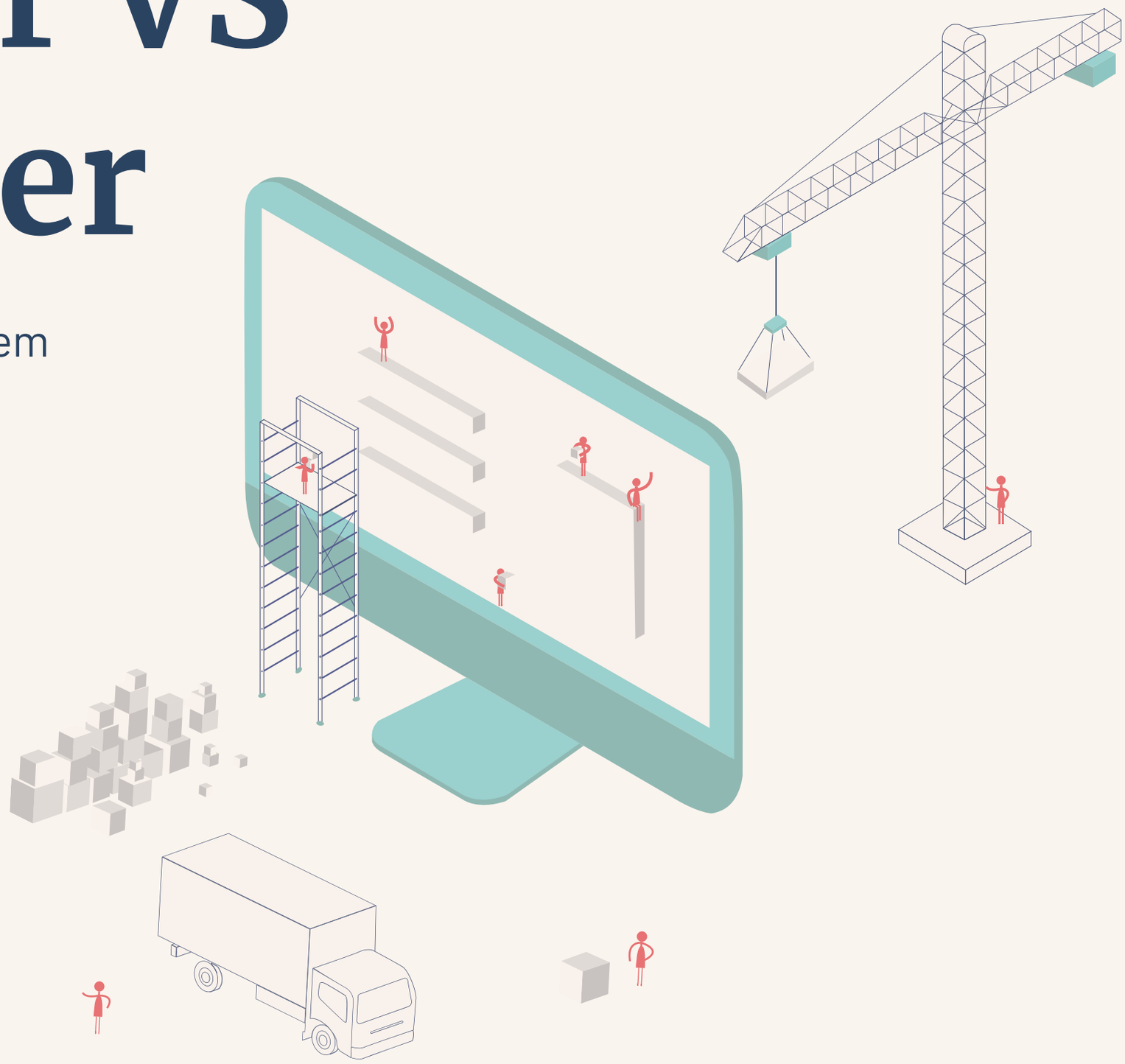
Designer VS Developer

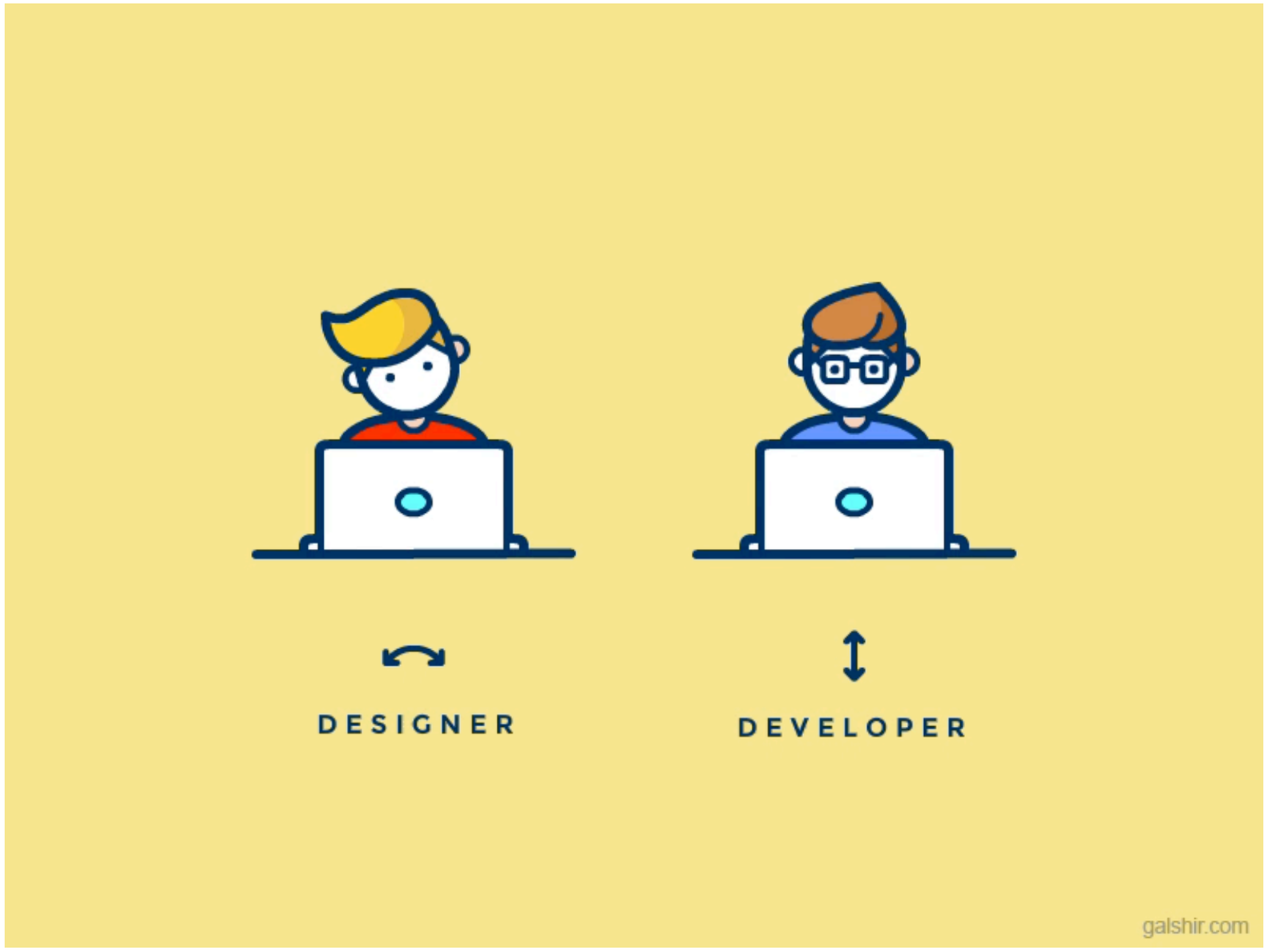
Problems And How To Solve Them



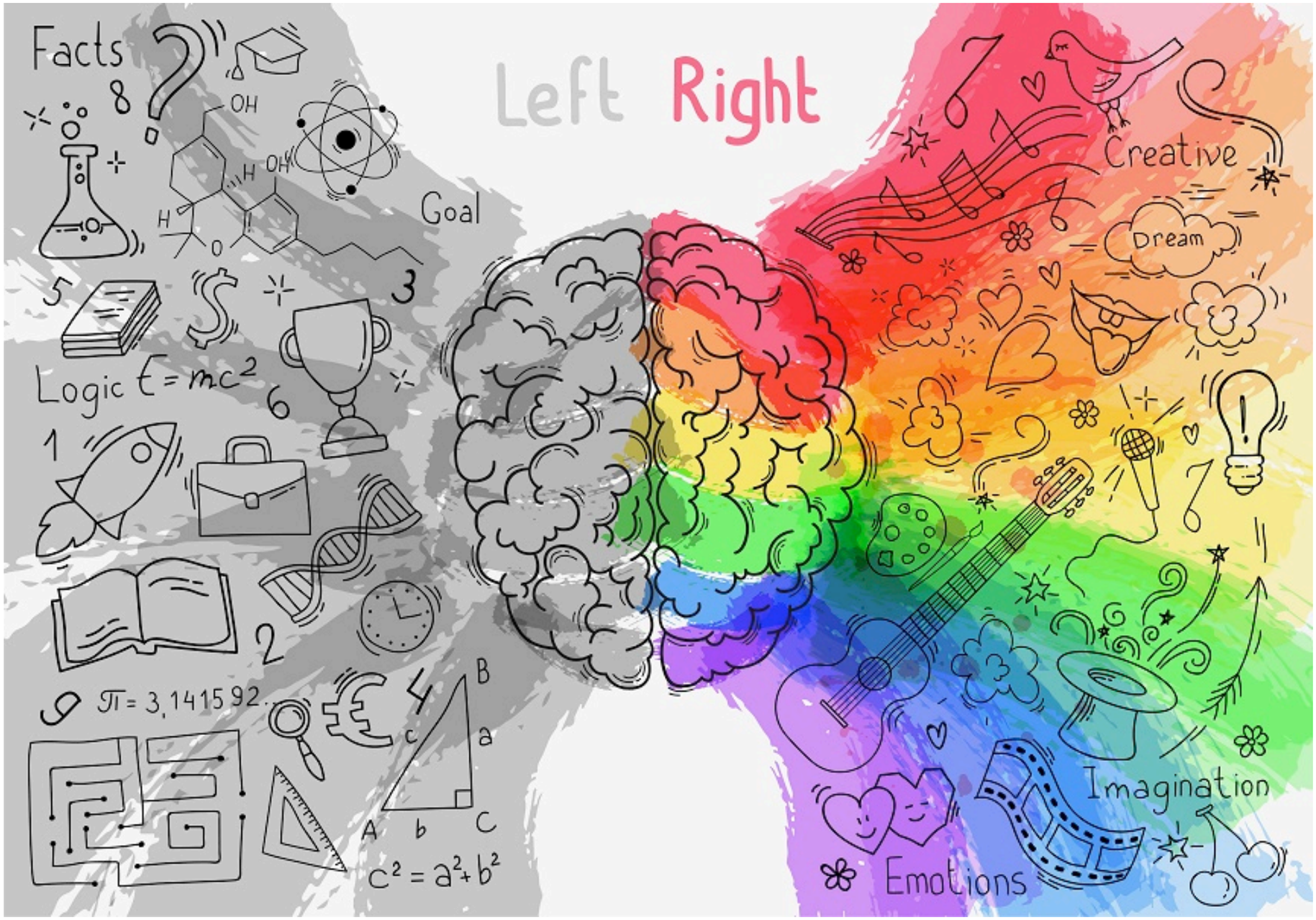
3rd Zagreb Wordpress Meetup

Kristijan & Tin

Intro



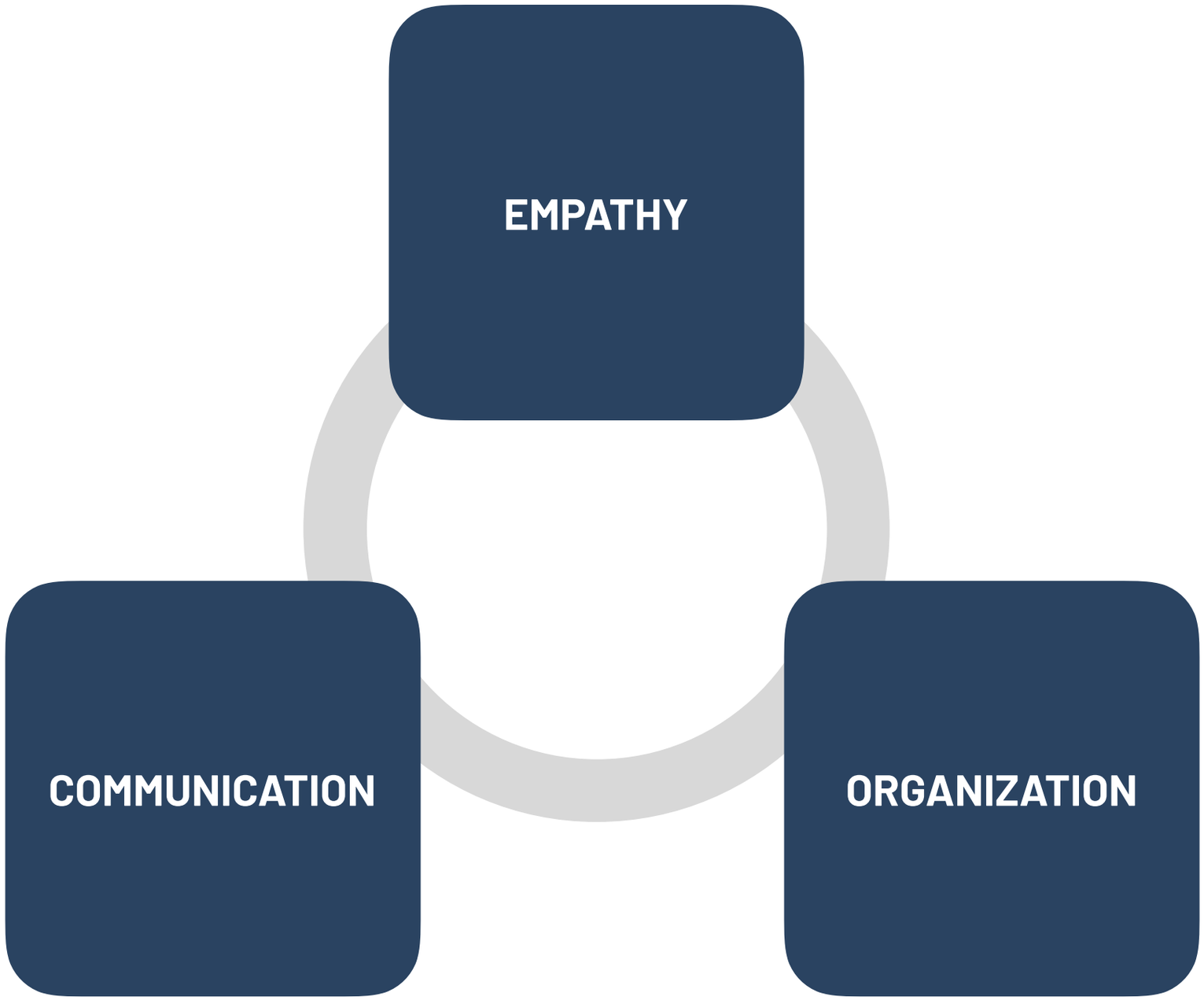
Intro


Facts
Left
Right
Goal
Creative
Dream
Logic
E = mc²
π = 3,141592
c² = a² + b²
Imagination
Emotions

Intro

developer that won’t even use it
my detailed style guide
designer

Intro



Empathy

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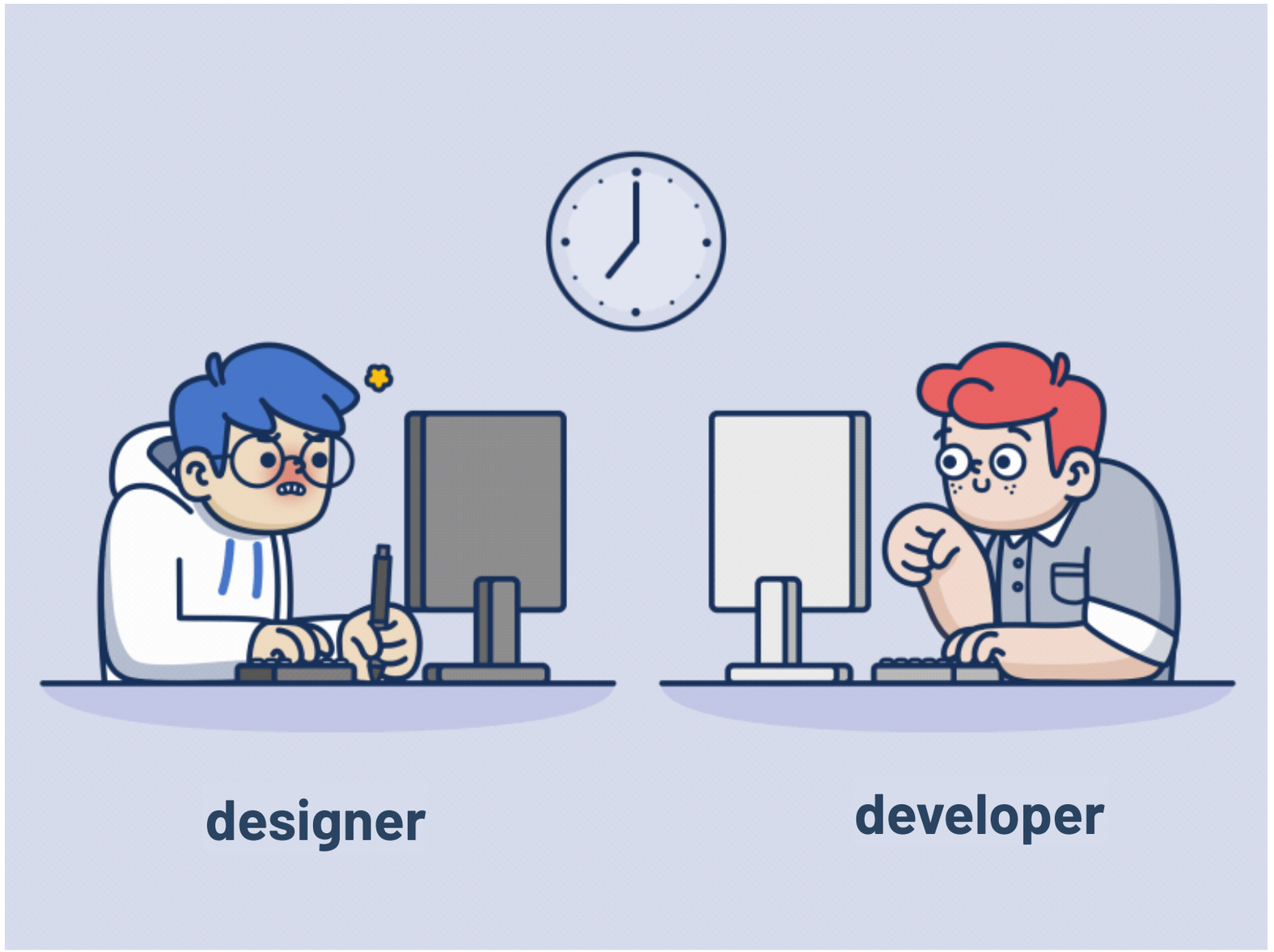
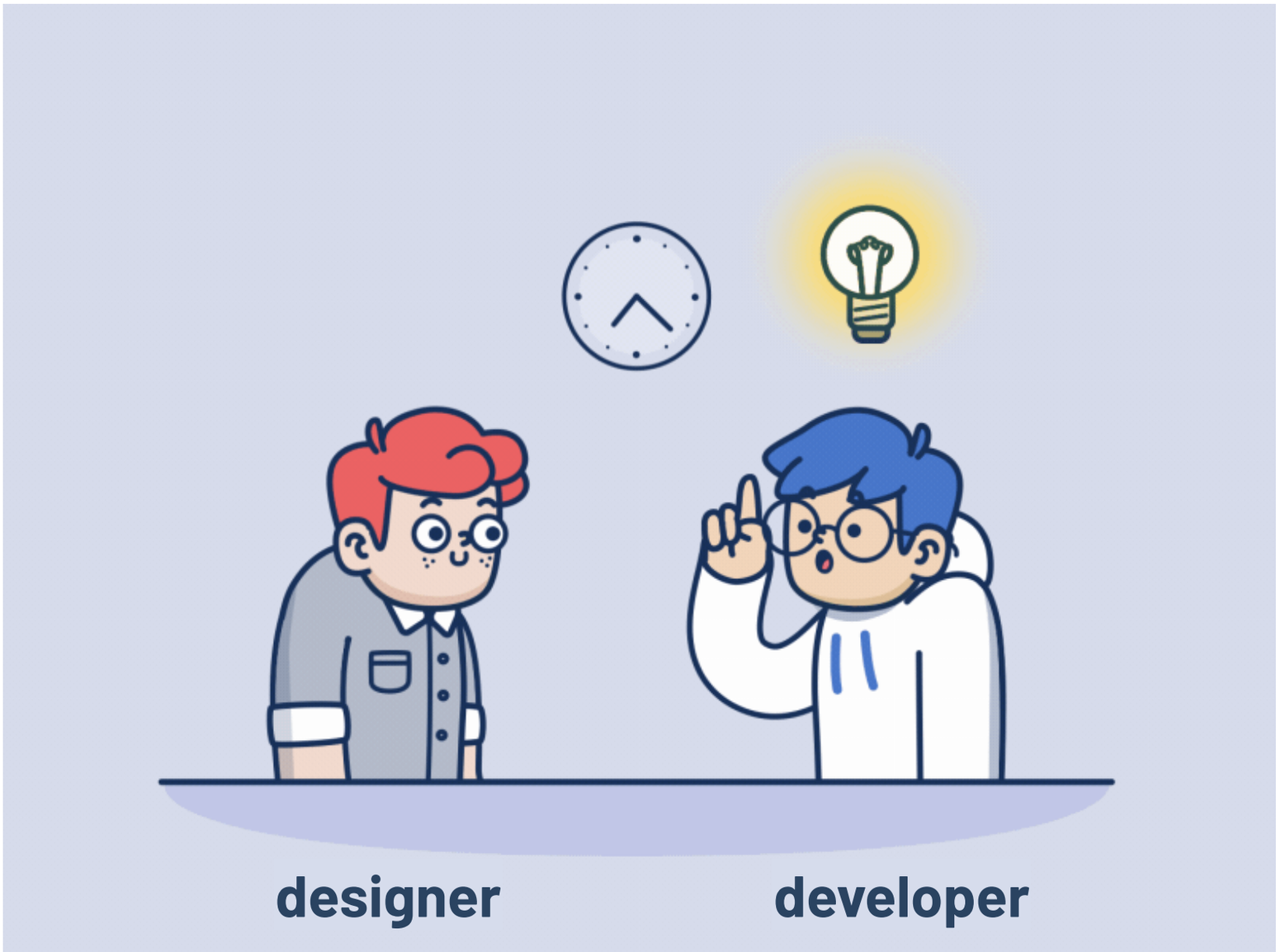
Empathy



Developers

- Don’t listen
- Are stubborn
- Not interested
- Are not paying attention to details

Empathy



Designers

- Egocentric
- Conceited
- Think they know better
- Hardly accept critics

“How can’t you see that?”

- Designer

“We are just going to move those four elements to the next screen. That’s the easiest way.”

- Developer

What to do?

- Developers should know basics about the design
- Designers should know basics and constrains of the technology being used on the project
- Understanding of user's want's and needs

Communication

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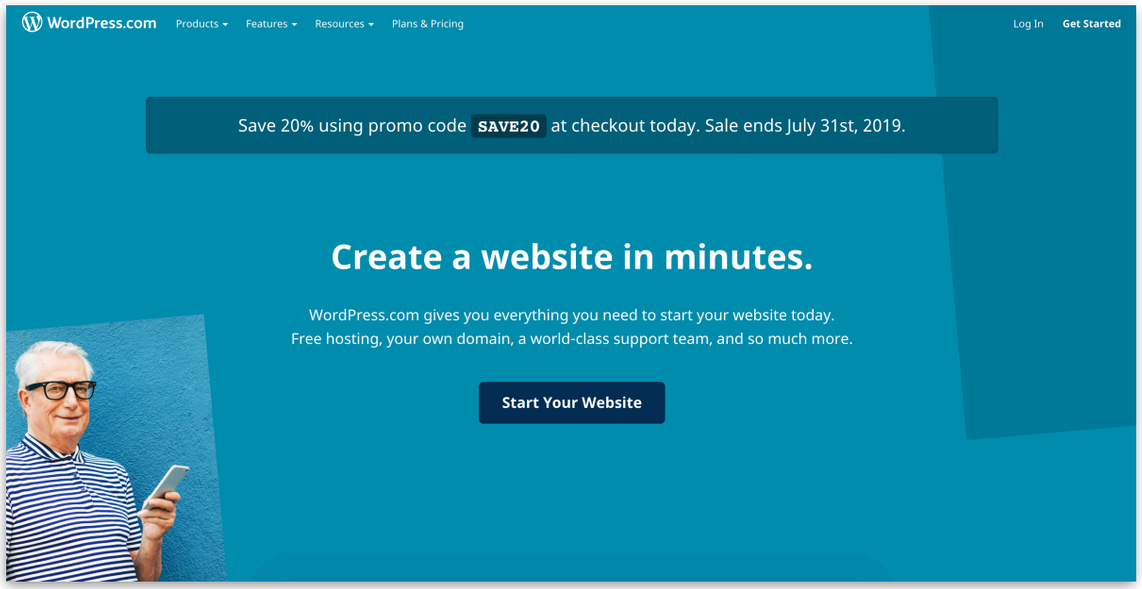
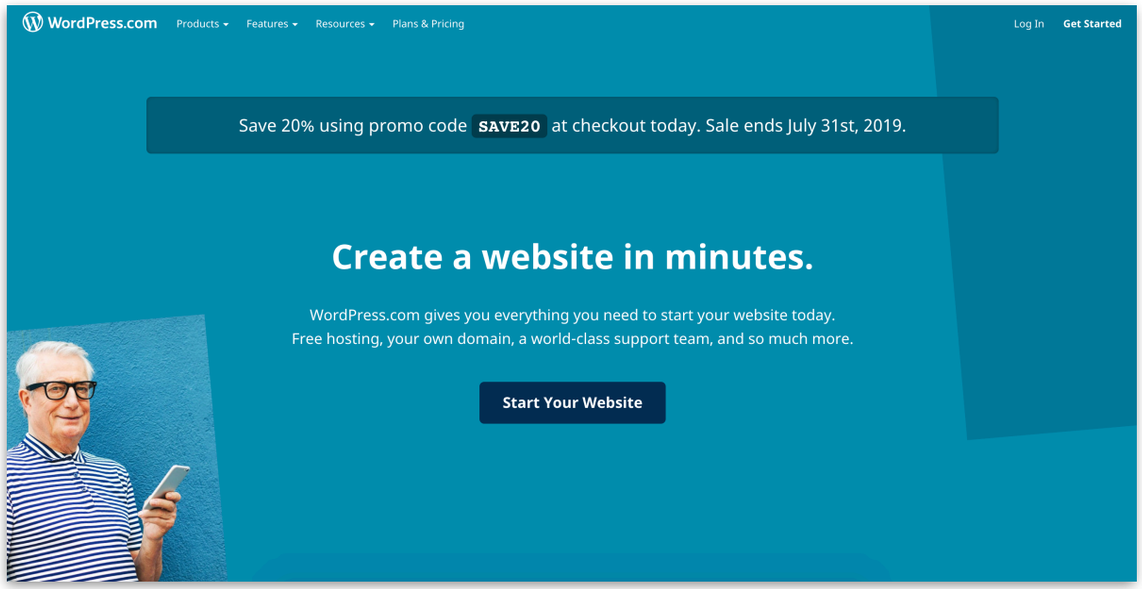
Communication

Designer:



- Artboard
- Canvas

Developer:



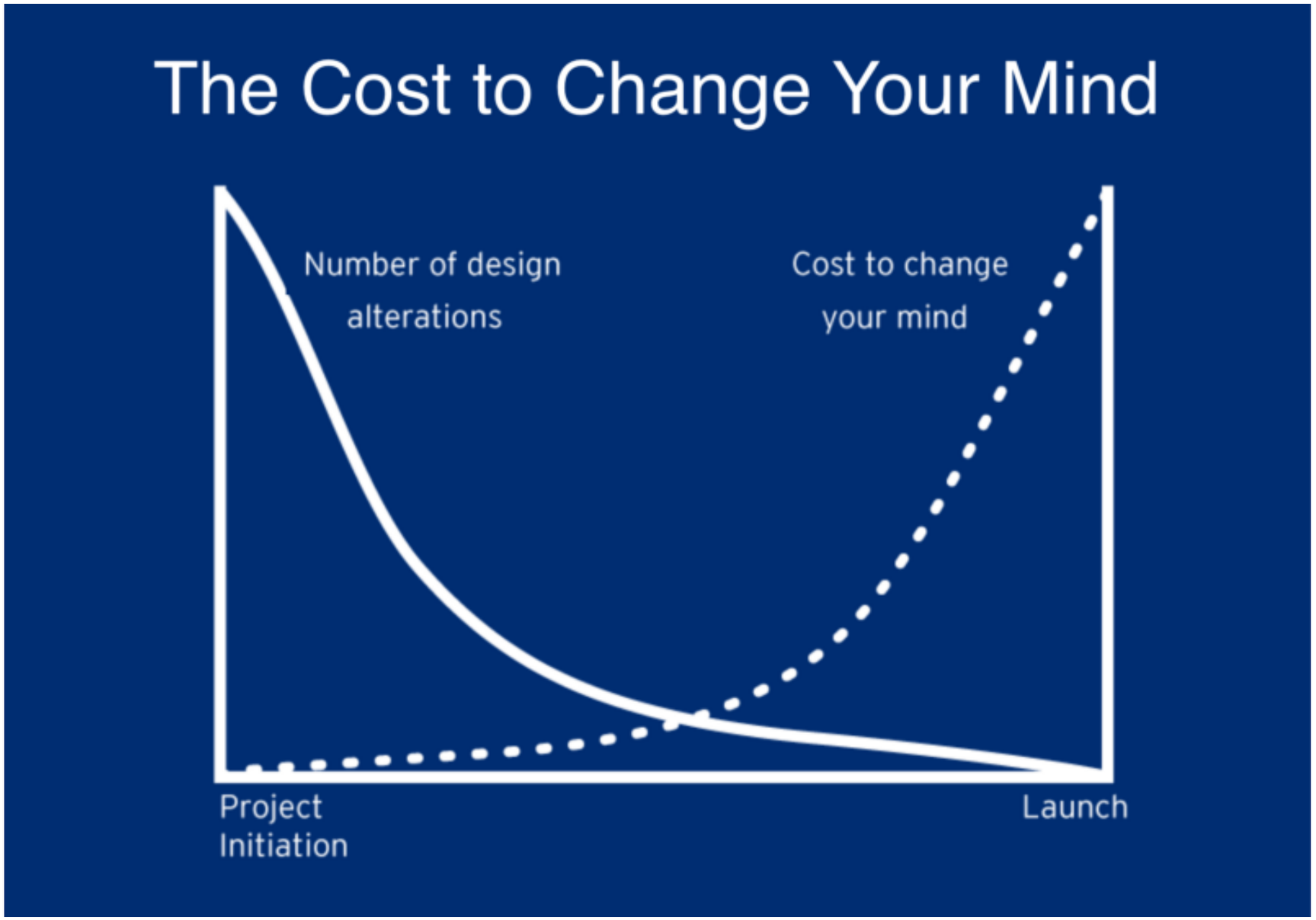
- Screen
- View

“I can't do this. This can't be done this way.”

- Developer

“This needs to be like this because the client wants it that way. This change will ruin UX.”

- Designer

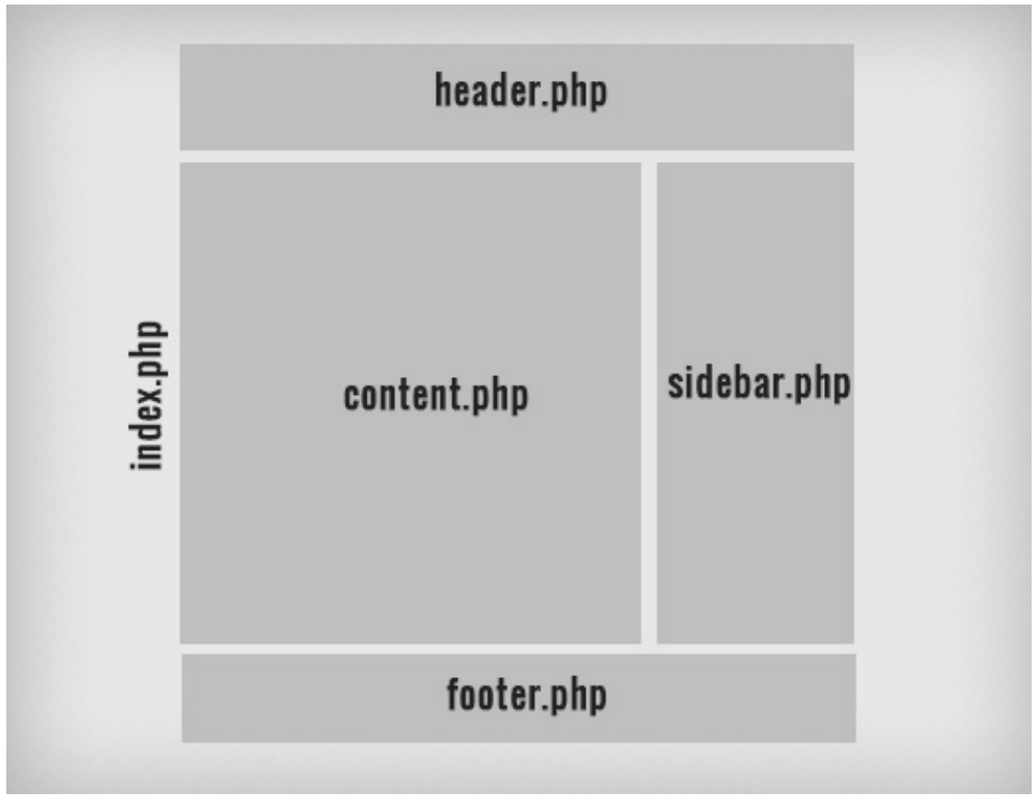

The Cost to Change Your Mind
Number of design alterations
Cost to change your mind
Project Initiation
Launch

What to do?

- Involve developers from the start to design process
- Internal presentations after the project
- Ask smart questions, give constructive answers
- Proactively give feedback - The cost to change your mind
- Communicate technical constraint from the beginning

What designers should know about how Wordpress works

- How templates work
- What can be editable on each page and what user can edit
- Difference between page and a post
- How sidebars, header and footer work



Organization

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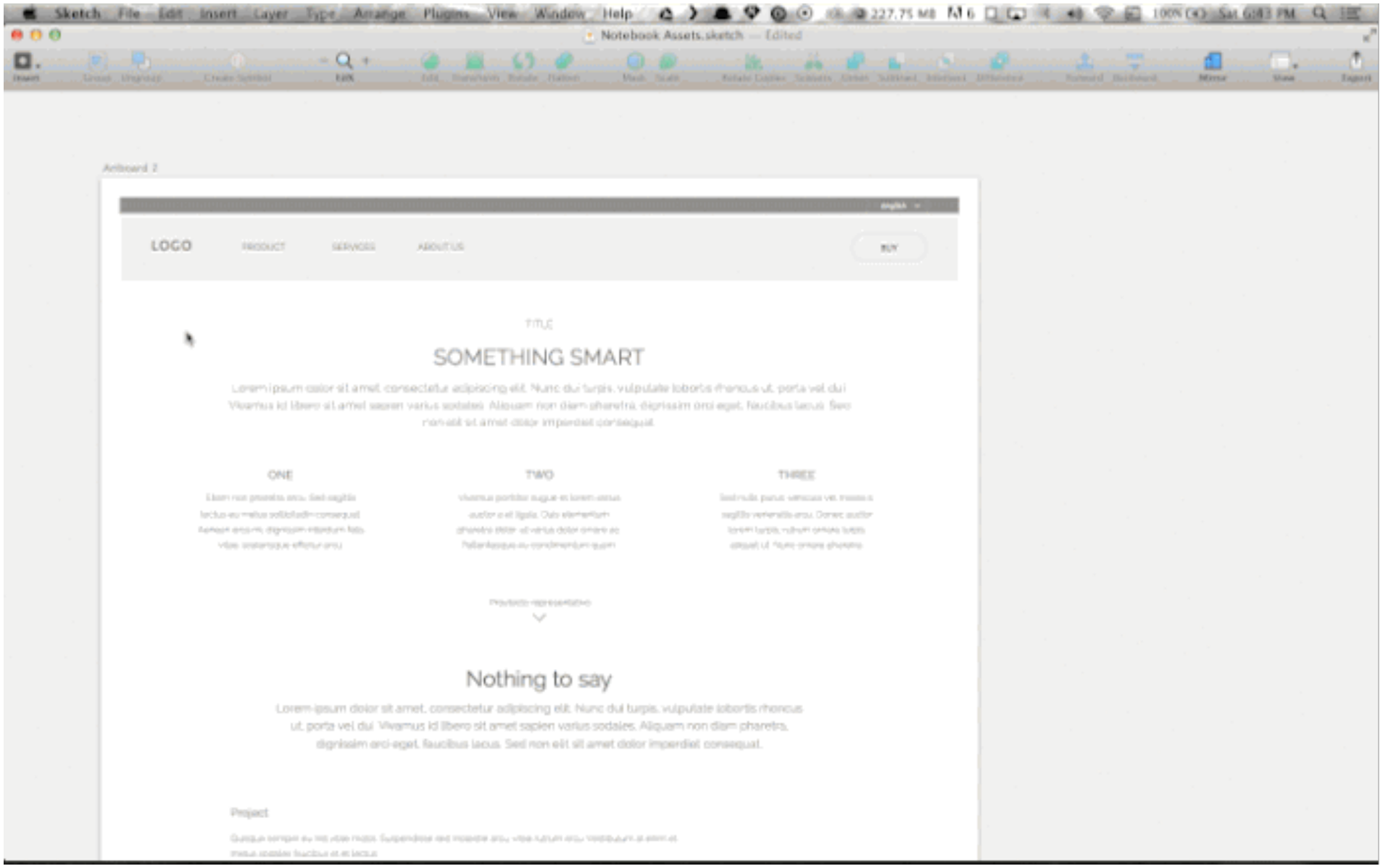
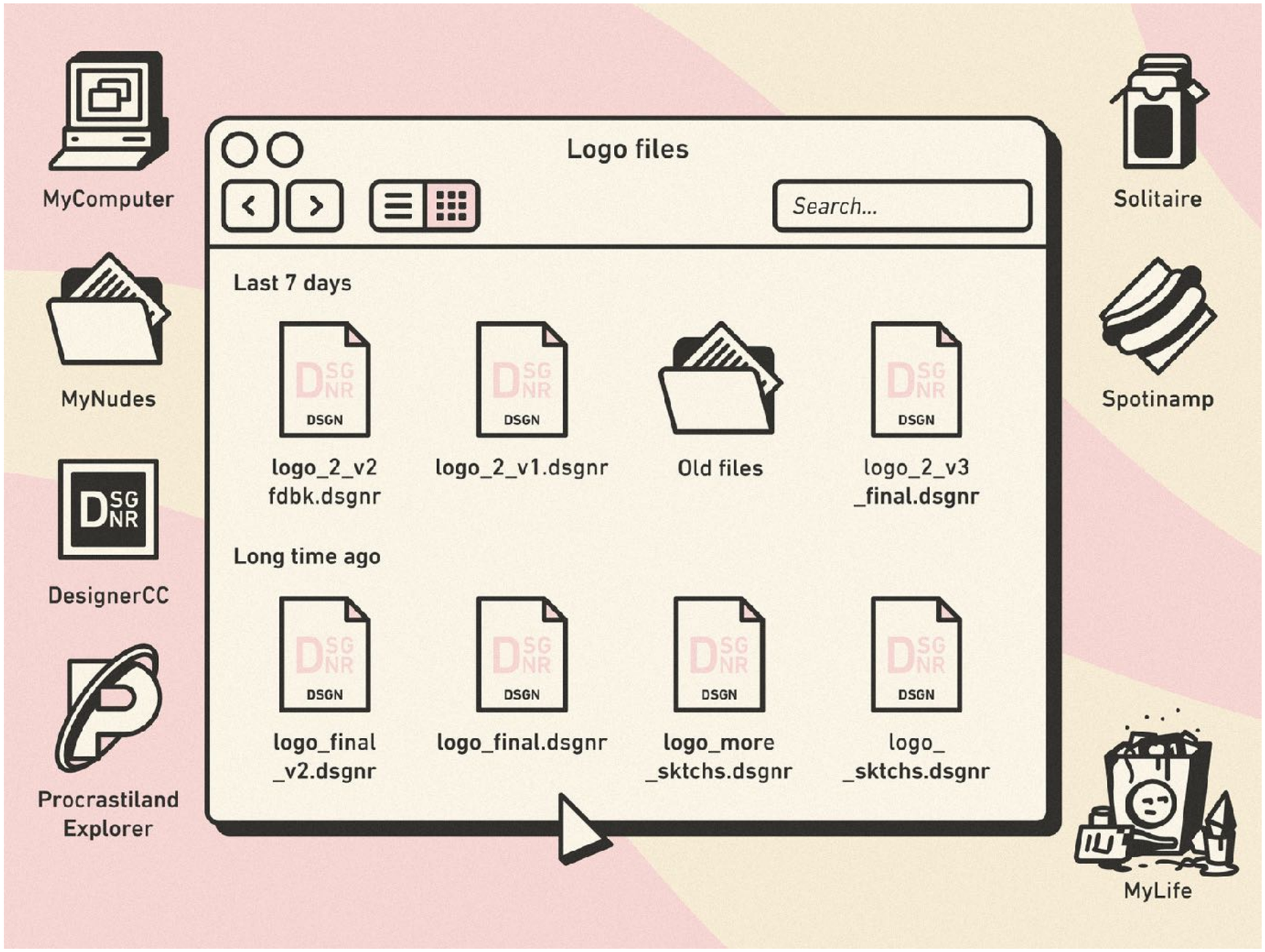
Organization



Collaboration tools

- InVision
- Framer X
- Figma
- Adobe XD
- Zeplin
- Sketch Notebook plugin

Organization



Good naming conventions

- Name the file with YYYYMMDD at the end of the file
  presentation/meetup_20190731.sketch

- Try not to use long file names. Make it short and separate different content with folders.

- When exporting assets for Android, iOS or other platforms first read the official documentation, then consult with developer about best practices and suggestions.

Good naming conventions

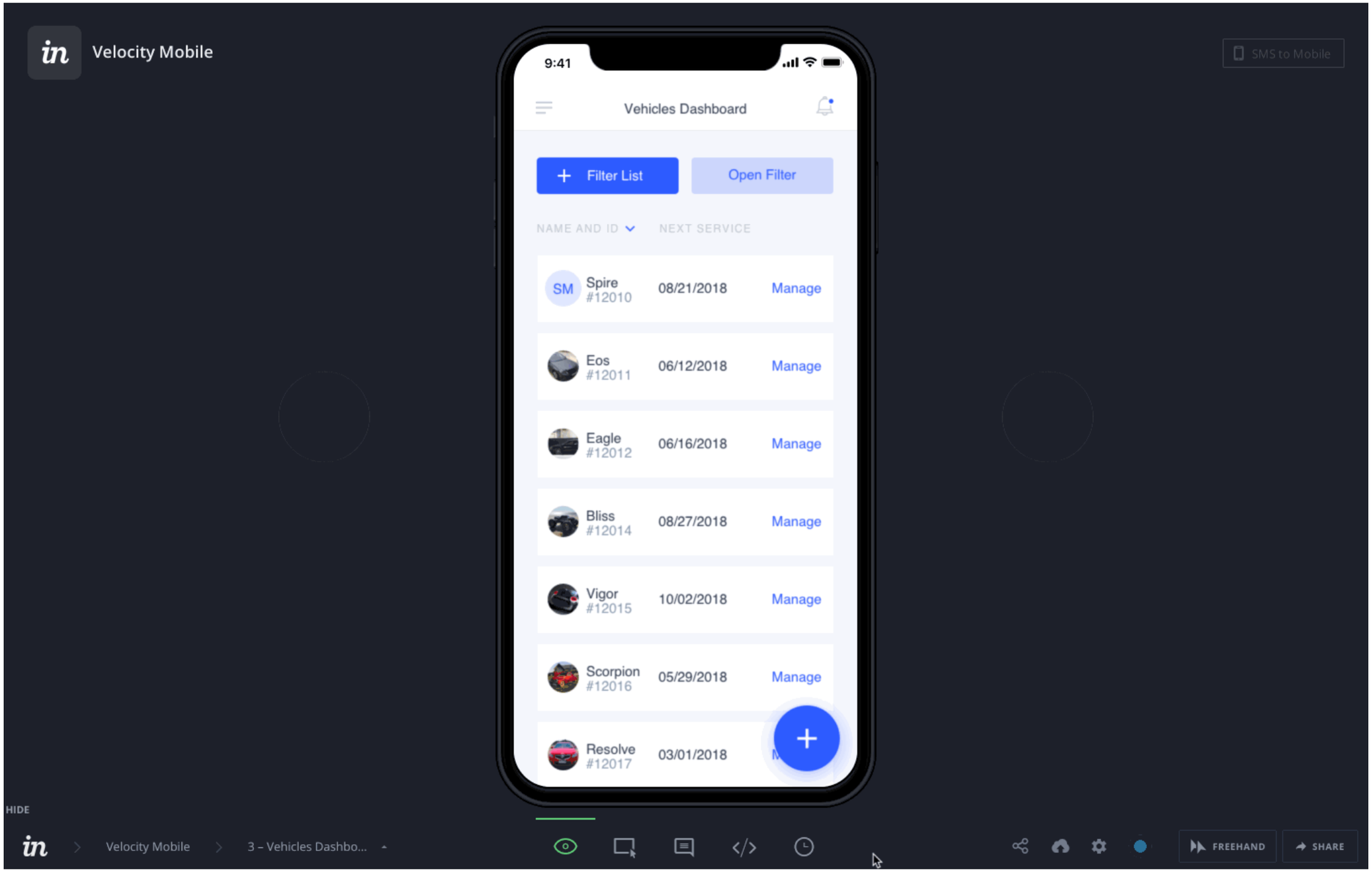
- ic – as prefix for all icons
  ic_asset_name.png

- bg – as prefix for all background
  bg_asset_name.png

- selected – as suffix for selected state
  ic_asset_name_selected.png

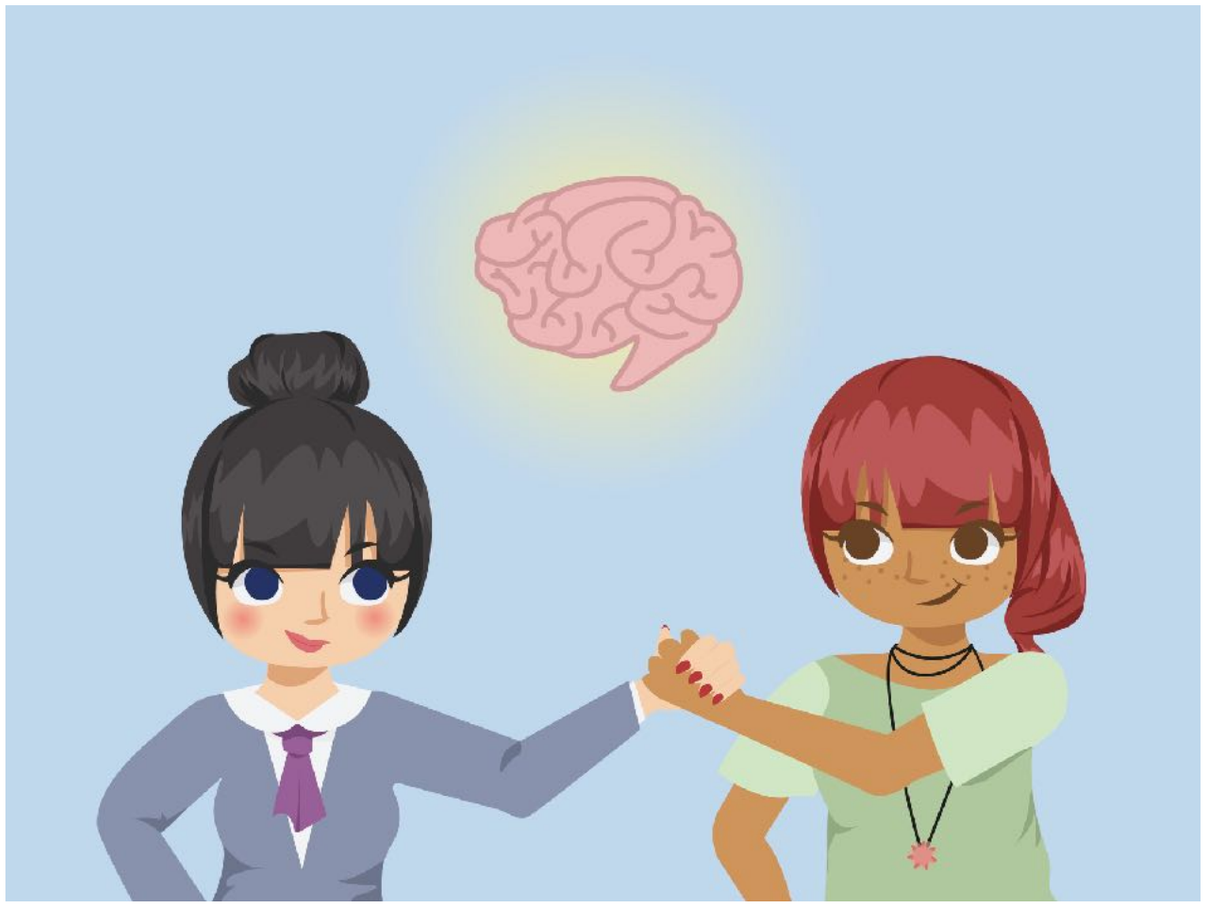
- pressed – as suffix for pressed state
  ic_asset_name_pressed.png

Organization



Conclusion

Improve communication to improve work.



Talent wins games, but teamwork and intelligence wins championships.

– Michael Jordan

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SCAN ME