Aesthetics in UX

syllabus 2024

Aesthetics in UX

The user-friendliness of digital applications that people use in their daily lives is often below par. This is because the aesthetic qualities of design, that are crucial for representing the brand and supporting functionalities, are underexposed. These are not or only briefly taught in the regular digital digital designer courses. This course fills this gap and lays a thorough foundation in design aesthetics. The combination of UX and design aesthetics puts the designer ahead and enables the UX designer to actually make the digital world a bit more beautiful and user-friendly and put an end to the current sea of homogeneous and mediocre user experiences.

75%
Judgments on website credibility are 75% based on a website's overall aesthetics

32%
Businesses that embrace design, generate 32% more revenue

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

our
focus

Form

current
focus

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.

Aesthetics in UX
Course Calendar

Week	Lesson	Description	Assignment
Introduction Thursday 25 April 2024	**Introducing Aesthetics in UX**	Understand that the aesthetic qualities of digital products are essential for their ease of use	Step by step apply layers of beauty to a digital application that gradually reveal its function
Lesson 1 Wednesday 8 May 2024	**Form**	Learn how to relate the outer logic of type, colours, composition, and visual language to the inner logic of web content	Transform a piece of digital mediocrity into a bold style statement
Lesson 2 Thursday 16 May 2024	**The laws of simplicity**	Learn how to reduce the design of digital products to the essentials	Reduce the time on task of an application by applying the laws of simplicity
Lesson 3 Thursday 23 May 2024	**A philosophical study of beauty and taste**	Understand the concept and importance of beauty from the perspective of the human sciences	Write an essay, seen through the eyes of a classical philosopher of your choice, about how you would introduce aesthetics in UX
Lesson 4 Wednesday 29 May 2024	**The business value of good design**	Develop strategies to embed good design in the organisation and sell it to your stakeholders	Design a KPI framework that expresses the business value of good design
Lesson 5 Thursday 6 June 2024	**Being referential**	Learn how to work like a scientist, to copy and to paste, and to build on our rich design tradition	Clarify in which tradition you'll design and define your style and aesthetics
Finale Thursday 13 June 2024	**Automated beauty**	Discover aesthetics in the era of Web3: motion, code and algorithms	Create an algorithm that generates your aesthetics

What's included?

– 7 live online masterclasses
– 7 required assignments
– 2 personal design critiques
– downloadable workbook and toolkit
– certificate

Format	Online with live sessions
Start date	April 25, 2024
Duration	8 weeks
Time	8–12 hours weekly
Max nr of students	20
Language	English or Chinese
Price	€1.950

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: