INTRODUCTION TO DESIGN

Zero to Hero | Hack Western

presented by Cathy Chen

(1)	**What is "Design"?** Context, terminology, and methodology	4:30 – 5:00 PM (30 minutes)
(2)	**The Design Toolkit** Design tricks + cheat sheet	5:00 – 5:30 PM (30 minutes)
(3)	**Q&A**	5:30 PM onwards

Design is **not always** about making things look *pretty*.

WHAT IS DESIGN THINKING?

Design thinking is a formal method for practical, creative resolution of problems and creation of solutions, with the intent of an improved future result.

WHAT DO (GOOD) DESIGNERS DO?

User experience

Design

- Create *delightful* experiences with a product – visually and practically.

- Choose the right combination of features that best facilitates a user's goal.

- Create and test different interfaces.

- **Satisfy the goal of the product.**

FRONT-END DESIGN TERMINOLOGY

- User Experience (UX) and User Interface (UI)
  - UX is concerned with interactions, UI is concerned with the layout
  - Commonly bundled together
- Graphic Design
  - Vectors:
    - Images created with mathematical equations, therefore are **scalable**
    - Used in Adobe Illustrator, common formats: AI, PDF, SVG, EPS
    - Created on **storyboards**

- Raster graphics:
  - Images created with **pixels** and are not scalable
  - Used in Adobe Photoshop, common formats: PSD (working file), PNG, JPEG, GIF
  - Created on **canvases**
  - Colour formats: RGB, CMYK

WEB TERMINOLOGY

Common web languages:

- HyperText Markup Language (HTML)

- Cascading Style Sheets (CSS)

- JavaScript (JS)

- JQuery

THE PRACTICAL DESIGN TOOLKIT

FREE IMAGE EDITORS

- www.figma.com

- http://pixlr.com/editor

- www.picasa.google.com

- www.sumopaint.com

- www.gimp.org

OTHER RESOURCES

- Design Thinking:

  - www.designkit.org (IDEO)

- Free icons (downloadable in both raster and vector formats):

  - http://flaticon.com

  - http://thenounproject.com

- UI/UX

  - http://UI8.net

- Colour schemes

  - Sip for Mac

  - https://color.adobe.com

  - https://www.materialpalette.com/

- Prototyping

  - http://www.invisionapp.com/

- Free stock photos

  - http://deathtothestockphoto.com/