

MOBILE DESIGN — BASIC TRAINING

Summary: Designing mobile apps is not simply a case of web development writ small. And what can you do in a world without Flash? This six-hour course is designed to help you overcome the challenges specific to designing for smart phones and tablets. This class is geared toward iOS mobile platforms (iPhone and iPad) but will also briefly address issues specifically for Android and Blackberry platforms.

Topics Covered:

- » **Brief History of Mobile Application Evolution**
 - Overview of the mobile market
- » **Types of Apps \ Design Samples**
 - Games
 - Content Aggregation
 - e-Readers
- » **User Experience for Mobile \ Designing the Best Possible Experience**
 - The difference a touch-based interface can make (i.e. vs mouse cursor)
 - Gestures – what they are, why they are important, how to incorporate them into your design
 - Dynamic screen display
 - Smart Phone vs. Tablet
 - Review of Apple's Human Interface guidelines
- » **Information Architecture \ Content Optimization**
 - Why content optimization matters more for mobile
 - Function and flow of content
 - Create amazing wireframes
- » **Best Practices for Mobile Design**
 - Mobile design tools
 - Setting up a correct file: screen sizes, resolution, pixel ratio etc.
 - Retina Display vs. non-Retina Display
 - File compression
 - Designing for specific devices
 - How to design a great icon
- » **What to do in a world without Flash?**
- » **Beyond iOS**
 - Android
 - Blackberry
 - Cross-Platform Compatibility