

HS Augsburg / Yonsei University  
joint work shop  
**Intercultural aspects of UX Design**

**12<sup>th</sup> - 16<sup>th</sup> Jan 2015**  
University of applied sciences Augsburg

Symbols, colors and gestures are seen as natural design elements in interactive applications. In a globalized (design) world they help to orientate and navigate as well in a foreign city as well as in software environments.

### **Issues**

Which associations do certain colors (red, green, blue) evoke, depending on the individual cultural context? Which symbols and gestures can be considered as international standard, which one might be misleading?

In a joint work shop with Yonsei University we will explore these intercultural aspects of UX design. Prof. Eui-Chul Jung and 4 of his students from Yonsei University will visit our department during the second week of January and we take this as an opportunity for a joint work shop.

The work shop will be held in English.

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