



The mobile application device market is growing. In the world of mobile devices, the evaluation of native applications, mobile websites and web apps is crucial. Prototyping allows us to see problems more clearly, and earlier, in the design and development process. You can validate your design choices with developers, project stakeholders and, most importantly, target users. A good prototype is simply the best way to share, communicate and get quick feedback on your design ideas.

VOX LAB realizes this industry standard and is therefore proud to offer a 'Prototyping and Monetizing Mobile Applications' program designed specifically for those keen to explore and enter the mobile business.

Italian trainer, **Stefano Virgilli**, as an Adobe instructor with [Vox Lab](#) and [Creative Crew Singapore](#), has considerable experience in creation and design using Adobe software. In this workshop, he will reveal industry tips and tricks to optimize prototyping of mobile apps and effectively monetize them.

You will:

- learn to create innovative Mobile Applications.
- pursue comprehensive training in developing mobile apps which encompasses programming, interface design, and human interaction design.
- learn about designing Mobile Apps with a heavy emphasis on user experience.
- defining Mobile Apps for iOS devices including iPhone, iPod Touch, iPad and Android based smart phones.
- further your understanding of the marketing and business aspects of mobile application development for both iDevices and Android Devices.

Topics such as setting strategic goals for the company and specific mobile application product,

advertising strategies, publishing opportunities, and other non-production related issues of mobile application development will be covered.

Course Content

Discover

- The advent of the internet
- The advent of the mobile
- The Mobile diaspora
- When mobile was a business

Define: It's All About Feelings

- Mobile UI Limitations
- NUI (Natural User Interface)
- iOS v Android
- Case Study 1: Angry Birds
- Case Study 2: Expect the Unexpected

Develop: Storyboarding and Animation Principles

- Prototyping using Adobe
- Prototyping using web applications
- Sketch sketch sketch!

Deliver: Tactical Prototype

- UI Templates
- Balsamiq