

UI/UX: Data-Driven Design II Training (Advanced)

Duration: 2 Days · **Training format:** Virtual Classroom / Online

Description

This workshop comprehensively addresses the process of transforming raw data into clear and impactful visual stories. Participants will learn how to combine modern design principles with data visualization techniques to create professional infographics. With a balanced mix of theory and practice, they will have the opportunity to work on real projects. By the end of the workshop, participants will have the competence to design original infographics using their own datasets.

Audience

- UX/UI Designers
- Product Managers
- Digital Marketing Specialists
- Professionals seeking to integrate data analytics into design processes
- Creative industry professionals with basic design knowledge who want to make data-driven decisions in their careers

Outline

Creative Data Visualization Strategies

- Innovative approaches that go beyond traditional boundaries of data visualization
- Combining information delivery with emotional connection and storytelling power

Parametric and Experimental Design Techniques

- Using parametric design systems to create organic forms and multi-dimensional visual experiences
- Designing kinetic structures and dynamic visual systems

Design Spectrum: From Minimalism to Maximalism

- Applying both minimalist and maximalist approaches in data design
- Techniques of negative space, asymmetric composition, and visual rhythm

- Integrating typographic hierarchy with data flow through innovative methods

Interactive and Dynamic Infographics

- Designing interactive infographic systems
- User-centered navigation systems and progressive disclosure techniques
- Enhancing static visuals with micro-animations to build experiential platforms

Algorithmic and Generative Approaches

- Applying data-driven color mapping
- Algorithmic pattern generation and generative design principles
- Developing unique visual languages for different datasets

Contemporary Design Trends

- Brutalist infographic approaches
- Glassmorphism effects and 3D data sculpture techniques
- Strategies to merge brand identity with data aesthetics

Cross-Platform Adaptation

- Maintaining visual consistency across different platforms
- Designing for maximum impact in diverse media environments
- Positioning data visualization as a core discipline within professional practice

Prerequisites

There are no prerequisites.