

AD-105

1-Day  
COURSE

# VISUAL DESIGN FOR USER EXPERIENCE

When applied correctly, visual design enhances more than aesthetic appeal alone. Learn the visual design principles that are critical in designing both engaging and usable products. By synthesizing user experience best practices with visual design, you can generate truly exceptional experiences.

## WHAT YOU WILL LEARN

- > Visual design theory and psychology principles
- > How to apply visual design elements to enhance usability
- > The importance of typography
- > Techniques that enhance emotional engagement
- > How to use visual design to create positive user experiences
- > Hands-on experience utilizing visual design principles

## WHO SHOULD ATTEND?

This course requires limited prior UX knowledge. Recommended for business analysts, graphic designers, interaction designers, UI/UX designers, product designers and anyone looking to expand or update their skills.



## COURSE OUTLINE

(This course is 60% theory, 40% practical)

### INTRODUCTION

- > The visual design process
- > Gestalt Psychology
- > Applying design theory

### VISUAL DESIGN PRINCIPLES

- > Understanding composition, colour theory and typography
- > Using graphical elements to improve user experience

### ENGAGING THE USER

- > Storytelling
- > Creating an emotional response
- > Iconography
- > Effective communication

### DESIGNING THE EXPERIENCE

- > Influencing the user
- > What makes a valuable user experience

## CERTIFICATION

Visual Design for User Experiences is a course within the following certification stream if finished within two years of the initial course:



*This course brings visual design best practices and usability principles into harmony. Learn how to combine form and function to take your product to the next level.*

## COURSE DETAILS

### DURATION

1-day, 9:00am – 4:30pm

A full-day session with a one-hour lunch break.

### COURSE MATERIALS

Participants receive a printed course booklet including a visualization of Akendi's process.

A laptop is not required for this course.

### REGISTRATION COST

**1-day courses:** \$675 CAD

**CXD or CXR Certification:** \$3095 CAD

Light breakfast, coffee and tea are provided.

Course cost is per person as stated plus tax. Akendi reserves the right to cancel a scheduled training session up to five business days prior to the training if a minimum class size of four participants has not been attained.

### LOCATIONS

Our training courses are delivered in Toronto, Ottawa, and Montreal, Canada, and in London, UK. Check our website for an up-to-date schedule: [www.akendi.com/ux-training](http://www.akendi.com/ux-training).

### Custom Training Available!

Akendi offers customised training courses designed to fit your organization's specific needs. Contact us at [training@akendi.com](mailto:training@akendi.com) for more information.

**REGISTER TODAY!**

[www.akendi.com/ux-training](http://www.akendi.com/ux-training)

