

Let's Get into the Design

———— A Design Workshop for Engineers ————

Yuya Saito @ Rich Media

Yuya Saito @ Rich Media

UX Engineer



DISCOVER NEW ADVENTURES

FIND THE BEST PLACES IN THE WORLD FROM PEOPLE WHO SHARE YOUR INTERESTS.



JOIN THE ADVENTURE

CLAIM YOUR FIRST FOR FREE TO OUR LAUNCH





Tipikant helps you plan the perfect trip. We match your personality and favorite things to do with activities suggested by others who share your sense of style and interest.

Try these your neighborhood rather than in your city. Discover new hidden gems and save your favorite spots to your phone. Share them with your friends in the city, making your city.

FIND OFF THE WALL PLACES

Find and save the spots you want to know about but would normally take months to find. Make lists of your favorite places and access them instantly.





SHARE THEN, OR DON'T

Choose if you wish to share your best spots with anyone or just your friends. Sharing is saving so let them have the experience you know they would love.

TAKE IT AND LEAVE IT

Tipikant travels with you wherever you go. Leave your printed maps and travel guides at home. Access the plans you have saved in your collection offline with maps and directions.




WE ARE LAUNCHING IN NEW YORK!

Now when we're in New York City we can find the best places to go. We can discover places in New York City that we don't know about. We can find the best places to go. We can find the best places to go.

"ALL JOURNEYS HAVE SECRET DESTINATIONS OF WHICH THE TRAVELER IS AWARE."

—HERBERT SPENCER




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You can get the dimensions and coordinates of your PSDs. You can get the dimensions and coordinates of your PSDs. You can get the dimensions and coordinates of your PSDs.






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UPD: 2013-11-15

We're looking for people who want to be part of the team. We're looking for people who want to be part of the team. We're looking for people who want to be part of the team.


Source: [Source](#)

Project: [Project](#)

Product: [Product](#)

AVOCODE - PREVIEW AND INSPECT PSD

Get PSD, SVG, image assets, fonts, colors, all without Photoshop.

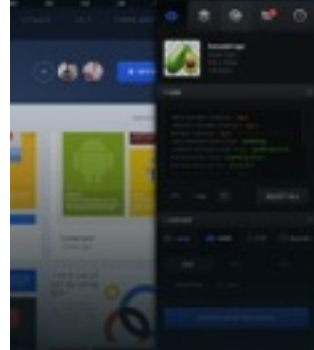



[Join your team and others](#)
[Request an invite](#)

Avocode is currently in Private Beta. Subscribe to get early access.

BRIDGE BETWEEN DESIGNERS AND DEVELOPERS


Share your assets, process and implement designs with Avocode.






AVOCODE IS PS-ING

You can share your PSDs with your developers. You can share your PSDs with your developers.



WEB & NATIVE APP

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EVERYTHING FROM A PSD

You can share your PSDs with your developers. You can share your PSDs with your developers.


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FIRST IMPRESSIONS ABOUT AVOCODE




"It's a game changer!"

DAVID, AVOCODE ADVOCATE




"It's a game changer! It's a game changer!"

JAMES, AVOCODE ADVOCATE



"It's a game changer! It's a game changer!"

ANTHONY, AVOCODE ADVOCATE




"It's a game changer! It's a game changer!"

ANTHONY, AVOCODE ADVOCATE


MADE BY SOURCE

We're looking for people who want to be part of the team. We're looking for people who want to be part of the team. We're looking for people who want to be part of the team.




NOVEMBER 2013

iOS Hat - Open Source iOS native app.



DECEMBER 2013

iOS Hat - Photoshop Project to working iOS native app.



FEBRUARY 2014

iOS Hat - Photoshop Project to working iOS native app.

SUBSCRIBE TO GET EARLY ACCESS

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We're looking for people who want to be part of the team. We're looking for people who want to be part of the team. We're looking for people who want to be part of the team.

Source: [Source](#)

Project: [Project](#)

Product: [Product](#)



Coming Soon Page or Landing Page

Goal

ワークショップのゴール

Contents

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要素の階層順位 2

タイポグラフィ 3

プロポーション 4

カラースキーム 5

What is Design?

デザインとは



I've been amazed at how often those
outside the discipline of design assume
that what designers do is decoration.
Good design is problem solving.

— Jeffery Veen

Work

Setup

12 mins

<http://git.io/uxui-workshop>

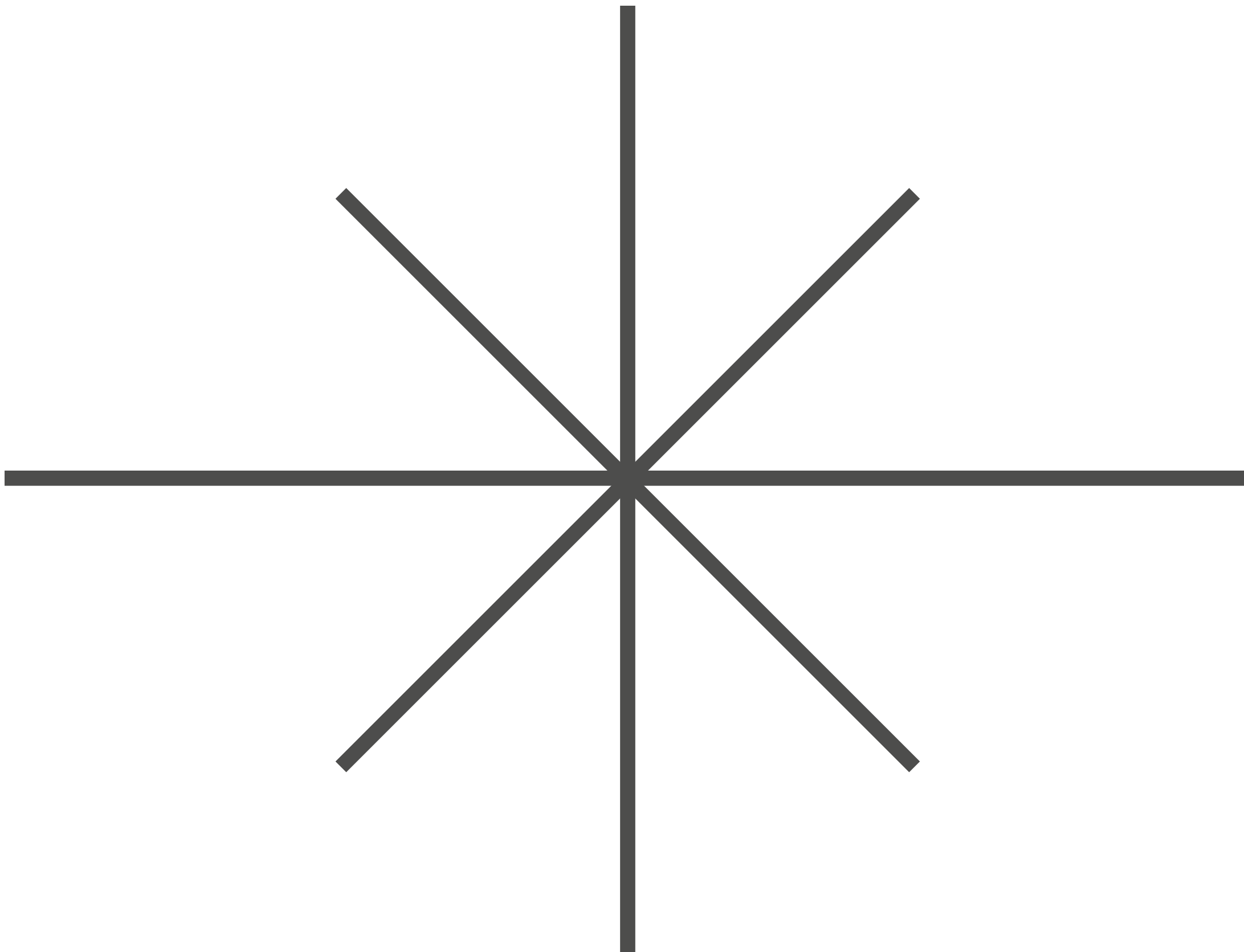
The Principles of Design

デザイン原則

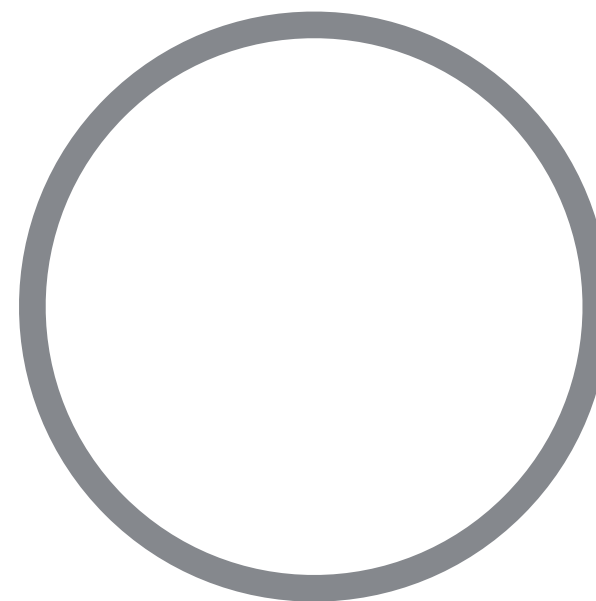
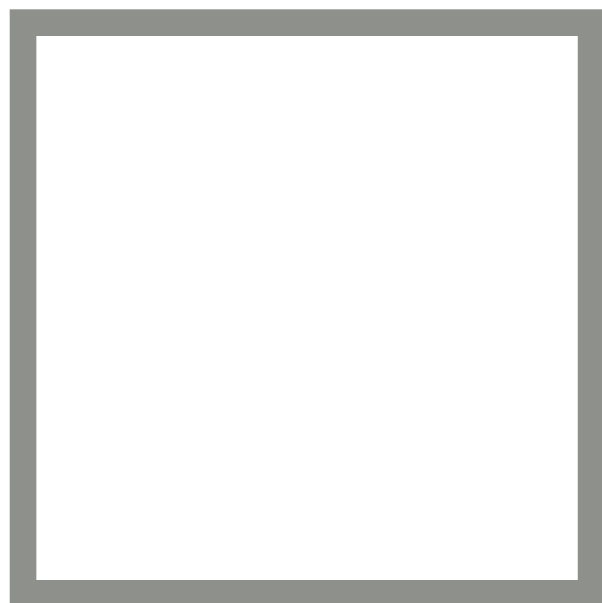
The Elements of Design

デザインを構成する要素

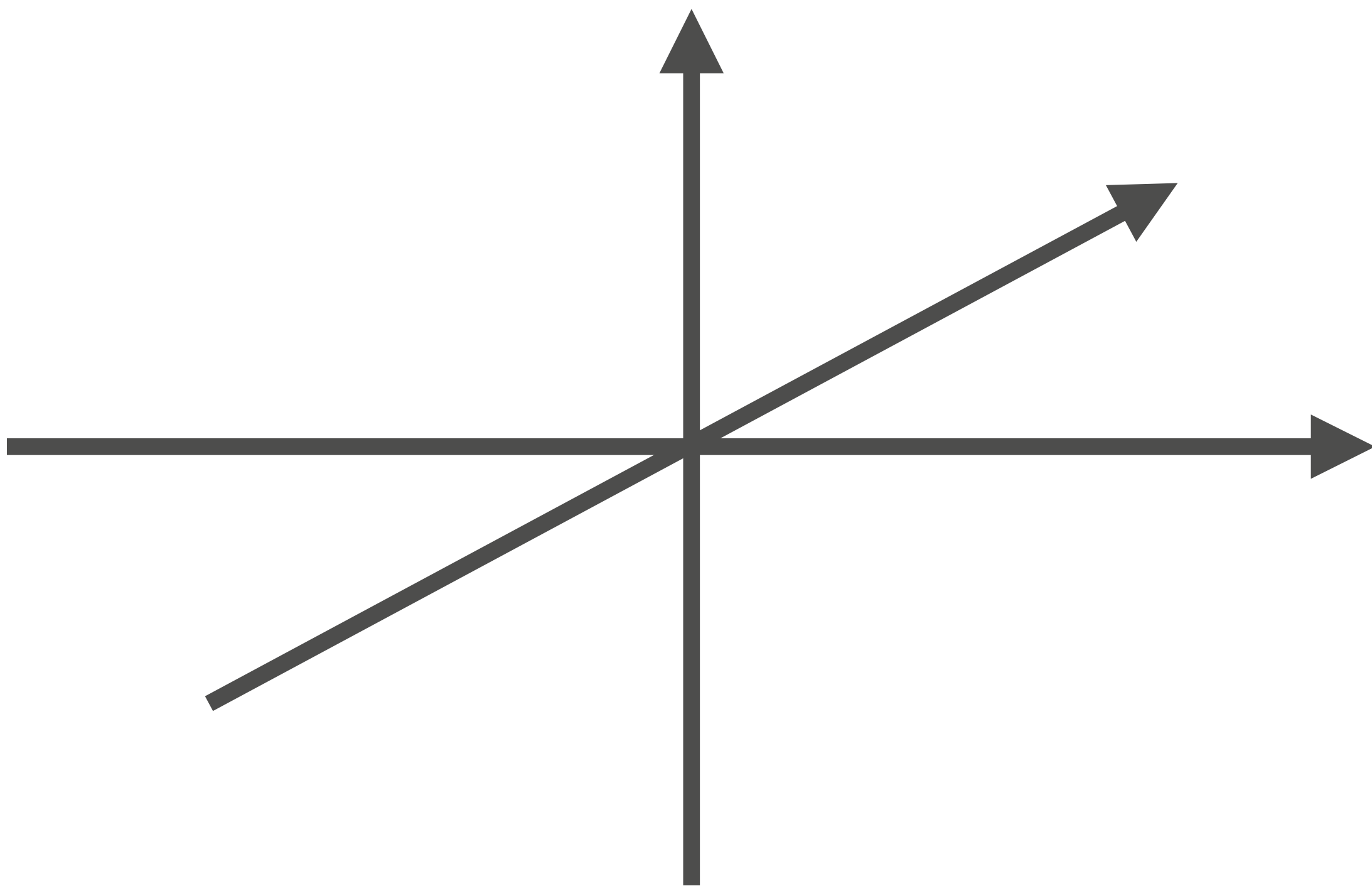
Line: 線



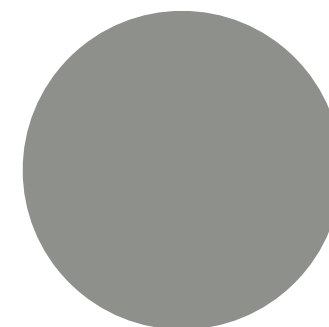
Shape: 形



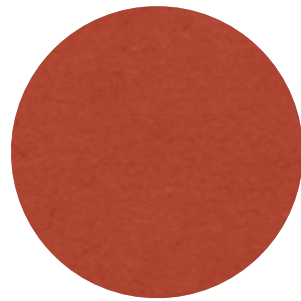
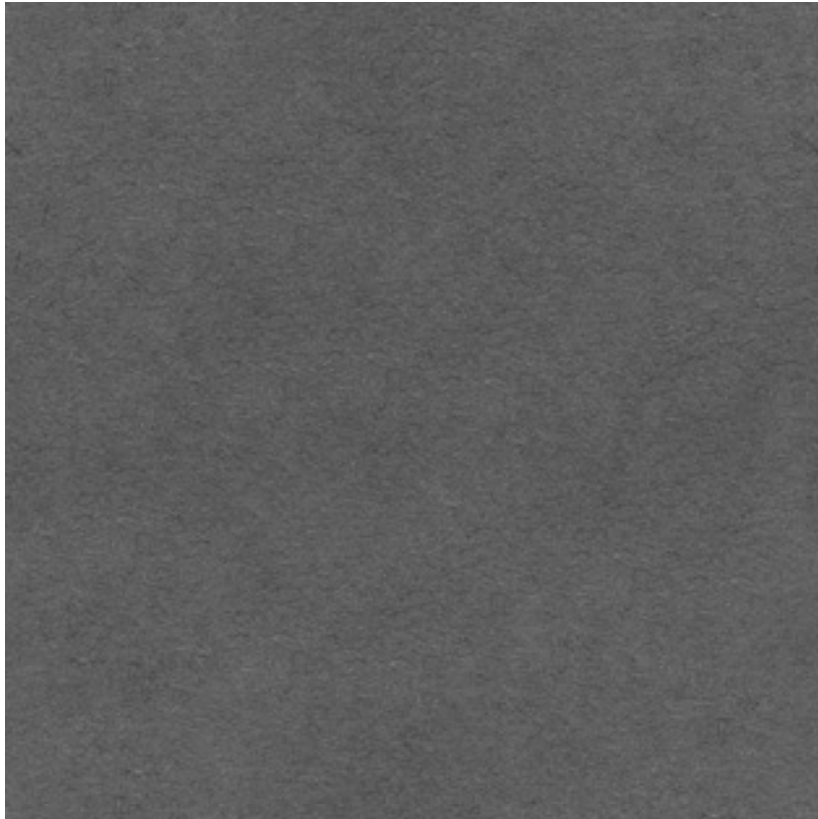
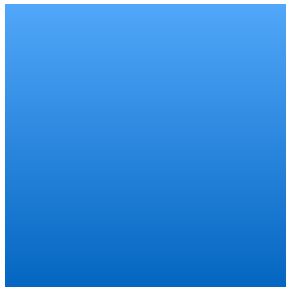
Direction: 方向



Size: 大きさ



Texture: 質感



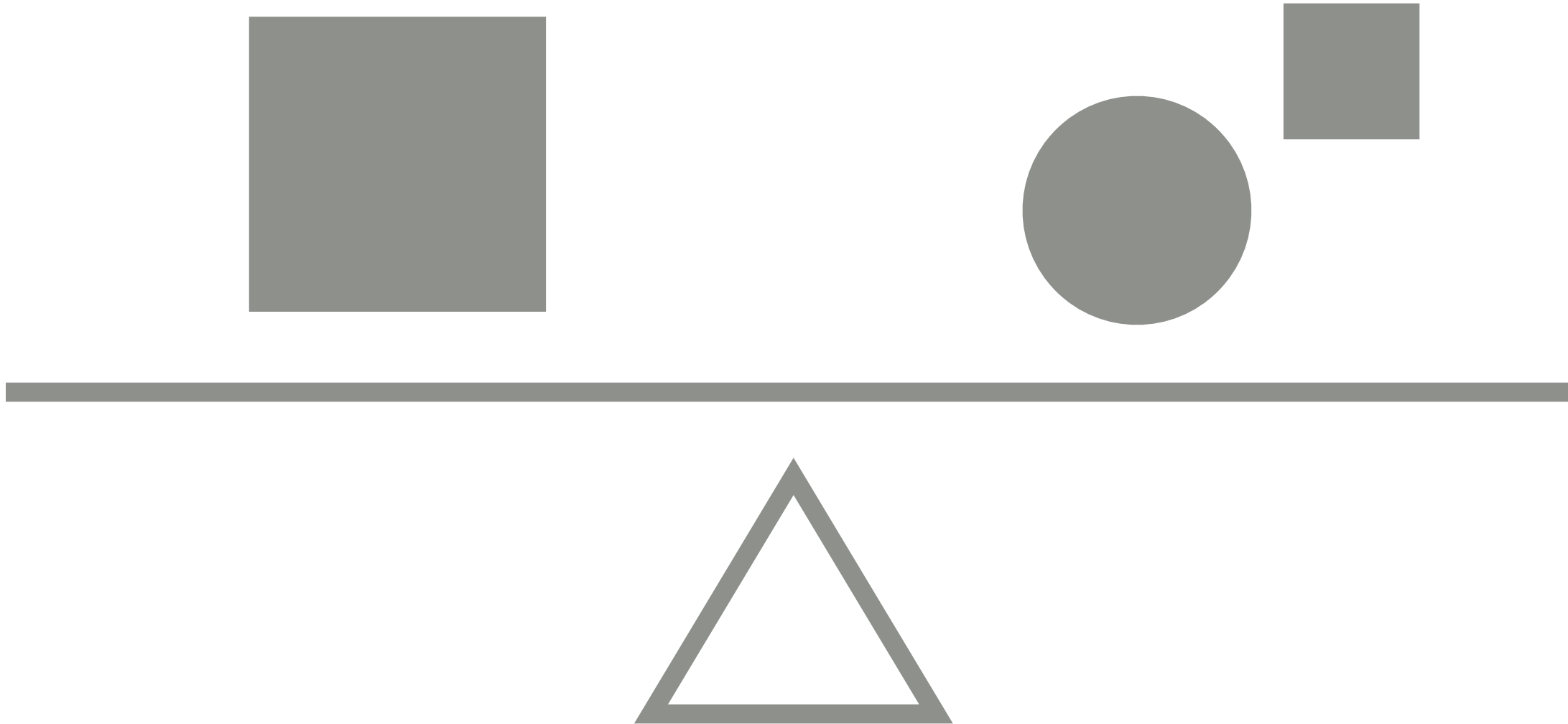
Color: 色



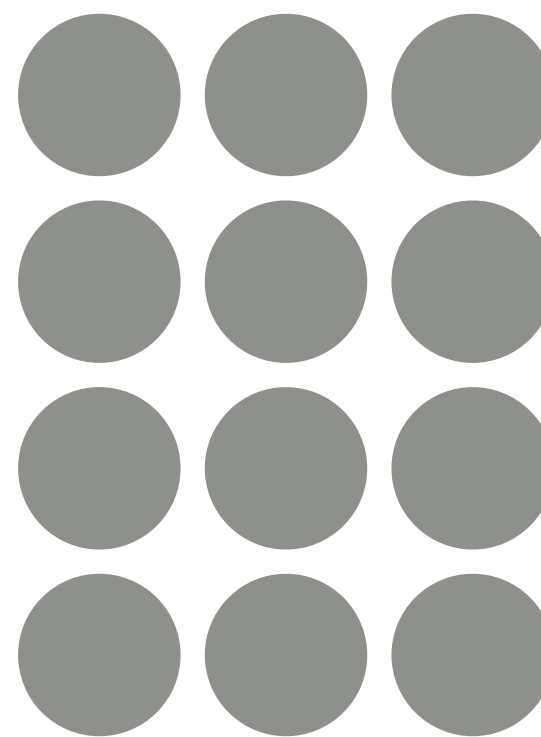
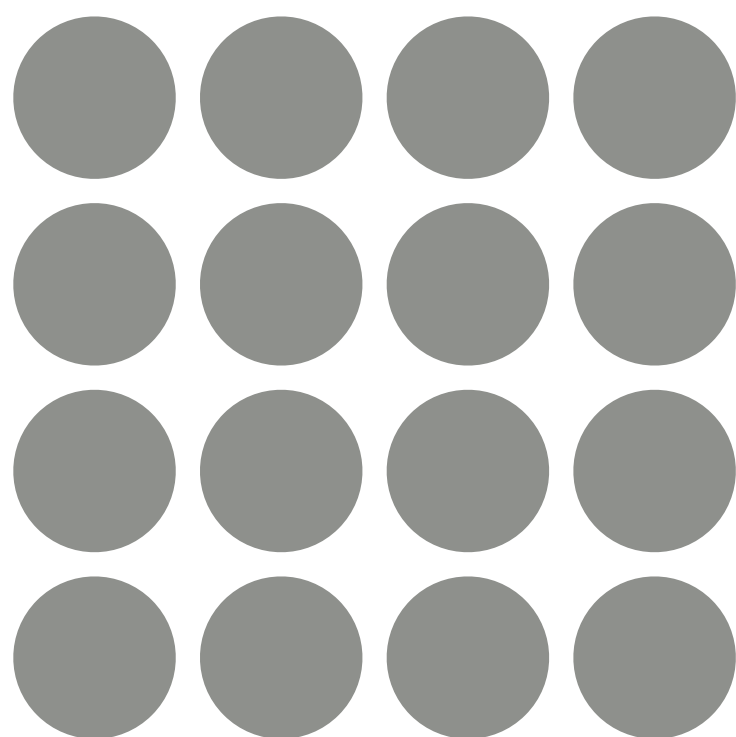
The Principles of Design

デザイン原則

Balance: バランス



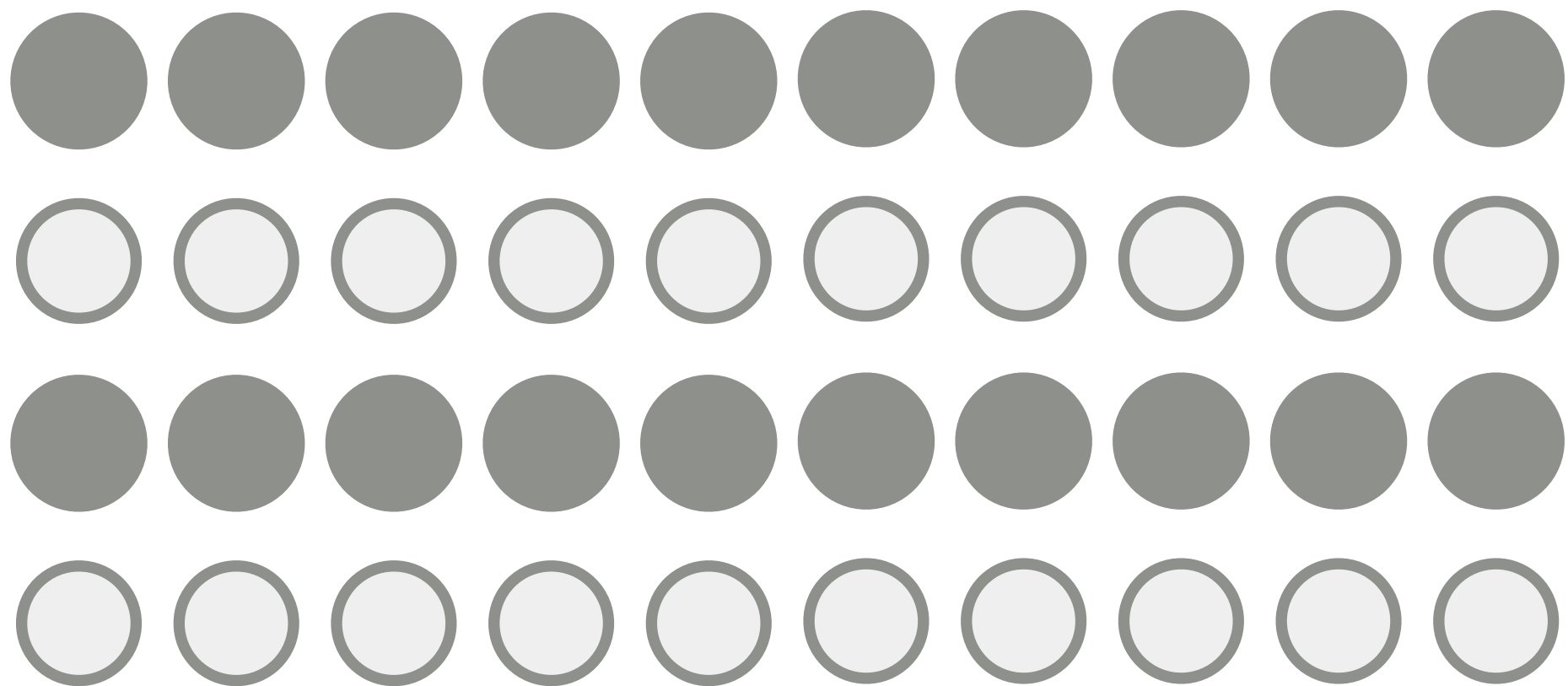
Proximity: 近接



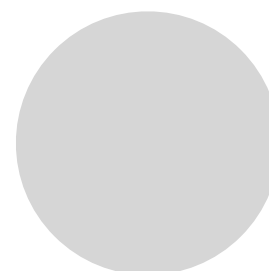
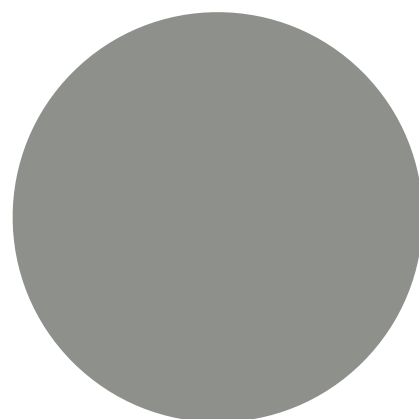
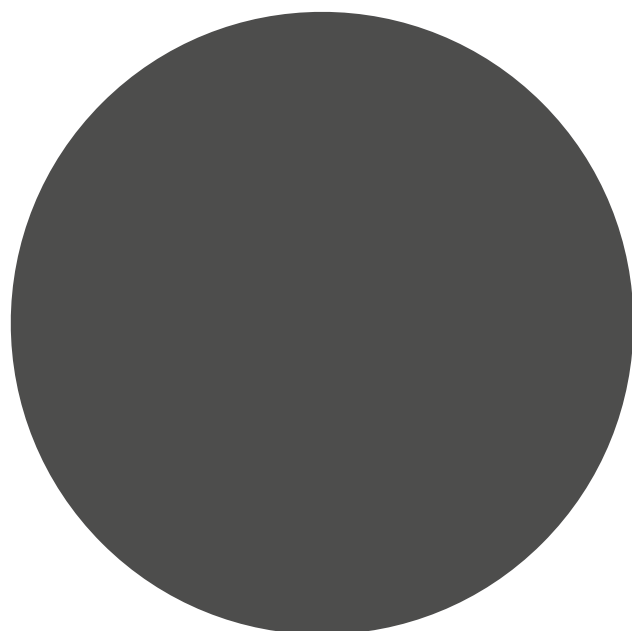
Alignment: 整列



Repetition: 反復



Contrast: コントラスト



Space: 空間

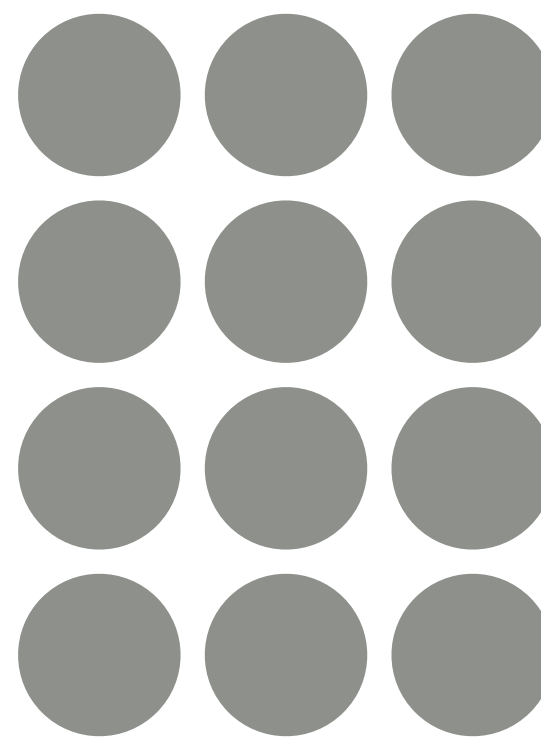
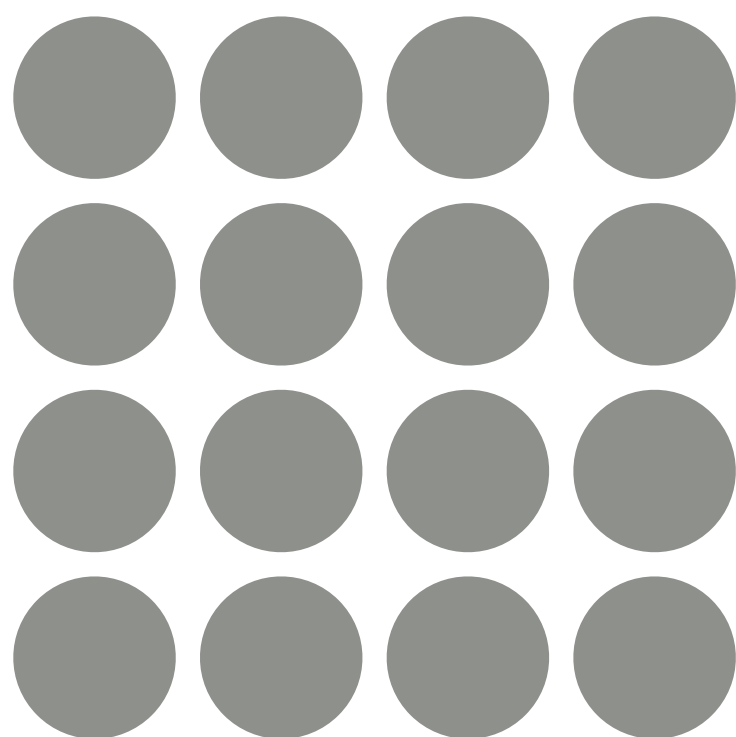
The Laws of Design

デザイン法則

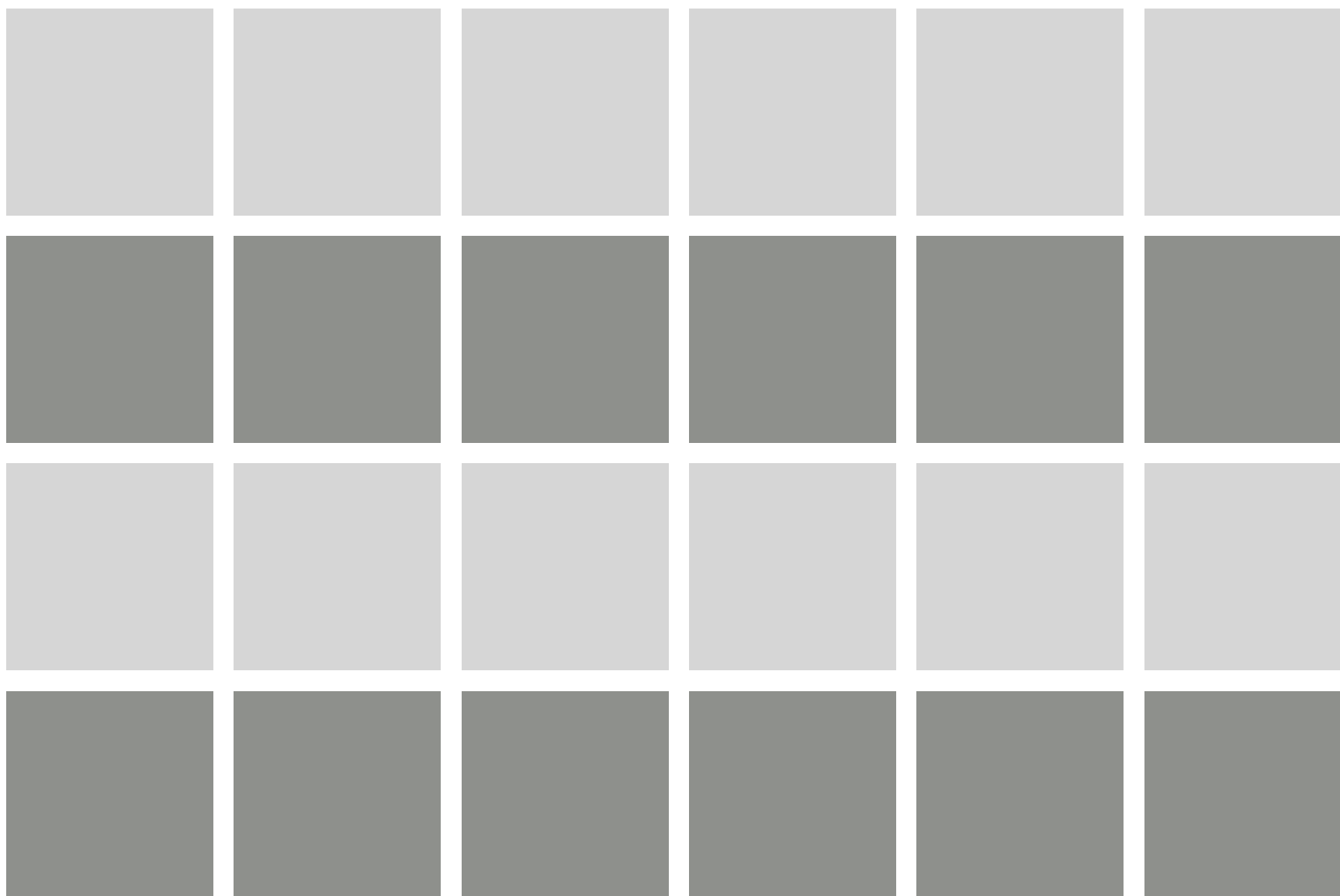
Gestalt Design Laws

ゲシュタルトの7法則

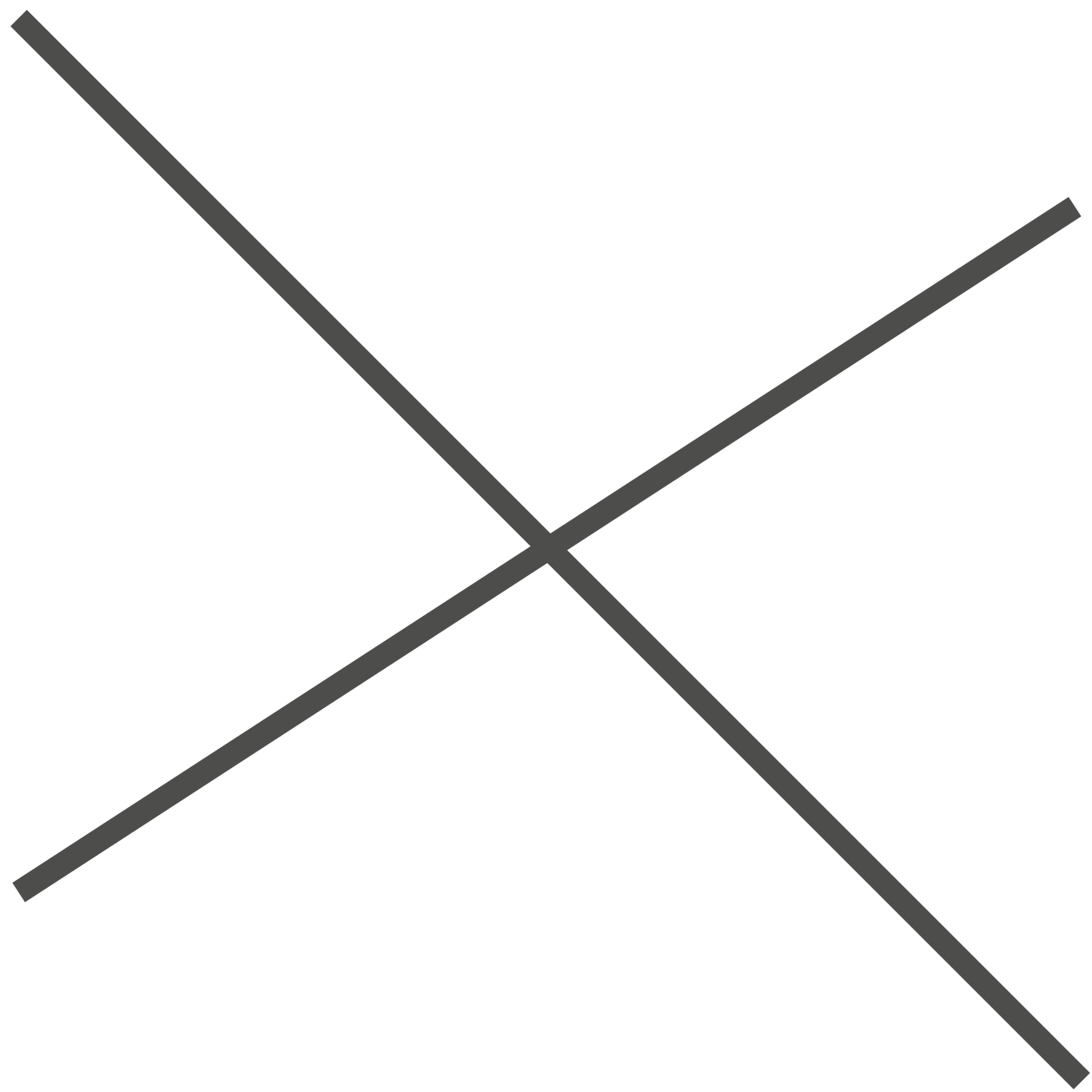
Proximity: 近接

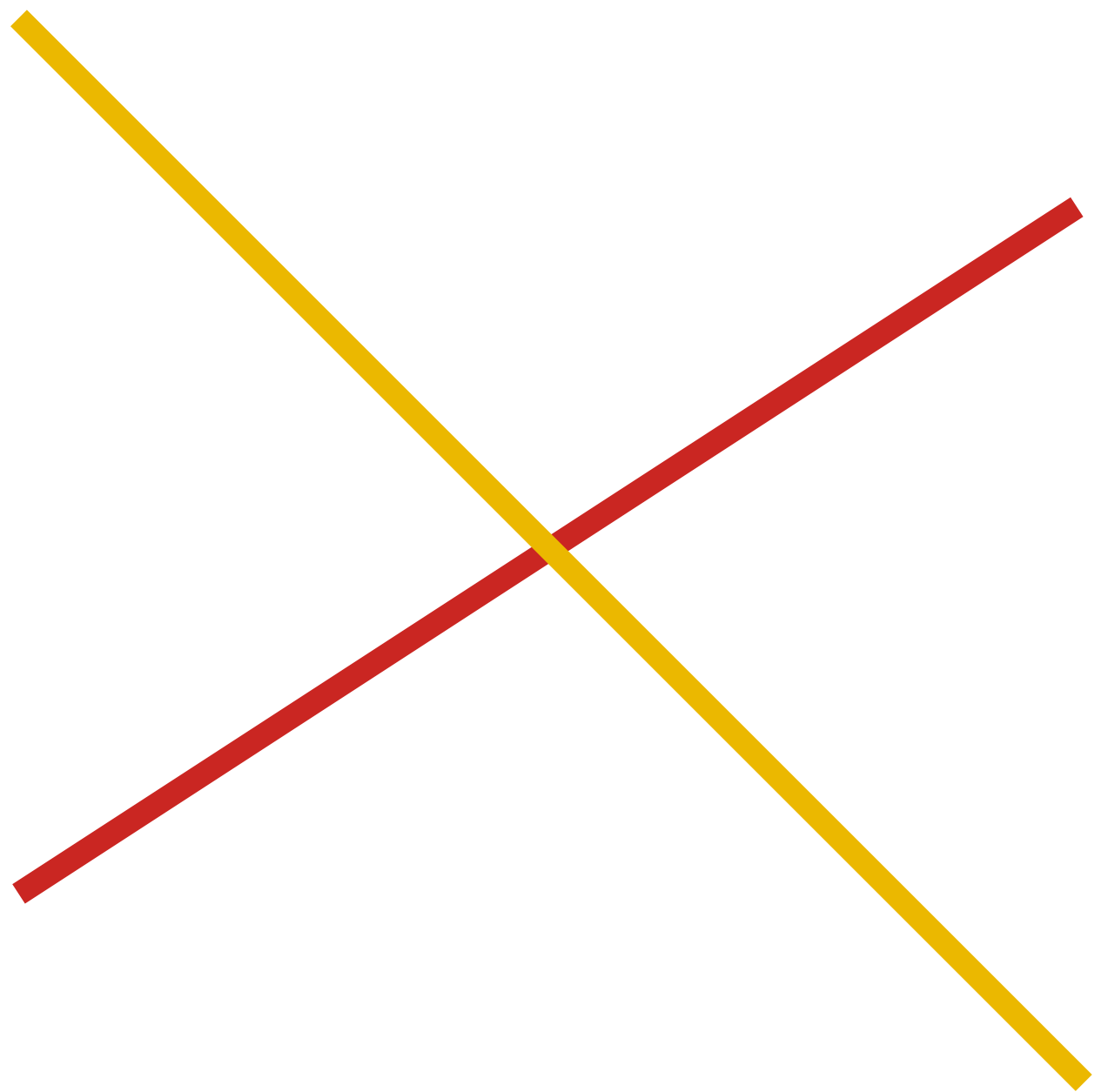


Similarity: 類同

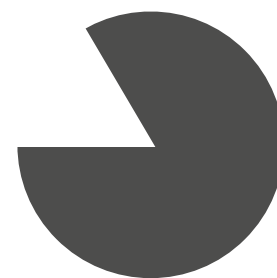


Continuity: 連続

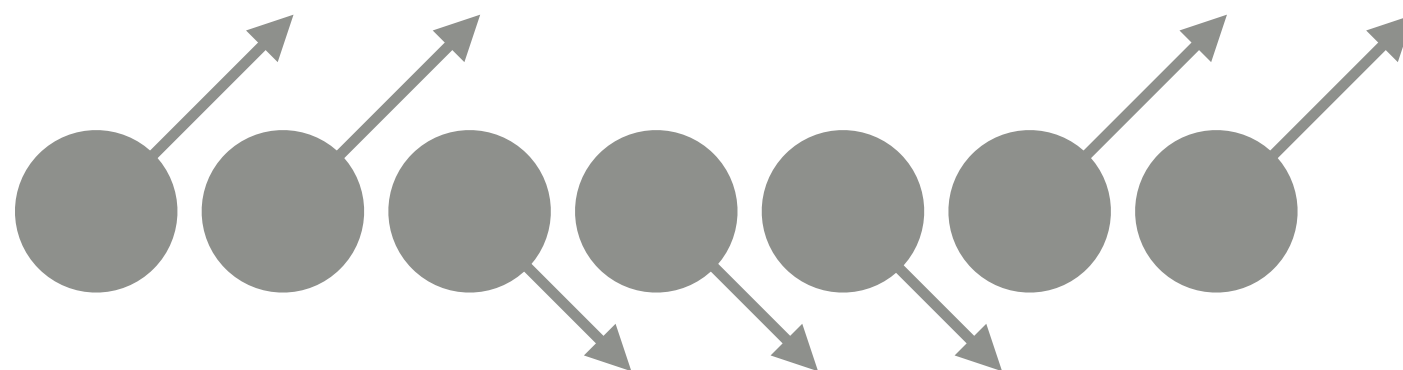




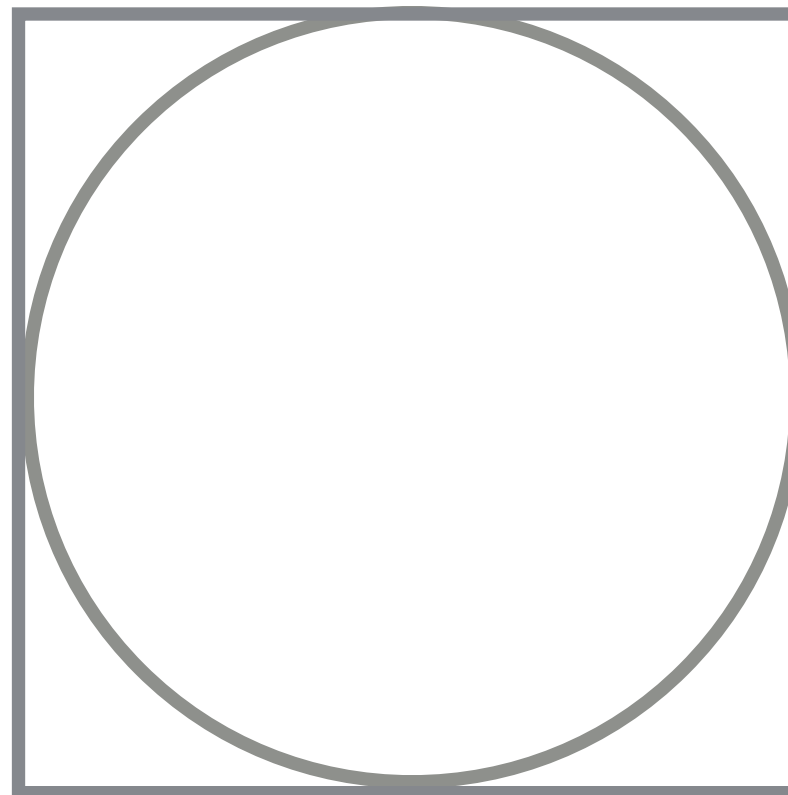
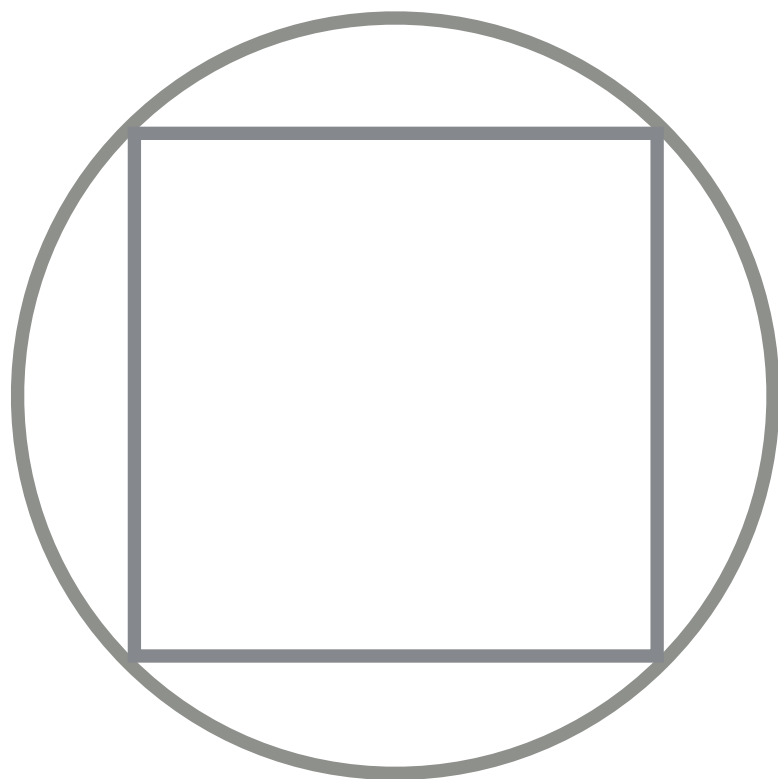
Closure: 閉合



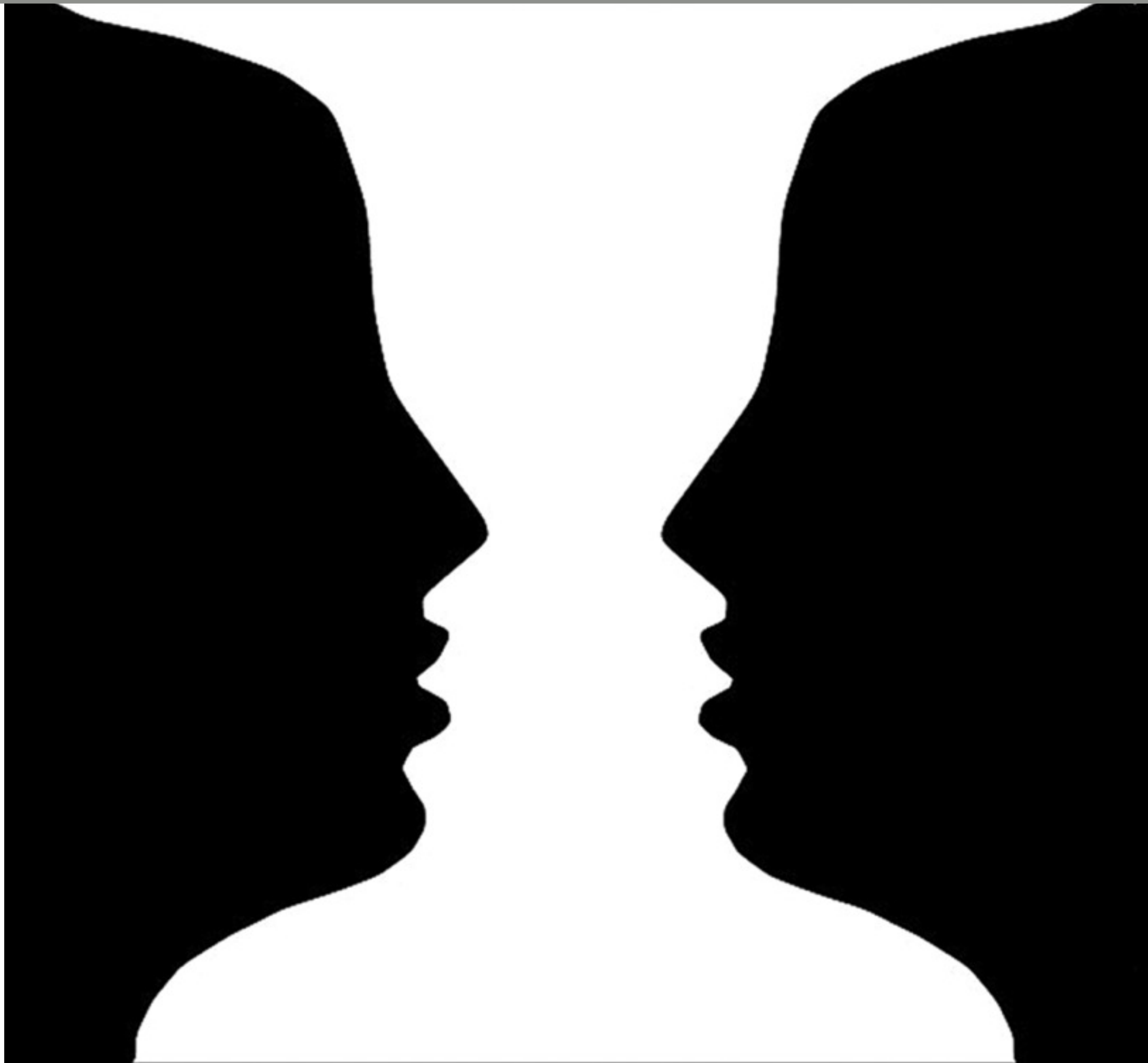
Common Fate: 共通運命



Area: 面積

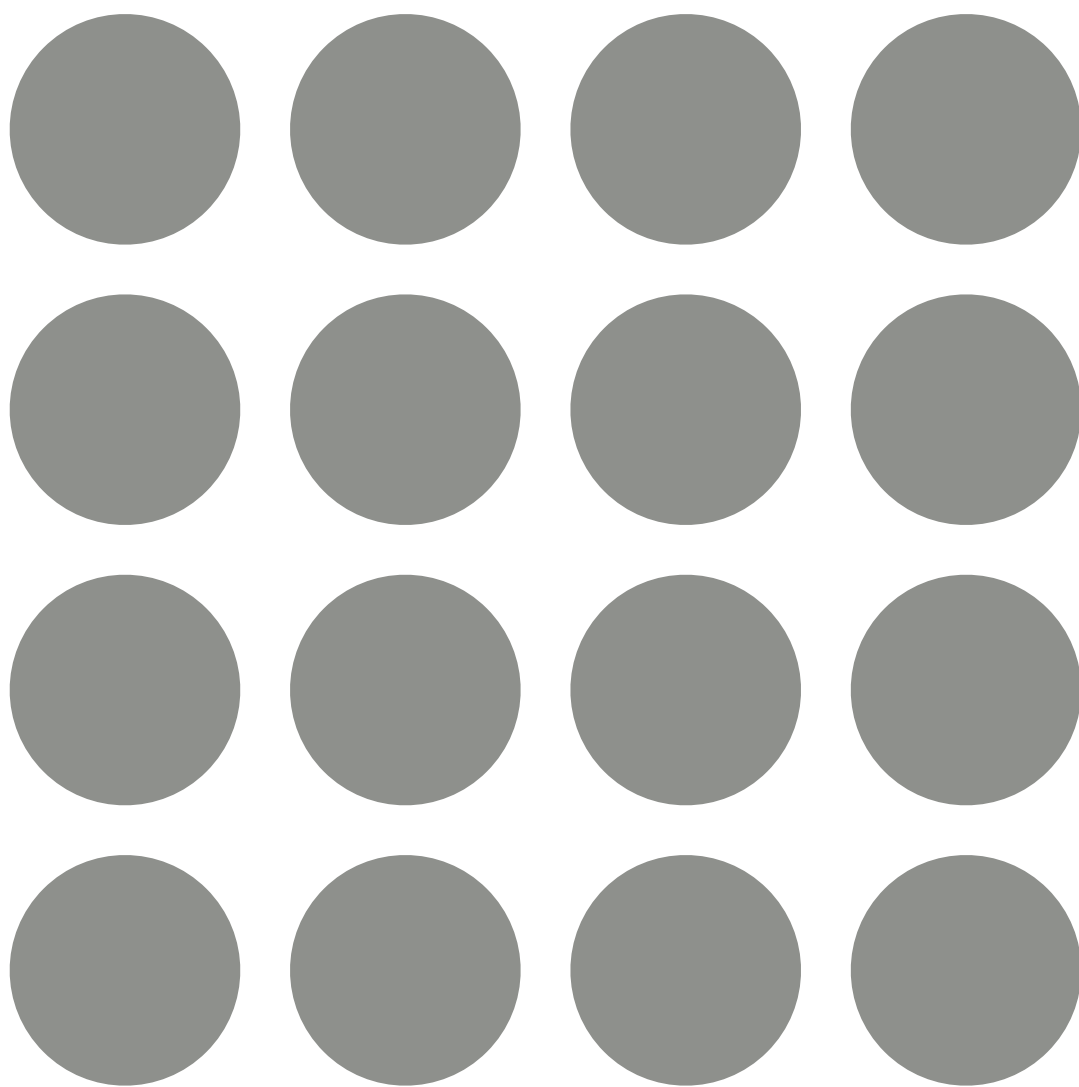


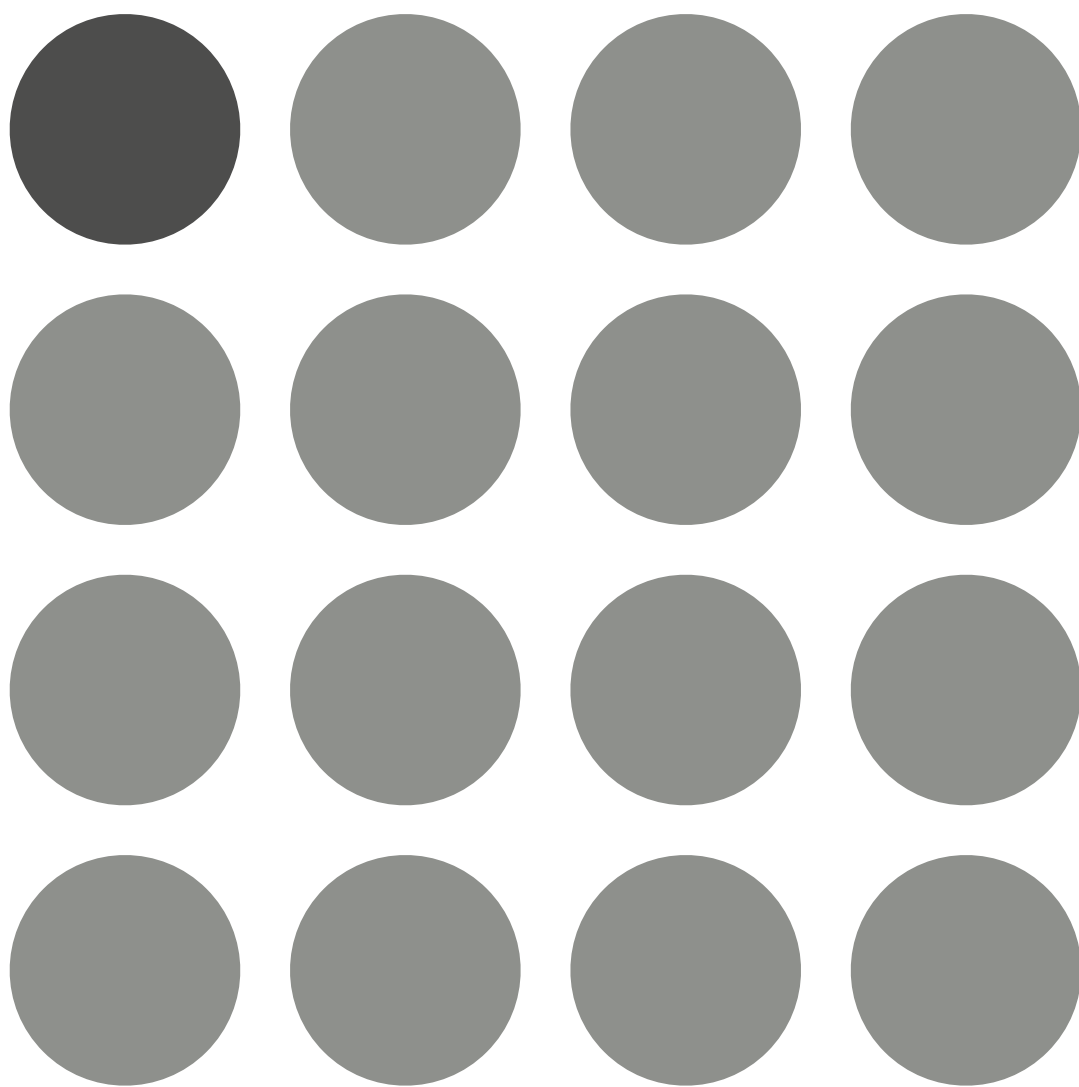
Symmetry: 对称性



Visual Hierarchy

要素の階層順位





[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[Redacted text block]

[Redacted text block]

[Redacted text block]

[Redacted text block]

[Redacted text block]

[Redacted text block]

[Redacted text block]



Designers can create normalcy out of chaos; they can clearly communicate ideas through the organizing and manipulating of words and pictures.

— Jeffery Veen

Text Editor

どんなコンテンツがあるのか？

そのコンテンツが本当に必要なのか？

どの順番で伝えるべきなのか？

コンテンツの優先順位は？

Markdown

見出し 1 == h1

見出し 2 == h2

パラグラフ

- リスト

[リンク](<http://google.com>)

Work

Contents Out

12 mins



Write drunk; Edit sober.

— Ernest Hemingway

Typography

タイポグラフィ

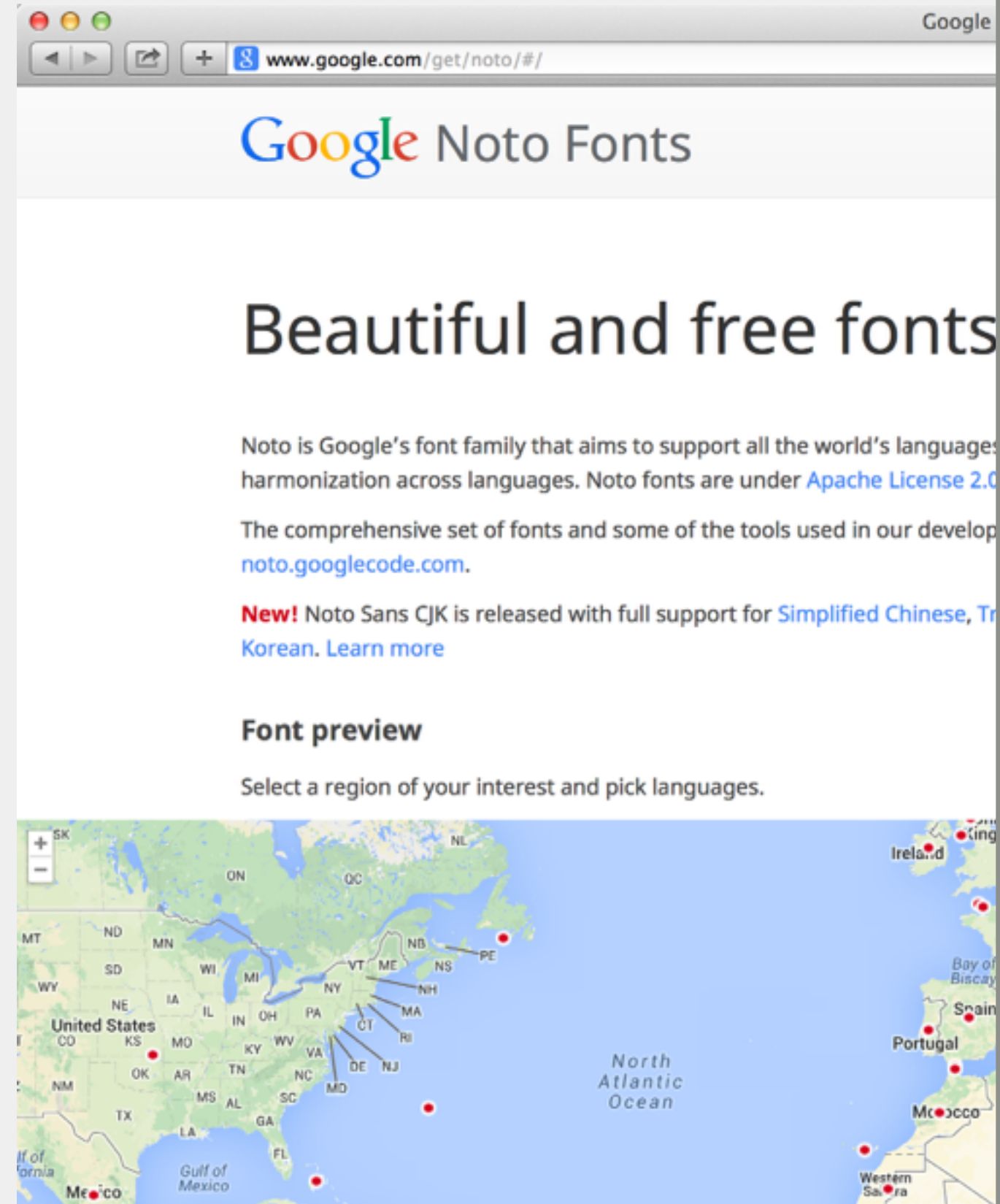
フォント選びはタイポグラフィではない

利用できる書体が少なすぎる

Fonts on Cloud

Noto/Han Sans

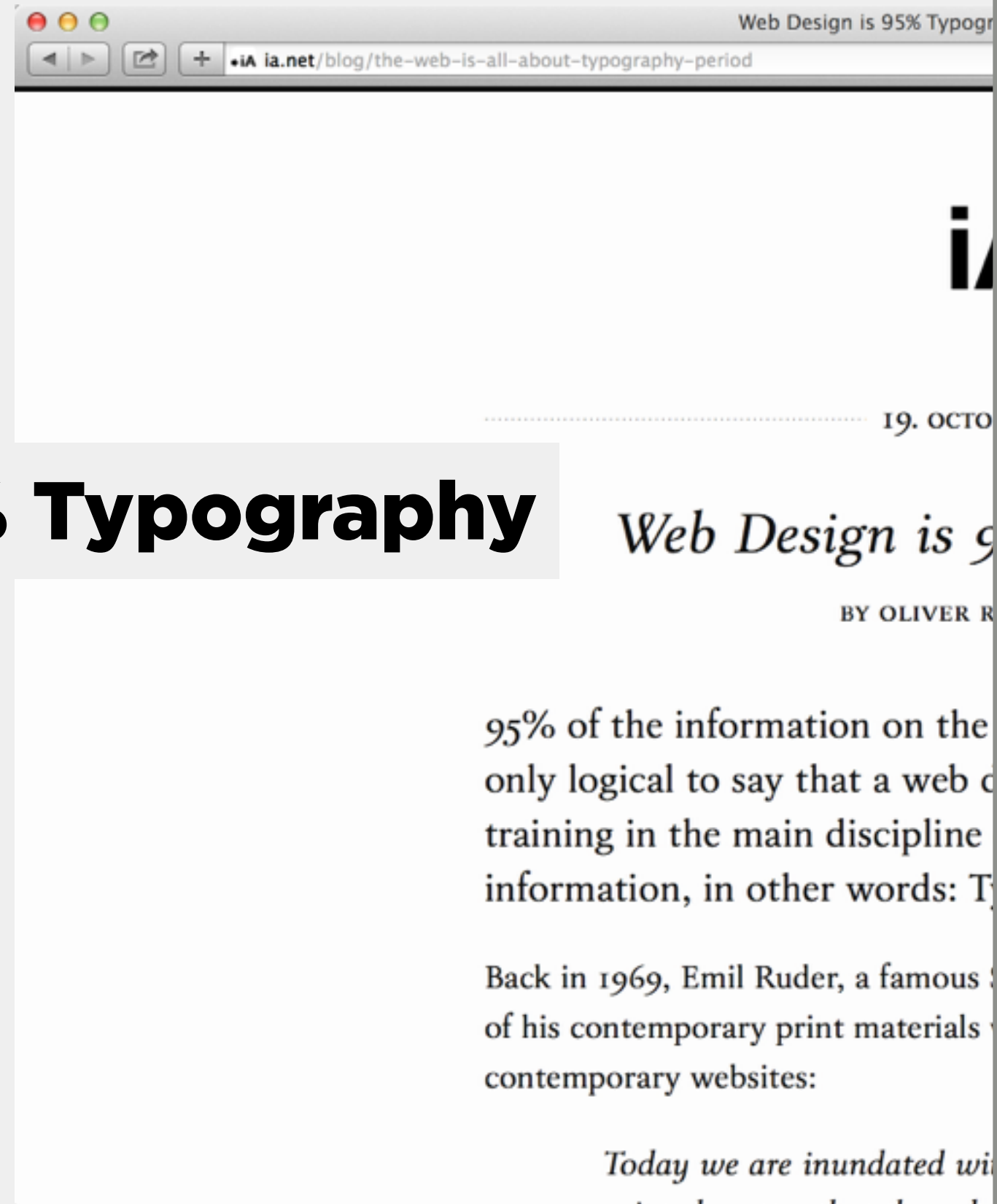
by Google/Adobe
google.com/get/noto



テキストは
ユーザインターフェイスの一部

Web Design is 95% Typography

by Oliver Reichenstein
bit.ly/1kja5W9



Size Does Matter

So Does Weight and Color

h1, h2, h3, h4, h5, h6

p

button

nav

a

Work

Visual Hierarchy in Typography

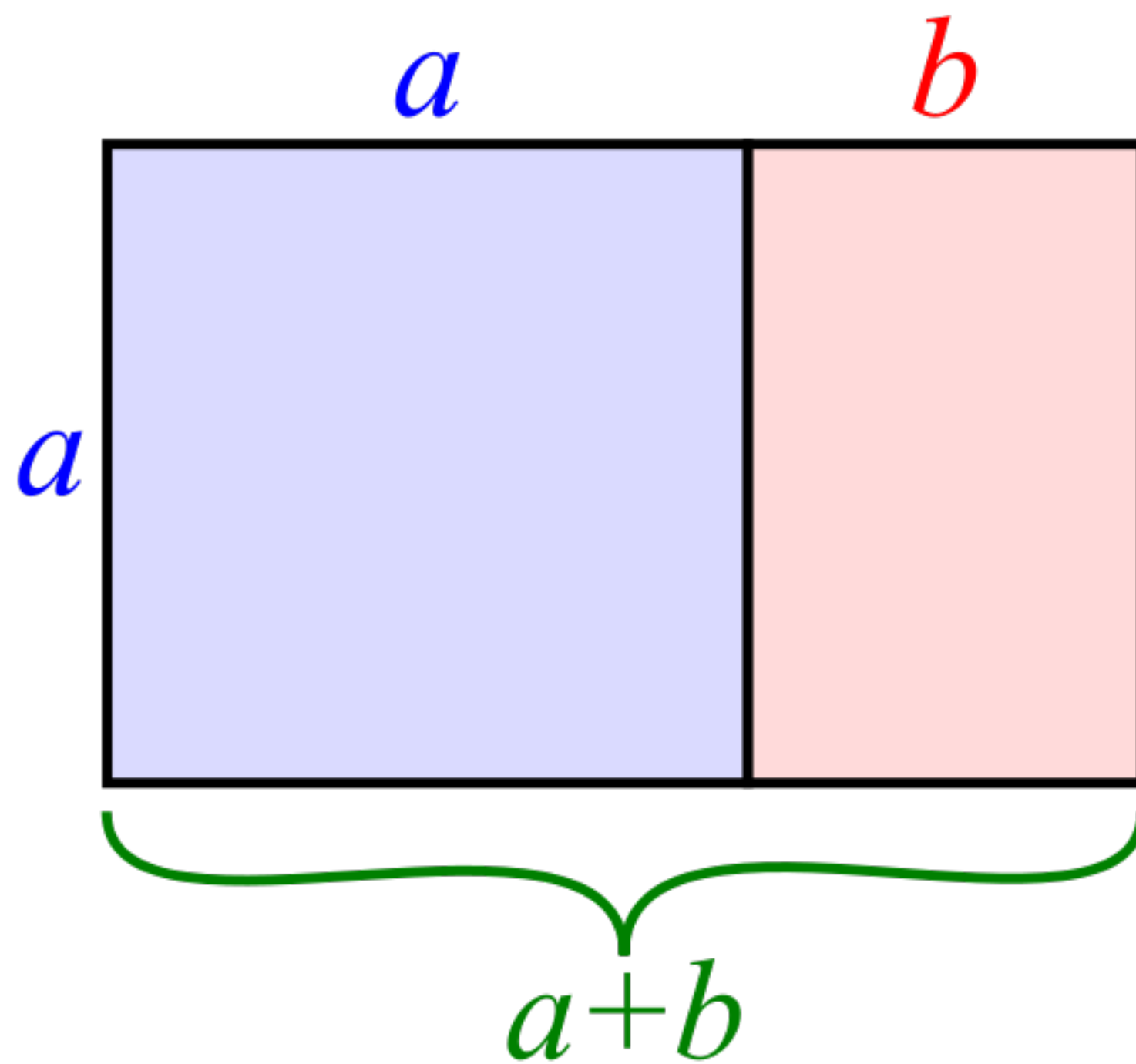
12 mins

Proportion

プロポーション

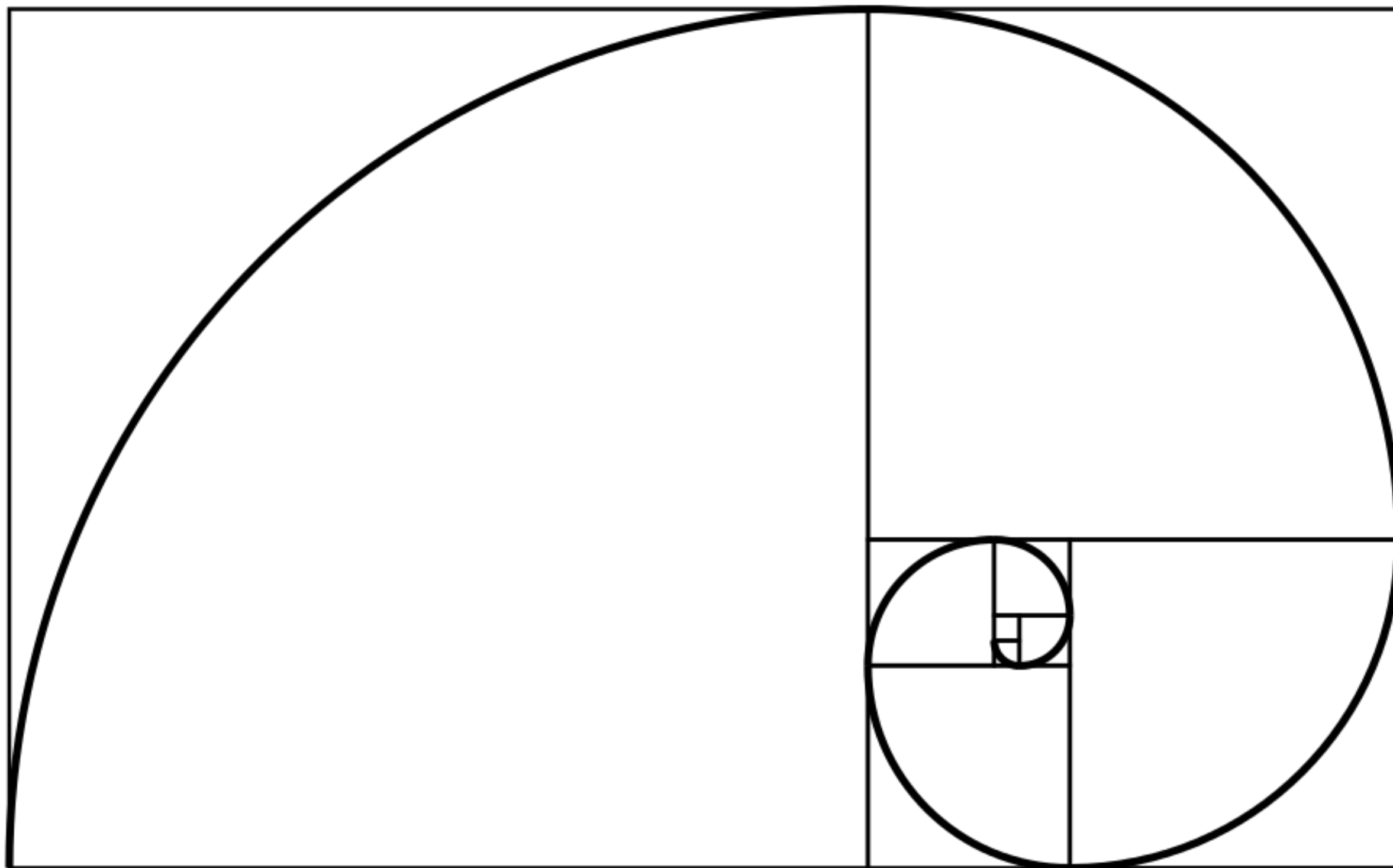
Golden Ratio: 黄金比

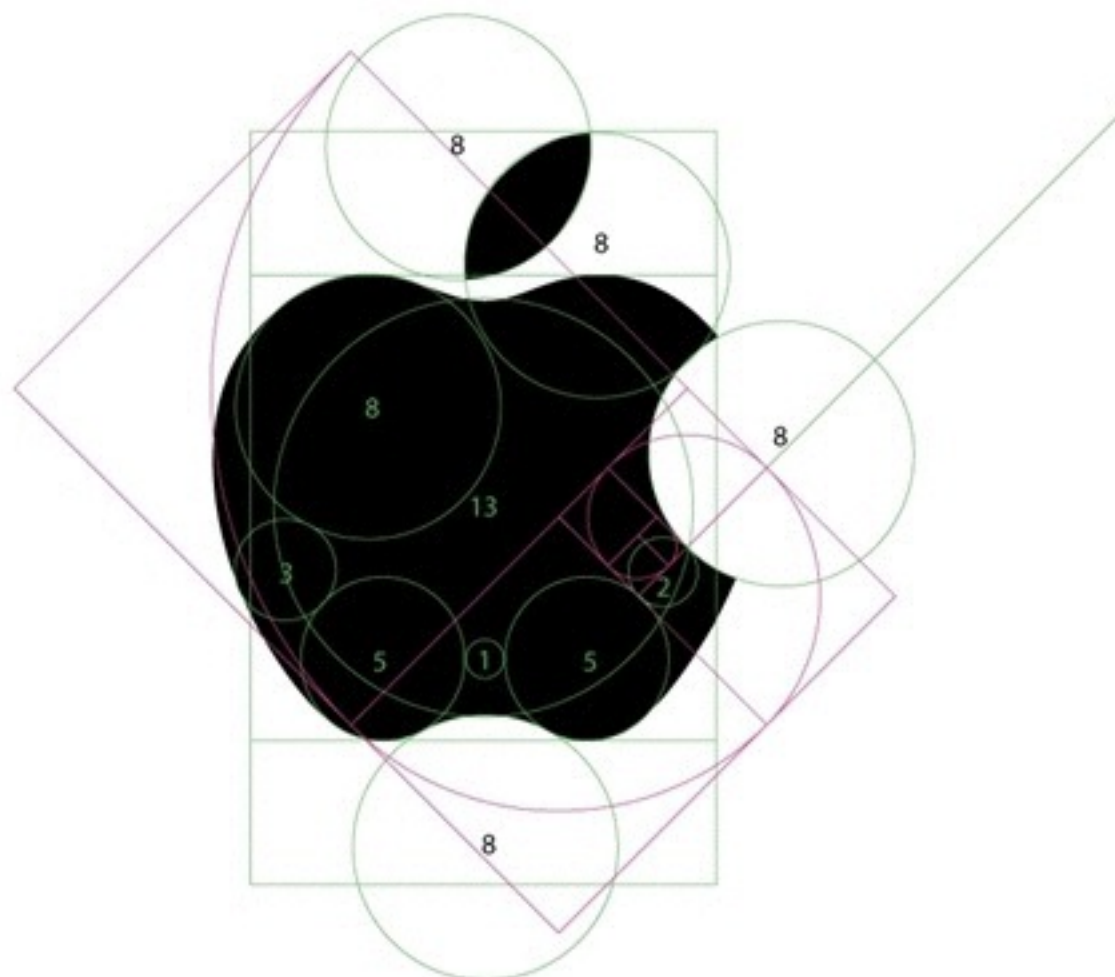
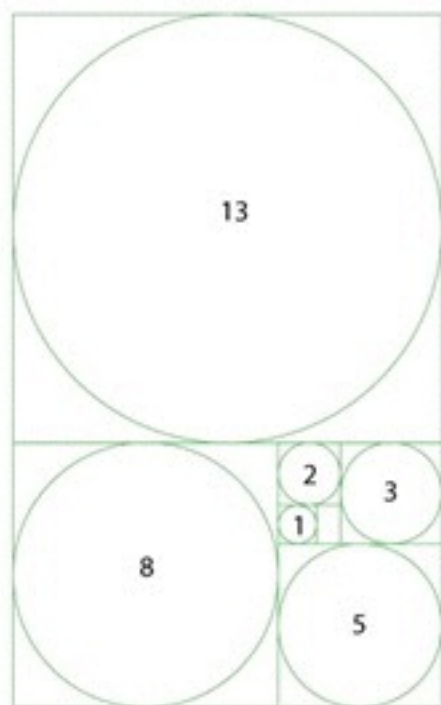
$$\frac{a + b}{a} = \frac{a}{b} = \varphi$$



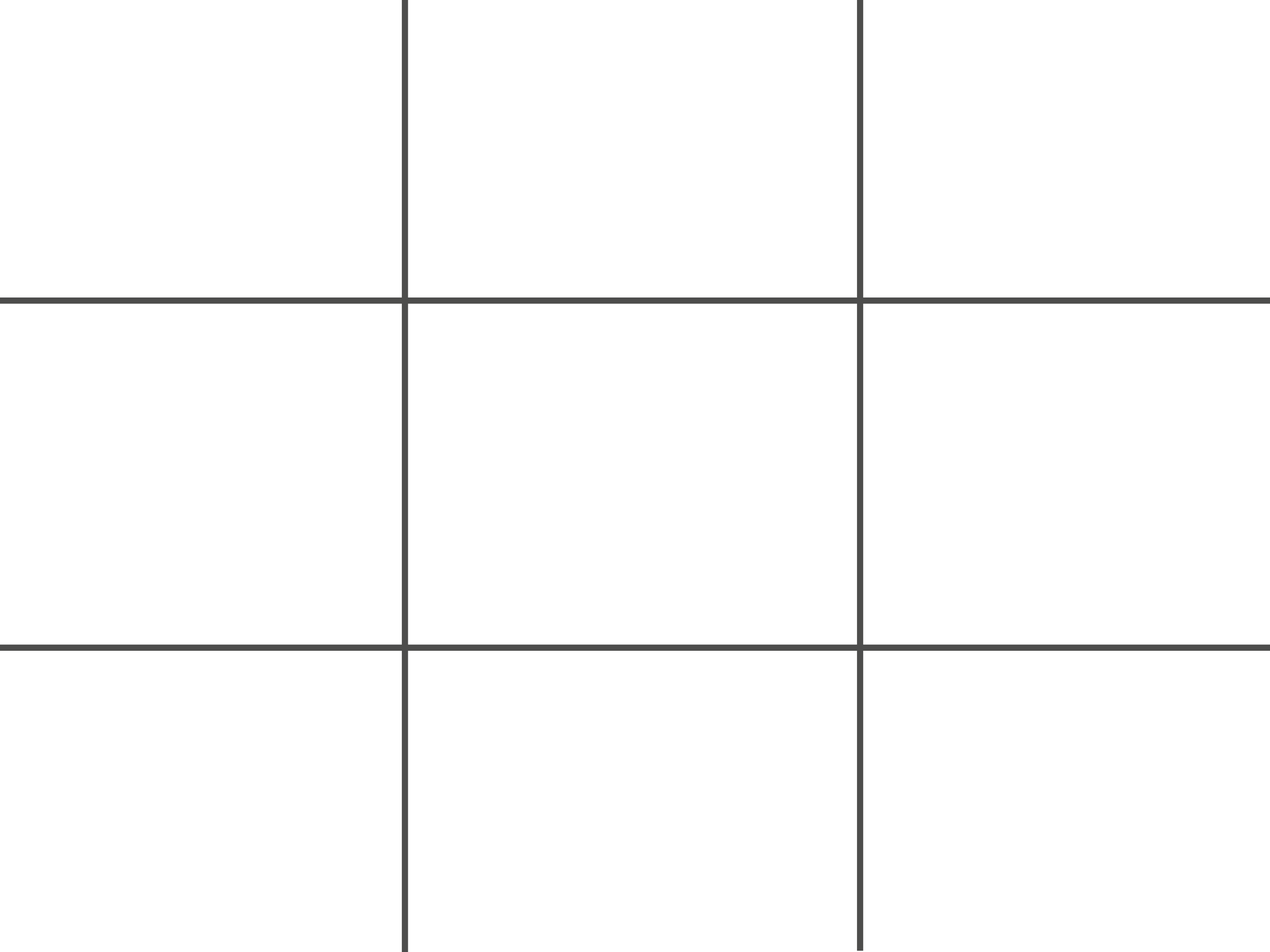
Fibonacci sequence: フィボナッチ数列

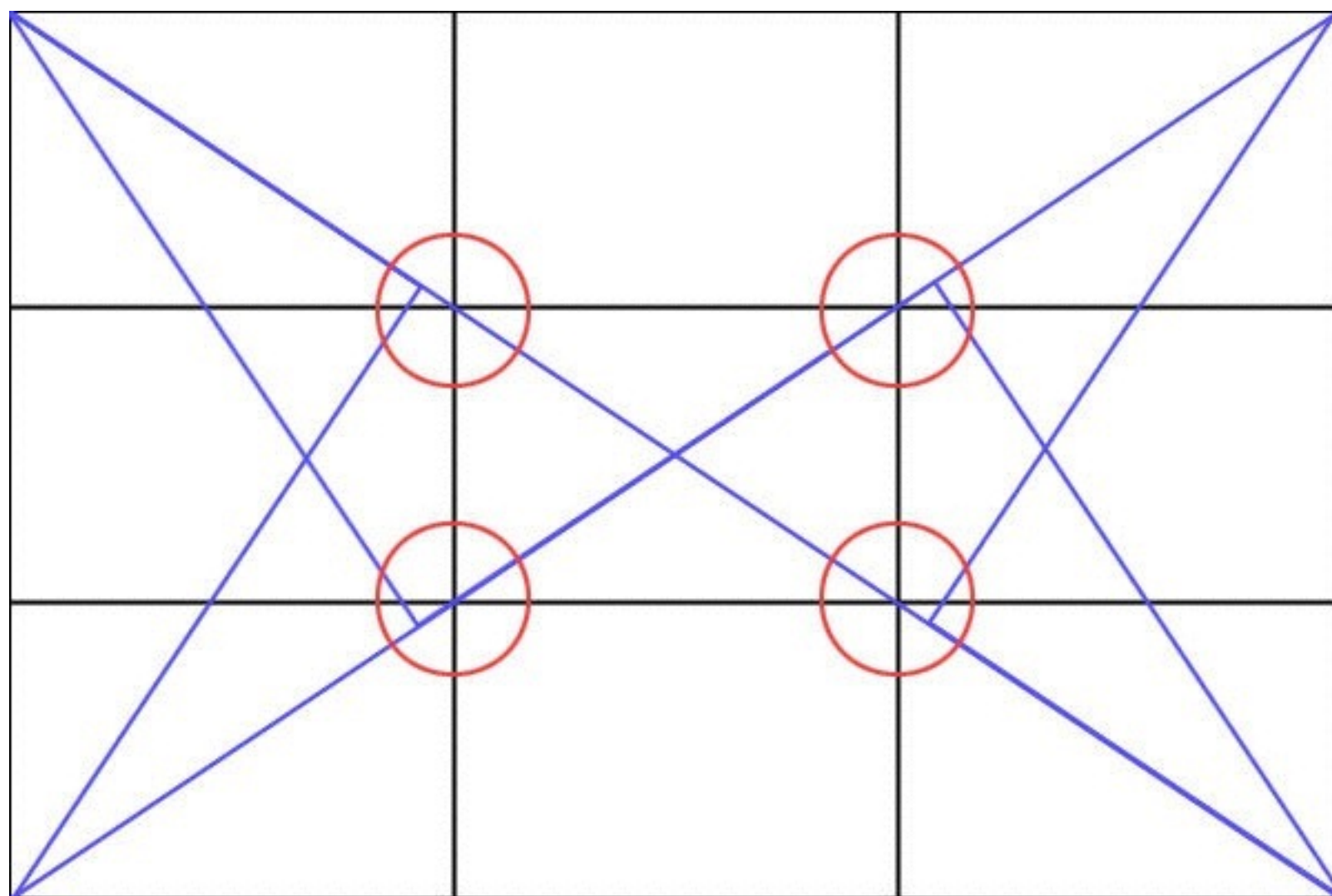
0, 1, 1, 2, 3, 5, 8, 13, 21, 34, 55, 89, 144..

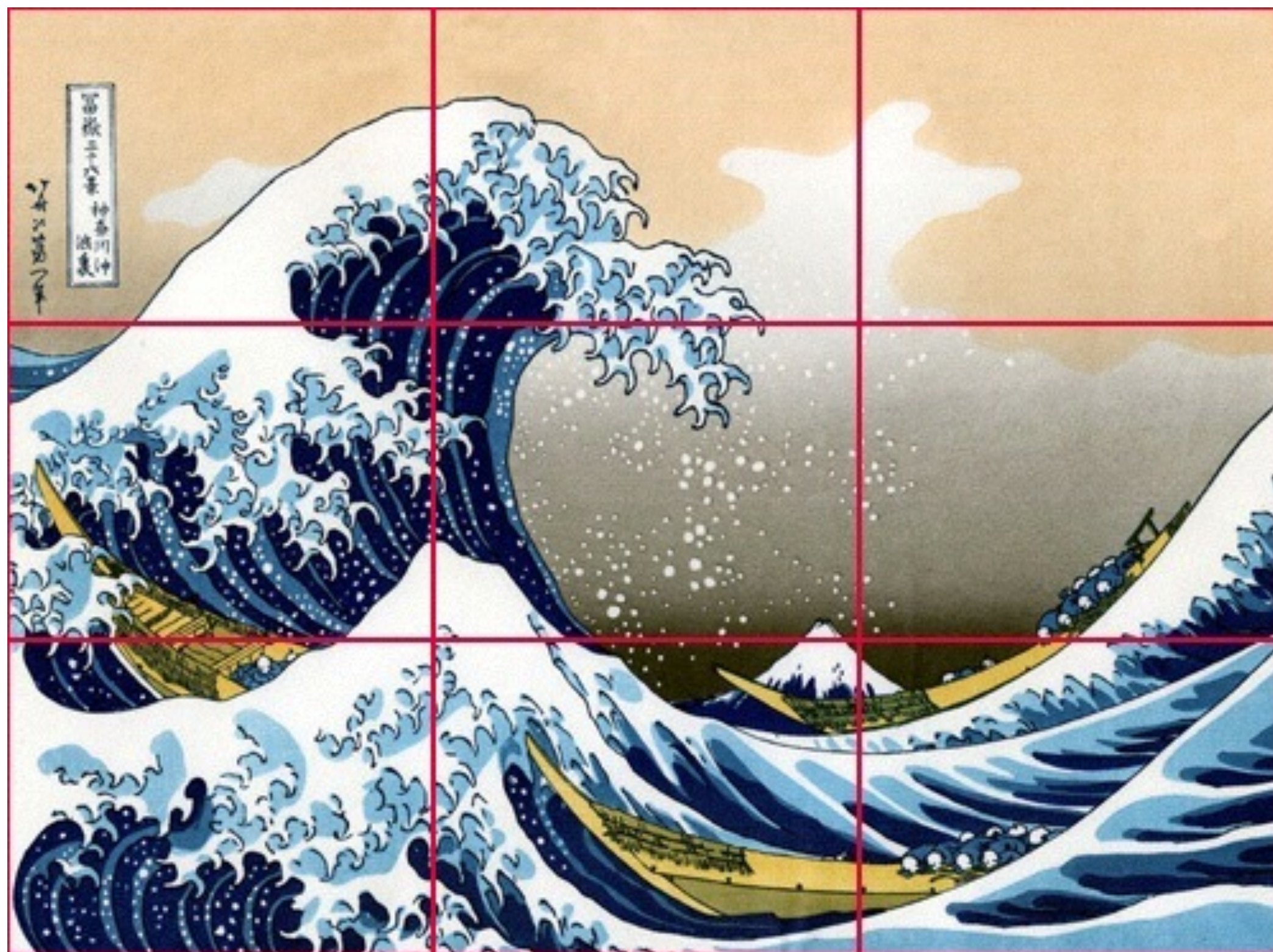




Rule of Thirds: 三分割法







Tools for Propotion

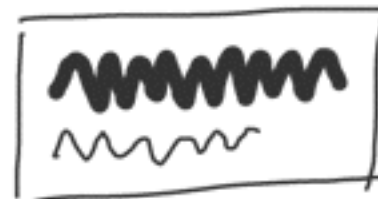
紙



VERTICAL FORM



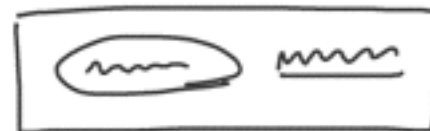
HORIZONTAL FORM



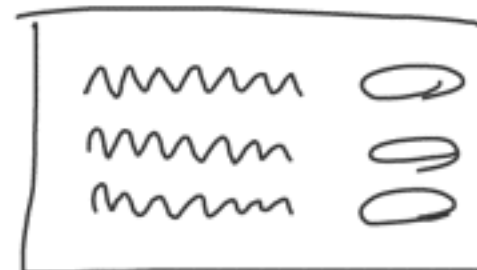
HEADLINE + DETAIL



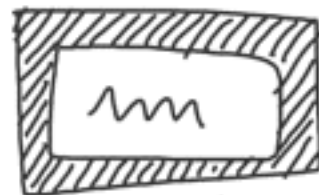
CONTENT ANCHORED
BY IMAGE



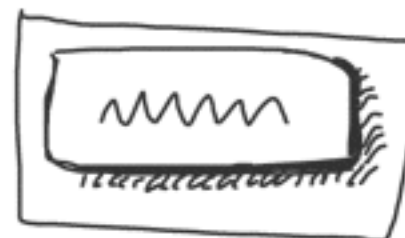
PRIMARY + SECONDARY
ACTION



SET OF ITEMS w/ ACTION



BLOCK HIGHLIGHTED
BY BACKGROUND



BLOCK LIFTED
FROM BACKGROUND



BULLET LIST

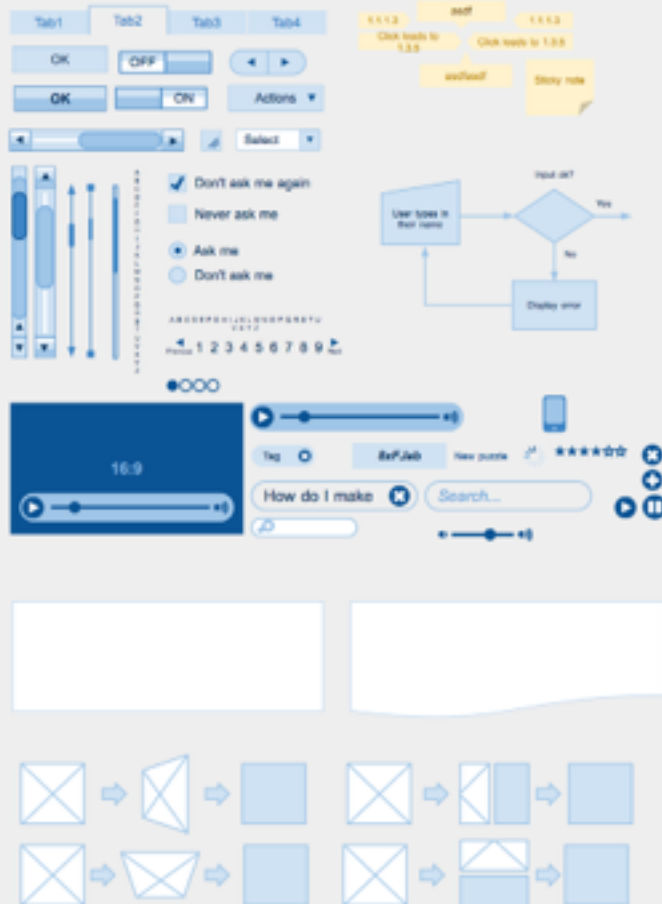
Google Spreadsheet / Excel



Wireframe: Product details

File Edit View Help View only

SIGN IN



Product details, Amazon-like

For more info, comments and suggestions, go to [https://www.example.com](#) for google drive link



Apps

Balsamiq

by Balsamiq Studios
balsamiq.com

\$79



OmniGraffle

by Omni Group

www.omnigroup.com/omnigraffle

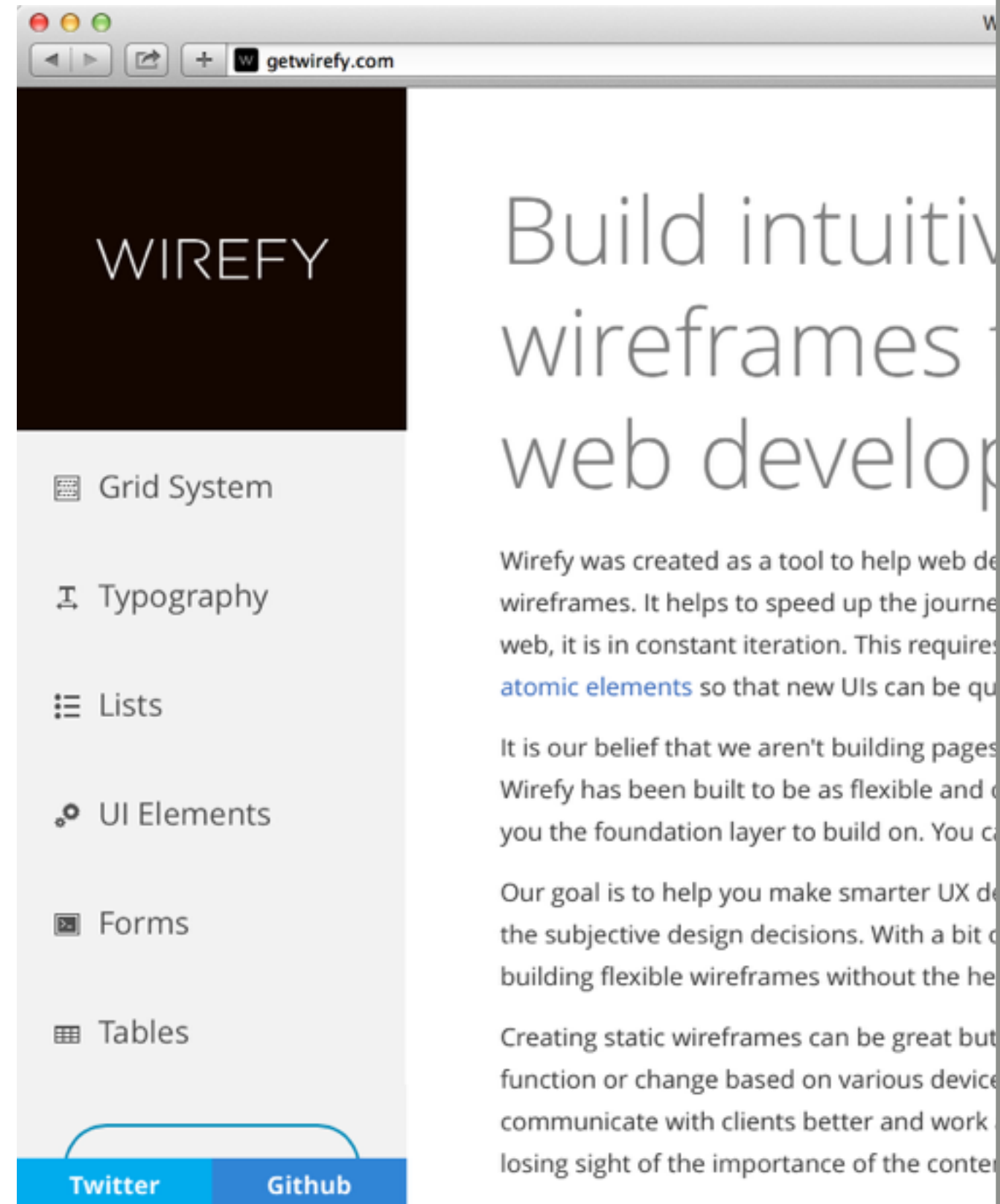
\$99 - \$199



HTML + CSS

Wirefy

by Chris Da Sie
getwirefy.com



Work

Wireframe with HTML + CSS

12 mins

Color Scheme

カラースキーム

Color Basics

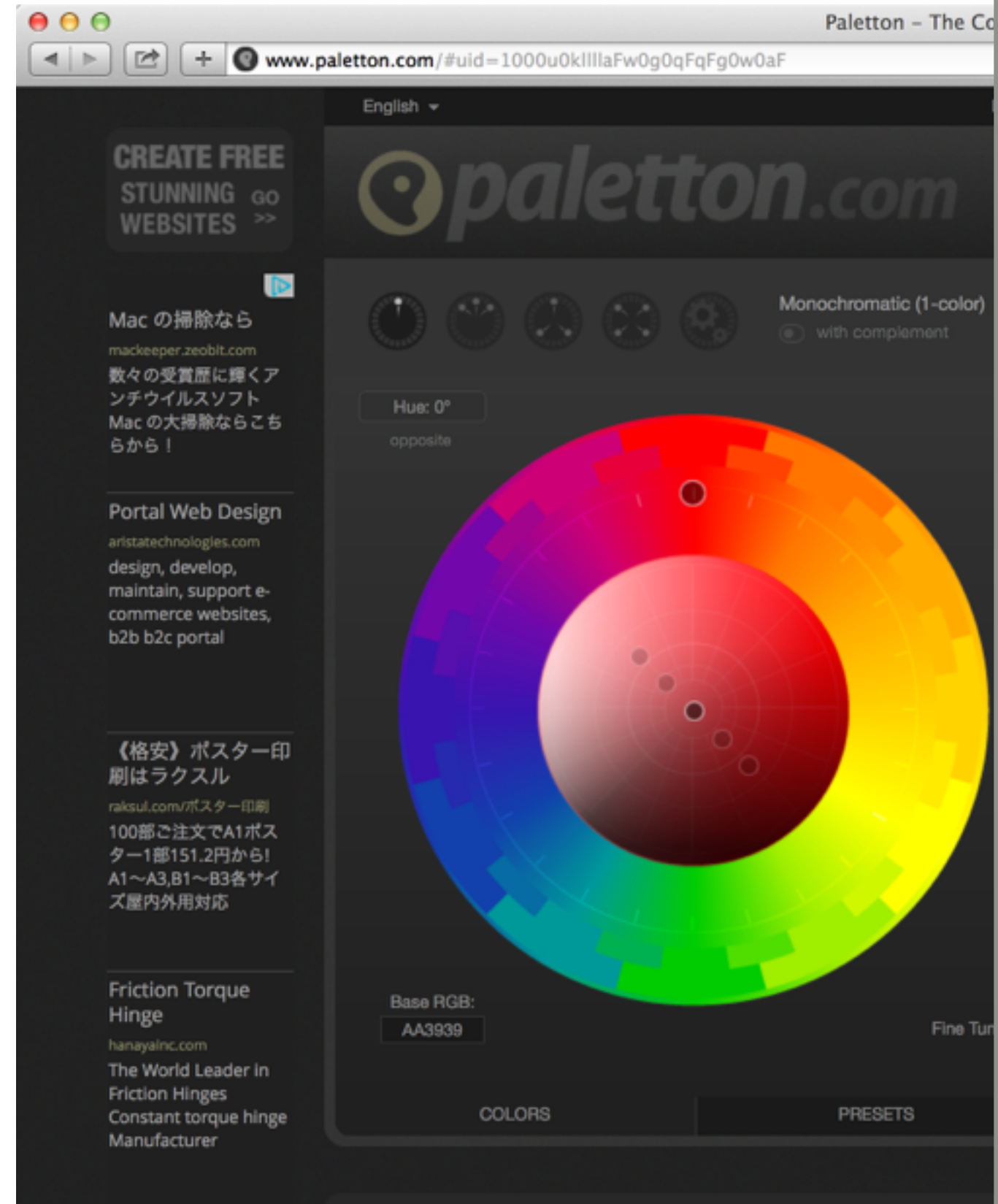
色の基礎

Color Wheel



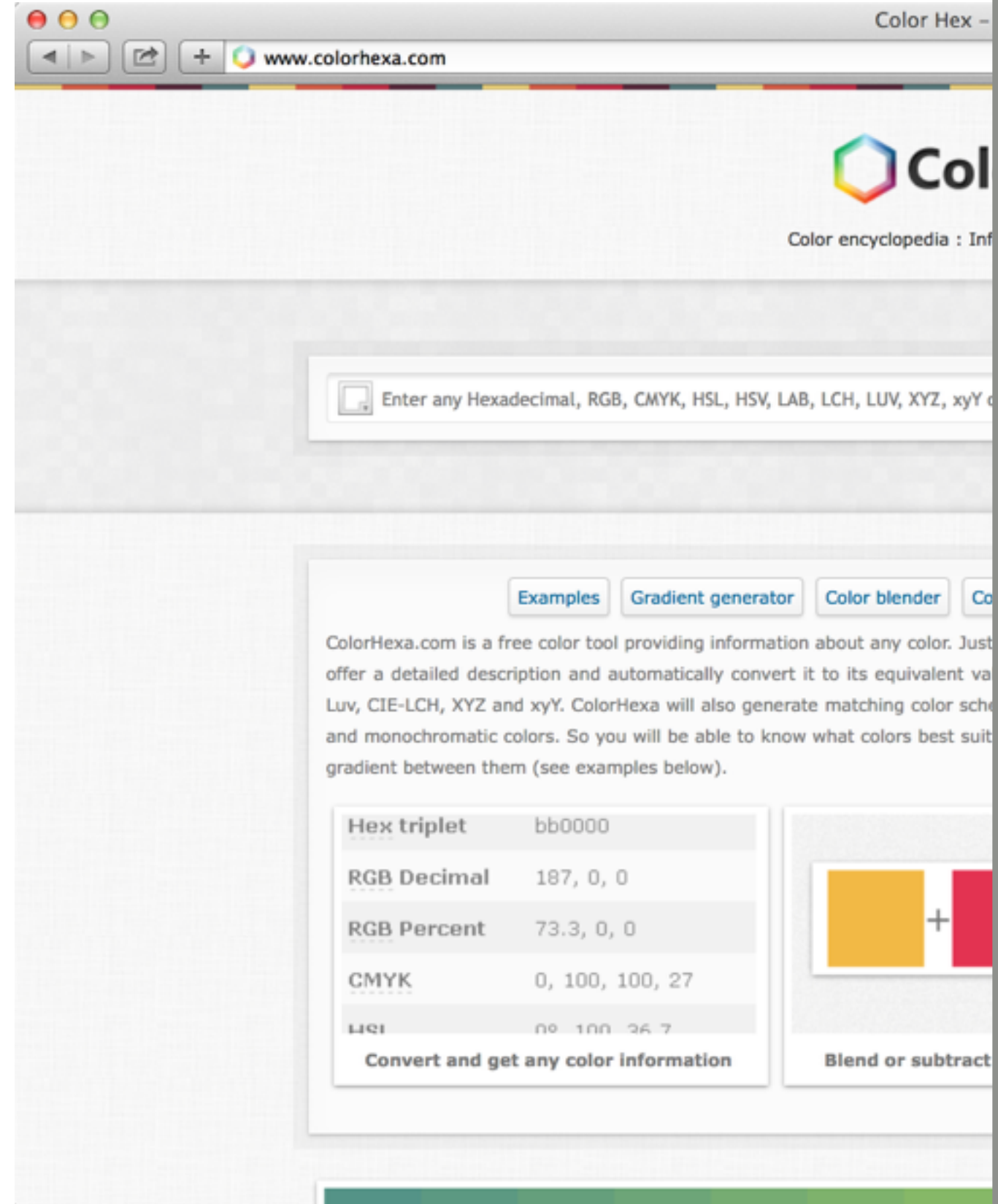
Paletton

www.paletton.com



ColorHexa

www.colorhexa.com



Base/Foundation Color

ベースカラー

Orange

Red

Yellow

Color Harmony

色の調和

Base

Monochrome

Analogous

Complementary

Triadic

How Many Colors?

何色必要なのか？

3 colors

60% **Base Color**

10% **Accent Color**

30% **Secondary Color**



Work

Color Scheme

12 mins

In Closing

おわりに

Empathy: 共感

Respect



Perhaps the best reason to learn design is to enjoy the work more. It's more fun to have those productive and collaborative discussions.

— Stephen Caver

Thank You!

@cssradar

www.facebook.com/studiomohawk