USER EXPERIENCE DESIGN IMMERSIVE

UXDI User Experience Design Immersive
Table of Contents

OVERVIEW

THE FRAMEWORK

We are constantly surrounded by user experiences, from elevator buttons to the latest mobile app. Each and every one of these experiences have been designed, with a great deal of thought given to how we interact with objects, find information, or exchange ideas. At the same time, we're also surrounded by unique problems, struggles, and needless complexity; all of which can be solved by great design.

A User Experience Designer is able to think outside the realm of what's "possible" in order to create experiences that address the needs of customers in a way that brings them joy and delight. This requires a great deal of empathy, imagination, and skill.

The User Experience Design Immersive is designed to have students living and breathing user experience design. Composed of classes delivered by top practitioners, workshops meant to build students' portfolios, and social events that immerse students into the UX community, UXDi is made for those seriously looking to enter the world of user experience.

This eight-week immersive course prepares students to think like designers and approach problems creatively in order to design the next generation of great apps, websites, and digital products.

OVERVIEW

THE OBJECTIVES

By the end of this course, students will be able to:

» Identify the most effective methods of user research for any given project and how to implement it.
» Organize vast amounts of information, from articles in a magazine to items on an ecommerce site, in a way that makes sense to users.
» Design the behavior of digital products in order to support user goals.
» Communicate use of a digital tool through visual design to ensure that users of that product can effectively interact with it
» Articulate your thinking and process via words (written & verbal) and pictures (sketches, wireframes, decks).
» Utilize business requirements and technical constraints/ abilities in order to design products that can be launched successfully into the world.
» Work with a team of fellow designers, stakeholders, and programmers in order to create polished, functional, products and prototypes.

STUDENTS

INDIVIDUALS LOOKING TO TRANSITION

Individuals taking this course are looking to transition into the world of user experience design, either as a designer, researcher, or information architect.

INDIVIDUALS WITH PREVIOUS CREATIVE OR MARKETING EXPERIENCE

Students who take this course often have previous experiences in visual design, architecture, or marketing.

PROJECTS

PROJECT GOALS

UXDi focuses on empowering you by teaching key UX skills, and allowing you to apply those skills to various projects, which will end up serving as the foundation of your portfolio. Over the eight-week period, you will work on four different projects.

PROJECT 1

Design and create the information architecture of a website based on the content provided by a magazine. During this project, you'll apply:

» Content Strategy
» Information Architecture
» User Research
» Competitive Analysis
» Sketching

PROJECT 2

Create a software product that re-imagines how users do everyday things, like listen to music, share photos, and manage their data. During this project, you'll apply:

» Interaction Design
» Flow Diagrams
» Use Cases
» User Psychology
» All Previous Skills

PROJECT 3

Work on an existing product in order to redesign it or collaborate directly with a real startup to apply your UX skills to their product. During this project, you'll apply:

» User Centered Design
» User Testing
» Personas and Scenarios
» Rapid Prototyping
» Stakeholder Analysis and Project Management
» All Previous Skills

PROJECTS

PROJECT 4

The last project will be left entirely up to you. Use this project as an opportunity to put all of your skills together. During this project, you'll apply:

» Project Planning
» Design Patterns
» Product Roadmap
» Presentation Skills
» Next Steps and Career Path
» All Previous Skills

UNITS

USER EXPERIENCE DESIGN IMMERSIVE

» The Design Process
» User Research
» Prototyping
» Interaction & Interface Design
» Design Communication & Documentation
» Team Collaboration
» Professional Design Skills

USER EXPERIENCE DESIGN IMMERSIVE

THE DESIGN PROCESS

» Translate ideas, concepts, and needs into actionable deliverables and design solutions
» Analyze competitors, user tasks, and business models in order to identify project requirements
» Design, test, and iterate on several hands-on projects with real users and stakeholders
» Familiarize yourself with the many aspects of UX design, and how they work together

USER RESEARCH

» Identify and apply several user research approaches in order to understand users and clients
» Work with real users during interviews, observation, and usability tests
» Create detailed personas that represent your key users
» Constantly iterate on your approach and process based on real user feedback

PROTOTYPING

» Create and iterate upon working prototypes for each hands-on project
» Utilize several prototyping techniques, from paper prototypes to the latest prototyping tools in the field
» Test your prototypes with real users in order to gain insight and improve your products

INTERACTION & INTERFACE DESIGN

» Apply interaction design principles such as affordances and feedback to digital products
» Define how digital products should work through user flows and translate them to prototypes and mockups
» Identify the elements that make products difficult to use, and propose solutions to improve them
» Design user interfaces that add clarity, beauty, and joy to a user's experience

DESIGN COMMUNICATION & DOCUMENTATION

» Create sketches, wireframes, and rough user interfaces in order to clearly communicate your solutions to users and stakeholders

USER EXPERIENCE DESIGN IMMERSIVE (CONTINUED)

DESIGN COMMUNICATION & DOCUMENTATION (CONTINUED)

» Utilize product management skills in order to create project plans, prioritize features, and define product specifications
» Design and deliver presentations for different audiences explaining and defending your design decisions

TEAM COLLABORATION

» Work with diverse stakeholders and clients
» Propose and evaluate multiple options for user experience solutions
» Collaborate with fellow students to come up with the strongest design solutions
» Thoughtfully critique the design work of peers

PROFESSIONAL DESIGN SKILLS

» Identify the many roles and possibilities within the UX job market
» Build your personal portfolio in order to represent your skills and work
» Collaborate with fellow students to come up with the strongest design solutions
» Manage projects and deadlines for several projects

FAQS

WHY IS THIS COURSE RELEVANT TODAY?

What separates a good product from a great product—an app that jumps to a user's home page rather than getting pushed to the back of a folder, or a website that people can't wait to share with their friends and family—is user experience. User Experience Designers constantly analyze the world around them in a never-ending quest to bring joy, simplicity, and function to everyday experiences. The User Experience Design Immersive aims to get students to think like designers, and equip them with the skills and tools necessary to implement their visions.

WHAT PRACTICAL SKILL SETS CAN I EXPECT TO HAVE UPON COMPLETION OF THE COURSE?

By the end of the course, you will be able to:
» Implement user research tactics to gain a deeper understanding of what users need and want.
» Identify the best ways to organize information on a given site or app
» Design a digital product that behaves intuitively and brings joy and function to users
» Utilize visual design in order to make beautiful and easily learnable digital products
» Explain your process through the use of sketches, wireframes, and presentations
» Collaborate with design teams to see a project from start to finish

WHO WILL I BE SITTING NEXT TO IN THIS COURSE?

People as passionate about great stuff as you are. Graphic designers, creative directors, journalists, architects, entrepreneurs, and folks just out of college. Individuals looking to enter the world of UX design professionally. Your future best friends.

FAQS

WHAT CAN I EXPECT TO ACCOMPLISH BY THE END OF CLASS?

By the end of the course, you will have:
» Created two-to-three strong pieces of work for your portfolio, including artifacts such as sketches, user research, and working prototypes
» Learned about UX techniques and strategies from the top UX practitioners currently in the field
» Eaten at least three-or-four whole pizzas over eight weeks
» Worked together with incredibly talented and motivated individuals who you will stay in touch with long after the course

CONTACT

GET IN TOUCH

NEW YORK
nyc_admissions@ga.co
+1 (805) GANYC-01
Course application

SAN FRANCISCO
sf_admissions@ga.co
(415) 294-0866
Course application

WASHINGTON, DC
dc_admissions@ga.co
(734) 363-8339
Course application

LOS ANGELES
la_admissions@ga.co
(424) 543-7083
Course application

BOSTON
boston_admissions@ga.co
(412) 852-2664
Course application

LONDON
london_admissions@ga.co
+44 (0) 7703 002 046
Course application

SYDNEY
sydney_admissions@ga.co
0420 438 649
Course application

HONG KONG
hk_admissions@ga.co
852-5333-8524
Course application