



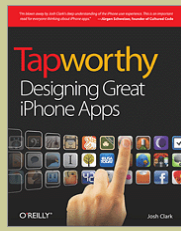
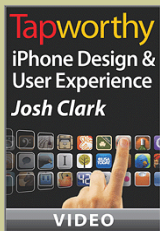
Tapworthy Mobile Design and User Experience Workshop With Josh Clark

October 5, 2011
Cary, NC (8:30-5:00)

The Triangle Usability Professionals Association invites you to attend a one day workshop with Josh Clark on Mobile Design and the User Experience

Date: Wednesday, October 5, 2011
Time: 8:30 am until 5:00 pm
Where: SAS, Building F, Room 101
200 SAS Campus Drive
Cary, NC 27513
[Google Maps](#)

Payment: In Advance Only



WORKSHOP FEES

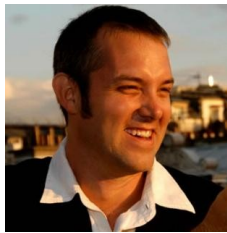
Typical registration fee for this workshop is about \$400, but deeply discounted because TriUPA is a non-profit organization.

(Note: TriUPA annual membership fee is only \$30. So, first join TriUPA www.triupa.org, then register at the member rate.)

Registrant	Fee	Fee After 9/21/2011
TriUPA Member	\$ 50.00	\$ 70.00
Student	\$ 50.00	\$ 70.00
Non-Member	\$ 80.00	\$ 100.00

REGISTER HERE

<http://triupa.org/events/tapworthy-mobile-design-and-user-experience-workshop-josh-clark-oct-5>



"It's rare to find a person like Josh Clark who speaks so intently to the topic of **interface design** and **mobile devices**."
—John Maeda, president of Rhode Island School of Design

Josh Clark is a designer specializing in mobile design strategy and user experience. He's author of "Tapworthy: Designing Great iPhone Apps" (O'Reilly, 2010) and "Best iPhone Apps" (O'Reilly, 2009). Josh's outfit Global Moxie offers consulting services and workshops to help media companies, design agencies, and creative organizations build tapworthy mobile apps and effective websites, with clients including eBay and Nokia.

Josh is a regular speaker at international technology conferences, regularly educating designers, managers, and developers about mobile strategy and designing for phones and tablets.

Before the internet swallowed him up, Josh was a management consultant at Monitor Group in Cambridge, Mass, and before that, a producer of national PBS programs at Boston's WGBH.

Josh holds a B.A. from Harvard College in Cambridge, Mass.

TAPWORTHY MOBILE DESIGN

From first concept to polished pixel, learn to create a mobile app that delights. This full-day course teaches you to "think mobile" by planning and creating app interfaces in tune with the psychology, culture, ergonomics, and context of an audience on the go. You'll learn to conceive and refine an app's interface and user experience in tune with the needs of a mobile audience—and their fingers and thumbs. You'll explore the practical principles of mobile and touchscreen design using examples from all major mobile platforms.

Who it's for

This class isn't (only) for geeks. The workshop's interdisciplinary approach is appropriate for everyone involved in the app design process—designers, programmers, managers, marketers, clients. The workshop takes a hands-on approach to intermediate and advanced design concepts but requires no specific technical know-how. Experienced designers and newcomers alike will uncover the shifts in mindset and technique required to craft a great mobile app.

What you'll learn

The course will equip you to ask the right questions (and find the right answers) to make aesthetic, technical, and usability decisions that will make your apps a pleasure to use. You'll learn:

- * the key elements of the mobile mindset and what your audience expects of your app
- * the ergonomic demands of designing for touch
- * strategies for crafting your app's visual identity
- * techniques for introducing your app to your audience
- * how to work with gestures
- * how these rules apply (or don't) to the iPad and other tablet devices