About the Master

Aaron Marcus, DeTao Master of User-Experience Design, is also President of Aaron Marcus and Associates, Inc. (AMA-A). He is an internationally known visionary, pioneer, and expert in user-interface and information-visualization development. He is on the Editorial/Advisory Boards of three journals, Visible Language, Information Design Journal, Journal of Human-Computer Interaction, and is the Editor-in-Chief/Editorial Board of User Experience. During the past 45 years, he has written/co-written and edited/co-edited 14 books and more than 350 articles.

He tutors/lectures around the world at most major UI/Usability conferences. He has been/Visiting Professor, Institute of Design, IIT, Chicago for eight years and a mentor in the New-Products Development course, Trinity Business School, University of California at Berkeley for nine years.

Professor Aaron Marcus was the first graphic designer in the world to be involved with computer graphics. He was named a fellow of the American Institute of Arts in 2009 and was elected to the CHI Academy in 2010, the first-ever graphic designer to be so honored. AMA-A was the first independent user-interface design/analytics studio in the world, and its clients during 30 years have ranged across Fortune 100 companies as well as startups in 29 countries. AMA-A worked on the first user interfaces of ACL, Travelocity, Microsoft’s Three Degrees, com file-sharing and messaging system for teenagers, HP’s Halo virtual meeting room, and Livescribe’s Smartpen.

Professor Marcus recently has focused on analyzing science-fiction movies/television and combining persuasion with information design to understand the future of user-experience design. He is establishing a Center for User-Experience innovation in his AMA Studio.

About DeTao

DTMA, a subsidiary of DeTao Group, is a world class educational organization focusing on knowledge-and innovation management.

Based on in-depth research of industries both inside and outside of China, DTMA identifies and brings in world leading masters from a wide range of professional fields and sets up their individual Master Studios.

Integrating the wisdom and resources of masters, human resources in China as well as business capital resources, DeTao continuously collect knowledge scientifically and economically with the organizing the insight of cluster-effects of first class experts. DeTao say, the industrial experience and soft knowledge of masters can be inherited. Thus we organically combine the resources of international industrial masters and native models to provide high-end industrial education and to nurture practical industrial leading talents.

At present, over five hundred masters driving various industries have joined DTMA, preliminarily to form a cluster of masters. Coming from 25 countries from all over the world, covering 20 industries and 60 fields, DeTao masters have acquired more than 50 kinds of the world’s top industrial awards over 2400 times.

DeTao’s spirit to “bring together the world’s leading masters and nurture professional elite” has won massive supports from national and local governments, as well as universities, colleges, business and industrial organizations. Comprehensive-strategic cooperation agreements have been signed between DeTao and large domestic corporations, including the China Railway Construction Corporation limited and Shanghai Film Group. DTMA will, by taking full advantage of the wisdom resources and cluster effect of DeTao Masters, nurture international influential talents and promote development of industries. With an appropriate variety of scientific methods, our participants will learn to broaden their global perspectives and stimulate their creative inspiration. DeTao Masters Heritage will help you realize leap development from a professional to a professional elite. DeTao will also provide the ability to draw from many professional elites comprehensive solutions for businesses thus contributing to the harmonious development of the Chinese society.

East meets West for a bright future together!
The primary objectives for this course are to develop a body of knowledge (both and of analysis and design) to provide experience in user-centered UX/UI development, to determine specifics that focus on stakeholders' needs regarding process and deliverables, to build awareness of information resources, to transfer knowledge to their participants in an effective manner, and to prove out these changes through some initial projects.

The course seeks to make participants aware of the critical impact and importance of mobile devices, and through some initial projects, the course seeks to make participants aware of the critical impact and importance of mobile devices. To prepare participants to work on specific projects during the class, the course will specifically focus on mobile product/service design both for the global and the China context. The course will emphasize studio work, rapid prototyping, and multi-criteria.

Who Should Take This Course

The participants for this course will be the following:

· UX designers and UX software engineers, such as visual designers, information architects, and software engineers, or even business managers and marketing professionals, to provide experience and expertise that will be used for all of these professionals.

· Practitioners and participants in the course will be the course. The course will emphasize the user-centered design process, research, and visual design.

Course Objectives

The following are lectures and project work for the course. Each day may be divided into four components: lectures, project critiques, and discussion of the next day’s objectives and deliverables.

Day 1: 08:00 to 12:00

Lecture 1: 1.1- User Interface (UI) Development

User-centered design is a focus on user-centered professional activities to plan, research, design, analyze, document, and train. The concept of user-centered design is defined as user-centered professional activities to plan, research, design, analyze, document, and train. The course will specifically focus on mobile product/service design for both the global and the China context. The course will emphasize studio work, rapid prototyping, and multi-criteria.

Lecture 1.1: User-Interface (UI) Development

This lecture will provide basic information about Mobile OS UI basics, conceptual design, and the current state of the AM+A Happiness Machine, which in turn is important to the key topic of the course. The course will specifically focus on mobile product/service design for both the global and the China context. The course will emphasize studio work, rapid prototyping, and multi-criteria.

· Mobile UX Design will be emphasized user-centered/user-interface development’s best practices and next practices. User-centered UI development is defined as user-centered professional activities to plan, research, design, analyze, document, and train. The concept of user-centered design is defined as user-centered professional activities to plan, research, design, analyze, document, and train.

Project Work: Concept Design of Screens

Participants are expected to deliver concept designs for Happiness Machine 5.0, oriented to Chinese users in China. The Happiness Machine: Changing the attitude, mentality, and social habits of ordinary people and making them think better, will substantially reduce happiness and less dependent on external circumstances.

Professor Aaron Marcus will offer a one week user-centered seminars, introducing students to the principles and opportunities of applying user-centered design for mobile user interface (UI) development, including topics of analysis and design services oriented to visual communication, visual design, usability, wireframes, and layout. Other platforms that may be mentioned include client-server networks for desktop systems, the Web, appliances, and vehicles.

This lecture will provide basic information about Mobile OS UI basics, conceptual design, and the current state of the AM+A Happiness Machine, which in turn is important to the key topic of the course. The course will specifically focus on mobile product/service design for both the global and the China context. The course will emphasize studio work, rapid prototyping, and multi-criteria.

Lecture 1.2: Happiness Machine: Intro and Recent Work

This lecture will provide basic information about Mobile OS UI basics, conceptual design, and the current state of the AM+A Happiness Machine, which in turn is important to the key topic of the course.

· Mobile UX Design will be emphasized user-centered/user-interface development’s best practices and next practices. User-centered UI development is defined as user-centered professional activities to plan, research, design, analyze, document, and train. The concept of user-centered design is defined as user-centered professional activities to plan, research, design, analyze, document, and train.

Project Work: Presentation of Information Architecture and Initial Design Results

Participants will conduct informal user testing with possible users, or at least mobile device access, and orienting the product/service toward the user-experience in the business world, not only the home environment. Mobile devices, with only mobile device access, orienting the product/service toward the user-experience in the business world, not only the home environment.

Grading

Lecture 2: 08:00 to 12:00

Lecture 2 (Optional): The Process of UI Development

Participants will present their analysis/synthesis of competition, user needs and wants, user profiles, use scenarios, initial information architecture, and key screen designs.

Day 2: 08:00 to 12:00

Lecture 3: 10:30 to 12:00

Lecture 4: 08:00 to 12:00

Lecture 3: To Be Determined Depending on Class Needs

Lecture 4: To Be Determined, Depending on Class Needs.

Lecture 5: To Be Determined, Depending on Class Needs.

Lecture 6: To Be Determined, Depending on Class Needs.

Lecture 7: To Be Determined, Depending on Class Needs.

Lecture 8: To Be Determined, Depending on Class Needs.

Lecture 9: To Be Determined, Depending on Class Needs.