

UPCOMING WORKSHOPS

THE ART OF THE IDEA

DATE: SATURDAY 18, AUGUST

TIME: 09:00 - 12:00

PRICE: R650

It all starts with an idea... we look at using your own experiences as starting point to develop great ideas. Whether an app, game or animation, a good idea has a strong emotional core – we explore where ideas come from and how to lure them out into the open so we can prod and poke them until they give up the goods.

What we will talk about:

- Personal experience as starting point for great ideas
- The emotional core of ideas
- Mapping your ideas
- How one idea changes shape when expressed in different mediums
- Developing ideas for apps, games and animations.

DESIGNING EXPERIENCE

DATE: SATURDAY 18, AUGUST

TIME: 13:00 - 16:00

PRICE: R650

The experience is all that matters... whether an app, game or animation, what we experience is what keeps us there and what makes us come back for more. We follow the twists and turns of our daily interactions to understand what a good experience really consists of before experimenting with constructing our own experiences across a range of mediums.

What we will talk about:

- The medium is not the experience.
- What is an experience?
- Constructing experience around an idea?
- Engagement - the experience flow.
- Designing experience for apps, games and animations.