

Cooper provides training in all aspects of our unique GOAL-DIRECTED® methodology through our Cooper U educational program. Every Cooper U class is taught by our most senior designers to ensure you benefit from their real-world experience. Each class is highly interactive, with an emphasis on hands-on exercises. Most classes are limited to 20 people so you can be sure you'll get plenty of personal attention. We're happy to bring any of these courses to your site.



### Interaction Design Practicum

As the foundation course in the Cooper U curriculum, the 4-day Practicum is designed for usability and design practitioners, product managers, and anyone else who strives to fill the gap between an idea and a successful product.

### Visual Interface Design Course

This 2-day class is designed to introduce you to visual design processes and principles to help make your interactive products not only more usable, but also more desirable. You will learn about type, color, icons, and other aspects of visual design critical to the usability of your interactive product or website.

### Communicating Design Course

This 2-day class explores effective ways to communicate research findings, requirements, and design solutions. You will learn how to create a User and Domain Analysis and a Form and Behavior Specification. Most importantly, you'll learn how to sell your design to stakeholders.

# Interaction Design Practicum

An in-depth 4-day course in digital product design

Learn about Personas and Goal-Directed design from the people who invented them! Our Practicum is an intensive, hands-on workshop led by senior Cooper staff. First, we'll show you how to practice Goal-Directed Design in more depth than you'll find anywhere else, then you and a small group of professionals from around the world will put it into practice to design an example product. This course also serves as the foundation for the rest of our Cooper U curriculum.

## Who should attend

Product planners, developers, marketers, usability professionals, design practitioners, and managers who are committed to creating a great customer experience.

## Course topics

- + How to plan and conduct user research using powerful ethnographic techniques
- + Distinguish what users say they want from what they really need
- + Translate your observations into personas, goals, and scenarios
- + Develop and prioritize requirements based on user and business goals
- + Quickly turn requirements into a concrete product concept

## Course materials

- + About Face 3.0: The Essentials of Interaction Design By Alan Cooper, Robert Reimann, and Dave Cronin
- + The Inmates Are Running the Asylum By Alan Cooper
- + Course binder with hard copies of slides and a variety of useful handouts and worksheets

A 4-day course at Cooper headquarters in San Francisco  
Limited to 20 participants

## Who is attending Cooper U?

3M	Intel
Adobe	McKesson
AMD	Microsoft
Autodesk	Oracle
Bank of America	Prudential
BEA Systems	SAP
Boeing	Siebel
Charles Schwab	State Farm
Cisco	Sun Microsystems
Fidelity	TiVo
GE	UnitedHealthcare
HP	Varian
IBM	and more...

“This is commercially grounded, highly captivating, very interactive, a lot of fun, and has given me something to take back which I’m confident I can apply. The cost-benefit is not an issue-this has to be taken by our designers.”

“Highly recommended! Even as an experienced designer I both learned a lot and got a sanity check for the work I’m doing. I’m totally energized!”

# Interaction Design Practicum

Course outline

## Day 1 Overview & Research

- + Overview of the class and the method
- + Design principles and patterns
- + Design team structure and roles
- + Conducting research with stakeholders
- + Planning user research

“Inspiring, educational, fun. I’m leaving with a lot of tools, information, and confidence.”

“Well worth your time. Fills the large void between needs identification and construction.”

## Day 2 Research & Modeling

- + Choosing a research method
- + Ethnographic interviewing and direct observation
- + Practice conducting interviews for an example product
- + Modeling
- + Personas and their uses

“Great course! We can apply these design methods to the hole in our XP process.”

## Day 3 Modeling & Requirements Definition

- + Persona creation
- + Prioritizing personas
- + Requirements definition
- + Mental models
- + Context scenarios
- + Defining data and functional needs
- + Identifying other requirements

## Day 4 Framework Definition and Beyond

- + Framework definition
- + Data objects and functional elements
- + Key path scenarios
- + Defining and sketching views
- + Refining with validation scenarios
- + Getting your design built



# Visual Interface Design

Where usability and desirability meet

Although the right features and behavior are essential to successful product design, the way they are presented can be just as important. The application of type, color, icons, and other aspects of visual design are critical to the usability of your product or website. Visual design choices are also critical to connecting emotionally with your customers (and to selling more products). Visual interface design combines detailed interaction design, screen layout, and branding to ensure that a well-conceived, well-behaved product is also a usable and desirable one.

## Who should attend

Designers, developers, usability professionals, brand managers, and anyone else responsible for delivering products that are desirable as well as usable.

## Course topics

- + Use visual design to clarify interaction and information
- + Use research and personas to guide visual choices and drive consensus
- + Create learnable, memorable icons
- + Adapt your corporate identity to a product or Web site
- + Apply visual design principles to multiple platforms
- + Develop a comprehensive visual system for consistent, easy application
- + Capture your work in a comprehensive Visual Style Guide

## Course materials

- + Course binder with hard copies of slides and a variety of useful handouts
- + Example sections of a Visual Style Guide

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Boeing	Siebel
Charles Schwab	State Farm
Cisco	Sun Microsystems
Fidelity	TiVo
GE	UnitedHealthcare
HP	Varian
IBM	and more...

“Five stars!”

“Take this course! There’s really none like it. Till now, you’d have to have taken a few graphic design classes to get this complete and focused a study.”

“Prescriptive information that’s really useful to take back.”

“The instructors are clear, kind, enthusiastic, knowledgeable, sophisticated, and respectful!”

# Visual Interface Design

## Course Outline

### Day 1 How we get there (and bring others along with us)

- + The Goal-Directed visual design process
- + Emotion and research
- + Personas and brand
- + Visual design requirements and technical considerations
- + Style studies
- + Applying styles to initial screens
- + Developing a visual system and refining the design

### Form: Visual Elements

- + Color and contrast
- + Text and type
- + Icons and images

### Day 2 Usability: Layout & Relationships

- + Information design
- + Combining elements into clear layouts
- + Establishing visual hierarchies

### Desirability: Unity & Style

- + Making a functional design desirable

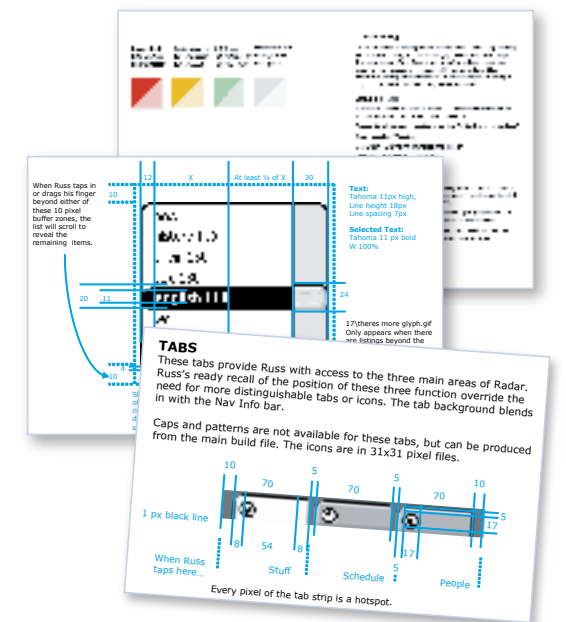
### Visual Systems: Implementation & Extension

- + Turning design into a visual system
- + Documenting the visual system

“Prescriptive information that’s really useful to take back.”

“I felt the presenters CARED about the topic and were experts.”

“It’s hard to come up with anything to improve. I love the classes here. Can’t wait for the next one!”



# Enrollment application

## Attendee

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Billing Address \_\_\_\_\_

City & State \_\_\_\_\_ ZIP Code \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

Check if multiple attendees are registering together—list other attendees on next page.

Course	Dates	Individual	Group	Number of attendees	Total
Interaction Design Practicum	June 7-10 2011	\$2150	or \$2050	X _____ = _____	
	<i>Paid by May 9, 2011</i>	<i>\$1950</i>	<i>or \$1850</i>	X _____ = _____	
Visual Interface Design	June 13-14, 2011	\$1075	or \$1025	X _____ = _____	
	<i>Paid by May 16, 2011</i>	<i>\$1025</i>	<i>or \$975</i>	X _____ = _____	
				<b>Grand total</b>	_____

Group rates apply for 2 or more people from the same organization registering together or anyone registering for 2 or more classes.

## Payment

Upon acceptance, we will send you an invoice. Payment in full is due within one week of enrollment. To arrange payment by wire transfer or credit card, please contact Tobi Grover (tobi@cooper.com) or Michael Varela (michael@cooper.com).

## Cancellation policy

We will refund 100% of your payment (less any multi-person or multi-course discounts that no longer apply) or apply it to another course if you notify us 20 business days before the start of your course, or 50% if you notify us 10 business days before. There are no refunds for cancellation fewer than 10 business days before the course begins. By applying to attend Cooper U, you certify that these financial terms are authorized by the appropriate person in your company.

# Enrollment application

Additional attendees

Name \_\_\_\_\_ Title \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Interaction Design Practicum  Visual Interface Design

Name \_\_\_\_\_ Title \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Interaction Design Practicum  Visual Interface Design

Name \_\_\_\_\_ Title \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Interaction Design Practicum  Visual Interface Design

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Interaction Design Practicum  Visual Interface Design

Name \_\_\_\_\_ Title \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Interaction Design Practicum  Visual Interface Design

# Frequently asked questions

## How do I get there from out of town?

Courses are held at Cooper's main office, 100 First Street, 26th floor. The easiest airport to use is San Francisco International. Although you may want a car if you plan to stay over a weekend and see the area, a car isn't necessary and can be inconvenient. Follow signs in the terminal to the Air Train, which will take you to the BART station. Get on any train and get off at the Montgomery stop. Total cost is under \$6.

## Where can I stay?

The two closest hotels are the Downtown Marriott Courtyard and the historic Palace Hotel. Budget travelers can use hotels.com or other tools to find rooms under \$100, usually within half a mile of our offices. Rates vary widely, so look around and try to book as far in advance as you can.

## What about food?

We'll feed you a light breakfast each day and snacks in the afternoon. After that, you'll want to get out and stretch your legs for lunch in the neighborhood. As for other meals, San Francisco is famous for its restaurants, so ask any of our staff for recommendations.

## How should I dress?

Class is casual; please dress for comfort. In winter and spring, bring an umbrella. In any season, dress in layers, since San Francisco weather tends to change throughout the day.

## What I can do while I'm in San Francisco?

Learn new things at Cooper U, then stay the weekend! Eat great food. Visit Fisherman's Wharf. Escape from Alcatraz. See the Golden Gate Bridge. Ride a cable car. Take a day trip to Napa Valley. See a musical or play. Stand in the Pacific Ocean. Pick up a newspaper and laugh at the real estate prices. Visit Chinatown. Bike along the Embarcadero. Go dancing. Check out one of our many great museums. Go to the opera. Go shopping in Union Square. Take in a baseball or football game. Have fun!

