

# DESIGN FOR AUGMENTED AND VIRTUAL REALITY

Augmented reality (AR) and virtual reality (VR) are quickly becoming huge areas of technology, with giants like Apple, Microsoft and Google competing to provide the next big AR or VR experience. The course offers exercises and challenges throughout, all aimed at helping you and/or your team practice your emerging or existing AR/VR skills.

## COURSE OBJECTIVE

To expose the professionals in the creative world in the knowledge of AR/VR technologies.

## LEARNING OUTCOME

- ✓ **How to design** for AR and VR from novel and unique perspectives
- ✓ **The three keys** to designing for this new medium: Storytelling, Imagineering, and Improvisation
- ✓ **How to enhance** immersion in order to improve your users' experience
- ✓ **How to create** 3D personas to improve spatial navigation, layout, and content
- ✓ **How to incorporate** the brain's responses to 3D interfaces by taking visual, auditory, and kinesthetic interactions into account
- ✓ **Practical tips** to avoid known UX problems when designing for AR and VR

## COURSE CONTENT

- 1 Getting in the Space (3D UX)
- 2 | Getting familiar with 3D UIs
- 3 | Designing 3D Story Flow
- 4 | How to Wireframe 3D Interactions
- 5 | Social VR and Collaborative Virtual Environments
- 6 | Bringing It All Together
- 7 | Validating Your 3D Experience

**5 DAYS  
TRAINING!**