

Interactive Campaign Design & Prototyping

Course Objective: To equip participants with the technical workflows necessary to rapidly design, prototype, and integrate AI-generated assets into interactive digital campaigns using Figma and generative AI tools.

Target Audience: Corporate design teams, UI/UX professionals, and marketing creatives seeking to accelerate campaign prototyping and interactive storytelling workflows.

Pre-requisite:

- Basic knowledge of User Experience design
- Adobe After Effects Fundamentals
- Figma basics

Total Course Duration: 40 Hours (8 Hours/Day)

Core Tools: Figma, AI tools for animation

Day 1: UX Strategy & Interface Architecture

Module 1: Ideation

- Core campaign mechanics and user engagement loops
- User journey mapping
- Mobile screen hierarchy and layout planning
- Rapid low-fidelity wireframing

Lab: Sketch a 3-screen wireframe flow (Wait → Connect → Reward) using standard mobile navigation structures.

Module 2: High-Fidelity UI & Component Systems

- Visual aesthetic and brand guidelines
- Component libraries (buttons, cards, inputs)
- Typography and color application

Lab: Convert the low-fidelity wireframes into high-fidelity screens utilizing a centralized Figma component library.

Day 2: AI Asset Preparation & Character Digitization

Module 3: Graphic Generation

- Introduction to free generative AI platforms for character and asset creation
- Prompt engineering for style-consistent vector and flat-art characters
- Iterative refinement and upscaling techniques
- AI-driven background removal and asset isolation

Lab: Generate a custom character and supporting campaign assets using free AI tools, preparing them as isolated transparent graphics.

Module 4: Character Animation & Adobe Integration

- Overview of free AI image-to-video agents for instant, rigging-free motion
- Prompting for specific character actions (e.g., walking, waving, idle loops)
- Vector preparation and layer management in Adobe Illustrator
- Refining AI motion loops and applying basic transform animations in Adobe After Effects

Lab: Generate a looping character animation using a no-rigging AI video tool, and refine the asset in Adobe After Effects for final export.

Day 3: Motion Integration & Advanced Prototyping

Module 5: Importing Motion Assets into Figma

- Handling GIF and video files in Figma
- Structuring frames for animation sequences
- Layering character assets over UI elements
- Managing asset scaling and resolution

Lab: Import the AI-generated looping animations and backgrounds into the high-fidelity Figma screens.

Module 6: Smart Animate & Micro-Interactions

- Interactive trigger states (On Click, On Drag, After Delay)
- Configuring Smart Animate properties
- Seamless screen transitions
- Simulating digital interactions

Lab: Link the UI screens using interactive states and Smart Animate to simulate realistic app navigation.

Day 4: Campaign Compilation & Interactive Storytelling

Module 7: Interactive Campaign Narrative

- Structuring the promotional flow within Figma

- Designing onboarding and overlay screens
- Guiding user attention through motion
- Managing prototype flow logic

Lab: Build an interactive onboarding sequence that introduces the campaign mechanics to the user.

Module 8: Syncing UI with Character Motion

- Timing character interactions with UI triggers
- Using "After Delay" for automated sequences
- Creating multi-step prototype actions
- Simulating real-world interactions

Lab: Configure prototype delays to trigger the "Reward Unlocked" popup exactly when the character animation completes its motion.

Day 5: Final Polish & Delivery

Module 9: Prototype Polish & Usability

- Easing curves and transition speeds
- Refining visual hierarchy and contrast
- Interactive testing and debugging
- Prototype sharing configurations

Lab: Apply customized easing curves to all prototype transitions and resolve any broken interactive links.

Module 10: Project Handoff

- Asset export and compression
- Final project organization

Lab: Compile the final app for sharing with audience.