Customized Training

syllabus 2024

90%

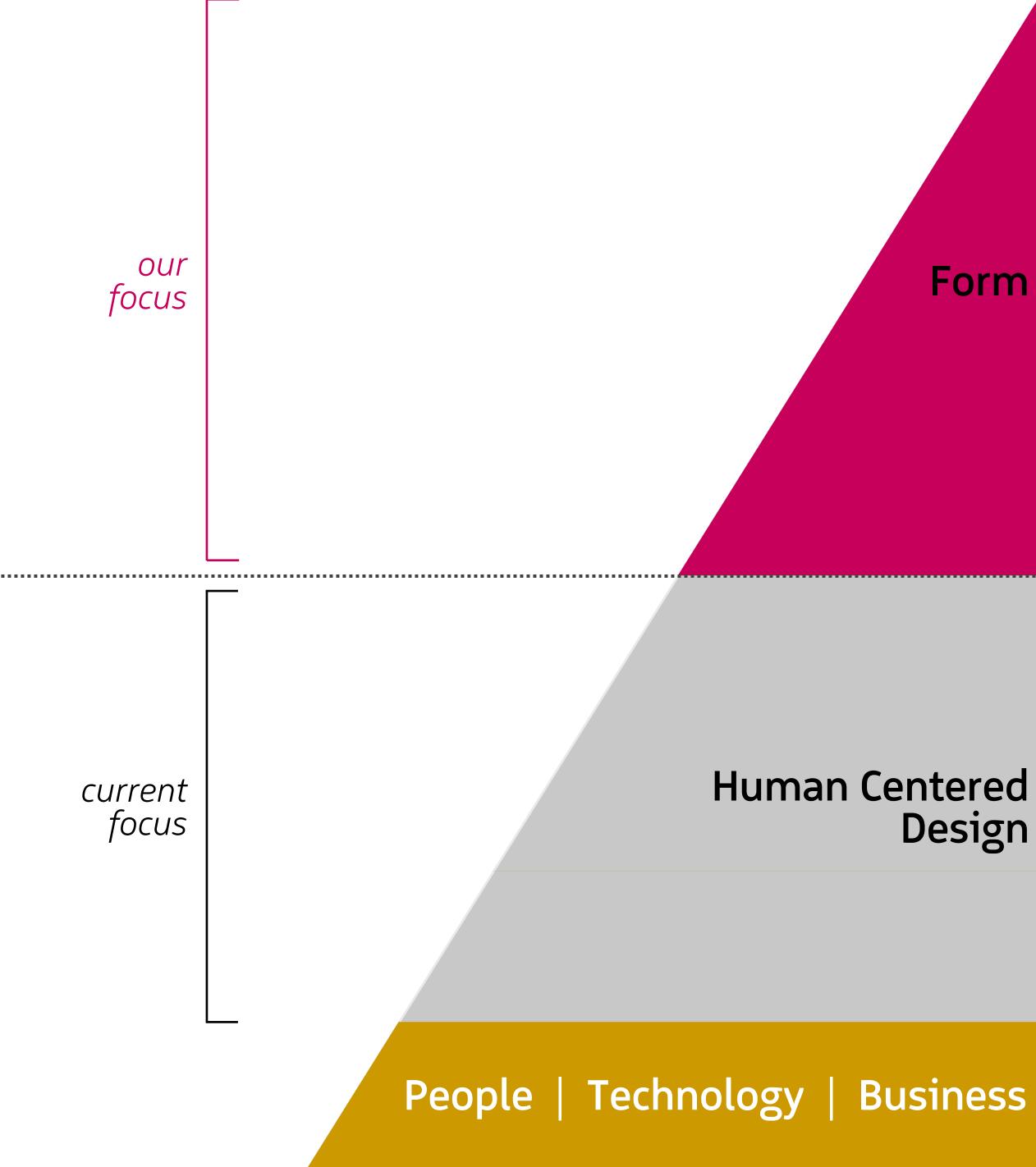**More than 90% of all web content is typographic content**

32%

Businesses that embrace design, generate 32% more revenue

Customized training

This is our core service. Based on an audit, the quality of the design output and the information needs of the in-house UX team are identified and a tailor-made training offer is made. Training is applied on site and on the job and is fully integrated with the daily professional practice of the UX team. We make quality improvement and its effect on business results visible using UX metrics. We dare to work for our clients on a no cure, no pay basis.

Source: McKinsey (2018), *The business value of design*

Form

Human Centered
Design

People | Technology | Business

Good design

A human-centered design process usually doesn't lead to user-friendly design. This is because too little attention is paid to the aesthetic qualities of digital products, and this already starts with the digital designer courses.

However, the aesthetic qualities of digital products are essential for their ease of use. Good design makes a product understandable.

Good design also contributes to a pleasant living environment and our well-being in general.

That's why School of Form explicitly focuses on aesthetics. Not as an end in itself, after all, we make user applications, but to enhance its function and user-friendliness.

What's included?

– UX audit
– Customized training plan
– Design critiques
– Masterclasses
– UX metrics dashboard
– Guaranteed quality improvement

Format	On site and on the job
Duration	According to need
Time	8–12 hours weekly
Max nr of students	20
Language	English or Chinese
Price	€100 hourly rate (reduced to 50% if no cure)

Questions?

Enroll

Henk Haaima

1992 — Graduated in Fine Art and Design in Education (MA) from ArtEZ University of the Arts

1993 — Postgraduate student at Kunstakademie Dusseldorf in the classes of professors Jan Dibbets (Painting) and Walter Nikkels (Typography)

1997 — Started design career in the internet industry

2008 — Creative Director at Mirabeau, a Cognizant Digital Business (until 2020)

2014 — Graduated (MSc) from EURIB, European Institute of Brand Management

2022 — Independent design director and digital designer

2023 — Teacher and founder at School of Form

School of Form has worked for
these brands: