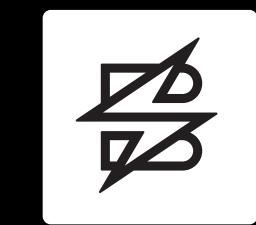


DISSECTING DESIGN

Ben Callahan



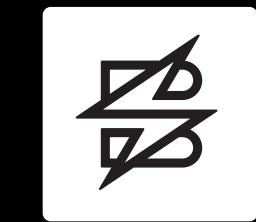
SPARKBOX



@bencallahan

DISSECANDO PROJETO

Ben Callahan



SPARKBOX



@bencallahan

We used to pretend like
things were pretty simple.

— 1024ish —

A diagram illustrating a fixed-width layout. A large light blue rectangle represents a container with a width of "1024ish". Inside this container is a black rectangle labeled "fixed width". To the right of the container, two vertical white lines indicate its boundaries. Below the container, there are two small black rectangles and one larger light blue rectangle, likely representing sidebars or footers.

fixed width

768ish

— 1024ish —



768ish

Alucinação Consensual

Linear Workflow

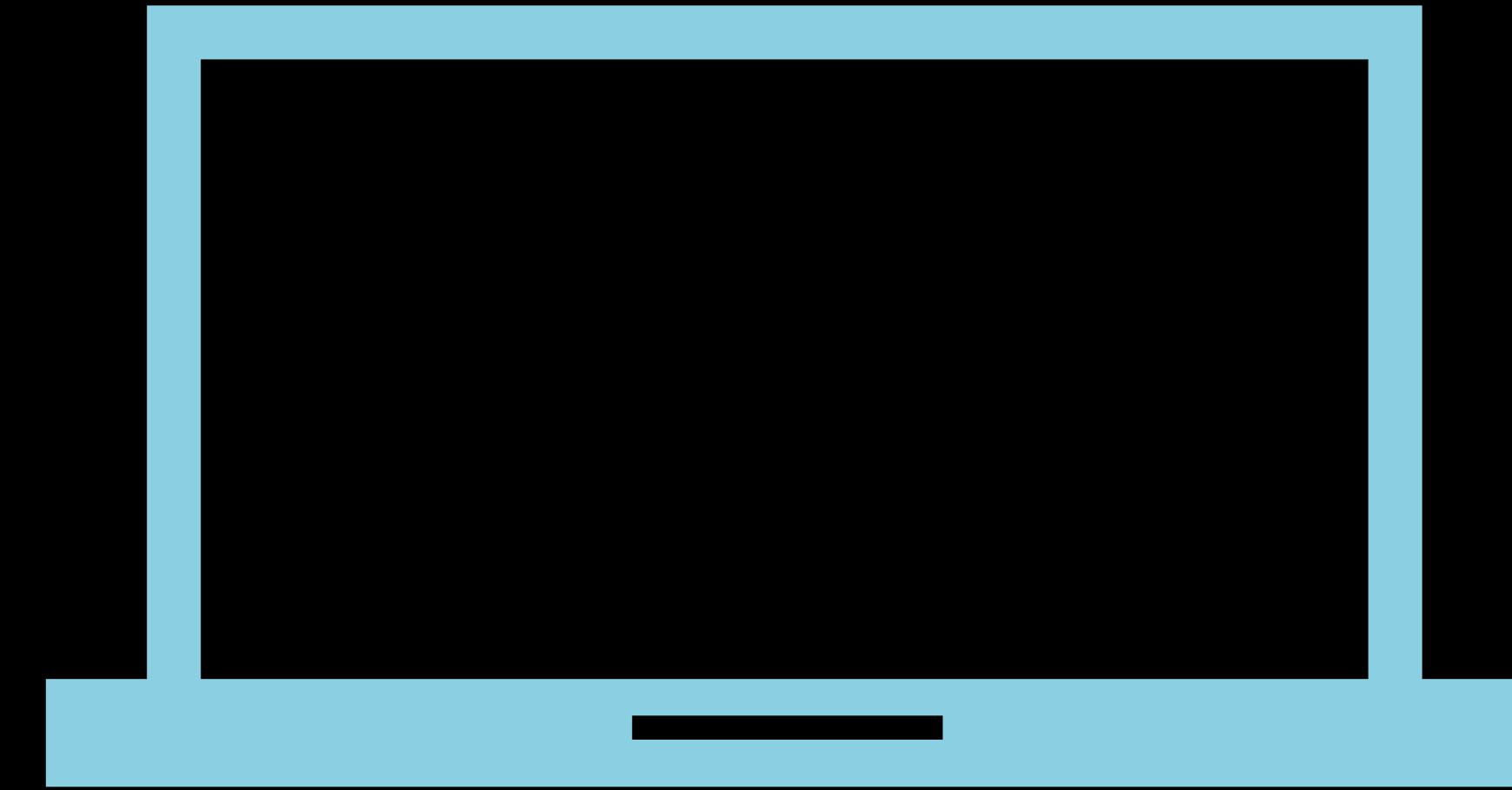
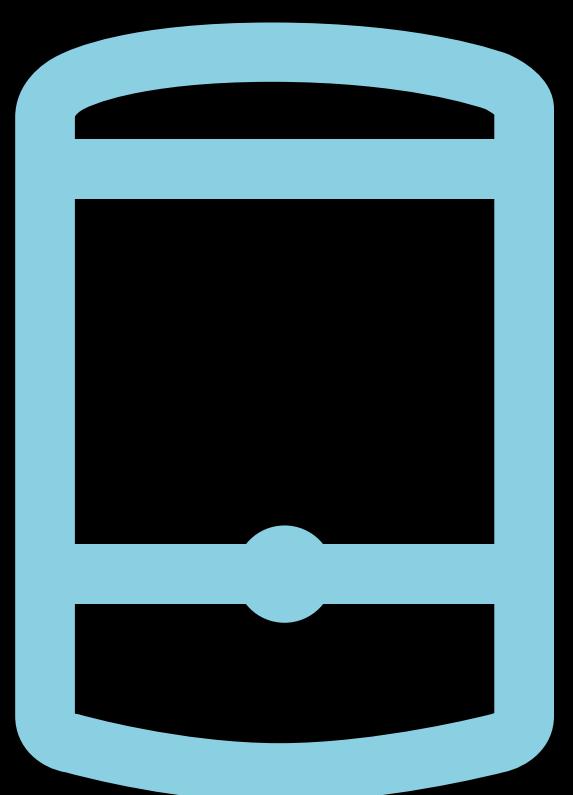


Fluxo Linear

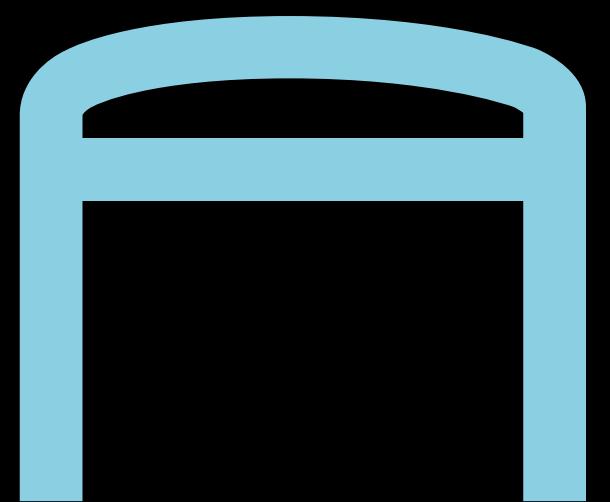
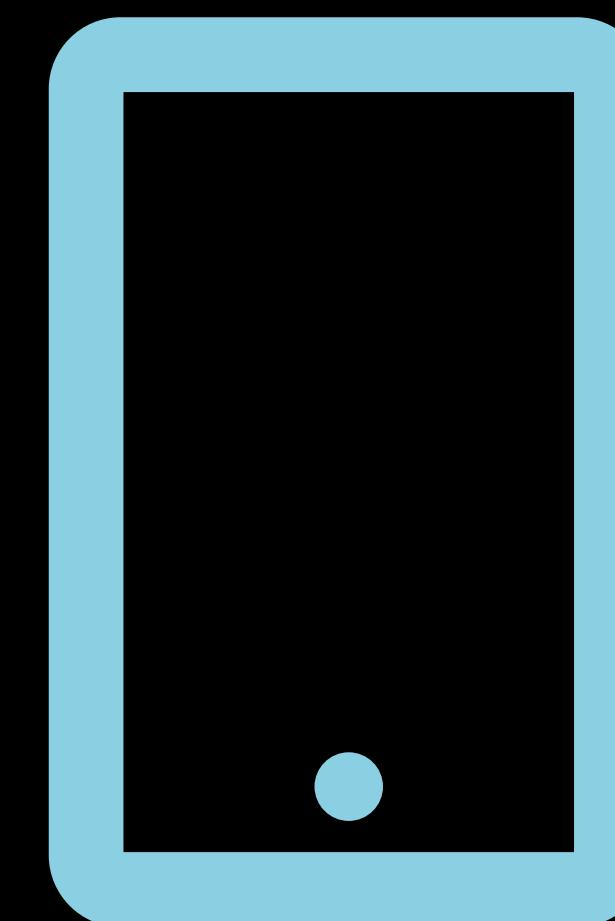
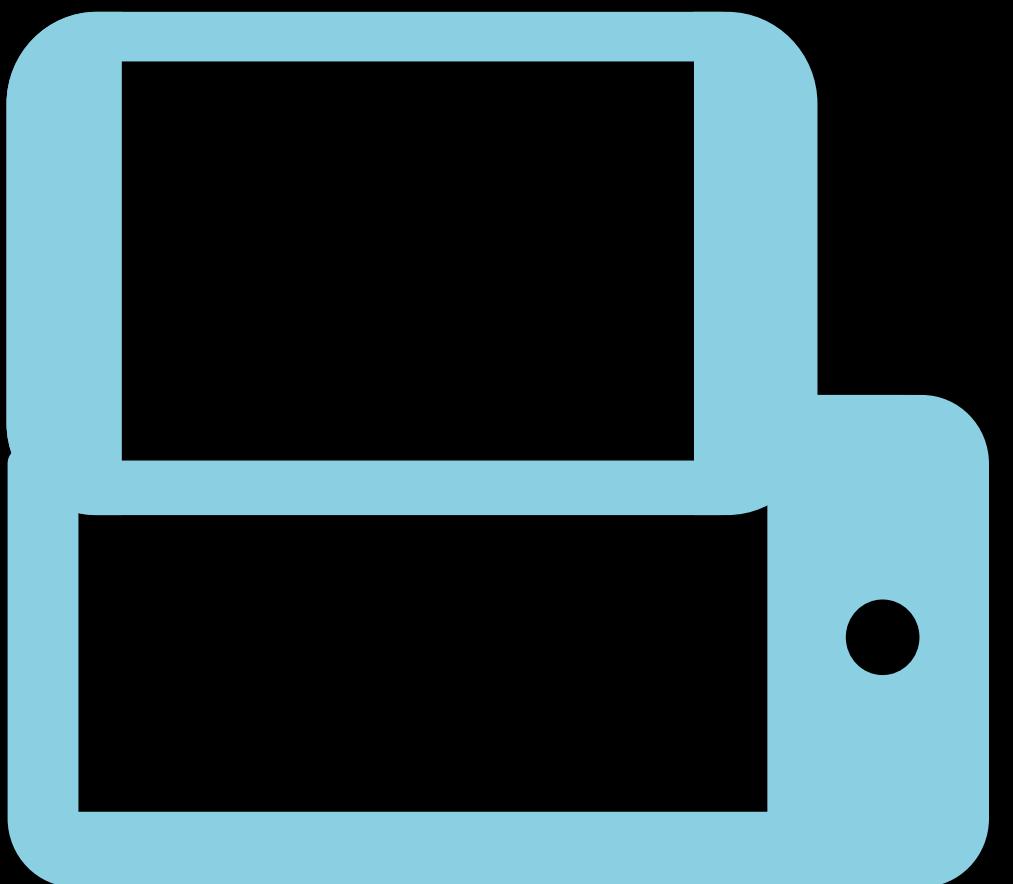
Slightly Better Linear Workflow



Fluxo Linear
Um Pouco Melhor

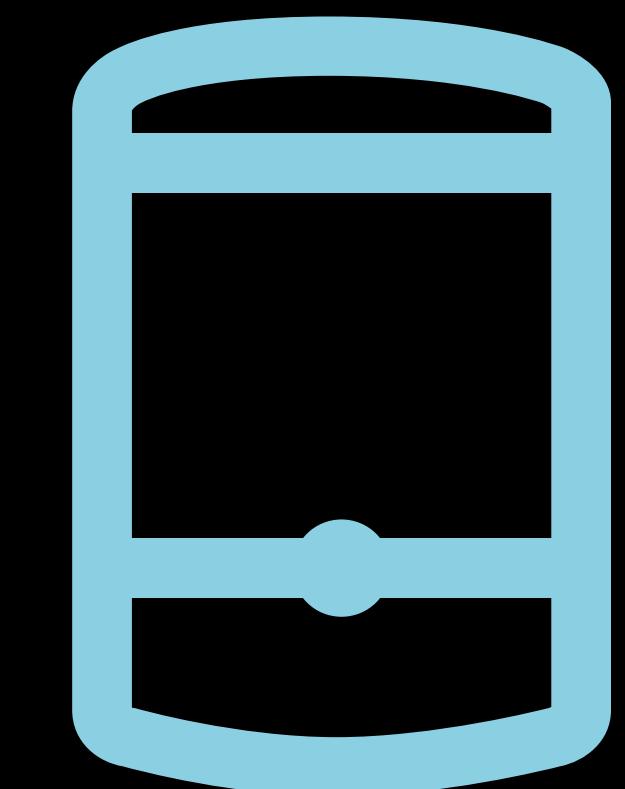


Olá,
RWD.

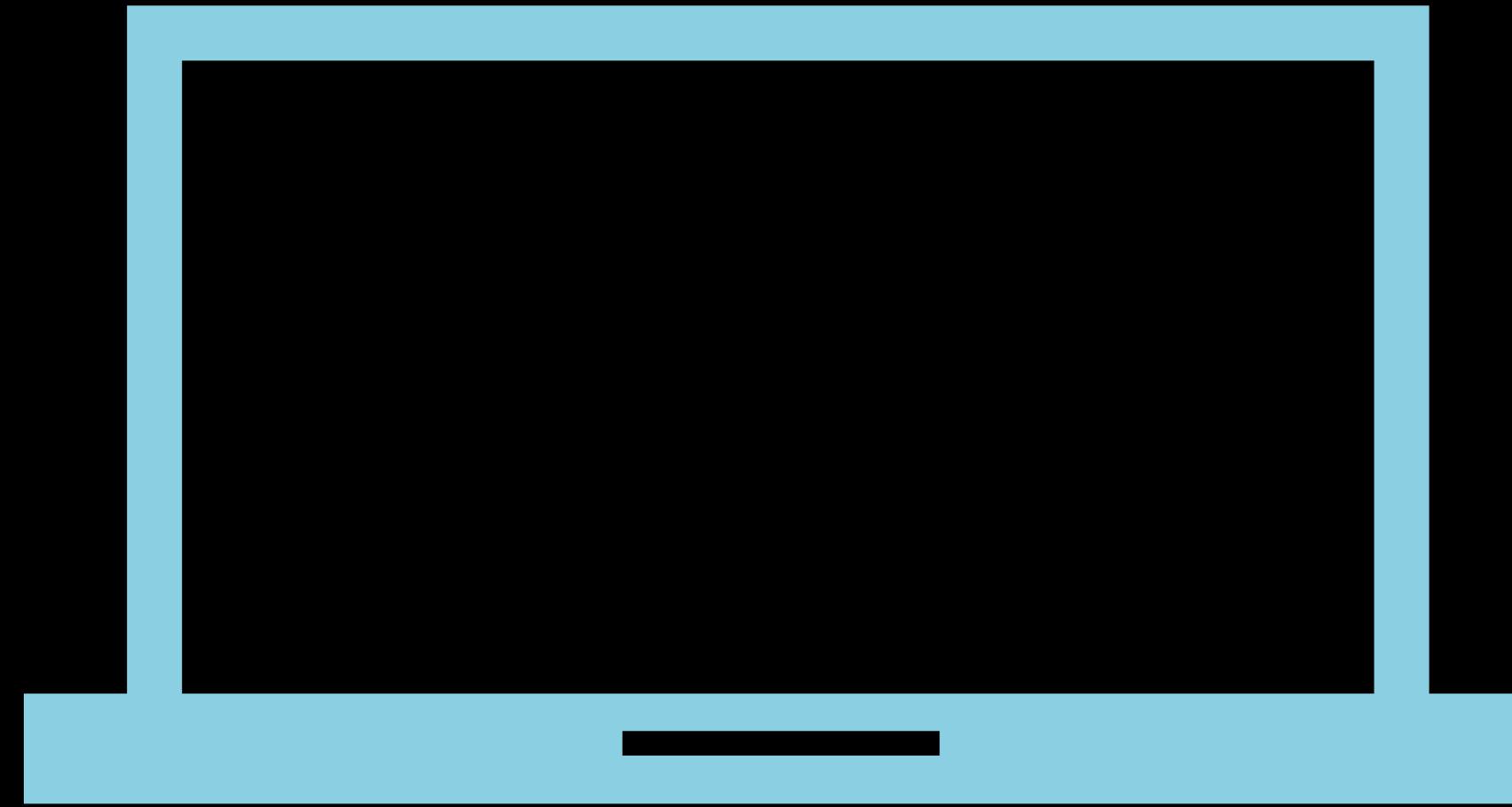
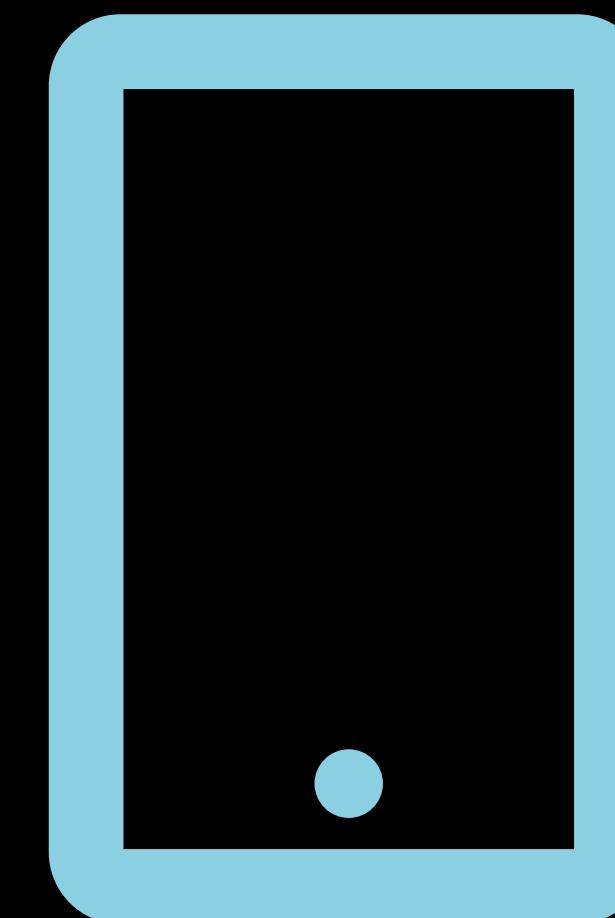
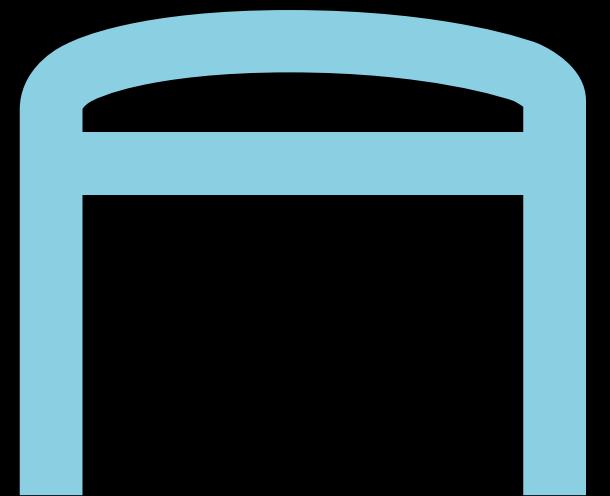
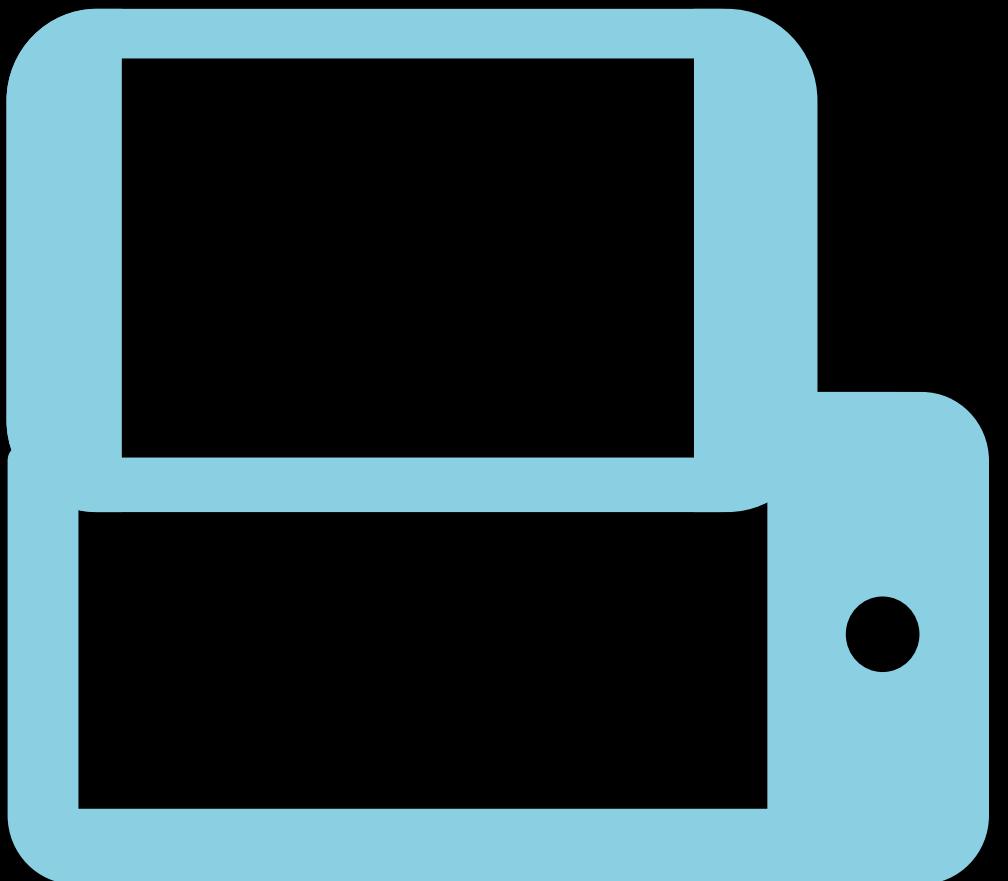




Olá,
tiny browsers.



Olá,
reality.





**ISTO É INCRÍVEL.
VAMOS PULAR PARA DENTRO!**

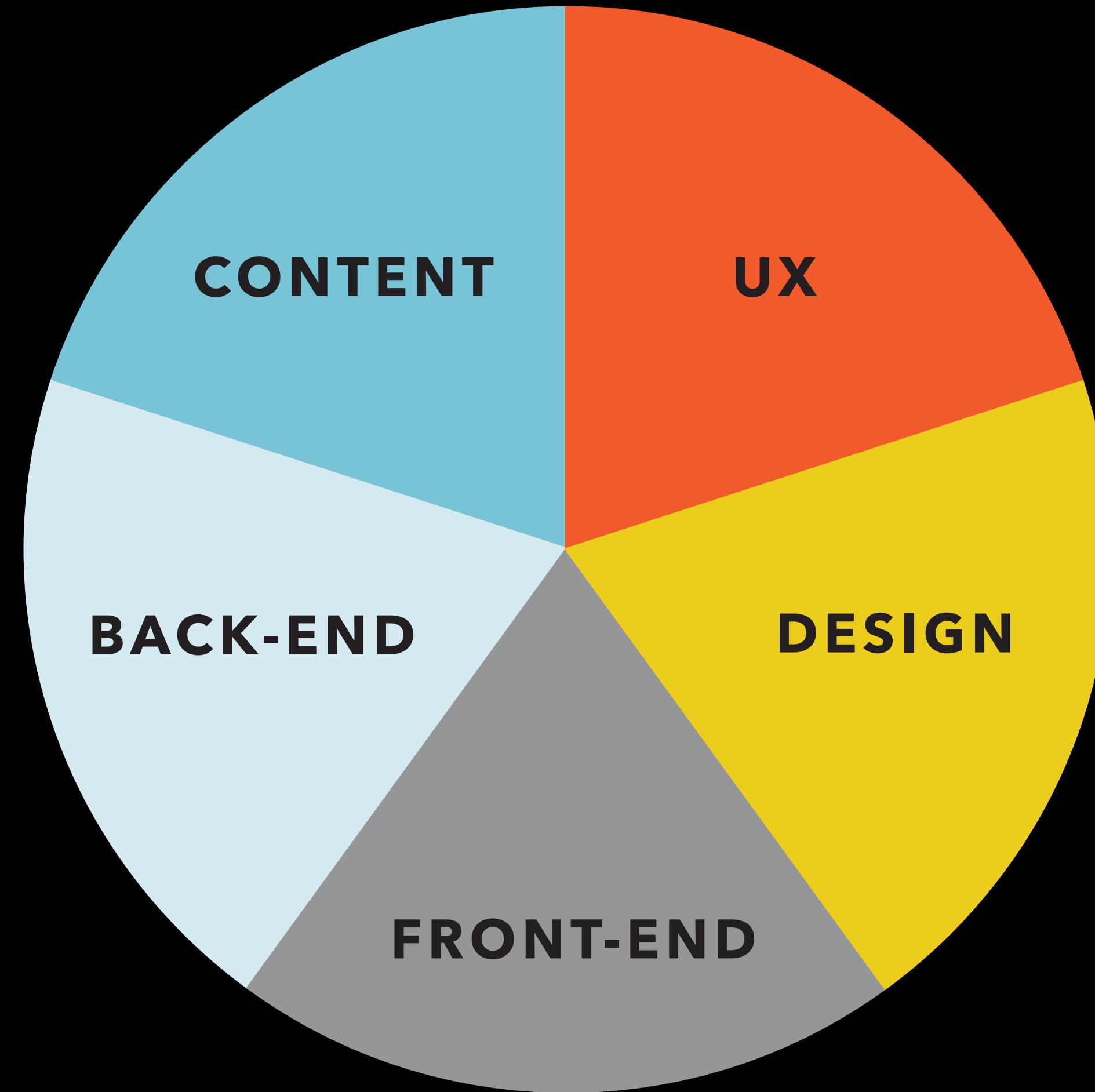
Old Linear Workflow



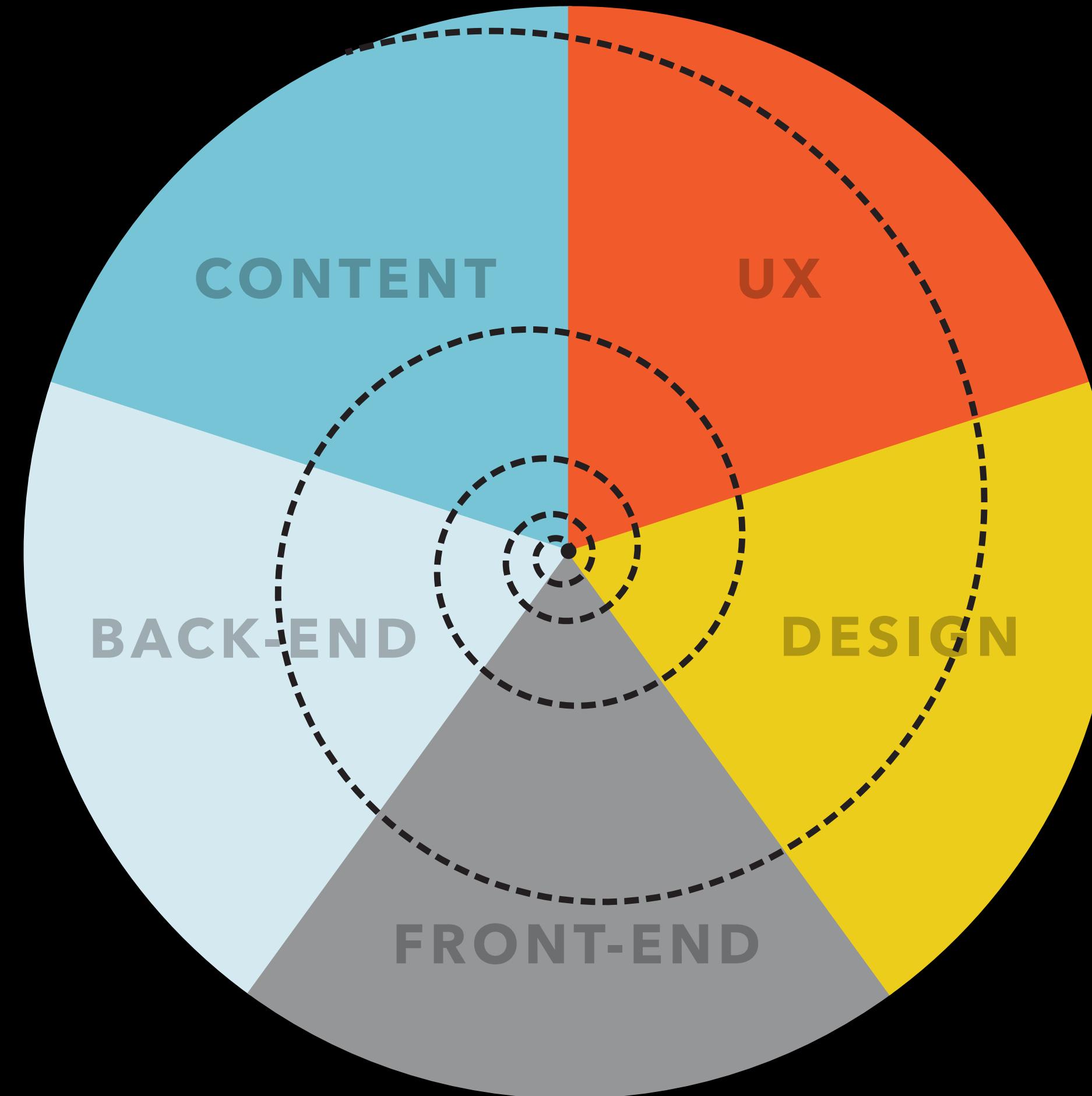
This doesn't work.

**We need to invite others
into the process.**

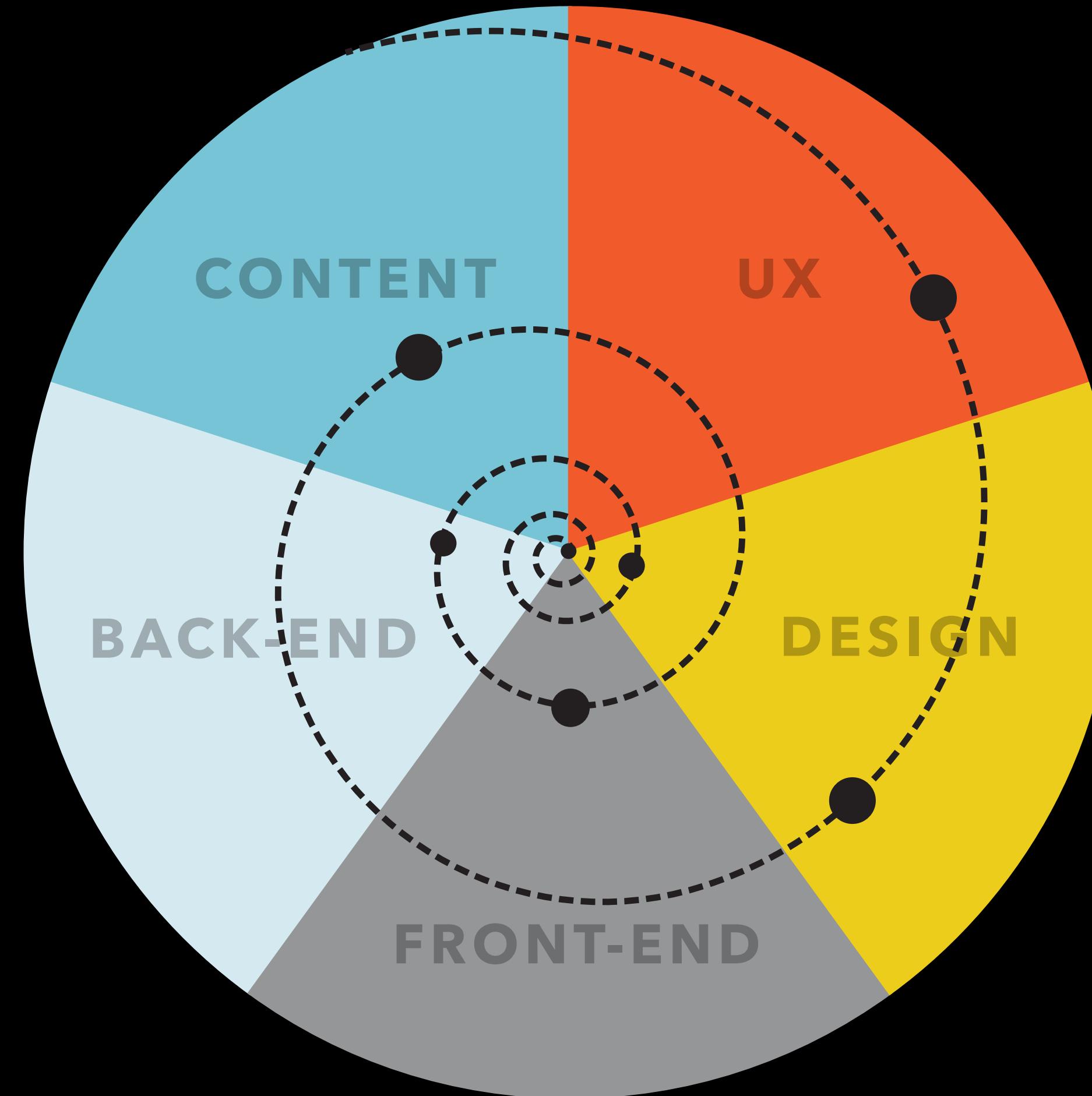
"1 Deliverable" Workflow



“1 Deliverable” Workflow



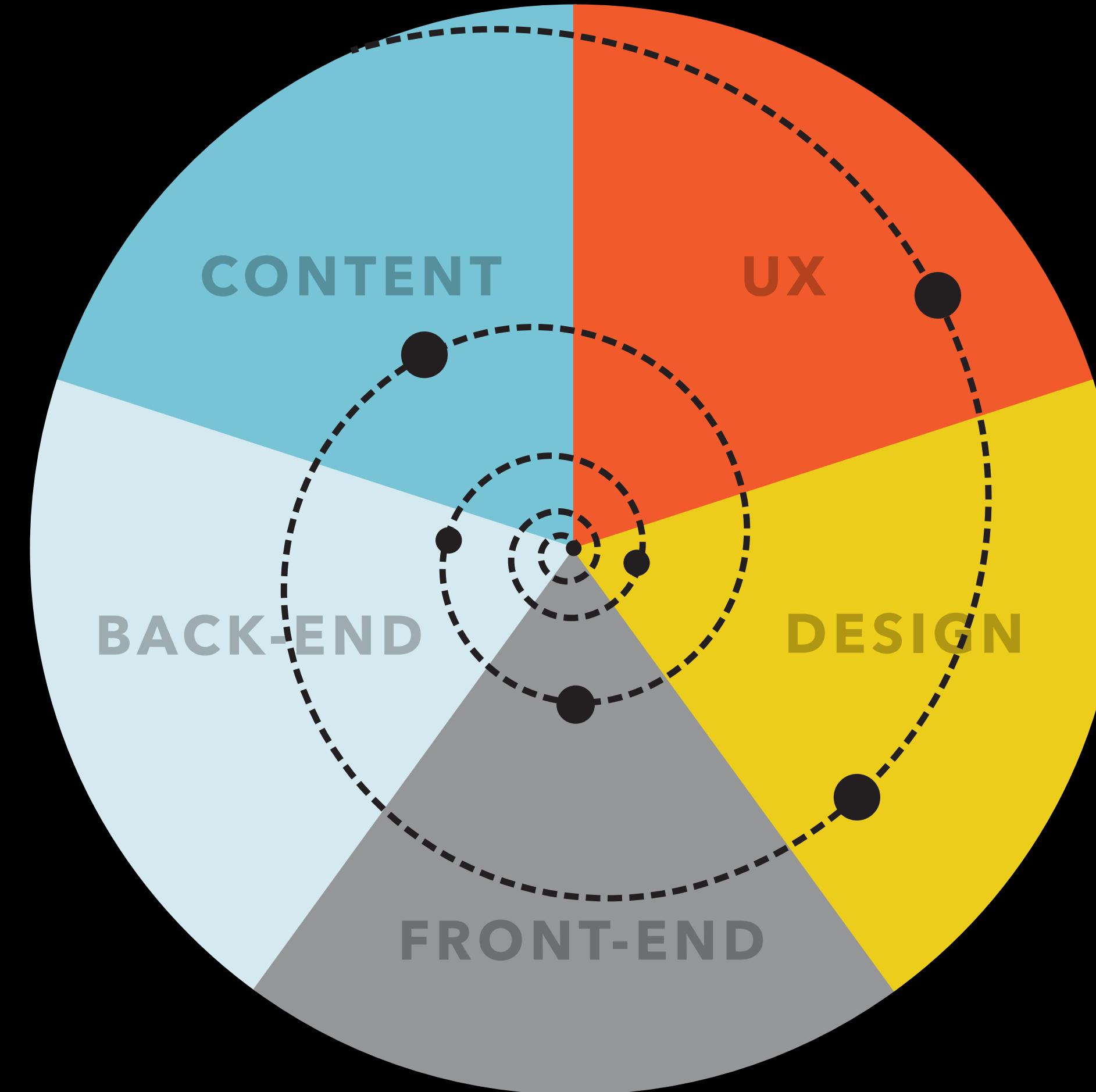
“1 Deliverable” Workflow

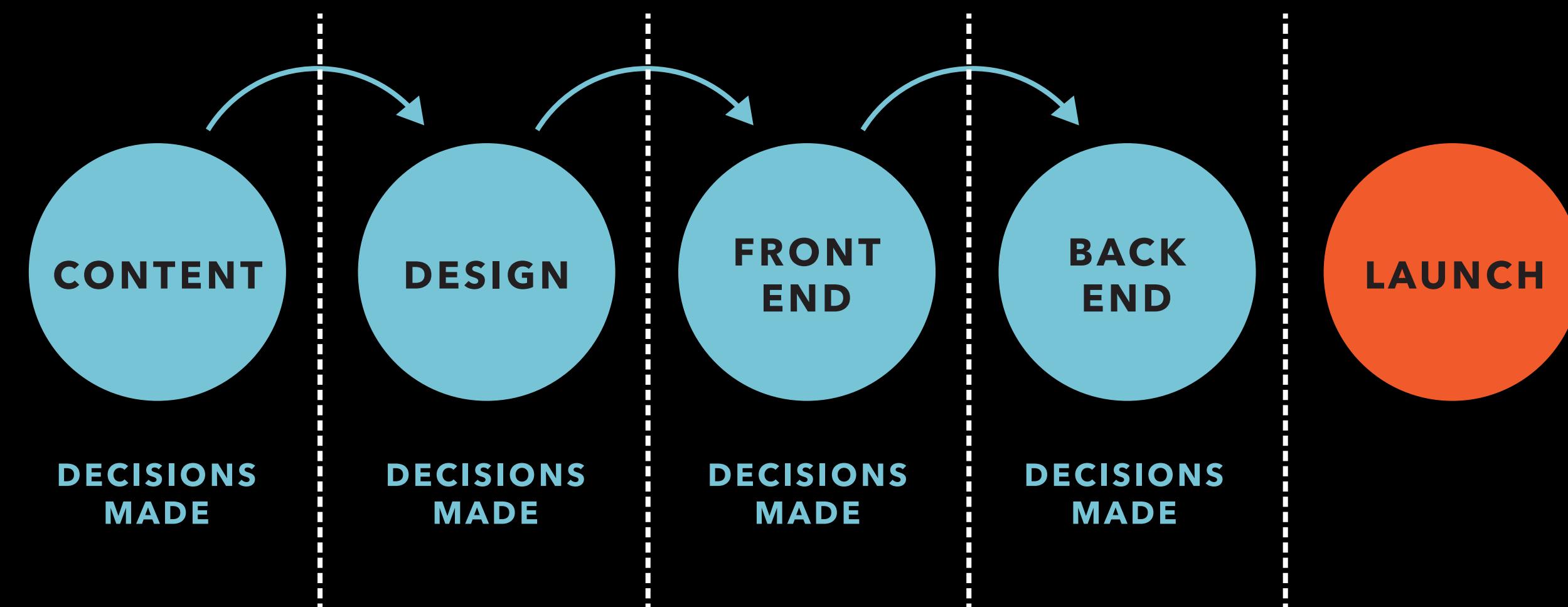
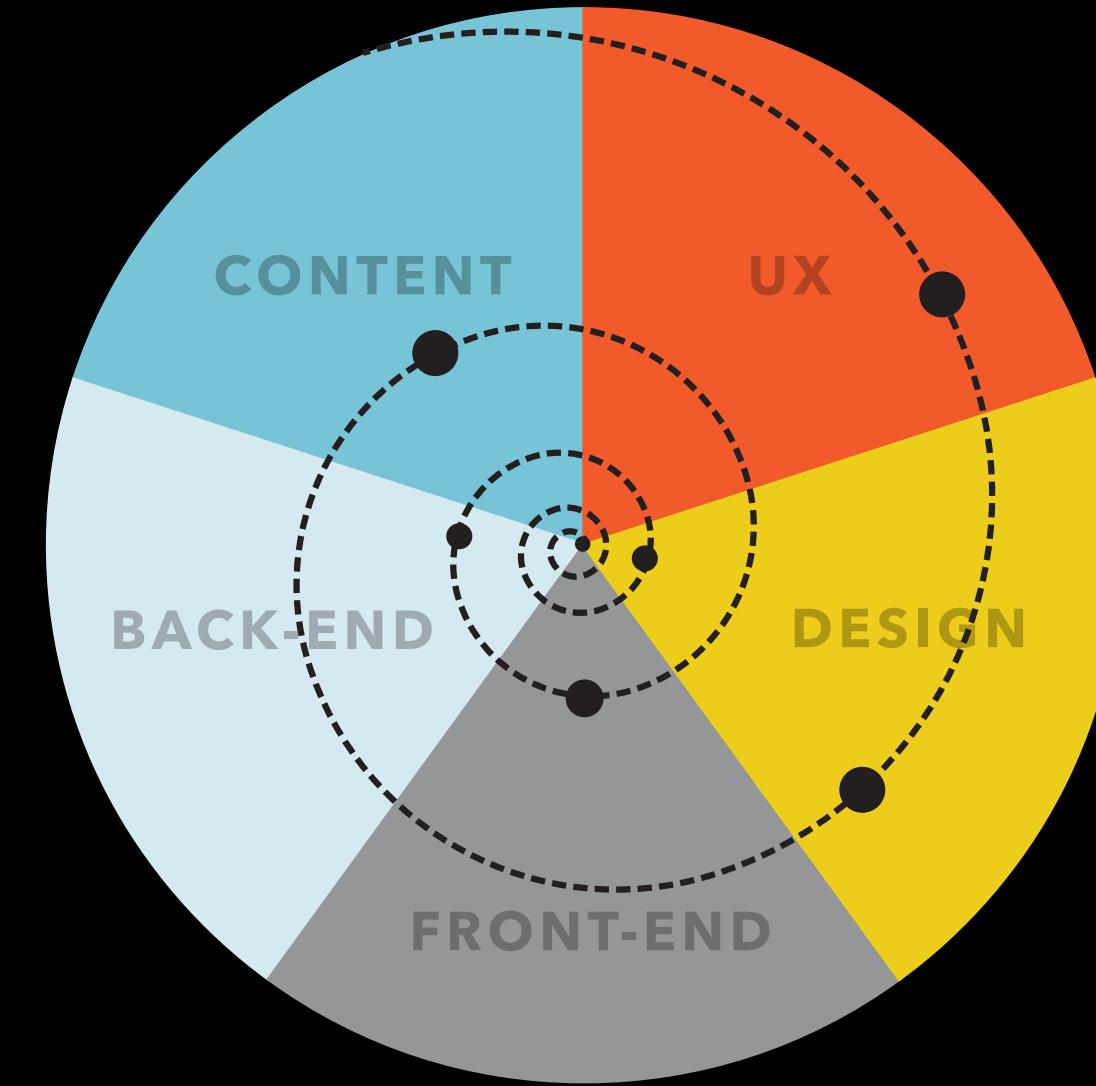


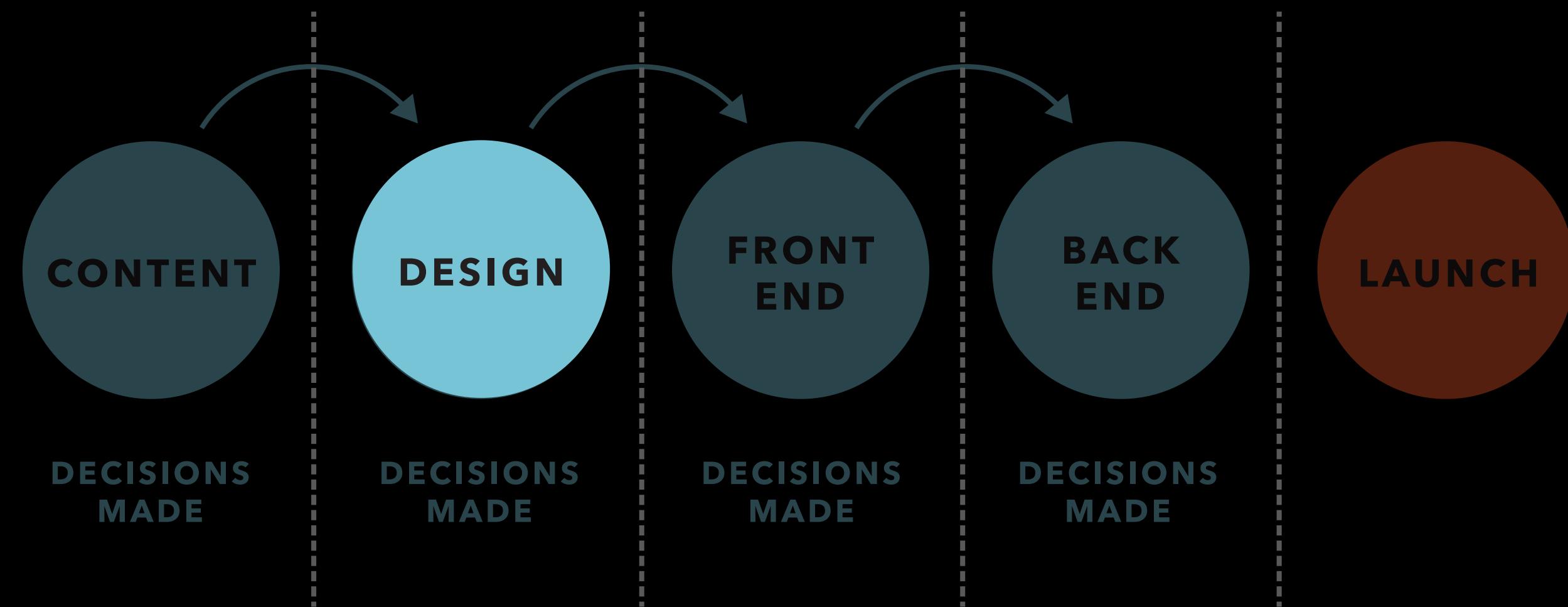
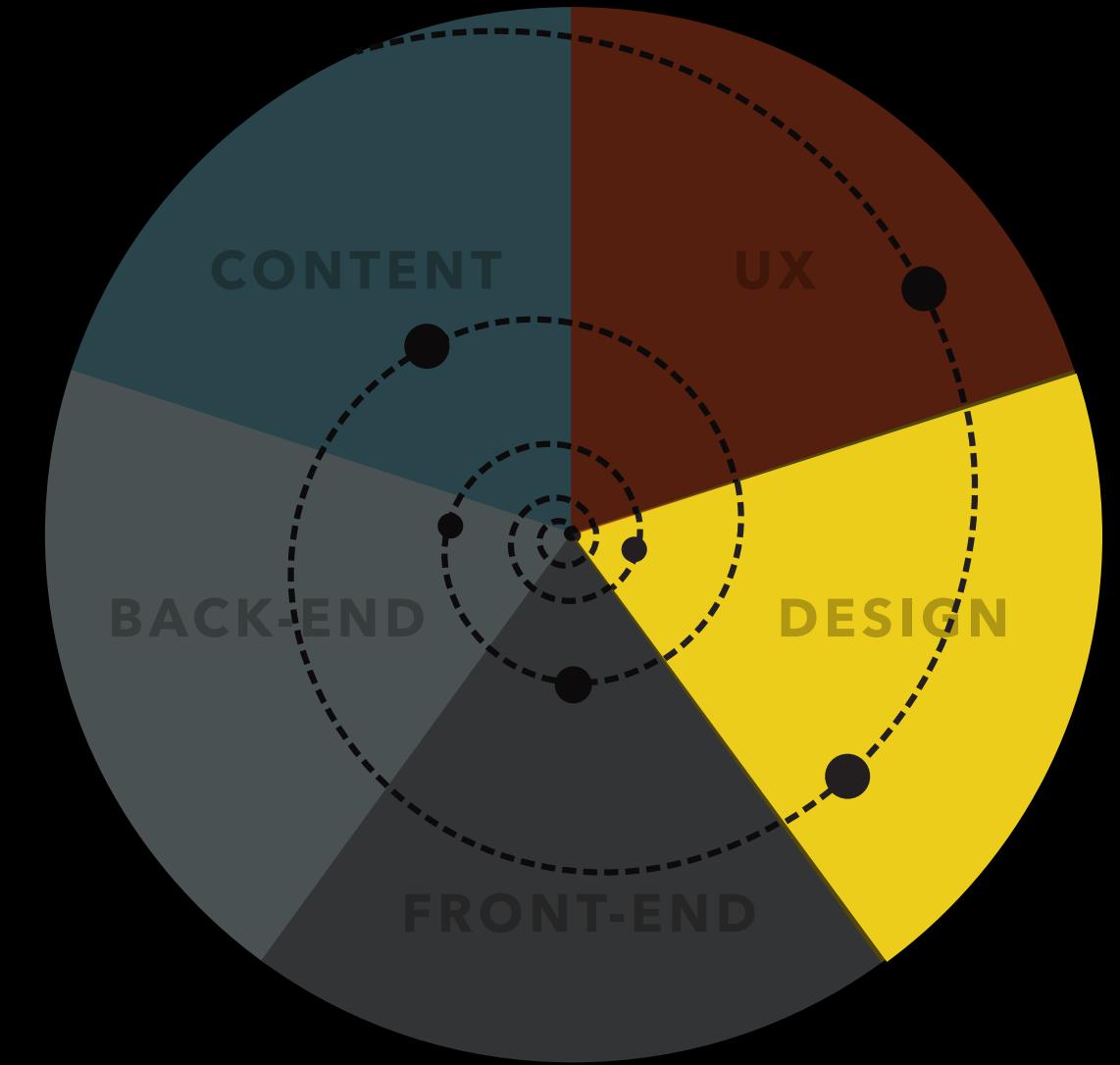
“1 Deliverable” Workflow

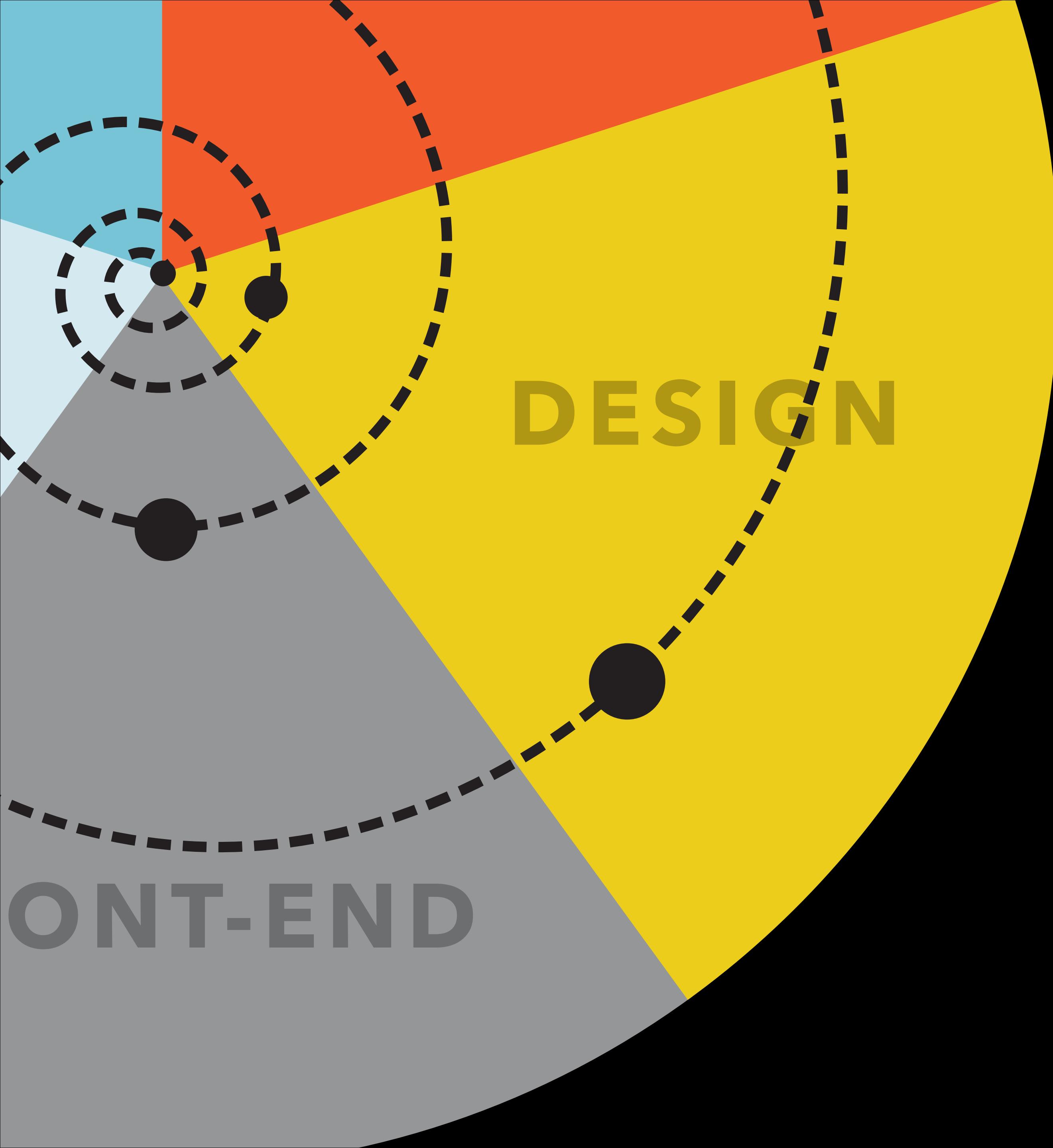
Hypnotize

Hipnotizar



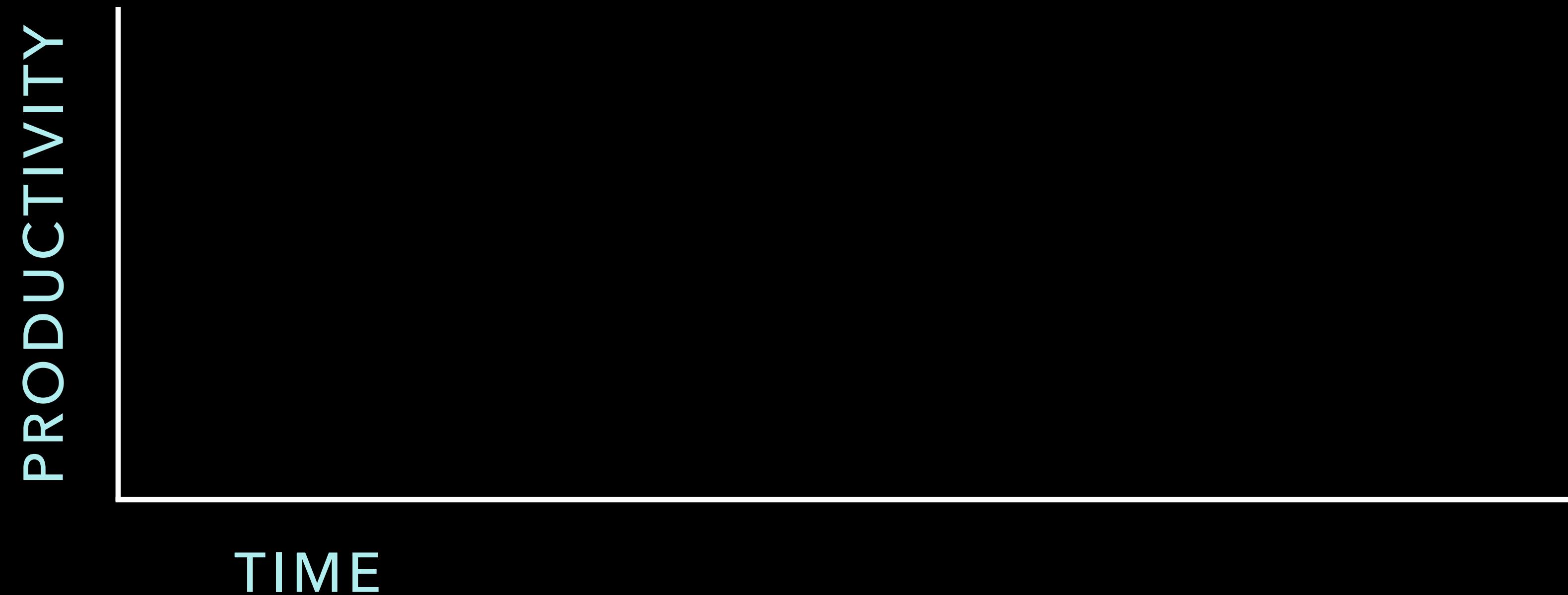




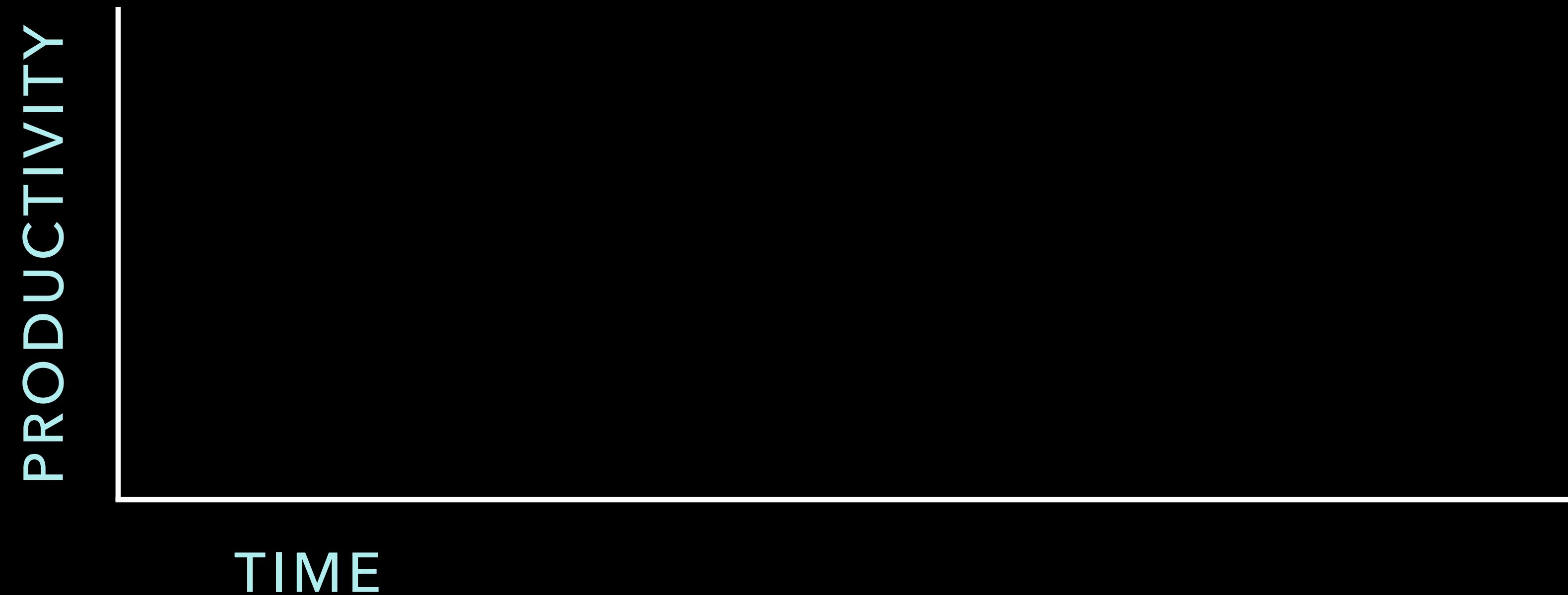


So, how do
we advance
design through
a “1 deliverable”
workflow?

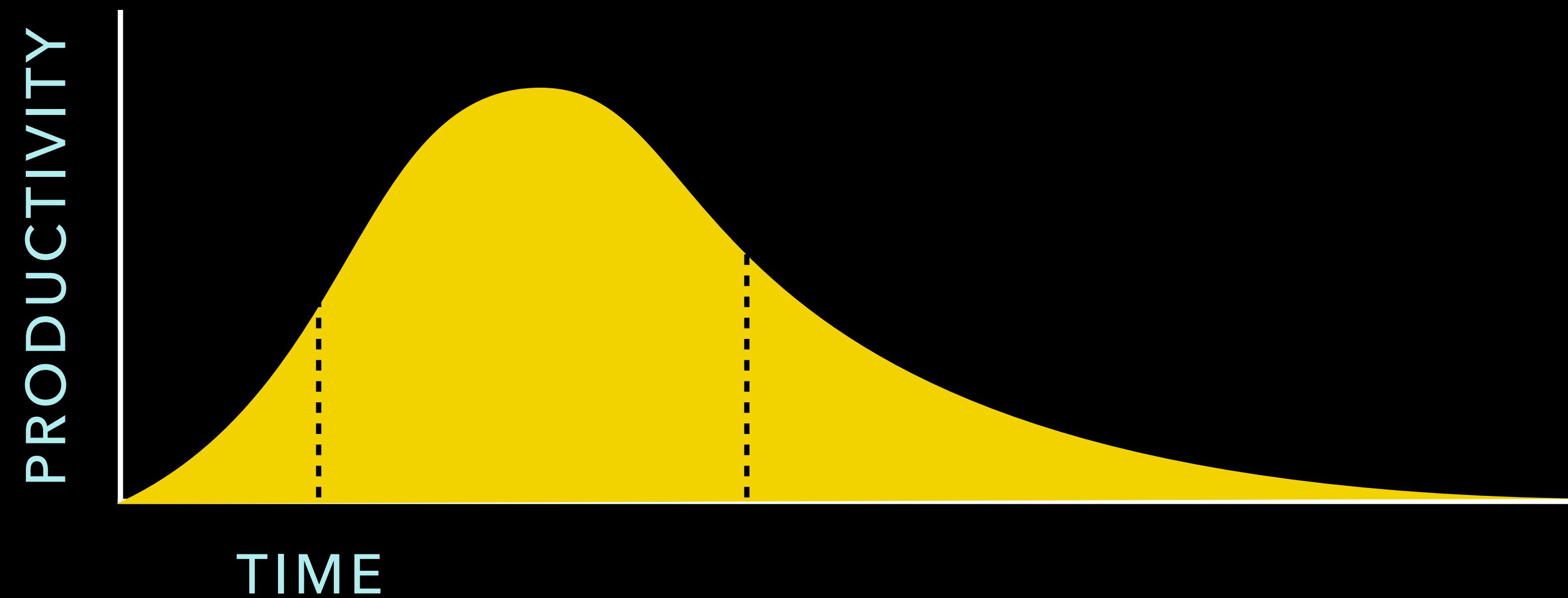
Dissecting Design



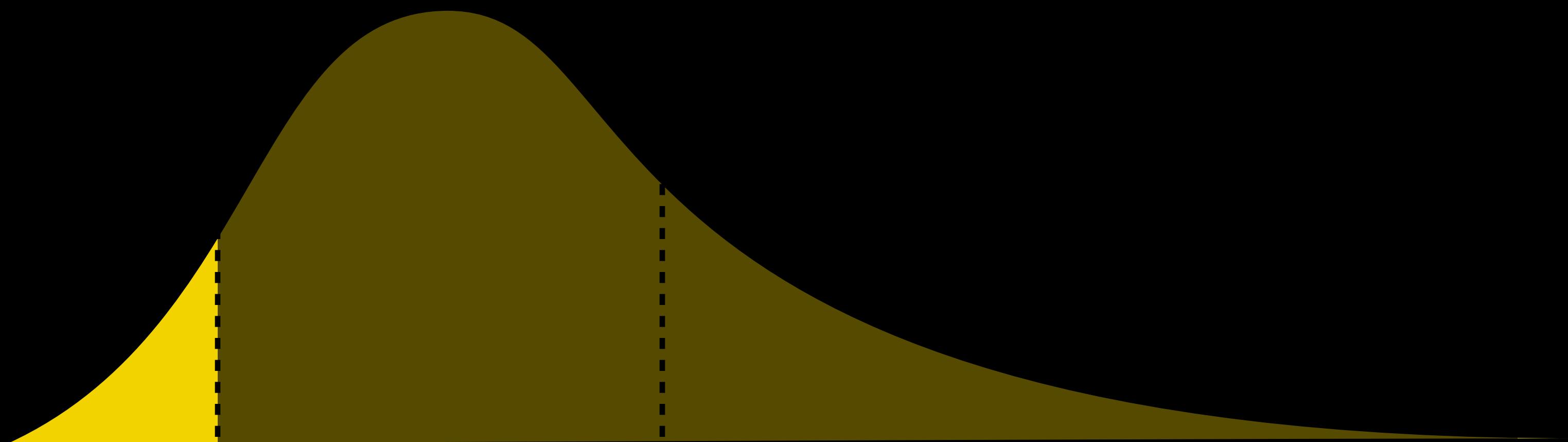
Dissecting Design



Dissecting Design

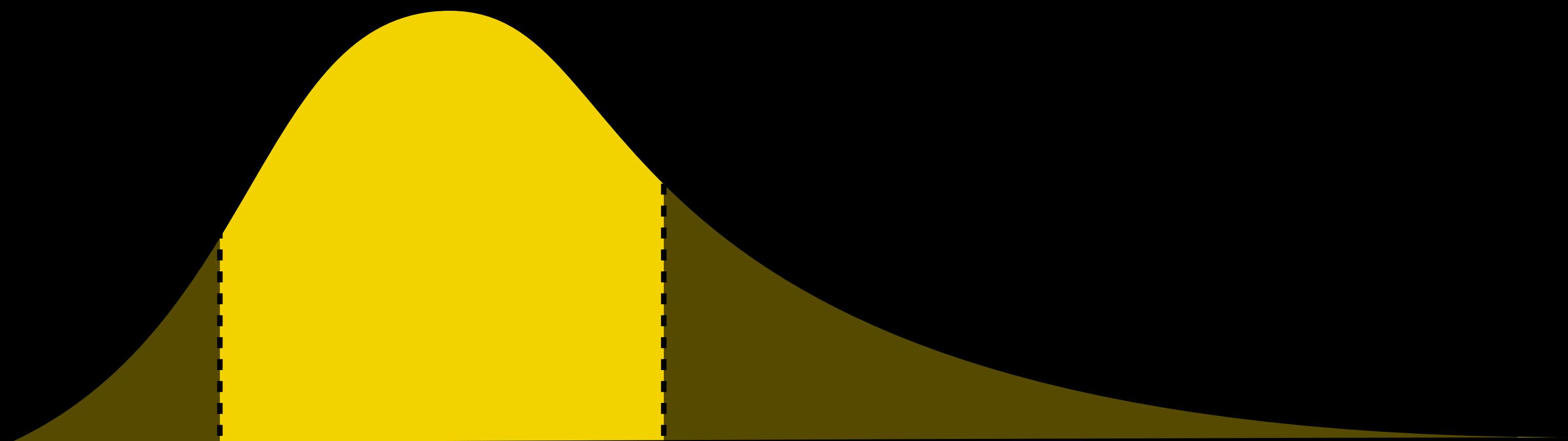


Establish the Aesthetic



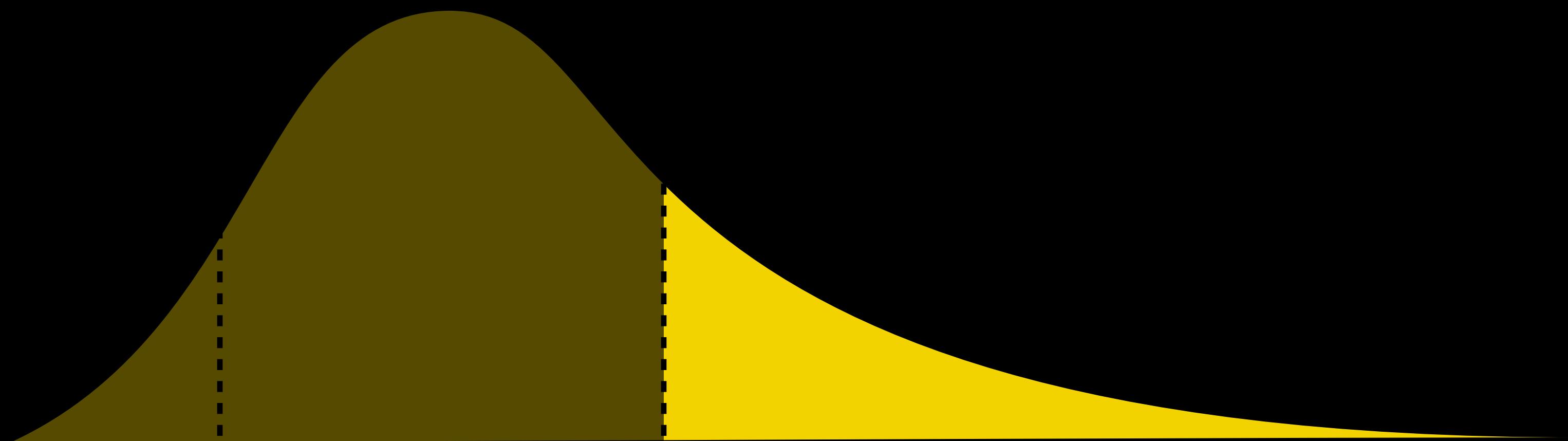
Estabelecer a Estética

Solve the Problem

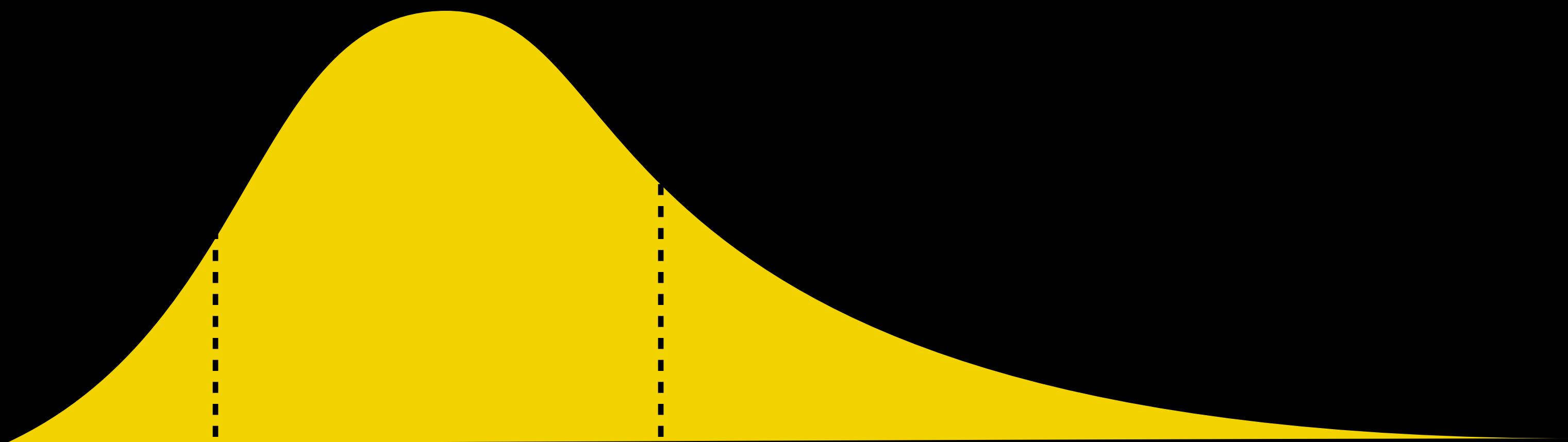


Resolver o Problema

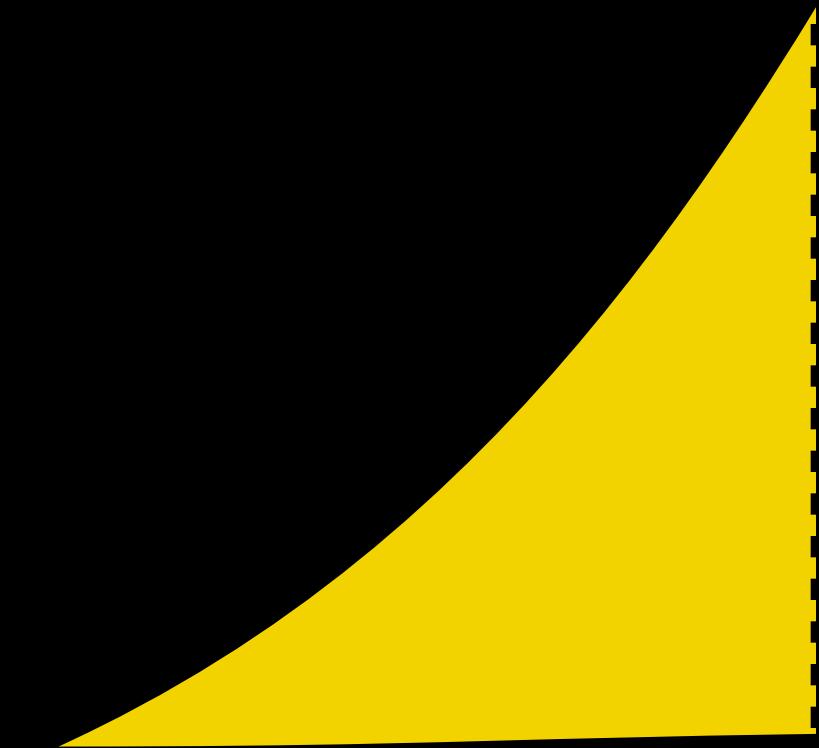
Refine the Solution



Refinar a Solução



Establish the Aesthetic



Establish the Aesthetic

- ▶ **Style Comparisons**
- ▶ **Style Tiles**
- ▶ **Style Prototypes**

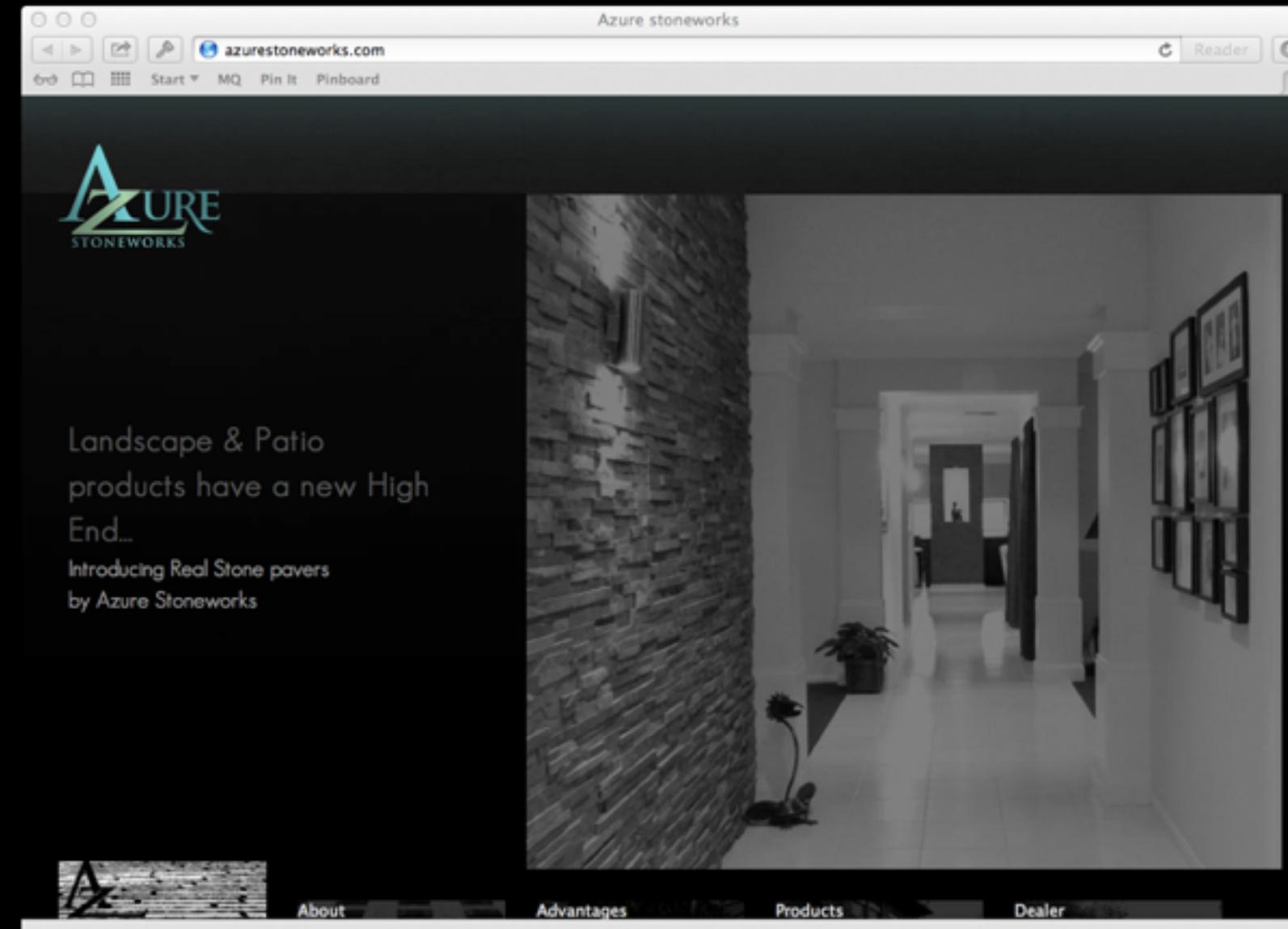
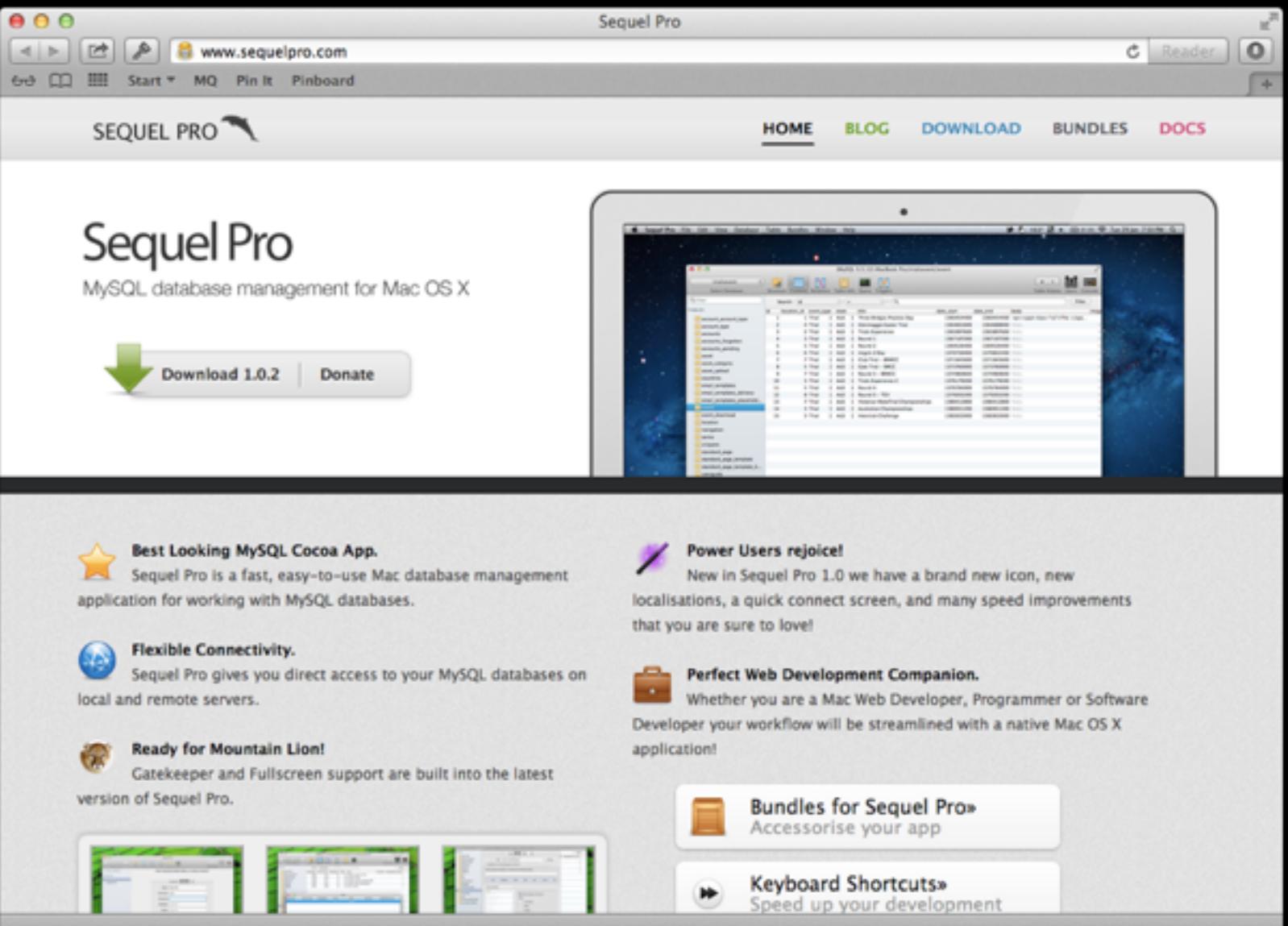
Style Comparisons

"I could create an illustration or a 3D rendering of what I want my new office to look like, but that doesn't take advantage of his great ideas. It's dictation, not collaboration. Instead, I show him a Pinterest board my wife and I created."

@danielmall

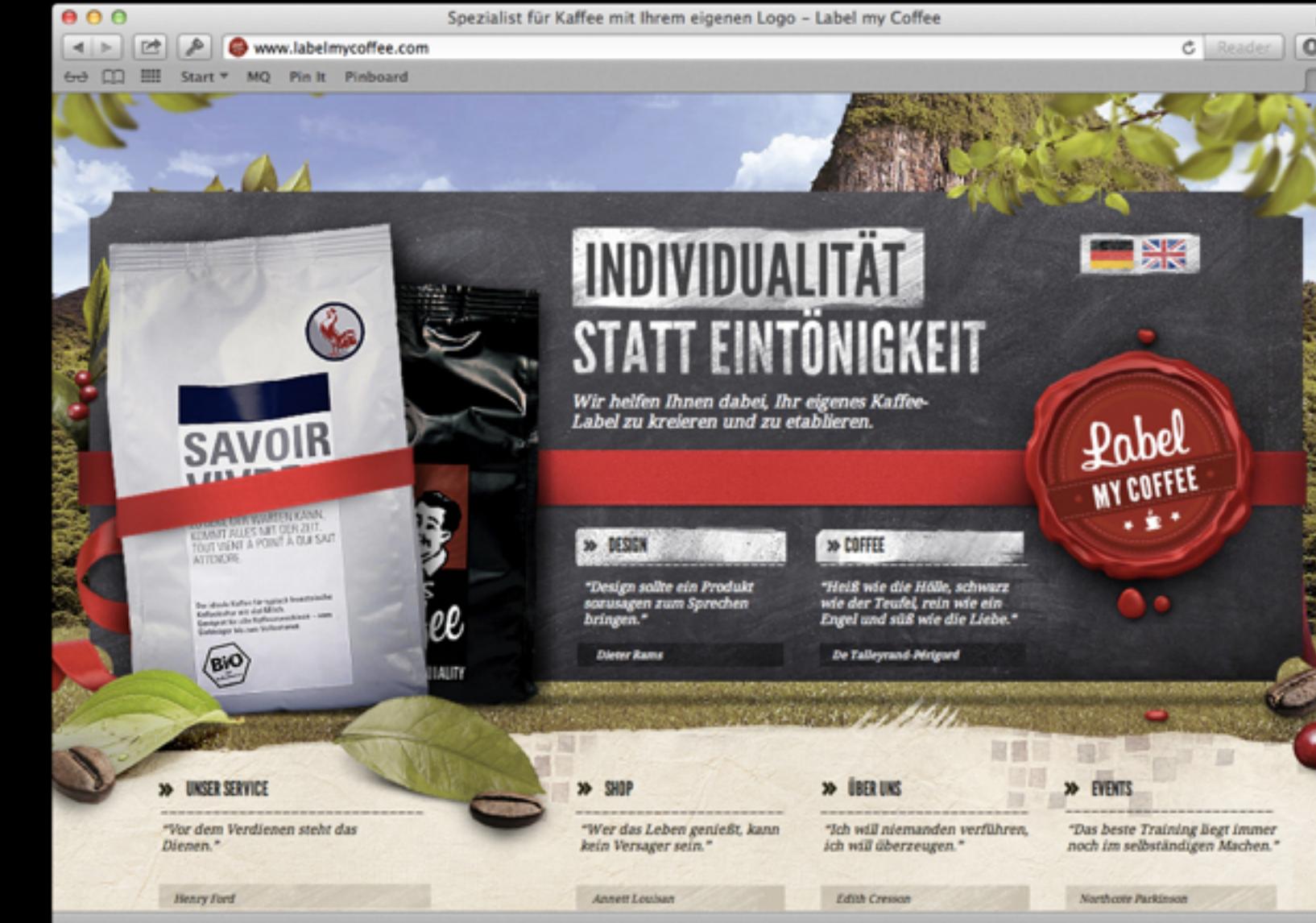
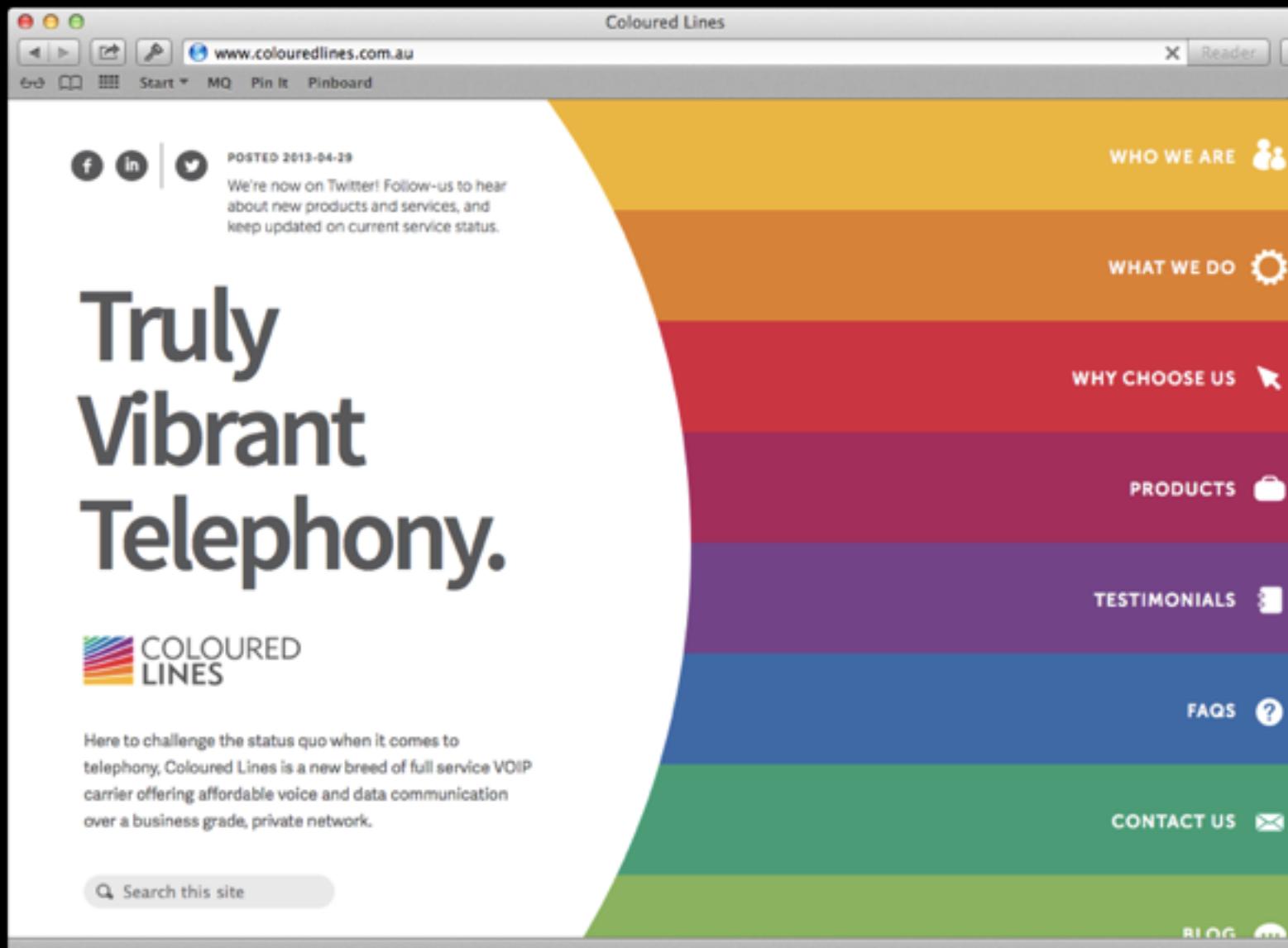
Style Comparisons

Light vs Dark



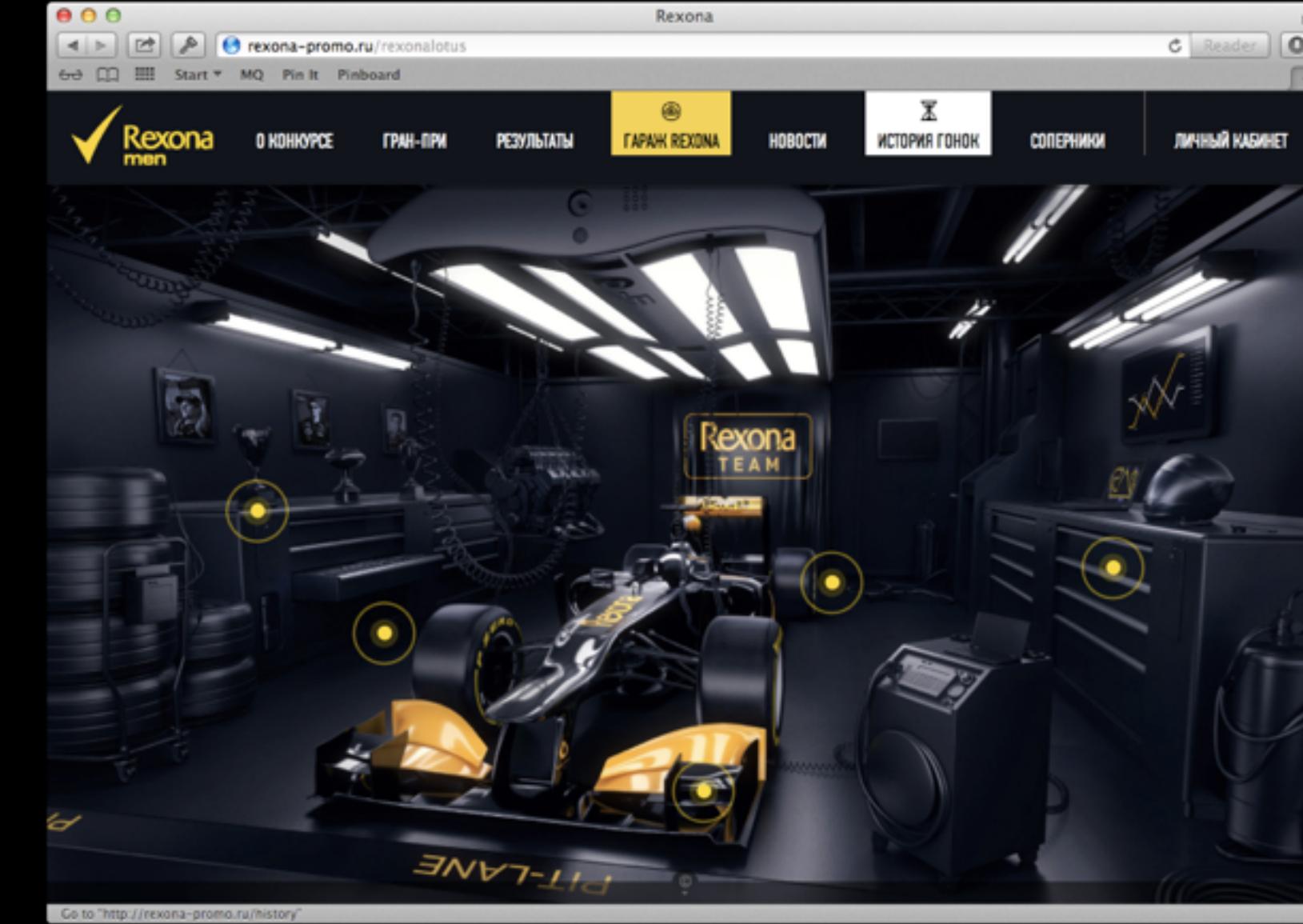
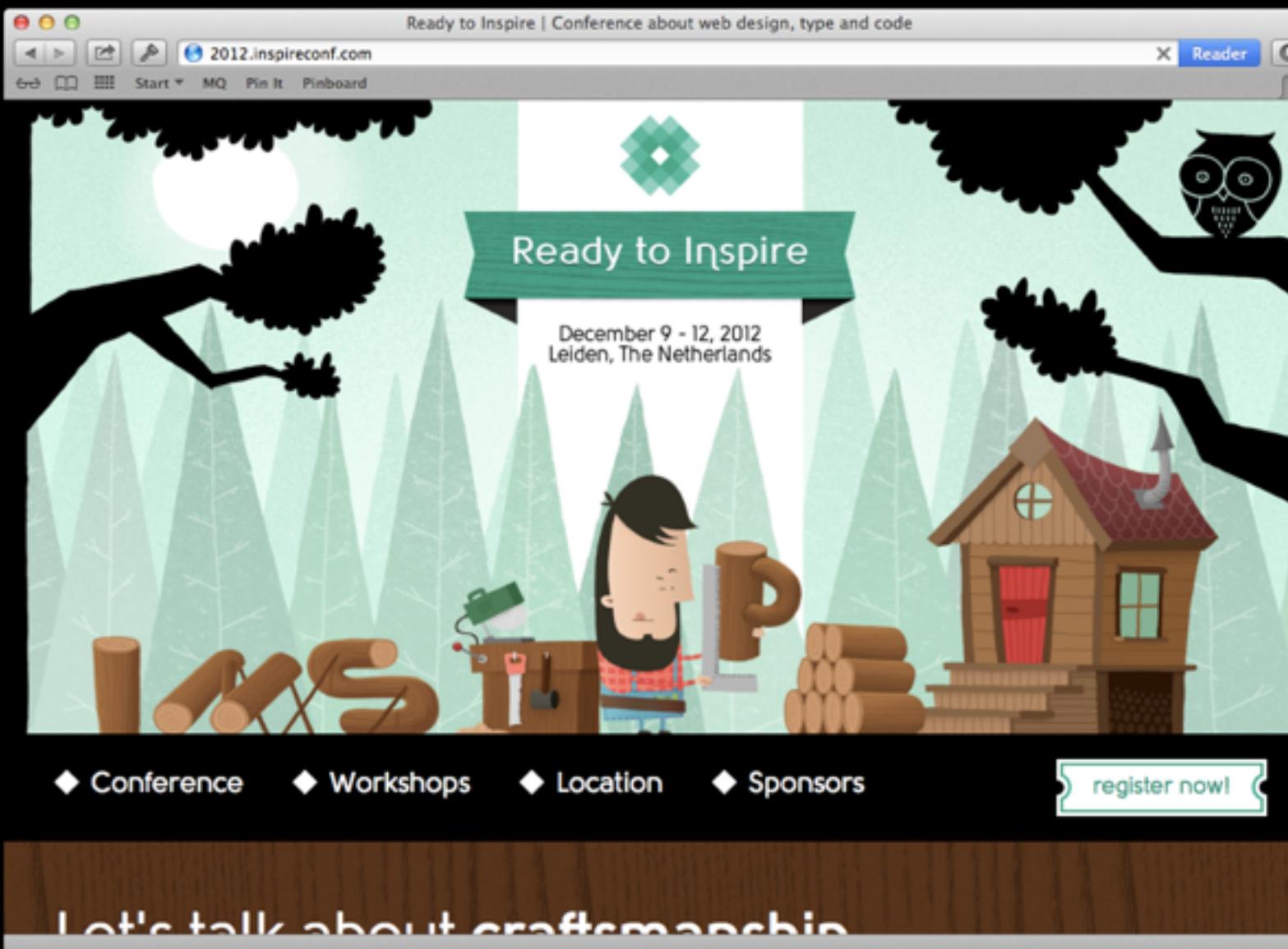
Style Comparisons

Flat vs Textured



Style Comparisons

Illustration vs Photography



Style Tiles

The screenshot shows the homepage of the StyleTiles website. At the top, there's a navigation bar with links: STYLE TILES, WHAT, WHEN, HOW, EXAMPLES, and RESPONSIVE DESIGN. To the right of the navigation is a Twitter icon and the text 'STYLETILES'. The main title 'Style TILES' is displayed prominently, where 'Style' is in a large, blue, cursive font and 'TILES' is in a large, green, sans-serif font. A graphic of several overlapping windows or tiles is positioned between the two words. Below the title is a banner with the text 'A Visual Web Design Process for Clients & the Responsive Web'. Underneath the banner, a section titled '■ WHAT ARE STYLE TILES? ■' contains two columns of text. The left column explains that Style Tiles are a design deliverable consisting of fonts, colors, and interface elements that communicate the essence of a visual brand for the web. It also states that they help form a common visual language between designers and stakeholders. The right column compares Style Tiles to paint chips and fabric swatches used by interior designers. It argues that just as an interior designer wouldn't design three different rooms at the first meeting, web designers shouldn't invest in multiple Photoshop mockups. In the center of the page is a grid of nine squares, each containing a different design element like a button or a card, representing a style tile template. Below this grid is a 'DOWNLOAD TEMPLATE' button. At the bottom of the page, a large call-to-action text reads: 'Present clients with interface choices without making the investment in multiple photoshop mockups.'

STYLE TILES WHAT WHEN HOW EXAMPLES RESPONSIVE DESIGN

STYLETILES

Style TILES

A Visual Web Design Process for Clients & the Responsive Web

■ WHAT ARE STYLE TILES? ■

Style Tiles are a design deliverable consisting of fonts, colors and interface elements that communicate the essence of a visual brand for the web.

They help form a common visual language between the designers and the stakeholders and provide a catalyst for discussions around the preferences and goals of the client.

Style Tiles are similar to the paint chips and fabric swatches an interior designer gets approval on before designing a room. An interior designer doesn't design three different rooms for a client at the first kick-off meeting, so why do Web designers design three different webpage mockups?

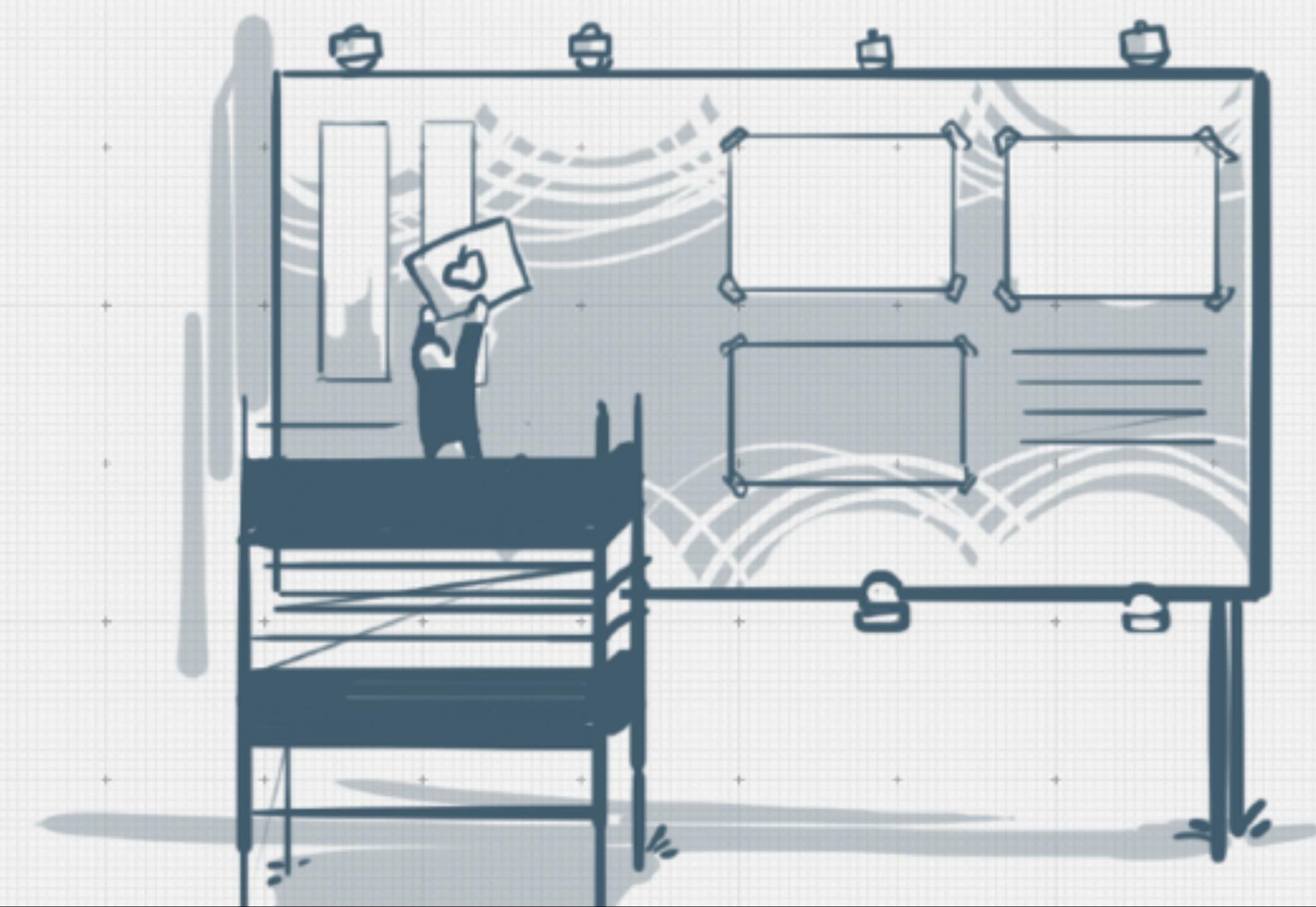
DOWNLOAD TEMPLATE

Present clients with interface choices without making the investment in multiple photoshop mockups.

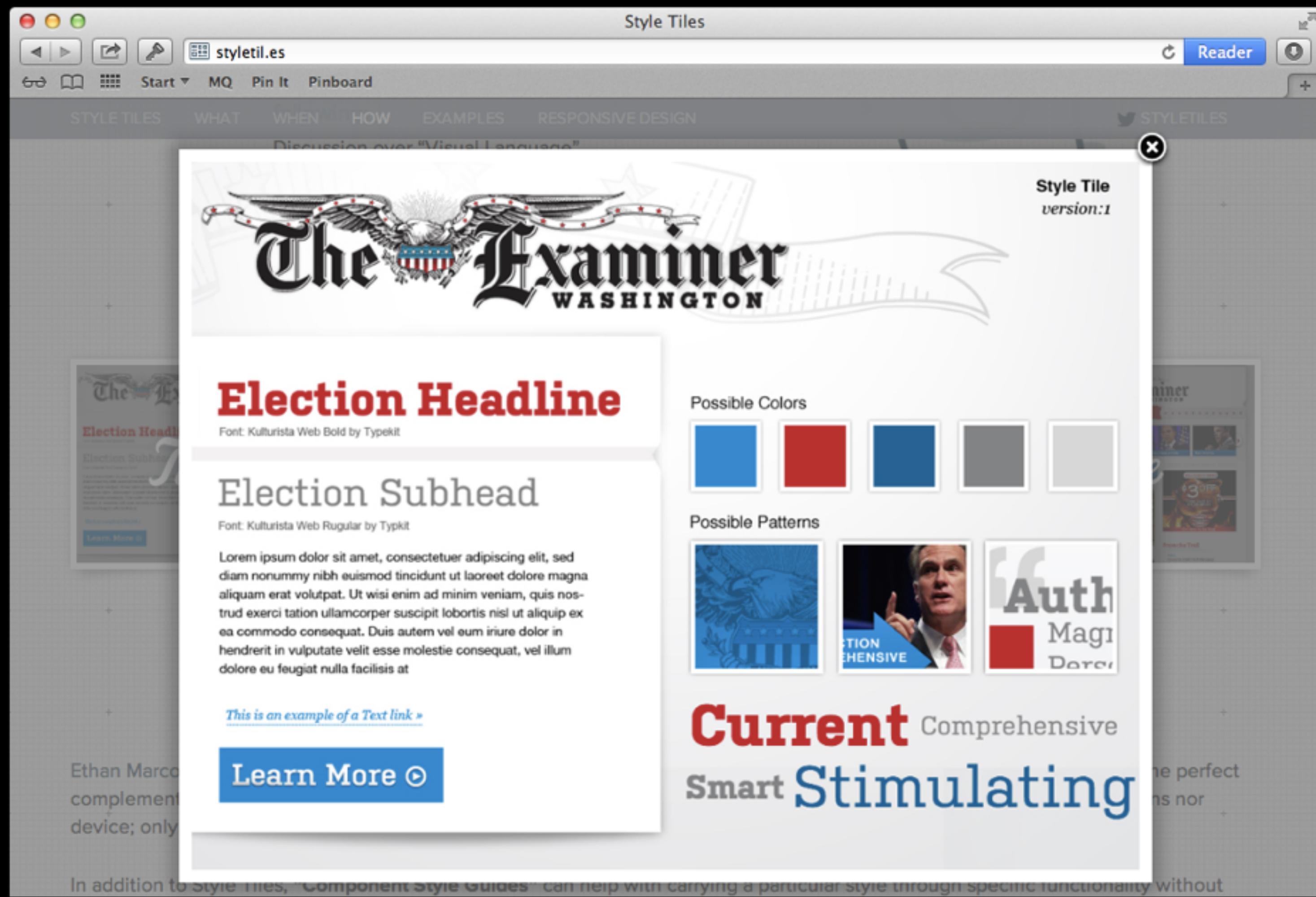
Style Tiles

Step 3 Define a Visual Language

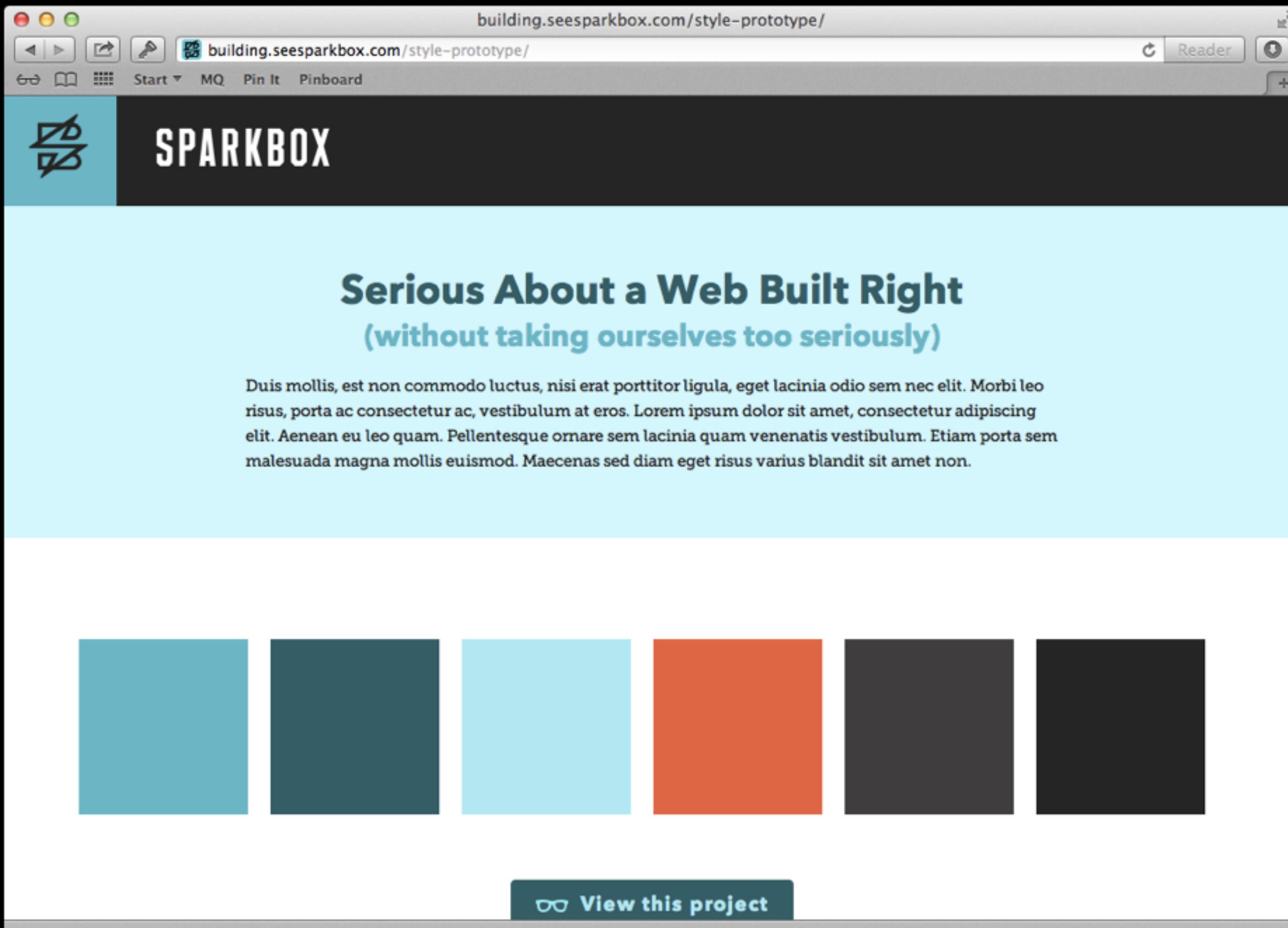
This is the actual process of composing the style tile. Determine themes from the aggregated adjectives and begin to match them up with styles. The Style Tiles give the client a point of reference to determine if you both are on the same page.



Style Tiles



Style Prototypes



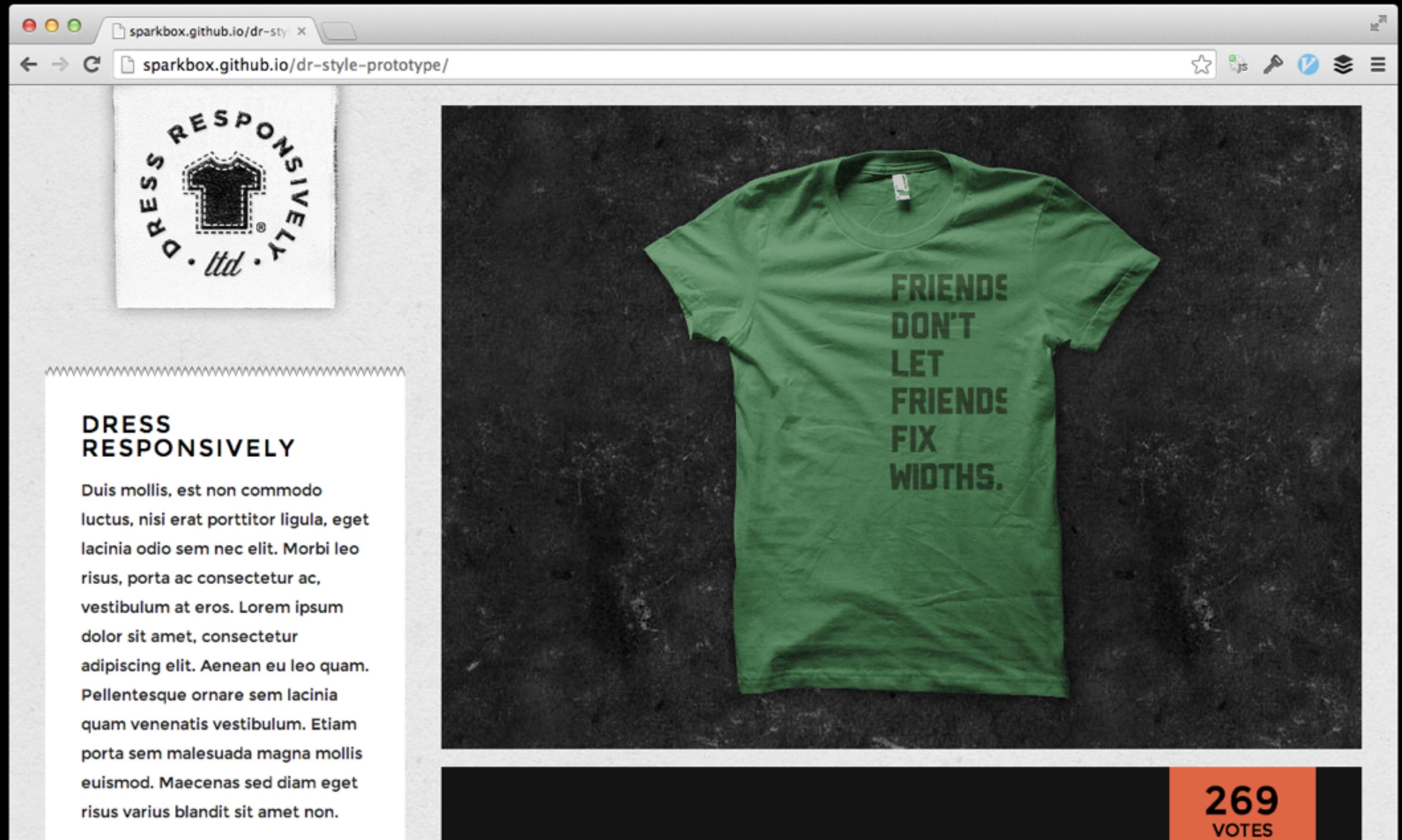
ESTABLISH THE AESTHETIC

Style Prototypes

The image displays three separate web browser windows side-by-side, illustrating different design prototypes for a real estate and lifestyle community platform.

- Top Left Browser:** Shows two real estate listings. The first listing is for "THE MILL AT GEORGETOWN APARTMENTS" located in Georgetown, KY, with rates starting from \$780 per month. The second listing is for "THE GREENE" located in Dublin, OH, with rates starting from \$735 per month. Both listings include "APARTMENTS" and "CONDOS" options.
- Bottom Left Browser:** Shows a close-up view of the Georgetown listing, highlighting the building's exterior and the "THE MILL AT GEORGETOWN" sign.
- Right Browser:** Shows a lifestyle community page with a dark red header containing the text "LIFE HAPPENS HERE." and a "Read More About LC" button. Below the header are four circular icons representing different amenities: a swimmer, a volleyball, a cube, and the "om FitnessClub" logo.

Style Prototypes

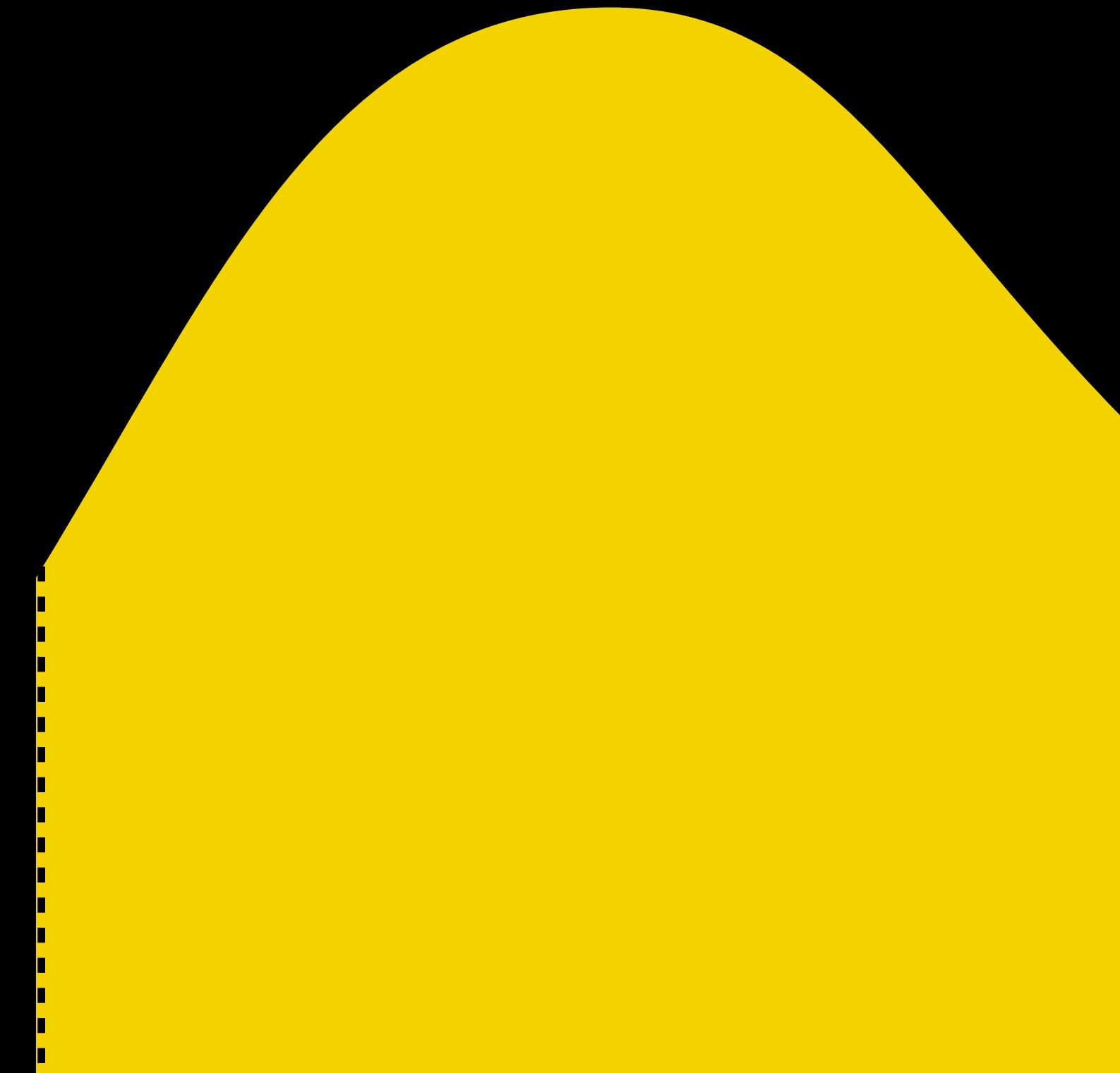


HOW TO DECIDE

**USE TOOLS YOU ARE
COMFORTABLE WITH
TO ESTABLISH THE
AESTHETIC**

(CONFORTO)

Solve the Problem



Solve the Problem

- ▶ **Static Design Tools**
- ▶ **Responsive Design Tools**
- ▶ **HTML/CSS**

SOLVE THE PROBLEM

Static Design Tools



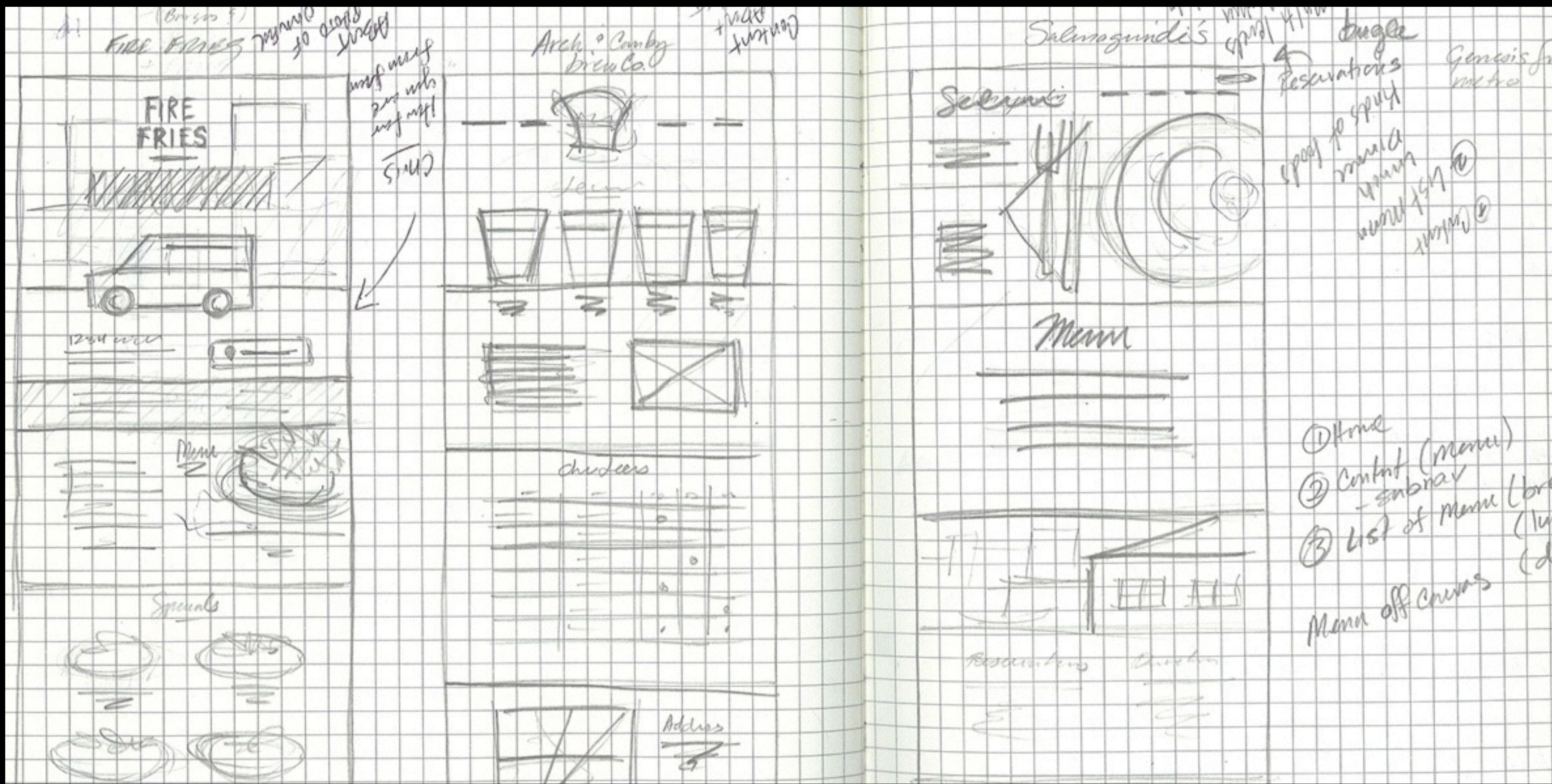
SOLVE THE PROBLEM

Static Design Tools

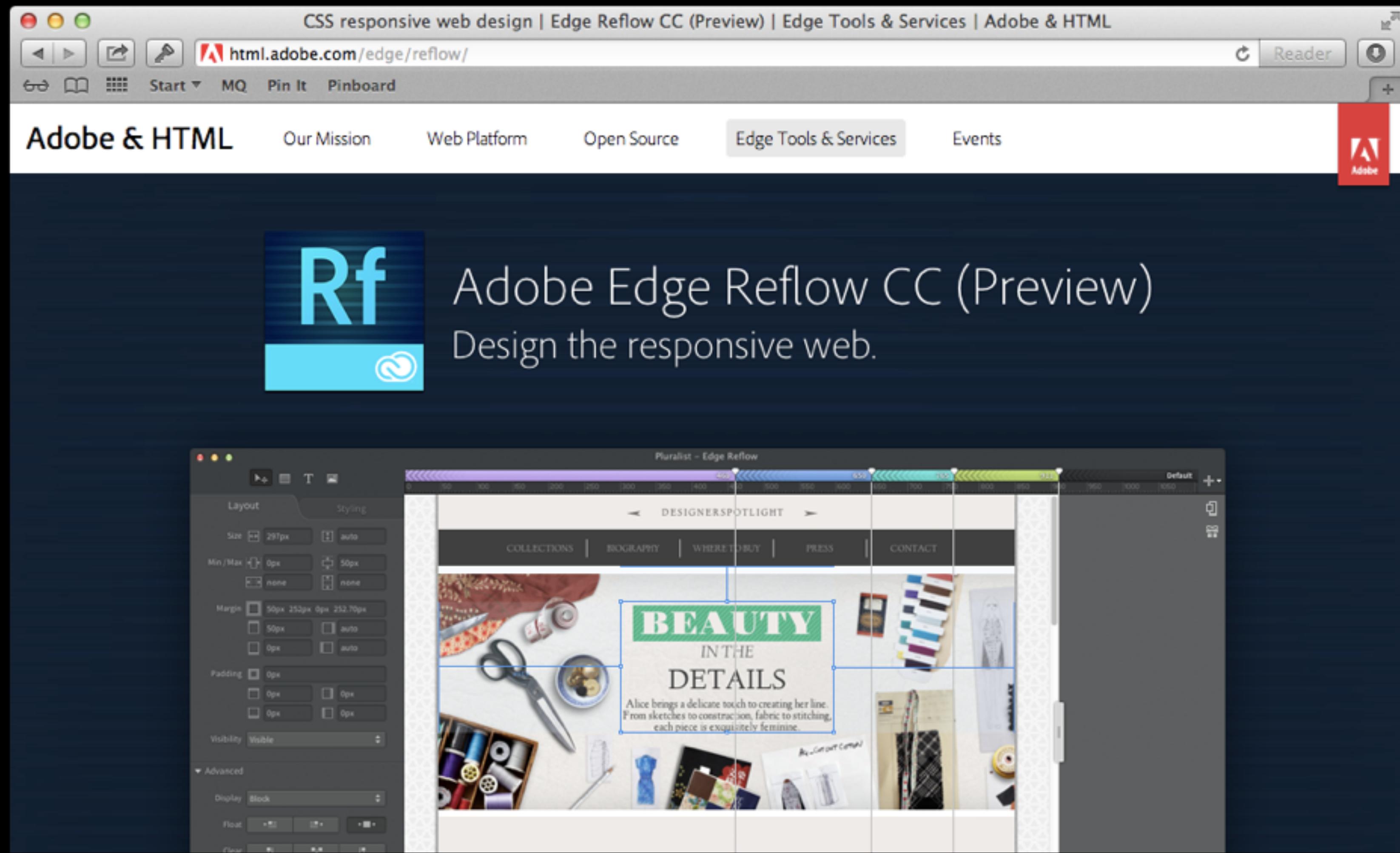


SOLVE THE PROBLEM

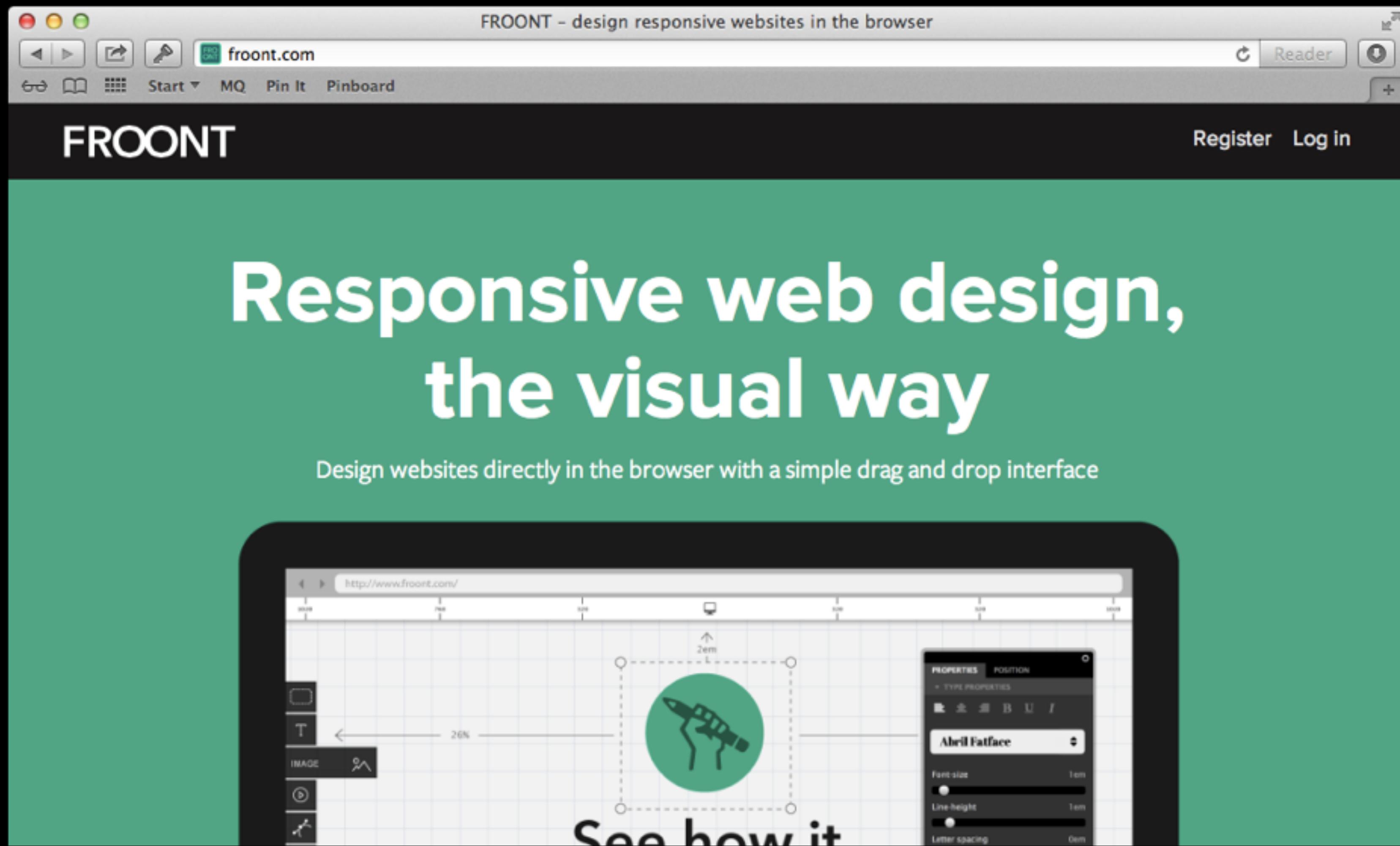
Static Design Tools



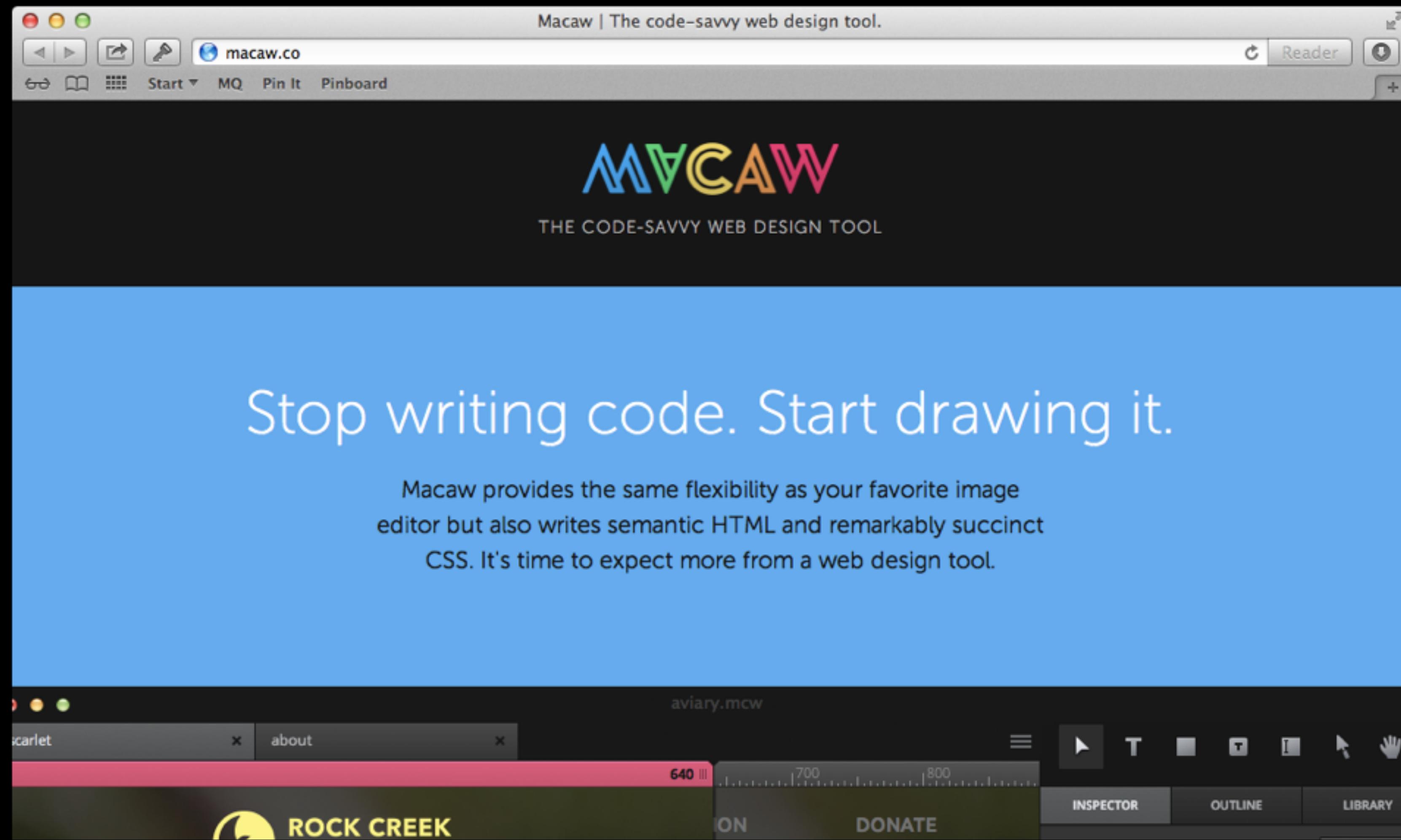
Responsive Design Tools



Responsive Design Tools



Responsive Design Tools



SOLVE THE PROBLEM

HTML/CSS



SOLVE THE PROBLEM

HTML/CSS

The collage includes:

- A screenshot of the Sublime Text website (www.sublimetext.com) showing the homepage and a code editor window displaying C++ code.
- Logos for three web browsers: Google Chrome (red, yellow, green), Mozilla Firefox (orange fox), and Apple Safari (blue compass).
- A screenshot of the Coda 2 website (<http://panic.com/coda/>) featuring a large green leaf graphic and promotional text.

Sublime Text
Sublime Text is a sophisticated text editor for code, markup and prose. You'll love the slick user interface, extraordinary features and amazing performance.

```
base64.cc
31 void base64_encode(const uint8_t * data, size_t length, char * dst)
32 {
33     size_t src_idx = 0;
34     size_t dst_idx = 0;
35     for (; (src_idx + 2) < length; src_idx += 3, dst_idx += 4)
36     {
37         uint8_t s0 = data[src_idx];
38         uint8_t s1 = data[src_idx + 1];
39         uint8_t s2 = data[src_idx + 2];
40
41         dst[dst_idx + 0] = charset[((s0 & 0xfc) >> 2)];
42         dst[dst_idx + 1] = charset[((s0 & 0x03) << 4) | ((s1 & 0xf0) >> 4)];
43         dst[dst_idx + 2] = charset[((s1 & 0x0f) << 2) | (s2 & 0xc0) >> 6];
44         dst[dst_idx + 3] = charset[(s2 & 0x3f)];
45
46     }
47
48     if (src_idx < length)
49     {
50         uint8_t s0 = data[src_idx];
51         uint8_t s1 = (src_idx + 1 < length) ? data[src_idx + 1] : 0;
52
53         dst[dst_idx++] = charset[((s0 & 0xfc) >> 2)];
54         dst[dst_idx++] = charset[((s0 & 0x03) << 4) | ((s1 & 0xf0) >> 4)];
55         if (src_idx + 1 < length)
56             dst[dst_idx++] = charset[((s1 & 0x0f) << 2)];
```

Coda 2

We made Coda 2 better at everything.
So it can make you better at everything.

You code the web. We revolutionized that process in Coda, putting everything in one place. An editor. Terminal. CSS. Files. But we knew we could do better.

With Coda 2, we went beyond expectations. With loads of new, much-requested features, a few surprises, and a seriously refreshed UI, this update is, truly, major.

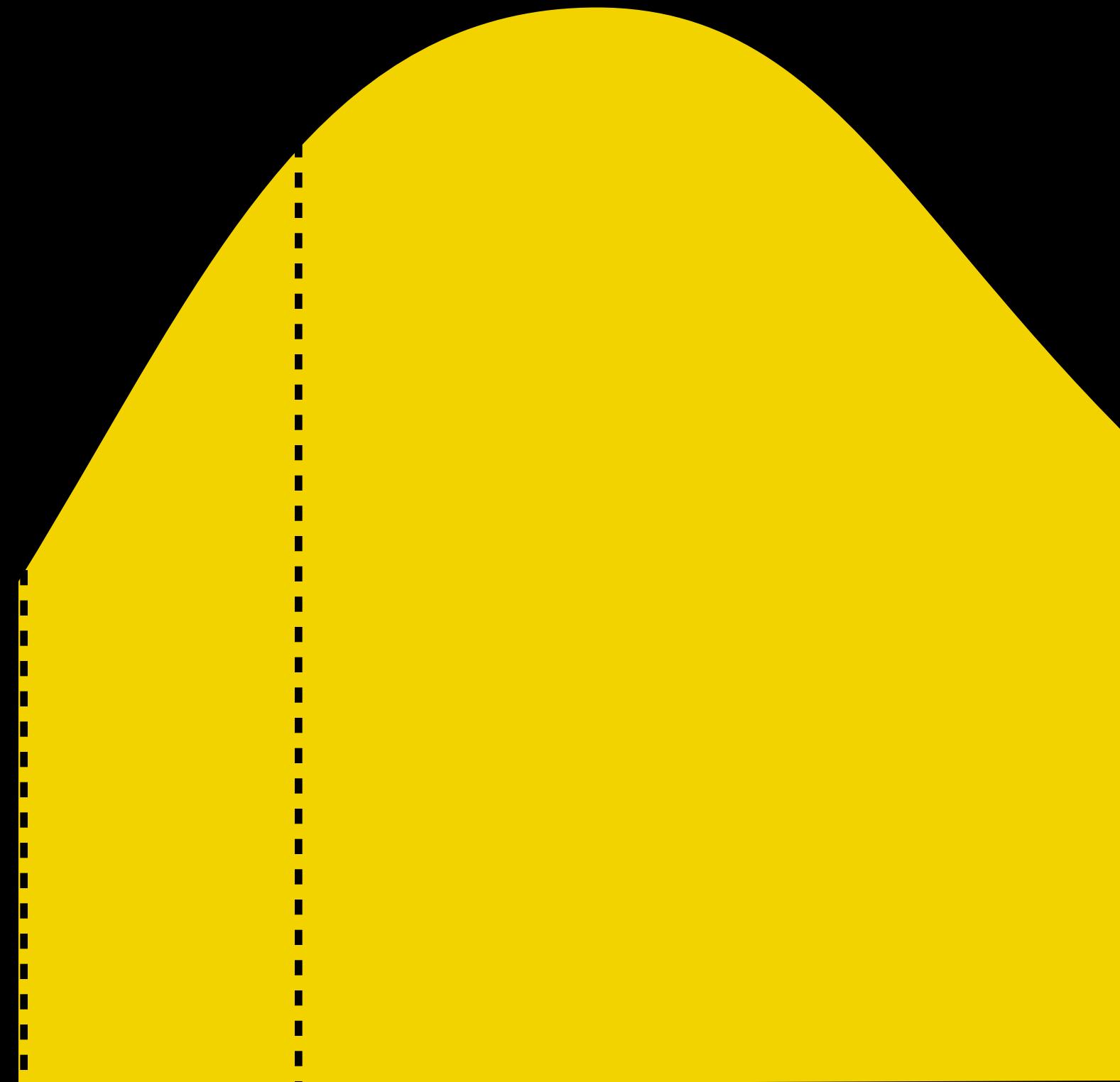
SOLVE THE PROBLEM

HTML/CSS

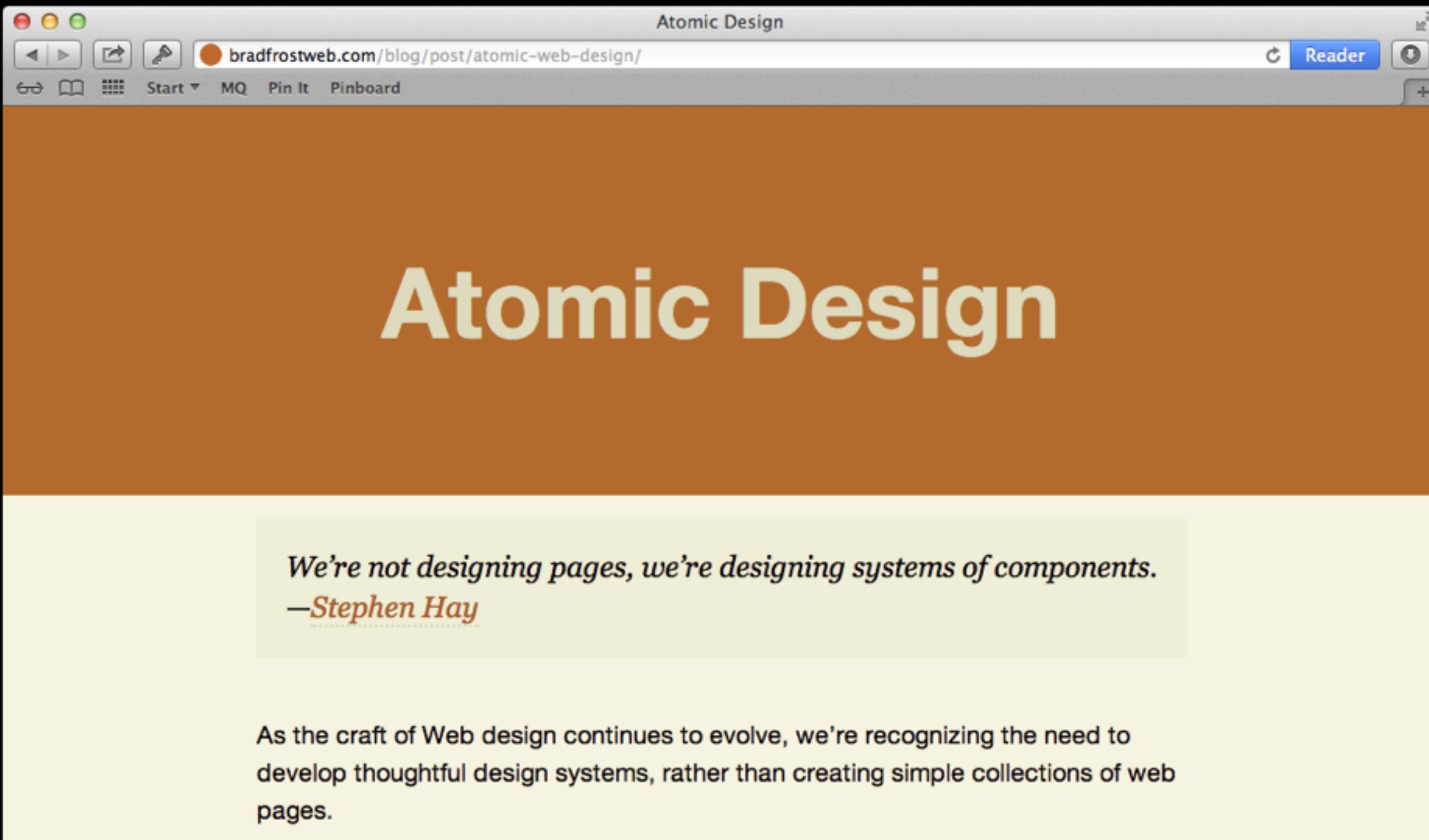


SOLVE THE PROBLEM

Layout vs Modules



Layout vs Modules

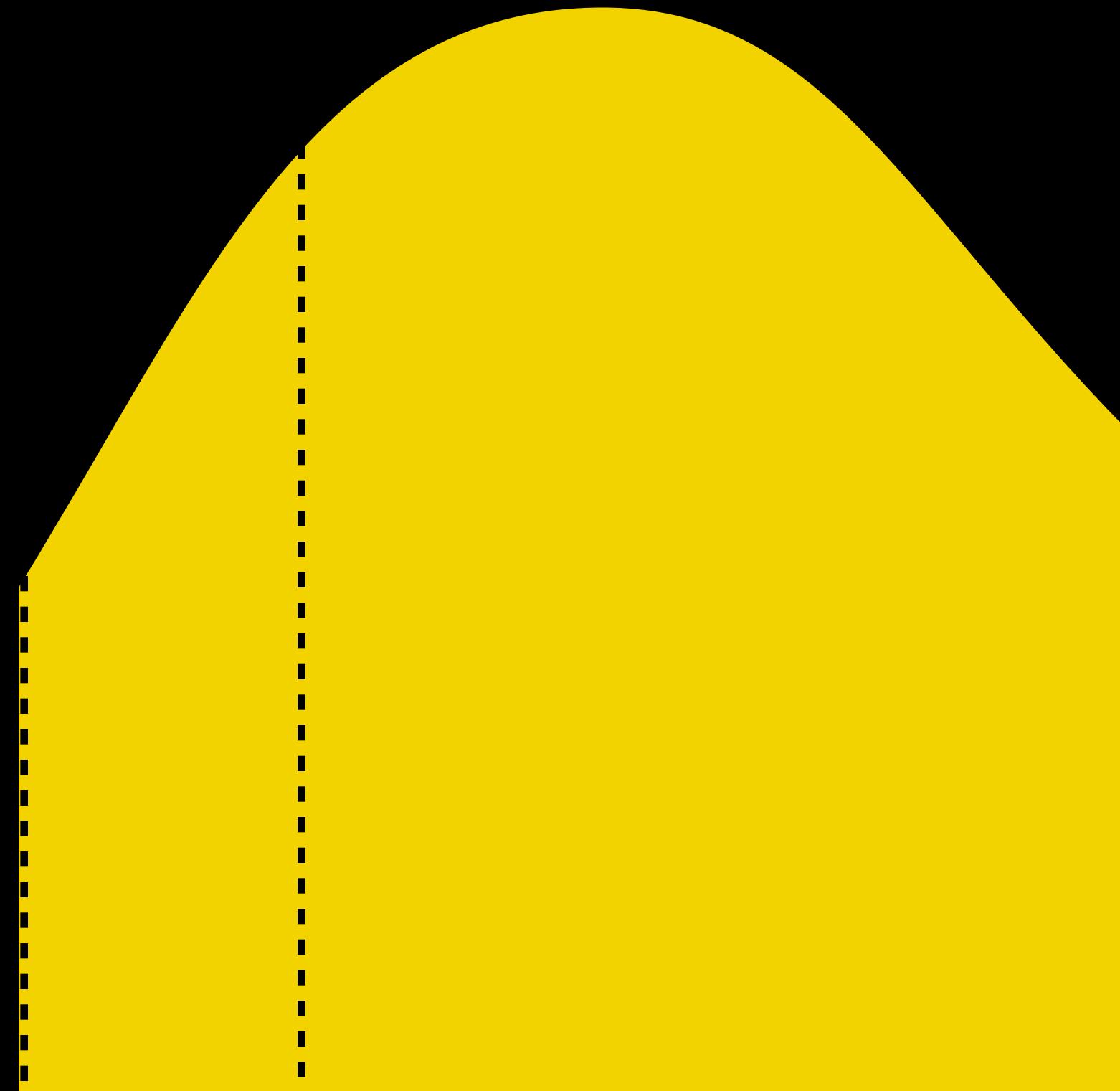


**“The beauty of a living thing is not
the atoms that go into it, but the
way those atoms are put together.”**

Carl Sagan

SOLVE THE PROBLEM

Layout vs Modules

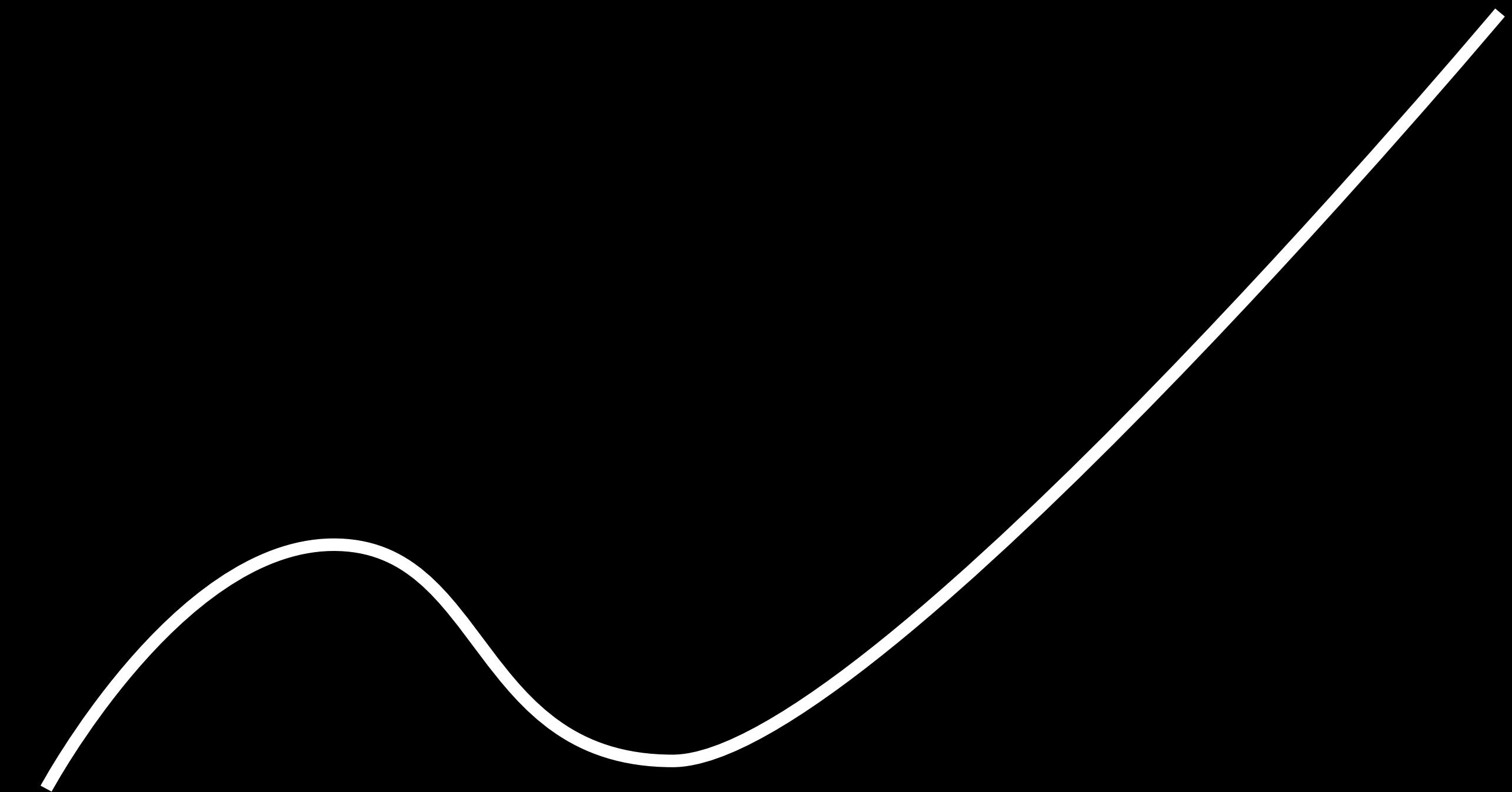


**YOU BEST SOLVE
PROBLEMS USING
TOOLS YOU ARE
FLUENT WITH**

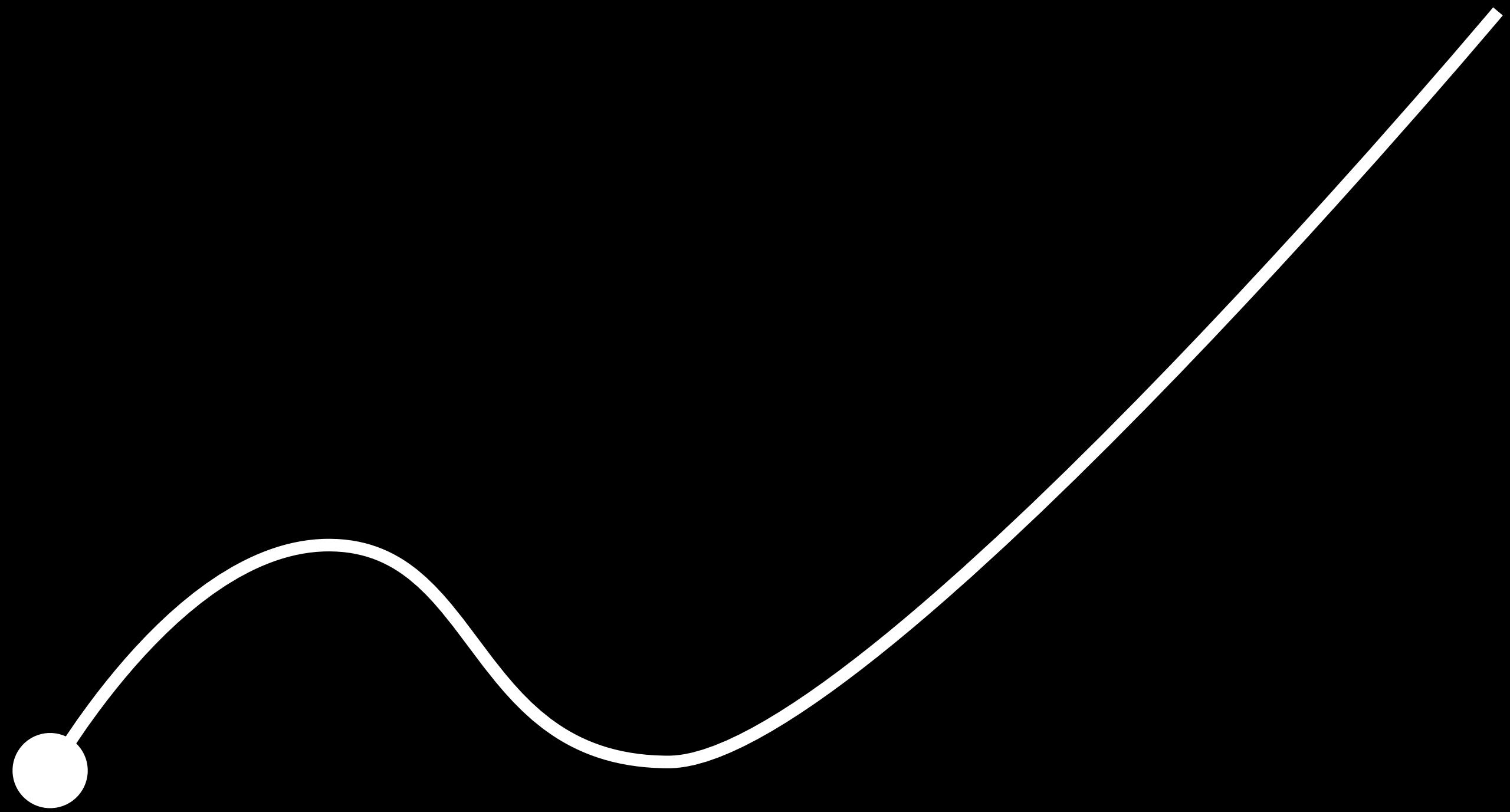
(FLUÊNCIA)



SOLVE THE PROBLEM



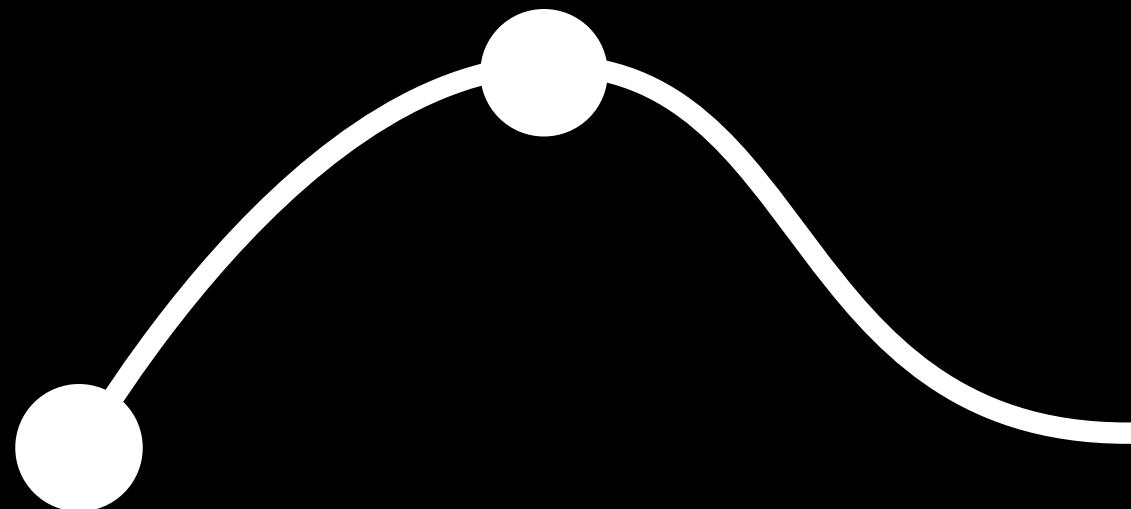
SOLVE THE PROBLEM



**Incompetência
Inconsciente**

SOLVE THE PROBLEM

**Incompetência
Consciente**



**Incompetência
Inconsciente**

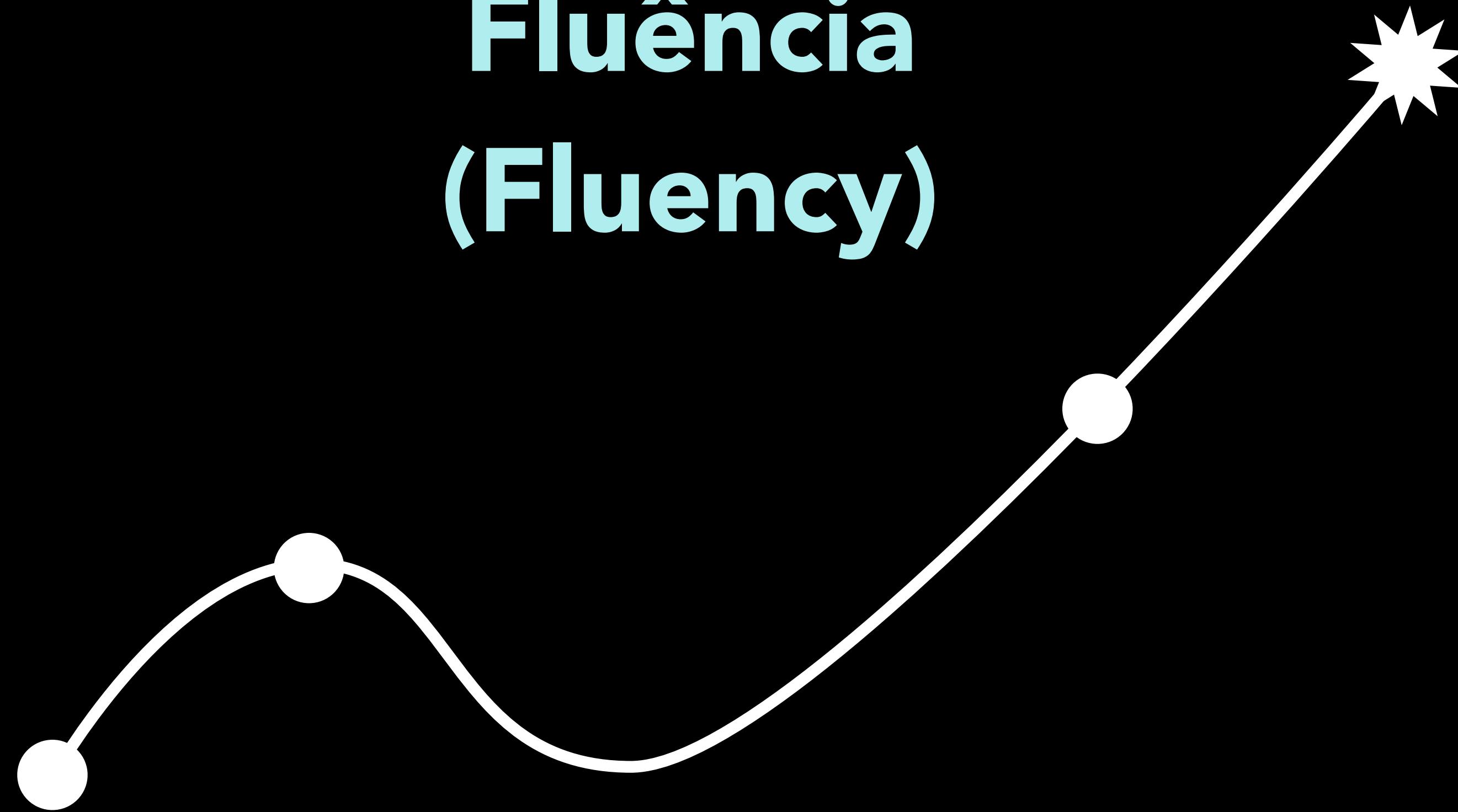
SOLVE THE PROBLEM



SOLVE THE PROBLEM



Fluênci (Fluency)



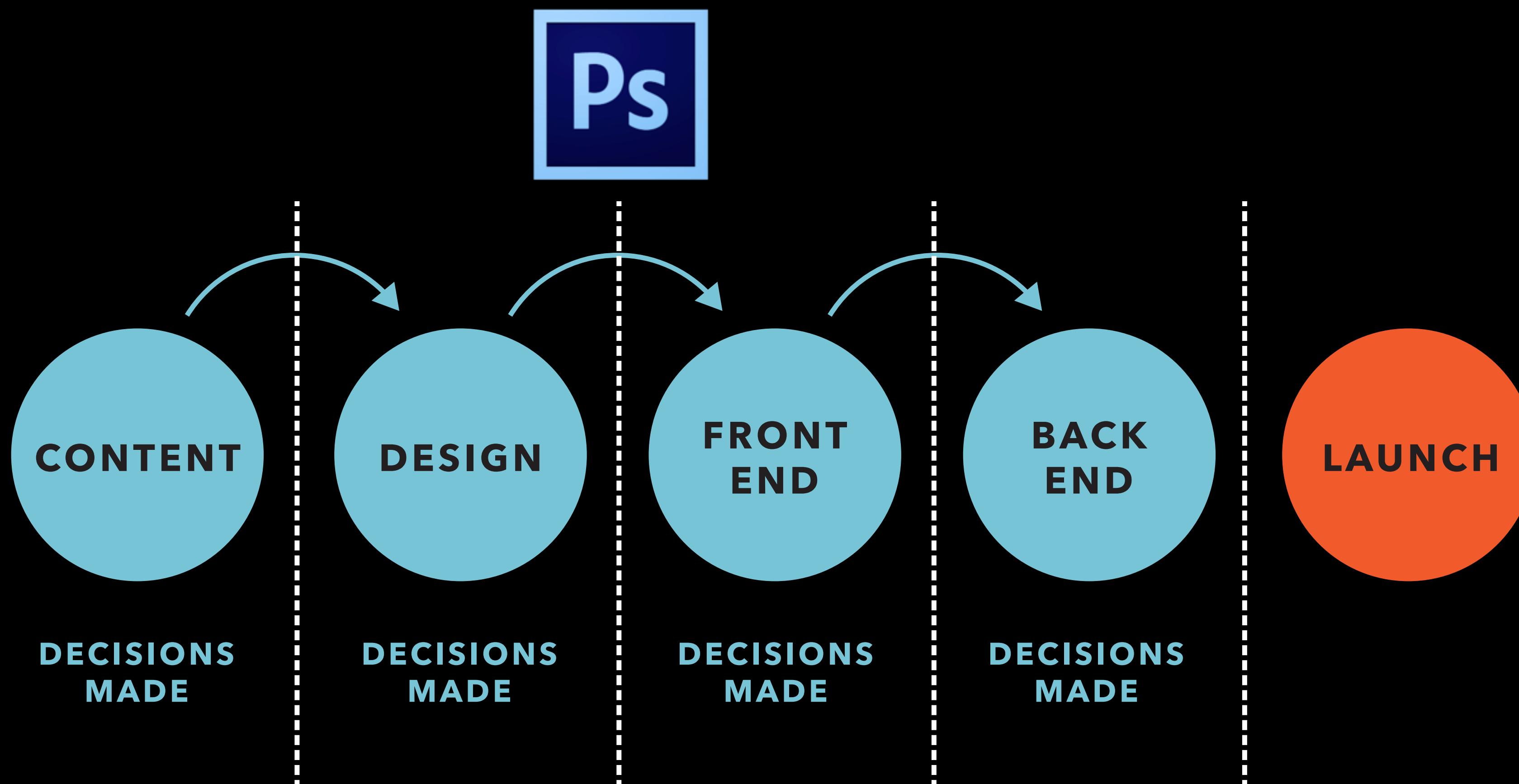
Refine the Solution



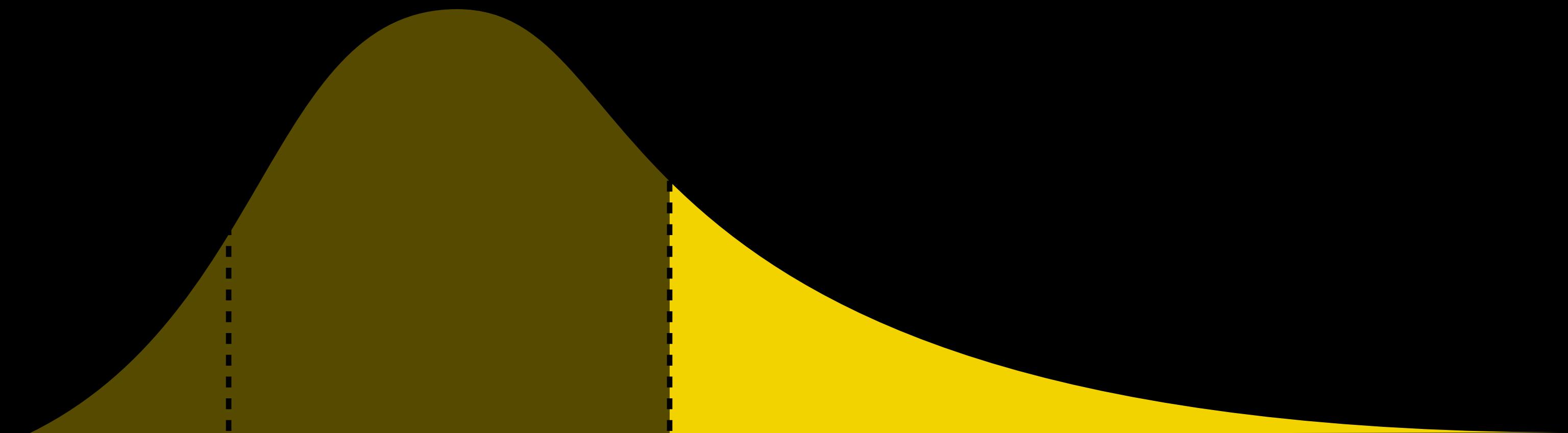
Refine the Solution

- ▶ **Static Design Tools**
- ▶ **Design Pairing**

Don't Use Static Design Tools



Don't Use Static Design Tools



Instead of static design hand-offs,
consider design pairing

REFINE THE SOLUTION

Design Pairing



REFINE THE SOLUTION

Design Pairing

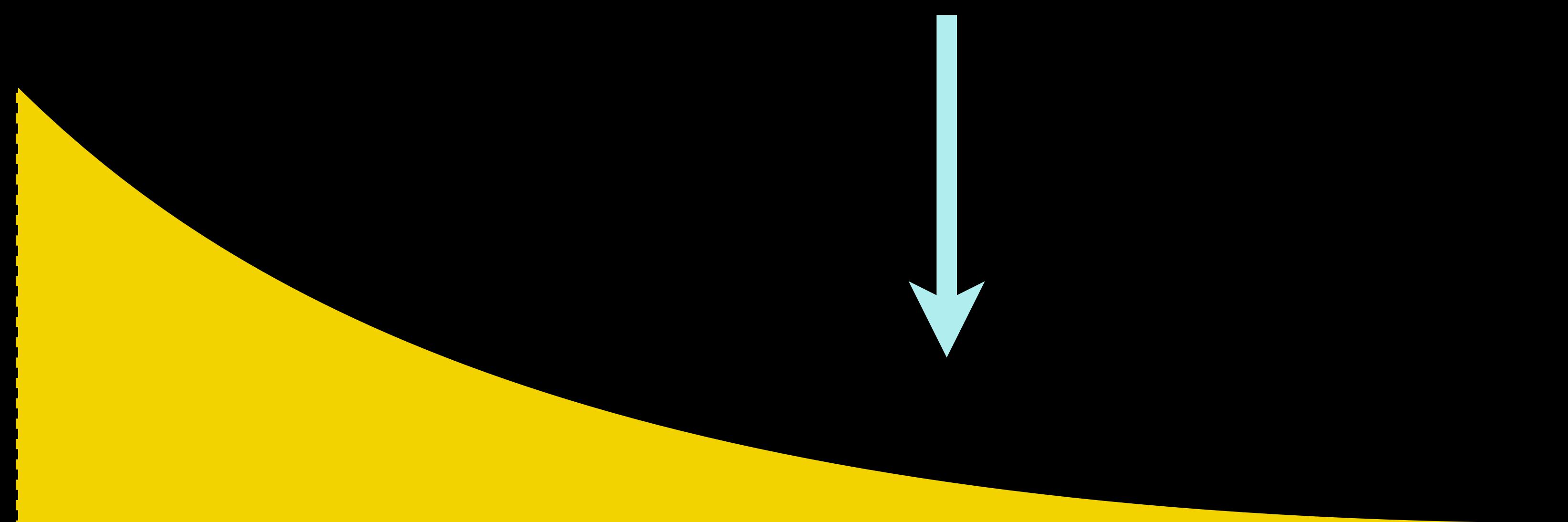




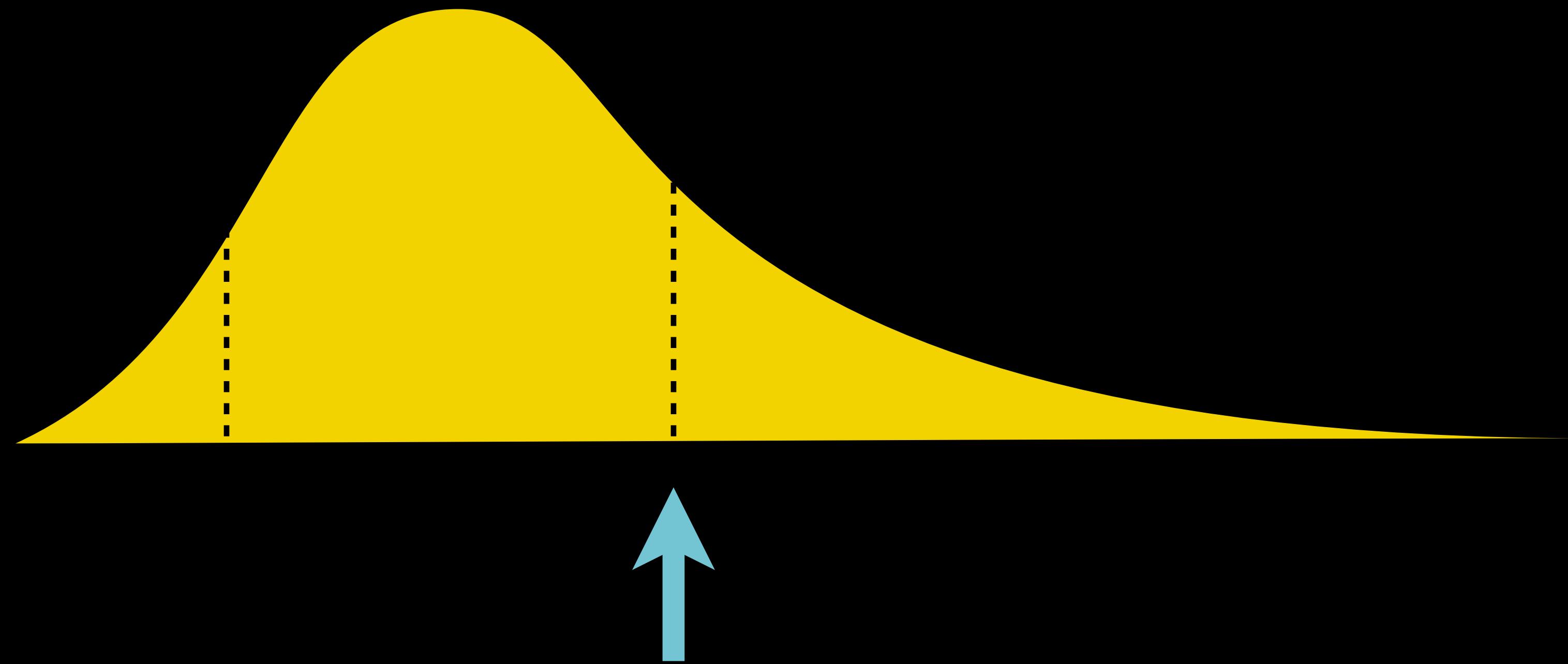


REFINE THE SOLUTION

You don't want to do the long
tail more than once



The Switching Point



Ponto De Mudança

**EFFICIENCY IS KEY
WHEN REFINING A
DESIGN SOLUTION**

(EFICIÊNCIA)

Guidelines for Selecting Tools

Establish **Comfort**

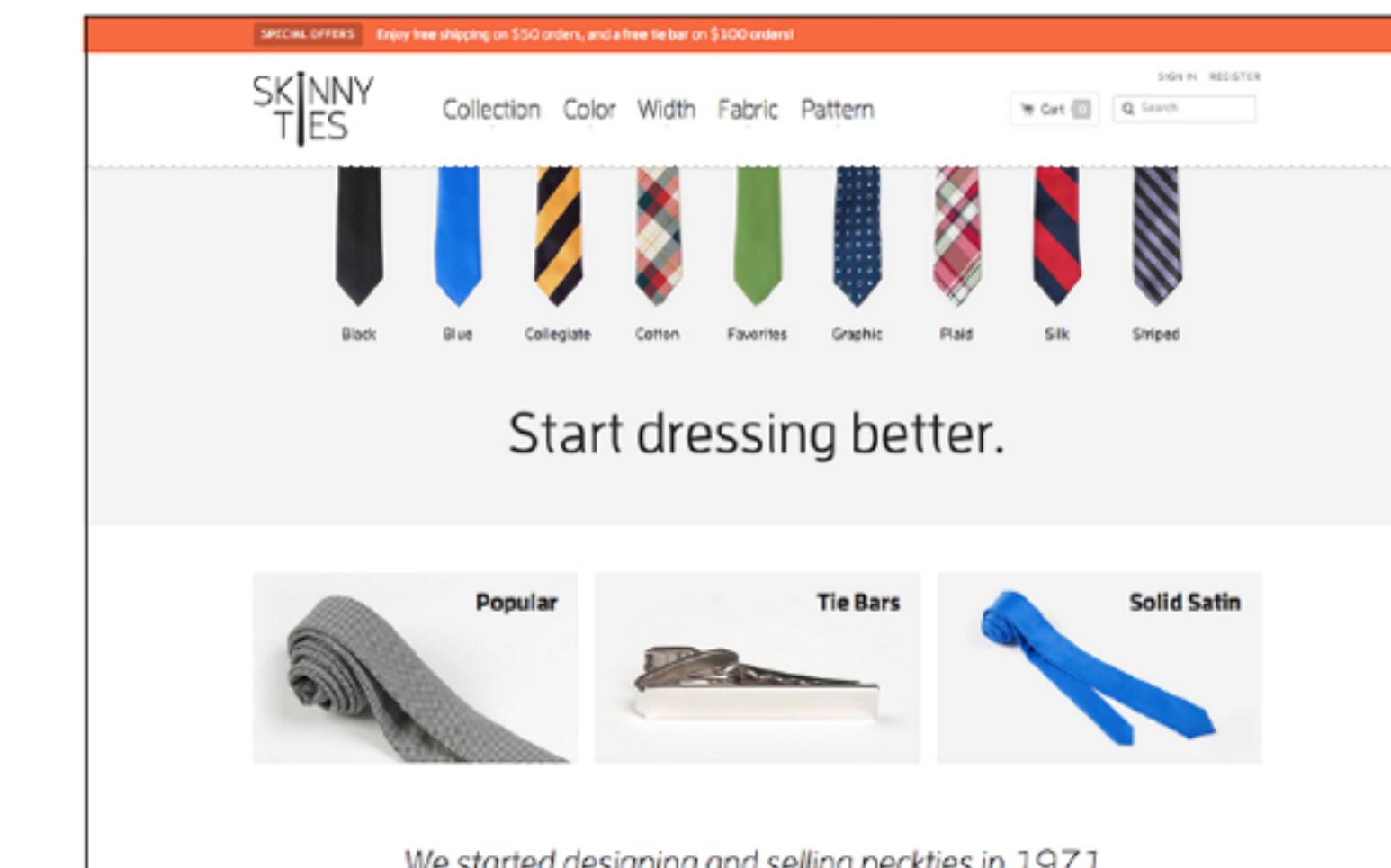
Solve **Fluency**

Refine **Efficiency**

An Example

DRIVER SOLUTIONS STYLE COMPARISON

Dark or Light



I'm comfortable with choosing "light" because I perceive it as feeling more modern and "Apple-like."

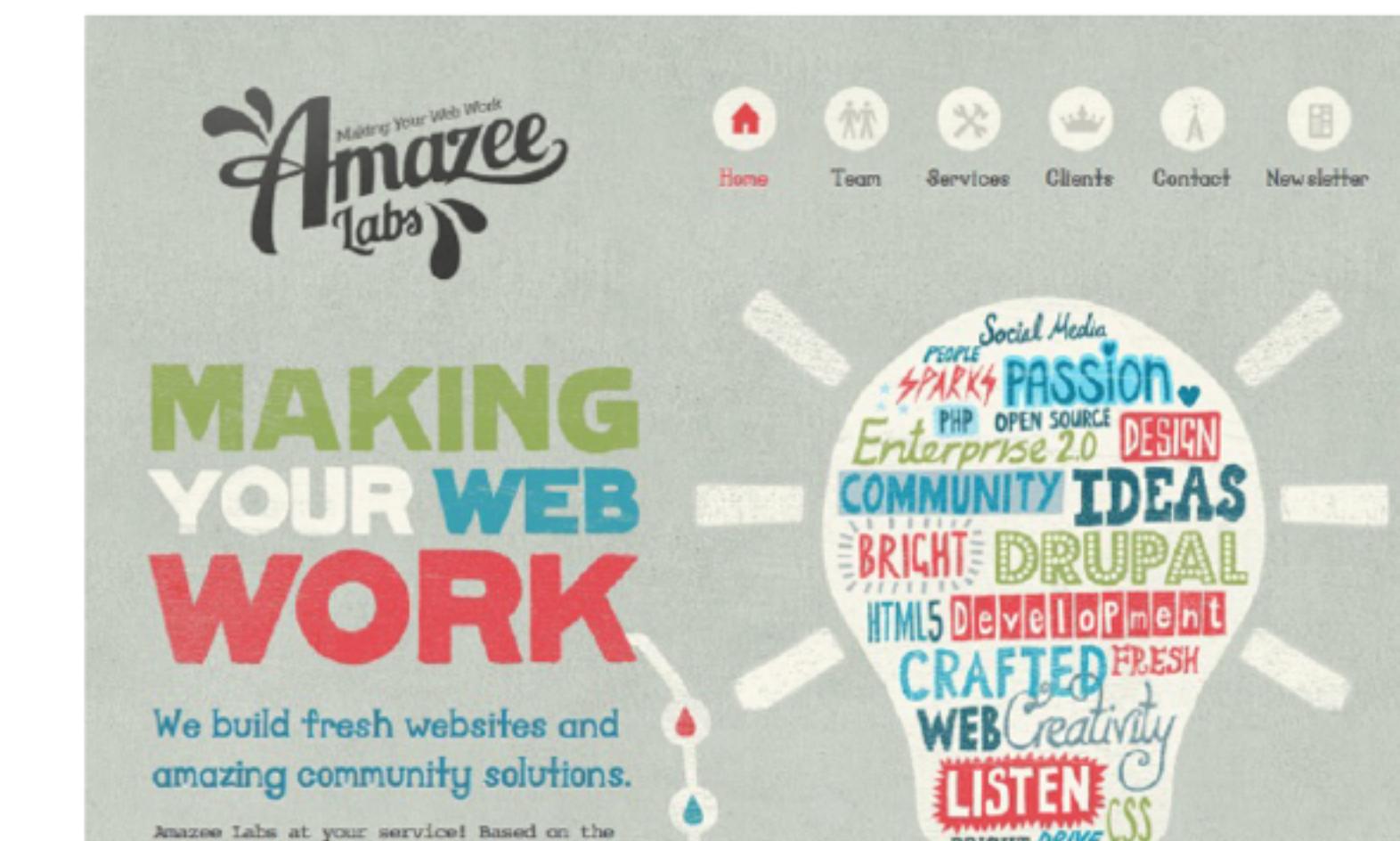
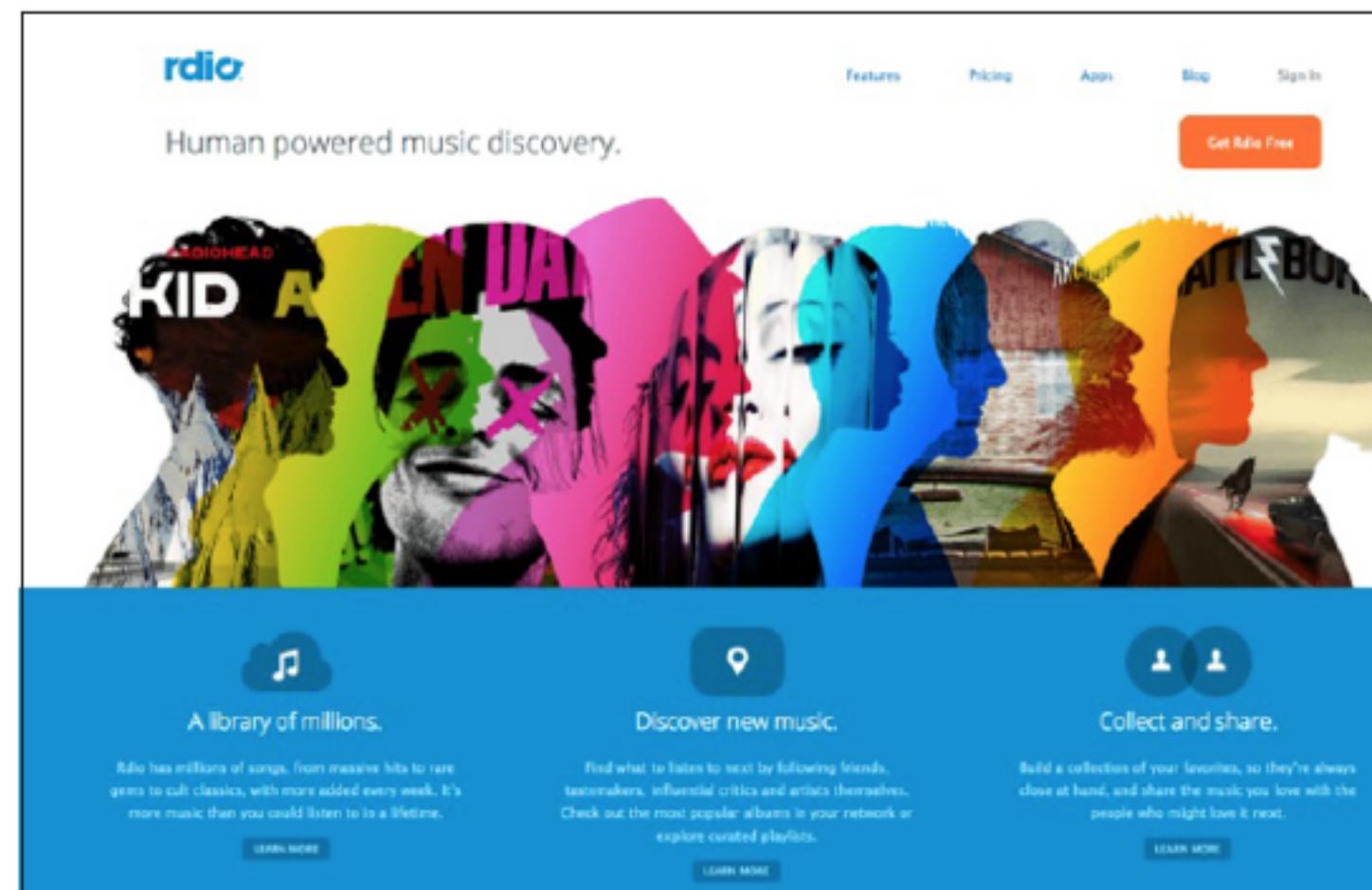
Again, I think the "flat" feels more appropriate for our website for the clean, modern look

DRIVER SOLUTIONS STYLE COMPARISON

Flat

or

Textured



I'm comfortable with choosing "light" because I perceive it as feeling more modern and "Apple-like."

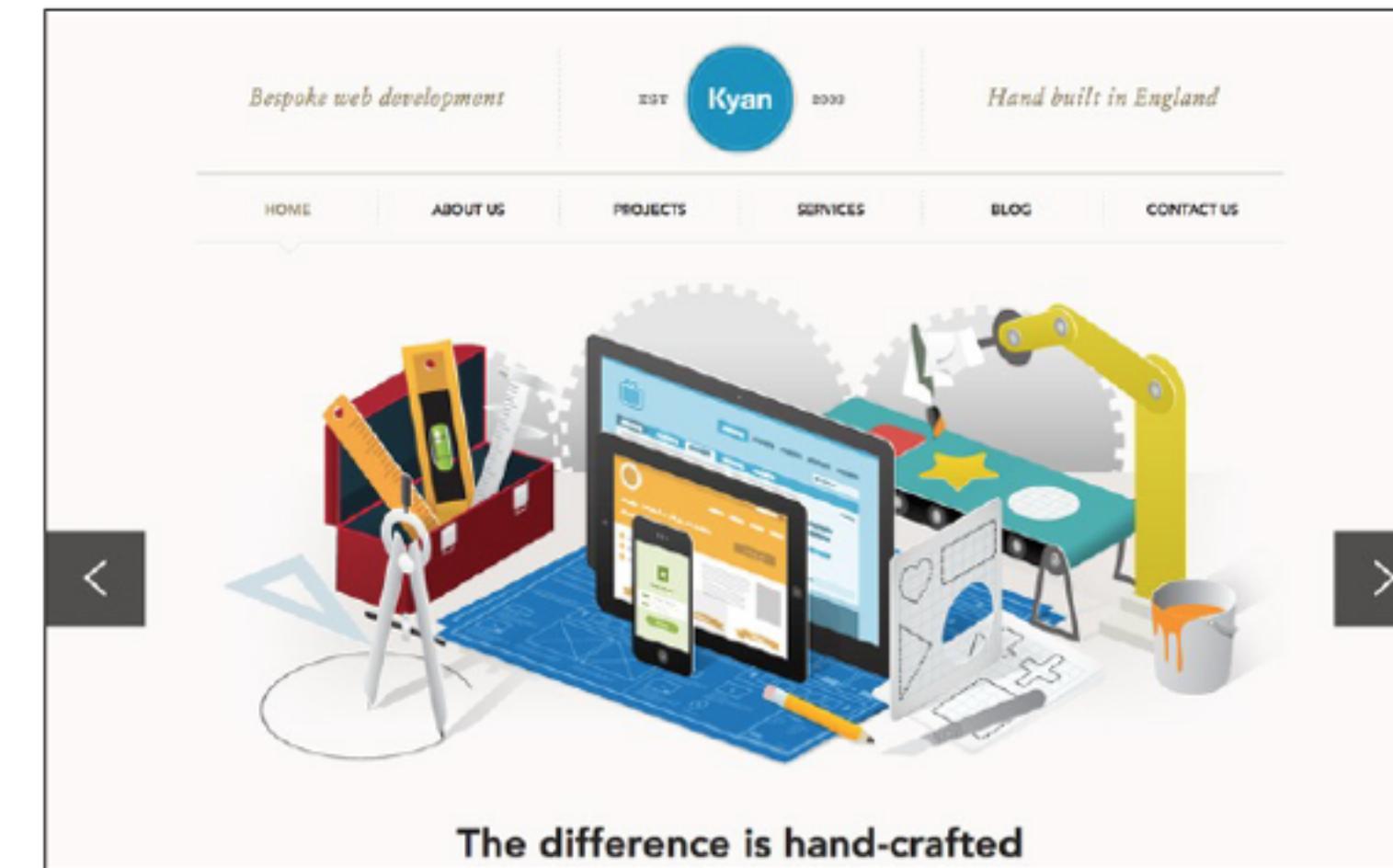
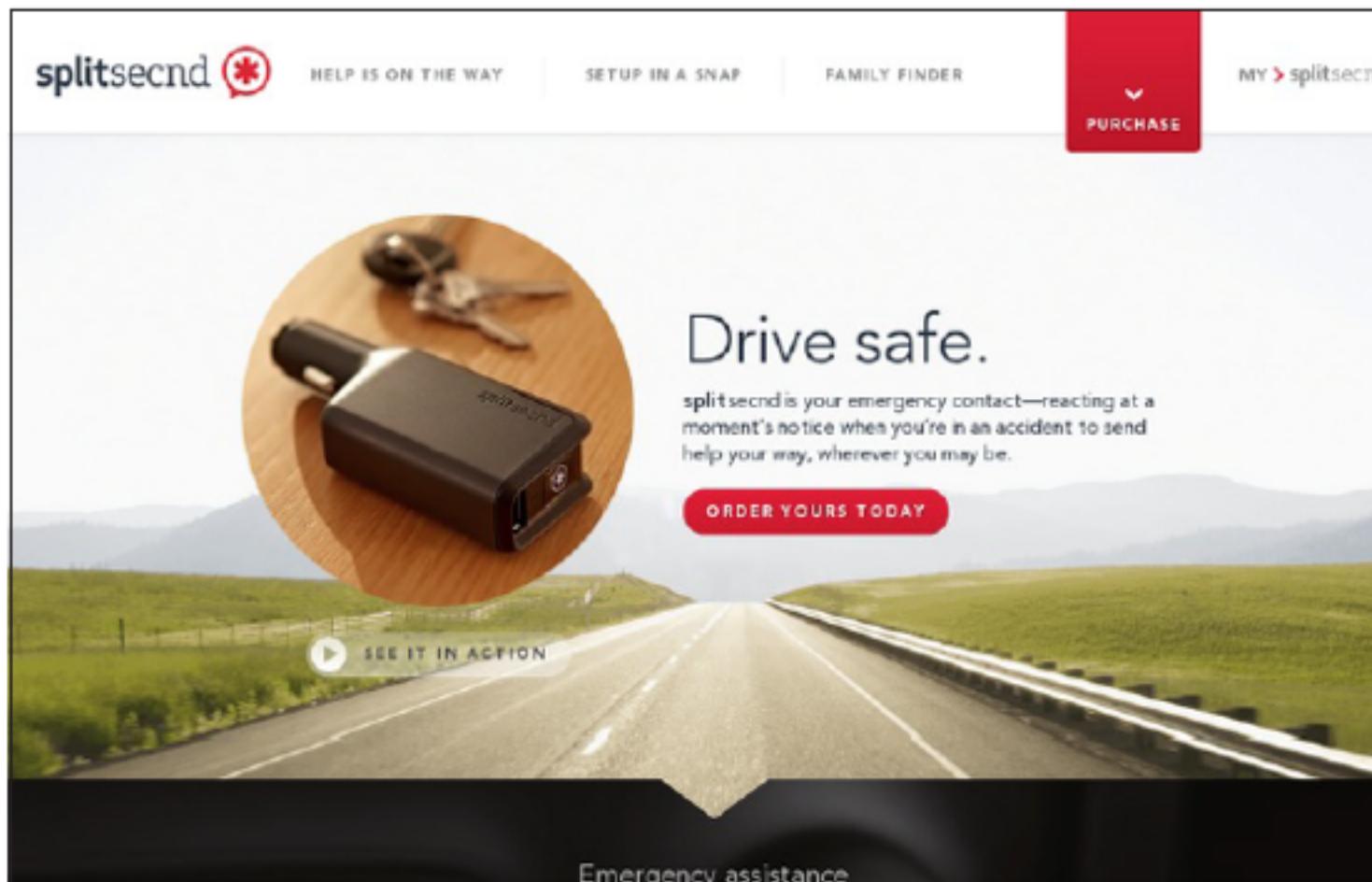
Again, I think the "flat" feels more appropriate for our website for the clean, modern look

DRIVER SOLUTIONS STYLE COMPARISON

Photo

or

Illustrative



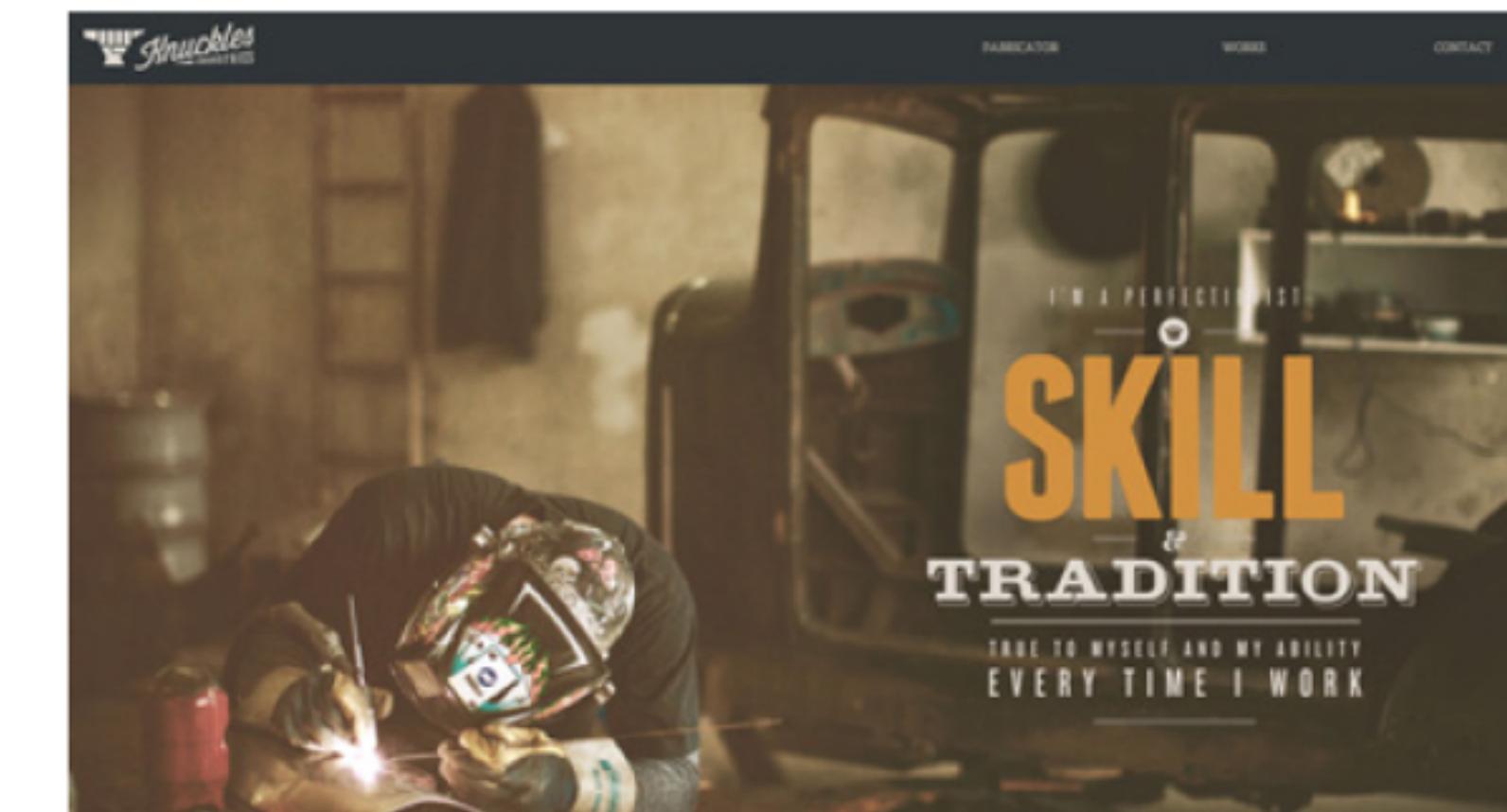
I'm comfortable with choosing "light" because I perceive it as feeling more modern and "Apple-like."

Again, I think the "flat" feels more appropriate for our website for the clean, modern look

Friendly

or

Masculine



I could go either way with "friendly" vs "masculine" - I don't have a really strong opinion based on the examples given. However, I'm leaning toward the masculine style because it feels more "trucking" oriented over friendly.



A Page Headline Looks Like This

A Subhead Would Look Like This



SUBHEAD HERE

Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Etiam porta sem malesuada magna mollis euismod. Maecenas sed diam eget risus varius blandit sit amet non.

WHY GET CDL TRAINING?

UP TO
\$40K
FIRST YEAR

NO
EXPERIENCE
REQUIRED

We make sure you have the
right job opportunity before you
begin training.



We'll put you in a new, great-paying driving career in about 3 weeks with our exclusive company-paid CDL training program. [Learn More](#)

APPLY NOW

ABOUT DRIVER SOLUTIONS



Vestibulum id ligula porta felis euismod semper. Donec nulla non metus auctor fringilla. Praesent commodo cursus magnullamcorpera, vel scelerisque nisl consectetur et. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vivamus sagittis lacus vel augue laoreet rutrum faucibus. Vivamus sagittis lacus vel augue laoreet rutrum faucibus.

CDL TRAINING PROCESS

Our truck driving school for inexperienced student drivers teaches you all you need to know to start your career, including:

- ➔ CDL permit requirements and testing
- ➔ Keeping accurate driver logs
- ➔ Reading maps and the trucker atlas
- ➔ Trip planning
- ➔ Driving skills and techniques



 [See More Videos on YouTube](#)

6 SIMPLE STEPS

That will put you behind the wheel with an A Class CDL license:

- 1 Submit your online driver application.
- 2 Speak with your Driver Agent and access your Driver Account
- 3 Choose a Driver Solutions Network trucking company

Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Cum sociis natoque penatibus et magnis dis parturient montes.
- 4 Driver Solutions qualifies your driver application
- 5 Attend company-paid driving school

Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Cum sociis natoque penatibus et magnis dis parturient montes.
- 6 Start your truck driving career

GET STARTED

Why get CDL training?

Make up to \$40K in your first year plus a \$1,200 sign-on bonus.

How to choose a driving school

We'll put you in a new, great-paying driving career in about 3 weeks with our exclusive company paid CDL program.

[APPLY NOW](#)



George

First Seat Driver
PAM Transport

"I decided I wanted to get my CDL and I hit the road. Thanks to Driver Solutions, I have a great career doing what I love."



George

First Seat Driver
PAM Transport

"I decided I wanted to get my CDL and I hit the road. Thanks to Driver Solutions, I have a great career doing what I love."

DID YOU KNOW?

There are over 1 million truck drivers in the United States.

[Read More](#)

First Name

Last Name

! This is an example of an error message that could go beside or below the field

Checkbox Item Radio Button

Dropdown Example ▾

SUBMIT

[Previous](#) 1 2 3 ... 10 [Next](#)

DRIVER'S CHOICE BASIC	
Potential 1st Yr Pay	\$35,000
Sign-On Bonus	\$1,200
Down Payment	\$0

DRIVER'S CHOICE CLASSIC	
Potential 1st Yr Pay	\$35,000
Sign-On Bonus	\$1,200
Down Payment	\$0

DRIVER'S CHOICE PREMIER	
Potential 1st Yr Pay	\$35,000
Sign-On Bonus	\$1,200
Down Payment	\$0



About John Doe

John Doe is an instructor Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nullam quis risus eget urna mollis ornare vel eu leo. Vestibulum id ligula porta felis euismod semper. Donec ullamcorper nulla non metus auctor fringilla.

PAYMENT	BASIC	CLASSIC	PREMIER
Potential 1st Yr Pay	\$35,000	\$35,000	\$35,000
Sign-On Bonus	\$1,200	\$1,200	\$1,200
Down Payment	\$0	\$0	\$0

Facilitating Great Work

COLUMBIA
QUANTUM HIGH FREQUENCY



MILES DAVIS

Kind of Blue

with Julian "Cannonball" Adderley

Paul Chambers

James Cobb

John Coltrane

Bill Evans

Wynton Kelly

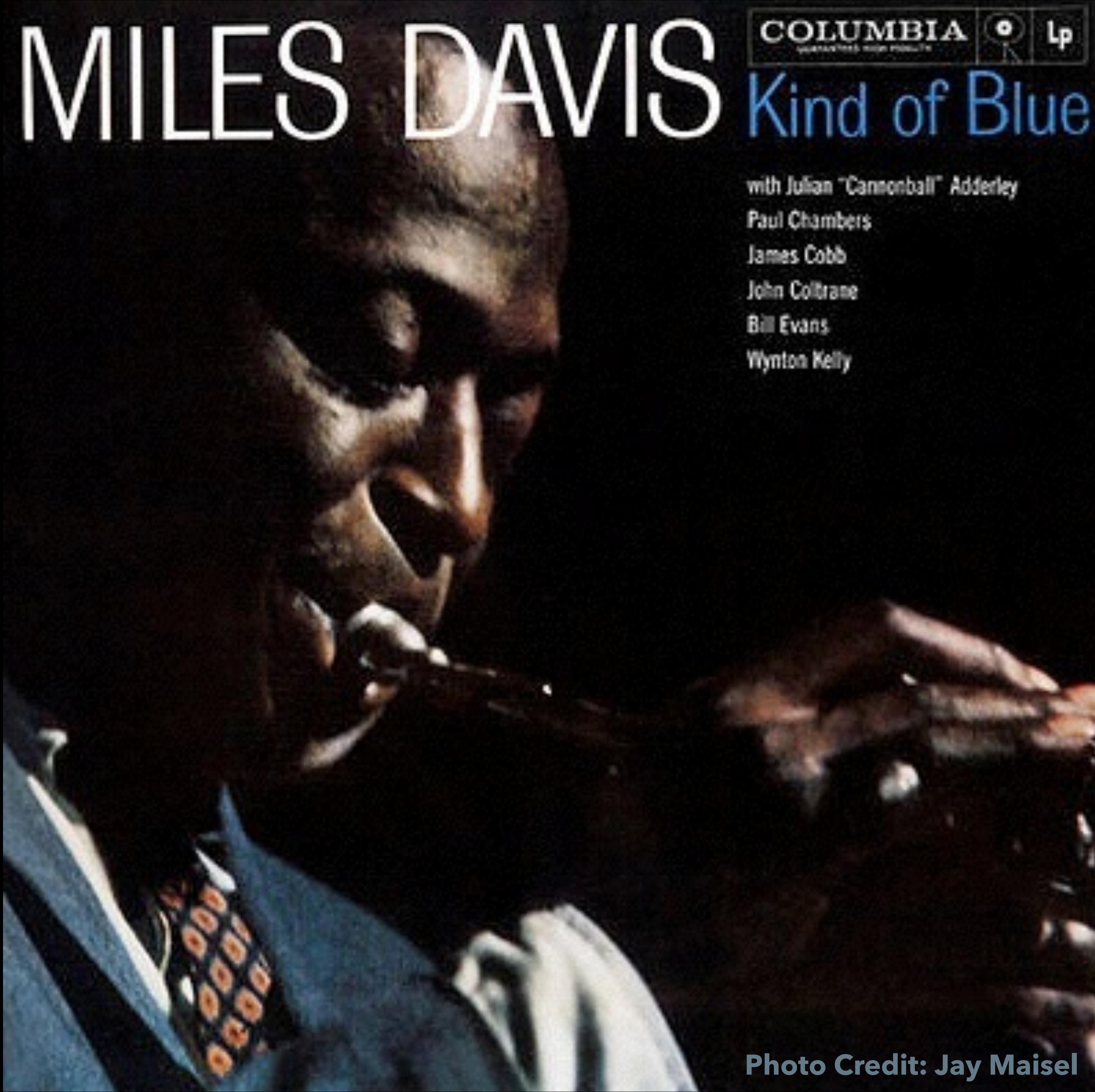


Photo Credit: Jay Maisel

COLUMBIA
QUANTUM HIGH FREQUENCY



MILES DAVIS

Kind of Blue

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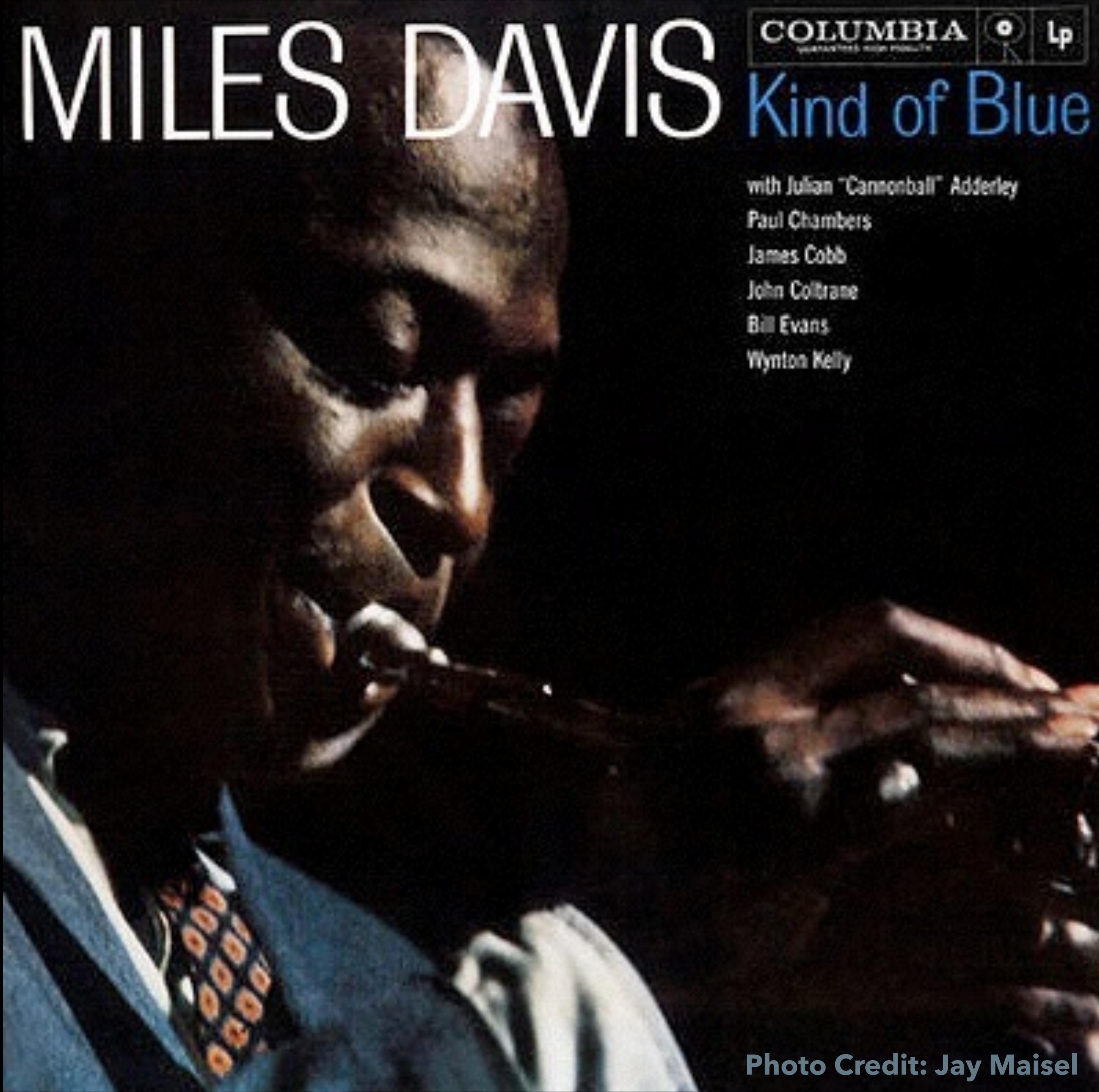


Photo Credit: Jay Maisel

COLUMBIA
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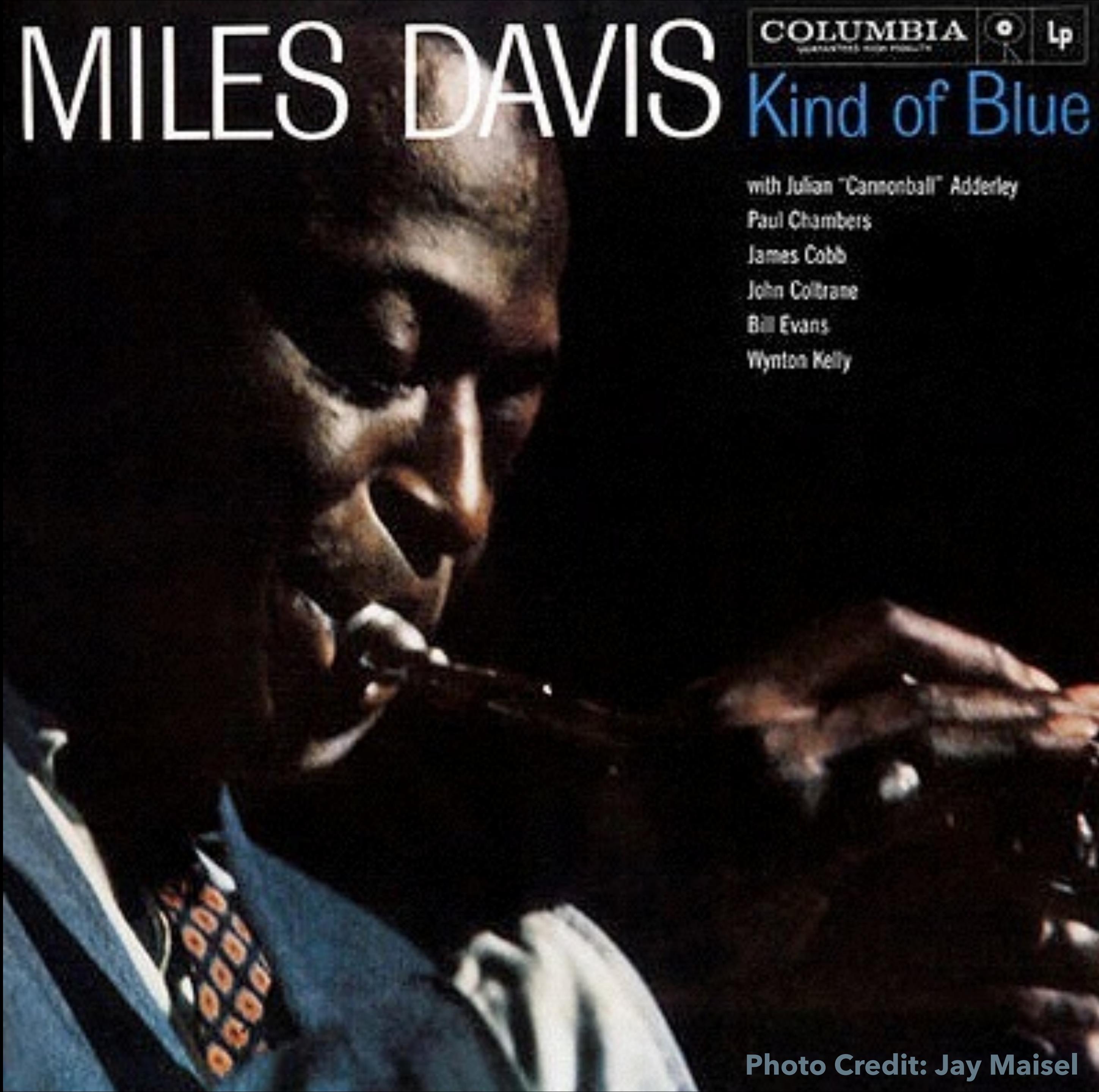


Photo Credit: Jay Maisel

**Group improvisation is a challenge.
Aside from the weighty technical
problem of collective coherent
thinking, there is the very human,
even social need for sympathy from
all members to bend for the common
result.**

Bill Evans

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result.**

Bill Evans

Grupo De Improvisaçāo

(Group Improvisation)

What kind of person?

**Group improvisation requires
individuals on a team to be...**

**habilidoso
(skilled)**

**Group improvisation requires
individuals on a team to be...**

**humilde
(humble)**

**Group improvisation requires
individuals on a team to be...**

**empatia
(empathetic)**

Skill

Humility

Empathy

What kind of environment?

Acosta St

Cherry Ave

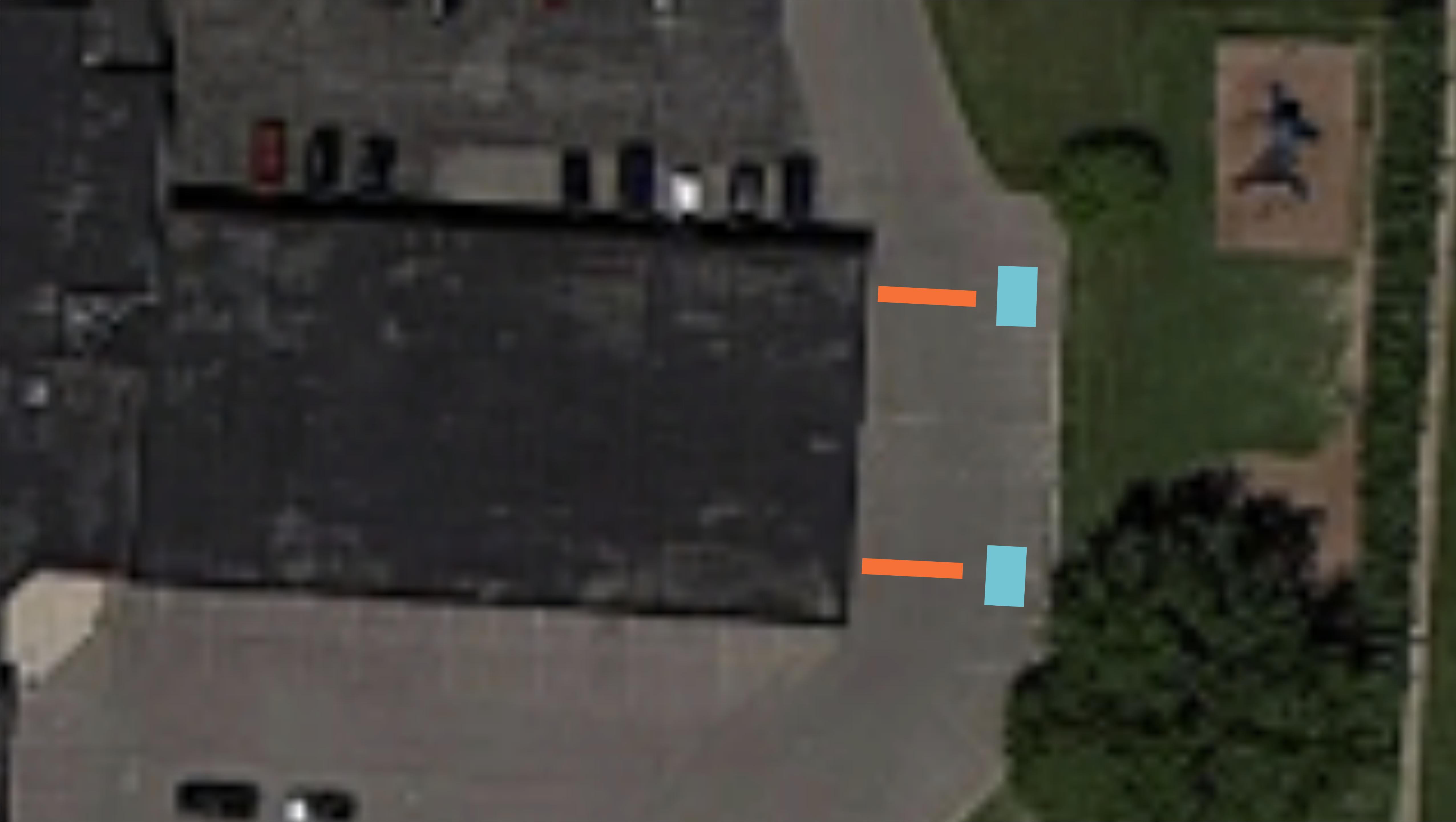


Acosta St









**Criar diretrizes, não
processos rígido.**

**(Create guidelines instead
of rigid process.)**

Ben's Theory on Web Process

**The amount of process required is
inversely proportional to the skill,
humility, and empathy of your team.**

(mais experiência = menos processo)

**Create the perfect, fully-documented,
all-encompassing web design and
development process.**

Or...

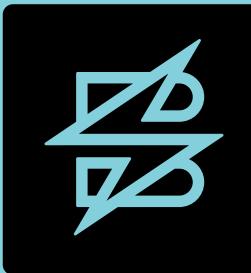
Chill out and develop our people.

**Investir em pessoas
ao invés de processo.**

**(Invest in people
over process.)**

OBRIGADO!

@bencallahan



SPARKBOX