In the context of creating a **digital outcome**—such as a website, app, digital artwork, video, or software product—**conventions**, **tools**, and **techniques** are all crucial components that shape how the outcome is planned, created, and delivered. Here's a breakdown:

## **🔧 Tools**

These are the software, platforms, or frameworks used to create the digital outcome.

### **Examples:**

* **Design Tools:** Adobe Photoshop, Figma, Canva
* **Development Tools:** Visual Studio Code, Unity, Android Studio
* **Multimedia Tools:** Premiere Pro (video editing), Audacity (audio editing)
* **Web Tools:** WordPress, Wix, Bootstrap
* **Version Control:** Git, GitHub
* **Collaboration Tools:** Trello, Slack, Notion

## **🧰 Techniques**

These are the **methods and processes** used to apply tools and follow conventions effectively.

### **Examples:**

* **Wireframing:** Creating layout drafts before full development
* **Prototyping:** Building interactive models of apps/sites to test functionality
* **Coding Techniques:** DRY (Don't Repeat Yourself), modular programming
* **Image Optimization:** Compressing images for web performance
* **Responsive Design:** Ensuring layout adapts to different devices
* **Testing & Debugging:** Identifying and fixing errors in the digital product
* **User-Centered Design (UCD):** Designing with the needs and preferences of the user in mind

## **📏 Conventions**

These are the **widely accepted standards** or best practices followed in the industry to ensure usability, consistency, and quality.

### **Examples:**

* **Navigation Conventions:** Top or side menus, clickable logos, back buttons
* **File Naming Conventions:** lo`wercase\_with\_underscores or camelCase
* **Code Formatting:** Indentation, comments, consistent naming
* **Accessibility Standards:** Using alt text, contrast ratios, keyboard navigation
* **Web Standards:** Using HTML5/CSS3 correctly, W3C guidelines
* **Design Patterns:** Cards for content, modals for alerts, breadcrumbs for navigation

### **🧠 Summary Table**

|  |  |
| --- | --- |
| **Category** | **Examples** |
| **Tools** | Figma, VS Code, Unity, Photoshop, GitHub |
| **Techniques** | Wireframing, prototyping, responsive design, testing |
| **Conventions** | File naming, UI standards, accessibility, coding standards |