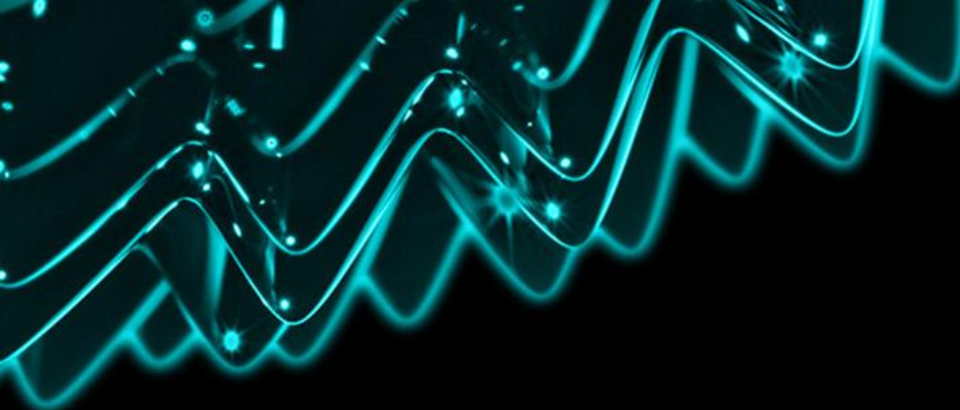


# XR Wizards Program Description

XR Design, Planning &  
Pre-Production

Program Description

10-week Live Online Course



**Have a question? Get in touch!**

[support@xrwizardslab.com](mailto:support@xrwizardslab.com)

[www.xrwizardslab.com](http://www.xrwizardslab.com)



## About Us

Based in Los Angeles, XR Wizards Lab is a rapid prototyping production bootcamp and mentoring space specialising in XR.

What is XR?

XR, or Xtended Reality includes:

- Virtual Reality (VR)
- Augmented Reality (AR)
- Mixed Reality (MR)
- Additionally, the X in XR can be seen as an unknown development variable, thereby “future proofing” the concept.
- XR also encompasses Immersive Media, and Spatial Computing

The Game Wizards model is a proprietary training and experiential learning system which has launched the careers of video game industry vets at studios including Activision/Blizzard, Riot Games, Sony Santa Monica, Treyarch, Infinity Ward and more.

We are creating the future of XR today!



# Why XR “Wizards”?

When we think of a wizard, we think of a powerful character, more often in a gaming setting.

These people with heightened powers can conjure or produce something with words and actions- Spells, if you will. With these powers and combined powers, almost anything can be created.

Upon completion, the wizard title is fitting. Wizards create magic, using their power to create and change their world.

With words comes integrity and action. Like a wizard uttering a spell, within the XR Wizards environment, words and actions manifest in realized projects.

XR Wizards facilitates a learning environment unlike any other. This is not a traditional class.

This is a laboratory for brainstorming, execution and completion. Using “Lean Principles”, students are moving through the building, measuring and learning cycles as quickly as possible while actively increasing their own skills through active engagement.

Objectives, tangible goals, milestones and outcomes are supported and facilitated in a collaborative, results-based, learning environment. Here, we incorporate a proven Agile Project-Based Experiential Learning model (APEL).



# What, Exactly, is this “Wizards” Model??

A new medium like XR requires a 21st century design, production, and a prototyping laboratory environment where participants will work on real world projects under the guidance of industry professionals.

This is not a traditional classroom with lectures and exams. Instead, you learn while creating and completing projects that meet stringent industry standards.

We have fused traditional teaching stacks with rapid prototyping, Agile Design, UX. You receive training and mentorship while you work on your portfolio-ready projects, not after.

The XR Wizards program is designed for you. Once accepted into the program, the participant is considered to be a Wizard continuing their journey as life-long learners.

We teach you what you want to learn, teach you to work in a production team, and teach to your needs in a real-world context. We deemphasize pre-formed structures, rigid descriptions, textbooks and standardized tests while focusing on relevant, hands on, effective, distilled knowledge applied to portfolio-worthy projects.



# Program Objectives

The goal of the XR Wizards Lab experience is to empower all participants to design, build and publish complete XR experiences while providing training and development in the most advanced, cutting edge skills of the industry.

We facilitate a goals-based learning environment where participants learn 21st century design principles, using Design Thinking, UX, and Interaction design based on agile, rapid, iterative, and user-centric production principles.

- Level up industry-relevant technical skills in this bootcamp environment
- Learn to work in a collaborative team setting, reflecting the industry production model
- Learn to create an effective pitch as presented to industry leaders
- Receive industry-relevant training and mentorship from your Instructors
- Deepen your understanding of the industry with guest speakers and industry experts
- Learn to create a portfolio-ready prototype XR application that meets to professional standards





# Program Outcomes

Upon successful completion of the XR Wizards training, participants will have:

- Gained a deeper understanding of the XR space, growth, and use cases for VR, AR, MR, XR
- Designed storyboards to visualize your unique XR experience
- Employed User Experience (UX) principles to design an XR customer journey
- Completed extensive research to create user models & user stories
- Developed a “Wizard of Oz” style prototype \* (see below)
- Created a promo video showing your prototype in action
- Employed industry-standard XR software tools for design, asset creation, mockup and implementation of XR experiences.
- Practiced and applied the philosophies of Agile software development
- Employed production and optimization workflows for XR comparable to industry standards.
- Complete a prototype of XR experience.
- Presented and defended their design decisions used in constructing a prototype XR experience
- Build a polished, professional XR application with industry experts.
- Access to a deeper network of the XR industry
- Created and developed a pitch for a XR application
- A portfolio of advanced XR projects, materials and code



# What is Wizard of Oz (WOZ)?

Borrowed from the film with the same title, this is a design methodology used in rapid product development to improve the user experience (UX).

WOZ prototyping requires developers to create a simple model of the completed product, or prototype.

Once created, developers use role playing to test how end users will interact with the product.

A script is then written to act out scenarios with an end user and with a human “wizard” that will perform tasks that will simulate the user behavior of the completed product.

The person playing the end user may -- or may not know -- that they are playing a role or that the wizard’s tasks are being performed manually by a human being instead of by a machine or computer program.

After each iteration, feedback and data is gathered and analyzed to help improve the next round of development. The cycle is repeated until development is concluded.

Think of the wizard behind the curtain simulating an entire world, then bridge that concept to the participant as wizard being given knowledge, abilities and tools to create their own XR worlds.





# Program Structure

The program will run for 10 weeks for a total of 48 hours of training & development.

## Onboarding

### Assessment

Each participant will be assessed on the core skills they have that apply to the XR development process. Both hard skills and soft skills are assessed and individual and team goals are deeply considered.

### Team Crafting

Participants may come into the lab as individuals or fully formed teams. If you have formed a team, tell us your intentions in a short statement. We will work with you towards the completion of your goals.

# Bootcamp and Lab Format

The background of the slide is a dark, abstract composition. It features several bright, out-of-focus light sources in shades of cyan and magenta. These lights create a sense of depth and movement, with some appearing as sharp starbursts and others as soft, glowing halos. The overall effect is reminiscent of a cosmic or high-tech environment, with light trails and reflections suggesting a dynamic, futuristic setting.

## Weekly Stand Ups

Each team leader will participate in 2 x 1.5 hour “stand up” meetings. These meetings emulate the daily stand ups used in the industry in XR development studios.

The intention of these meetings is to support the participants in moving forward on their projects and maintaining the highest level of focus on the most critical priority tasks.

These conversations are also utilized to determine the specific needs of each project and each individual on the team so that we can prescribe the necessary mentors, coaches or instructional media to fill any gaps.



# The Lab

The Lab is the real heart of the XR Wizards experience and where the magic happens!

While working in the lab we monitor and observe each team's progression. It is in this space that you will be holistically supported for optimum learning, training and effectiveness in utilizing your skills and contributing to the success of your team.

Success to us means that by using “Lean Principles” in every aspect , you are moving through the build, measure , learn cycle as quickly as possible while actively increasing your own skills by doing.

By the end of the Lab, participants and their instructor will have built their own version of a project. Instructors will provide optional extensions to complete outside of class hours that challenge participants to push the boundaries of their understanding of concepts on the project.

By using a cutting edge *Agile Project-Based Experiential Learning* model (APEL), Wizard teams learn, train or "Level Up" their skills and abilities through imagining, designing, and producing working together on XR Prototypes in 30 Day Production cycles that consist of four week-long sprints.

# 1:1

The XR Wizards Boot camp allows for two hours of one-to-one focused time per week between a participant and instructor.





# Wizard Team Roles

There are **5** roles participants can play on a XR development team.

1. **Project Manager**

This person manages the tasks and keeps the team on track. Often seen as the leader of the team you have an awesome responsibility to make sure everything goes as smoothly as possible.

2. **UI/UX Designer**

This person designs the controls of the user experience. As one of the most difficult roles as the UI/UX and interaction language, it has yet to be fully defined in the XR world. Participants will be on the cutting edge of defining how people interact in this new medium. This team member is also responsible for developing usability tests.

3. **Artist**

This person is in charge of the overall look of the experience and will create the 'look and feel' of the design, working closely with the UI/UX Designers. They will typically be a 2D Photoshop artist and/or 3D modeler, and will also work with new tools, some of them in XR itself.

4. **Engineer**

Handling all of the programming, typically C# for Unity, C++ for Unreal, or JavaScript for WebXR, this person's superpower is in understanding how to translate designs into code.

5. **Designer (Interactive or Game)**

This person works closely with the UX/Ui designer and creates the details of "gameplay" to help define the overall experience for the user. If you are making a "game" then you are responsible for the mechanics, balance and the fun factor.

# XR Wizards Lab for the 21st C

The XR Wizards production workflow fuses 4 design strategies used in game design, mobile/web design, and industrial design/architecture, the aforementioned “Lean Principles.”

## Design Thinking

Design thinking fuses three concepts: what is desirable from a human point of view with what is technologically feasible and economically viable.

This strategy was developed by the company IDEO and Stanford for turning general ideas and concepts into viable products, applications, and services.

## Research and Storytelling for the User Experience

Consider that we don’t design a product, rather we design the experience of the product for our users.

To do this, we borrow cinematic and game storytelling strategies, create storyboards, and tell stories about how the user will experience XR.

We don’t start with features, rather we start with a good story.

Only after we’ve created a compelling story do we design our app - which becomes the “prop” that our users need to “act out” their story in XR.

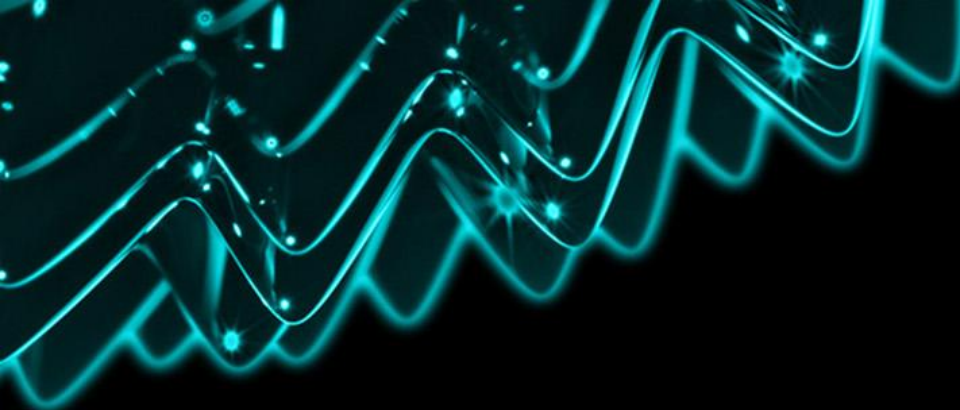
## Prototypes and Iteration

Rather than jumping directly into code, you will create and test your design on paper, via “Wizard of Oz” walkthroughs, before beginning to build the final XR system in software.

## Usability Testing

The user comes first - so we have real people try to use our prototypes, and adjust our design based on their experience. Surveys, beta-testing and user groups all inform us as to what the user wants or needs.





How does XR Wizards manifest the Program Structure and Production Strategy principles into the Lab?

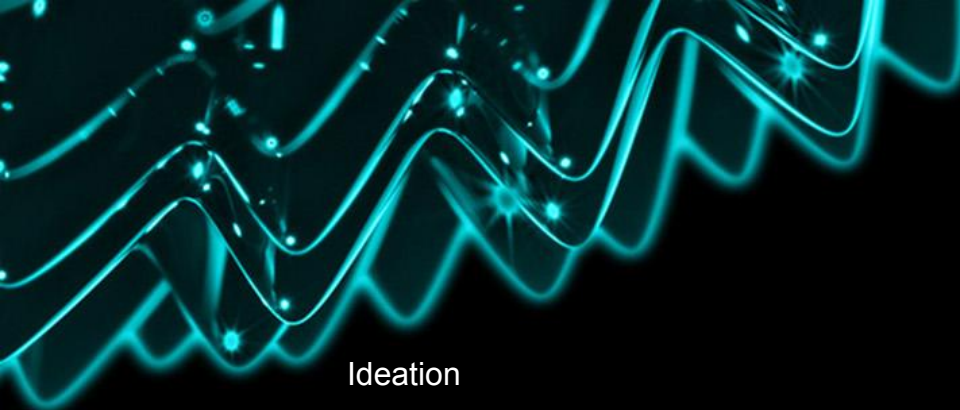
### Designing the Experience

The first phase of the 10 week program involves preliminary research into prospective clients, the market best matched for your project and identifies potential users.

A concept and requirements document to accompany your project.

A User Experience is defined through research, creation of personas and user stories as well as storyboard creation.

The creation of a Wizard of Oz Prototype allows you to test viability of design and functionalities that have not yet been implemented. The user only tests a simulation of the actual functionality, instead of the real functionality, hence the "Wizard of Oz" pulls the strings in the background.



## Ideation

We guide you through the development of an effective pitch deck and facilitate the presentation to industry experts where you receive honest, effective feedback.

## Production, Testing and Iteration

In the third phase, you learn about XR software, tools and techniques. Further development of team assets as well as optimization continues. Assembling of assets and interaction into advanced prototypes begins. Here, usability testing is conducted. Iterating on the project design is done as needed.

## Pitching the Product

In the fourth and final phase, all project assets have been aggregated and assembled, tested and executed. Your team presents the final product to industry professionals

## Program Content

The XR Wizards Content consists of 4 Stages:

- Design the Experience
- Pitch Development
- Production Tools, Techniques, and Branding
- Pitching the Product



## XR Wizards Process A: Designing the Experience

In process A, teams design an XR experience that is focused on users. The team designs the experience before the coding begins.

### Initial Concept

- Apply the Design Thinking “Double Diamond” strategy to come up with a viable XR concept
- Research into the XR market, business, client, and competition
- Research the capabilities and limitations of current XR technology

### User Focus as applied to the Project Concept

- Focus on the end user
- What are we building? Why? Who for?
- Exercises to get into the mind of our users
- Build a user model (Persona)

### Create the User Story

- Write a story or create a storyboard about how our user experiences our XR design
- Re-imagine our concept within the user story

### Build our First “Wizard of Oz” Prototype

- Participants “act out” the XR experience in physical space, using the “Wizard of Oz” prototype model
- Video is recorded, giving an asset for the Pitch Deck
- Based on the “acting out,” the experience and XR prototype are revised





## XR Wizards Process B: Pitch Development

Using the initial user experience work and prototype, participants develop a pitch to sell their concept to industry professionals.

### The Pitch Deck:

Here, participants develop an industry-standard presentation for communicating the XR concept. The Pitch Deck captures the imagination of industry professionals, stakeholders and investors.

### Elements of the Pitch

- Market Analysis- business, users, and technology
- Show the “sweet spot” where our XR concept fits a need
- Concept description
- Concept demonstration using our Wizard of Oz prototype video
- Team, technology, tools, and timeline description



## XR Wizards Process D: Pitching the Product

Participants will build their final prototype capstone project while a selection of teams will present at demo day. All participants will be prepared to submit an EXE or APK at the end of the course for feedback from their instructor and the industry panel.

In this lab, participants will learn how to use specialized techniques and profiling tools to critically assess the compromises made to optimize the performance of the team app based on the idiosyncrasies of the platform targeted.

- Managing Scenes
- Persisting Data and Objects
- Cross-Platform Settings
- Per-Platform Setting
- Profile and Frame Debugger
- Performance and Best Practices Profiler
- Diagnosing Performance Problems
- Optimizing Unity UI



## Admissions & Prerequisites

This program is intended for participants at any level of experience with XR. Whether an absolute beginner or a seasoned professional our unique **APEL** model of training and development will provide value in moving to the next level of expanding your skills and abilities.

To be accepted into the program, as part of an application, participants will be asked to answer qualifying questions along with the completion of a one-page design document or creative brief describing their project, the hardware it's intended for and any specific goals they would like to accomplish in the program.

Should a participant not have an intended project, they can still participate in the program. In their application they will be asked about the goals and project they would like to build.

Our team will review applications and schedule a consultation call led by a program manager to discuss the program and its suitability for our participant's project goals.



# How to Register

1. Visit [xrwizardslab.com](http://xrwizardslab.com)
2. Select a time from the course schedule
3. Click 'apply now' to start the admission process

## Course Requirements

A laptop or computer (Mac or PC)  
You do not need a VR or AR device for the course.

## Tuition

The course price is \$4,999.

3 month, 6 month, and 12 month payment plans are available for as low as \$399 / month.  
Contact us for more information.