Fostering Design

syllabus 2024

90%

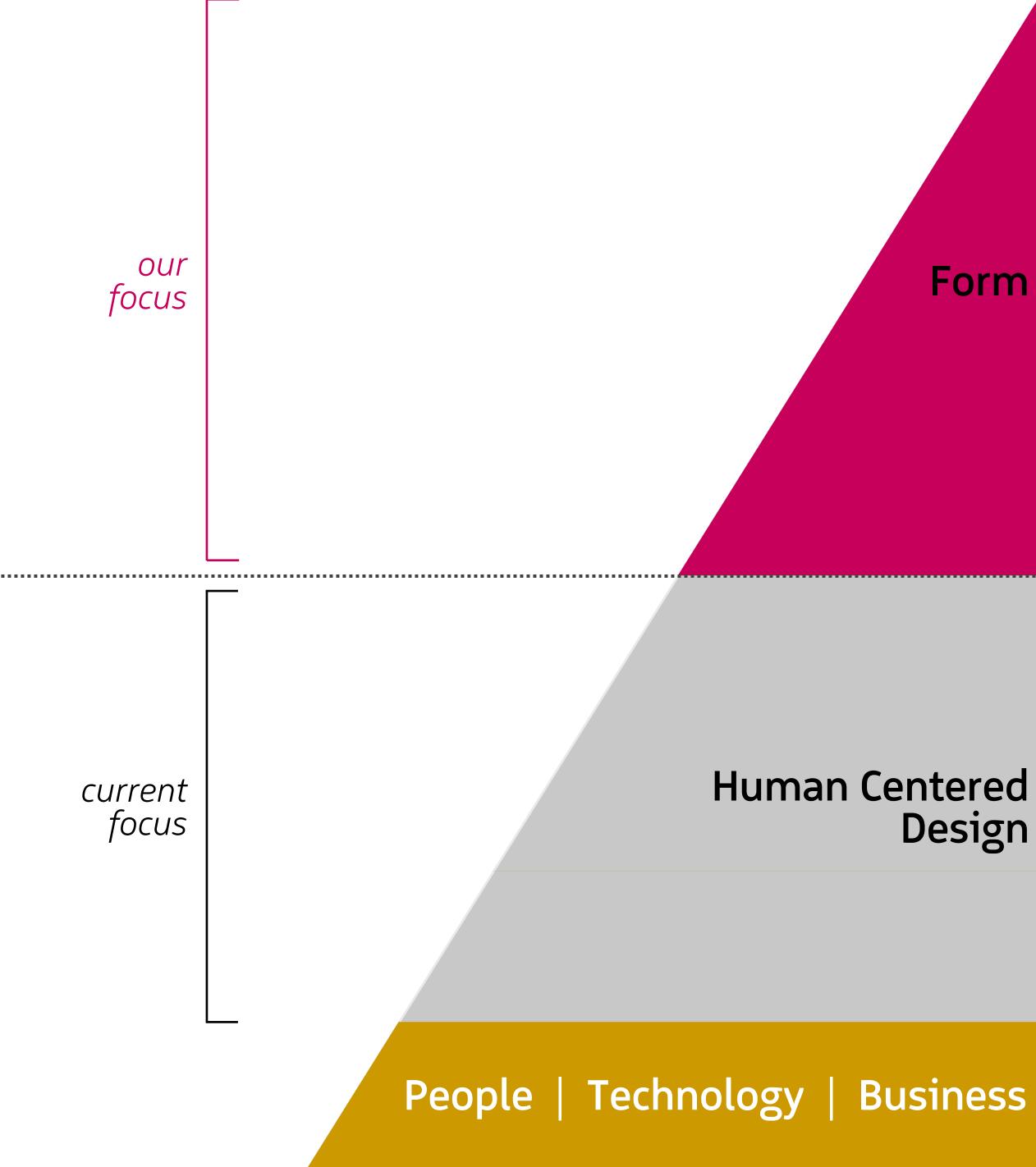**More than 90% of all web content is typographic content**

32%

Businesses that embrace design, generate 32% more revenue

Fostering Design

Our mission is to improve the quality of the design output of in-house UX teams. We do this by training UX designers in design craftsmanship. But we also provide training to stakeholders in the design process, such as product and product owners and scrum masters. We teach them how to manage and foster design quality in an agile organization.

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.

Fostering Design
Course Calendar

Week	Lesson	Description	Assignment
Lesson 1 Thursday 25 April 2024	**Why and how does design drives business value?**	Understanding how design drives business value. What are the most important drivers for you and the business	Create an advertisement (short copy)
Lesson 2 Wednesday 8 May 2024	**How to involve senior leadership in design?**	Relate the outer logic of typography to the inner logic of textual content	Design an in-depth article (long copy)
Lesson 3 Thursday 16 May 2024	**The northstar metric**	Learn how to structure and present fragmented and complex content	Create a product page (complex information)
Lesson 4 Thursday 23 May 2024	**Getting design leadership metrics right**	Understand the relationship between typography and grids	Design a typographic foundation for a flow (complex functionalities)
Lesson 5 Wednesday 29 May 2024	**Setting up a user centered design process**	Explore the elements of typographic style in Web3	Apply type in motion and space (moving type)

What's included?

- 5 live online masterclasses
- 5 required assignments
- 1 personal design critique
- downloadable workbook and toolkit
- certificate

Format	Online with live sessions
Start date	April 25, 2024
Duration	6 weeks
Time	8-12 hours weekly
Max nr of students	20
Language	English
Price	€1.250

Questions?

Enroll

Pim van Leeuwen

1993	Graduated in Business Economics at The Hague University of Applied Sciences
2001	Postgraduate student at Erasmus University in Strategic Marketing and Strategic Management
2003	Started business career in the internet industry
2006	European Marketing and e-Commerce director at Bakker.com
2008	Director Passenger Business and e-Commerce at Martinair
2010	Branch director at Mirabeau
2018	BU manager Digital at Macaw
2020	Digital Portfolio director at Ordina
2023	Business director and founder at School of Form

School of Form has worked for these brands: