

UCDA Workshop 2016 / Ganci / Overview

SESSION TITLE

Designing Digital Experiences: Getting started with user experience, user interface, and interaction design

SLIDE DECK

<http://aaronganci.com/ucda16>

SESSION DESCRIPTION

Designing Digital Experiences is a one-time, full day workshop that covers the basics of designing people-centered websites and software. The processes, outcomes, and tools that are used to create digital experiences will be discussed to provide a succinct picture of the industry today. Hands-on activities will teach participants how to best utilize user insights in their designs, enable them to practice industry-relevant prototyping methods, and highlight the key differences in designing within print and digital environments.

SPEAKER

Aaron Ganci
Assistant Professor of Visual Communication Design
Herron School of Art and Design

Industry speakers may also be involved in a supplementary capacity and will be determined at a later date.

SPEAKER BIO

Aaron Ganci is a visual communication and user interface designer with expertise in user-centered design as well as an Assistant Professor of Visual Communication Design at Herron School of Art and Design. Professor Ganci received a B.A. in Fine Art/Graphic Design from Eastern Illinois University and an M.F.A. in Design Development and Research from The Ohio State University. With professional experience in graphic, interaction, and user experience design, he is an expert in both the visual design of digital interfaces and in the translation of user needs into useful, usable, and desirable experiences. He is a frequent consultant on the design of websites and software interfaces, most recently for the IU School of Medicine, the Online Computer Library Center (OCLC), and The City of Indianapolis. In addition to professional creative activity, Professor Ganci also studies the evolution of processes and activities in the contemporary design profession and the use of visual communication design to enhance emerging technology and ubiquitous computing environments.