



Keeping up with developers

MARINA JUKIĆ

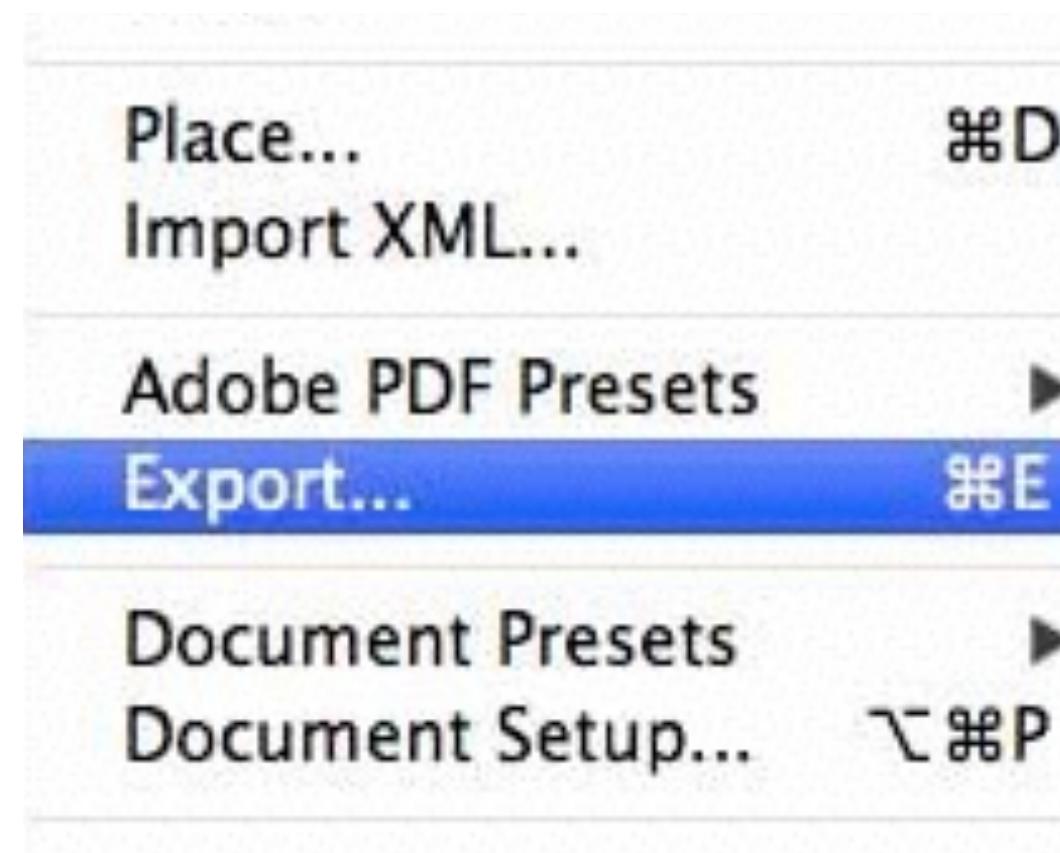




DESIGN BACKGROUND



DESIGNERS ARE THE LAST ONES IN CHAIN



→
PANIC



→
PANIC



COMMON MISTAKES

10

Moja prva ljubav / Djevojke u ljetnim haljinama

— Sacher / obr. Kovačić

Darko Rundek

Srđan Sacher

Simbioza bend

Zbor Hrvatske radiotelevizije

Zbor Hrvatskog narodnog kazališta u Zagrebu

Plesači

Studenti Akademije dramske umjetnosti Sveučilišta u Zagrebu

Učenici Plesnog odjela Umjetničke škole Franje Lučića iz Velike Gorice
i Škole suvremenog plesa Ane Maletić iz Zagreba

Moja prva ljubav (Djevojke u ljetnim haljinama) pjesma je novovalne skupine Haustor iz Zagreba, koju su osnovali Darko Rundek, pjevač i gitarist, basist Srđan (Samuel) Sacher i gitarist Ozren Štiglić. Bio je to njihov prvi hit i njihova je to, vjerojatno, najpoznatija pjesma, iako su kasnije snijeli mnoge druge.

10

Moja prva ljubav / Girls in Summer Dresses

— Sacher / arr. Kovačić

Darko Rundek

Srđan Sacher

Simbioza Band

Choir of the Croatian Radiotelevision

Choir of the Croatian National Theatre in Zagreb

Dancers

Students of the Academy of Dramatic Art of the University of Zagreb

Students of the Dance Department of the Franjo Lučić Art School of Velika Gorica and Contemporary Dance School Ana Maletić of Zagreb

My First Love (Girls in Summer Dresses) is a song of the New Wave group Haustor from Zagreb, which was founded by Darko Rundek, singer and guitarist, bass player Srđan (Samuel) Sacher and guitarist Ozren Štiglić. It was their first hit and is their best known song, although they recorded many

FIRST WEB PROJECTS



KEY DEVELOPER EXCUSES

- It would take me forever
- This technology doesn't allow it
- It is impossible
- I don't know how to make this

NOBODY EVER SAID

- Cool idea, but we can do this much simpler.



INFINUM

APPLYING DESIGN EXPERIENCE TO THE NEW DIGITAL MEDIA



REGULAR DESIGN REVIEWS

 [REDACTED] 11/4/14   

to design.team 

Hi team,

Just to remind you that every Thursday (from 11-11:30) do design review the applications on which you work as a major designers.

The procedure is such that you go to the developers sit down beside him and short passing comparison of design and applications. You as the main designers are responsible for UI applications that will eventually end up in the Store, so you do not need to wait for someone from the developers cima but to take the initiative.

Please take this seriously.

tnx

PLEASE TAKE THIS SERIOUSLY

The procedure is such that you go to the design and development stage, short passing comparison of design and application. You as the main designers are responsible for the quality of the design. If the design is not good, it will eventually end up in the Store, so you do not want to be blamed. It is not the fault of the developers cima but to take the initiative.

Please take this seriously.

tnx

DESIGN

SUBRINA
PROFESSIONAL

NEWS PRODUCTS EDUCATION TRENDS PRESTIGE SALON ABOUT SLOVENIA

Care

Complete solution for all types of coloured and highlighted hair.

Best sellers Colour Care Styling Perm

ALL PRODUCTS ▾

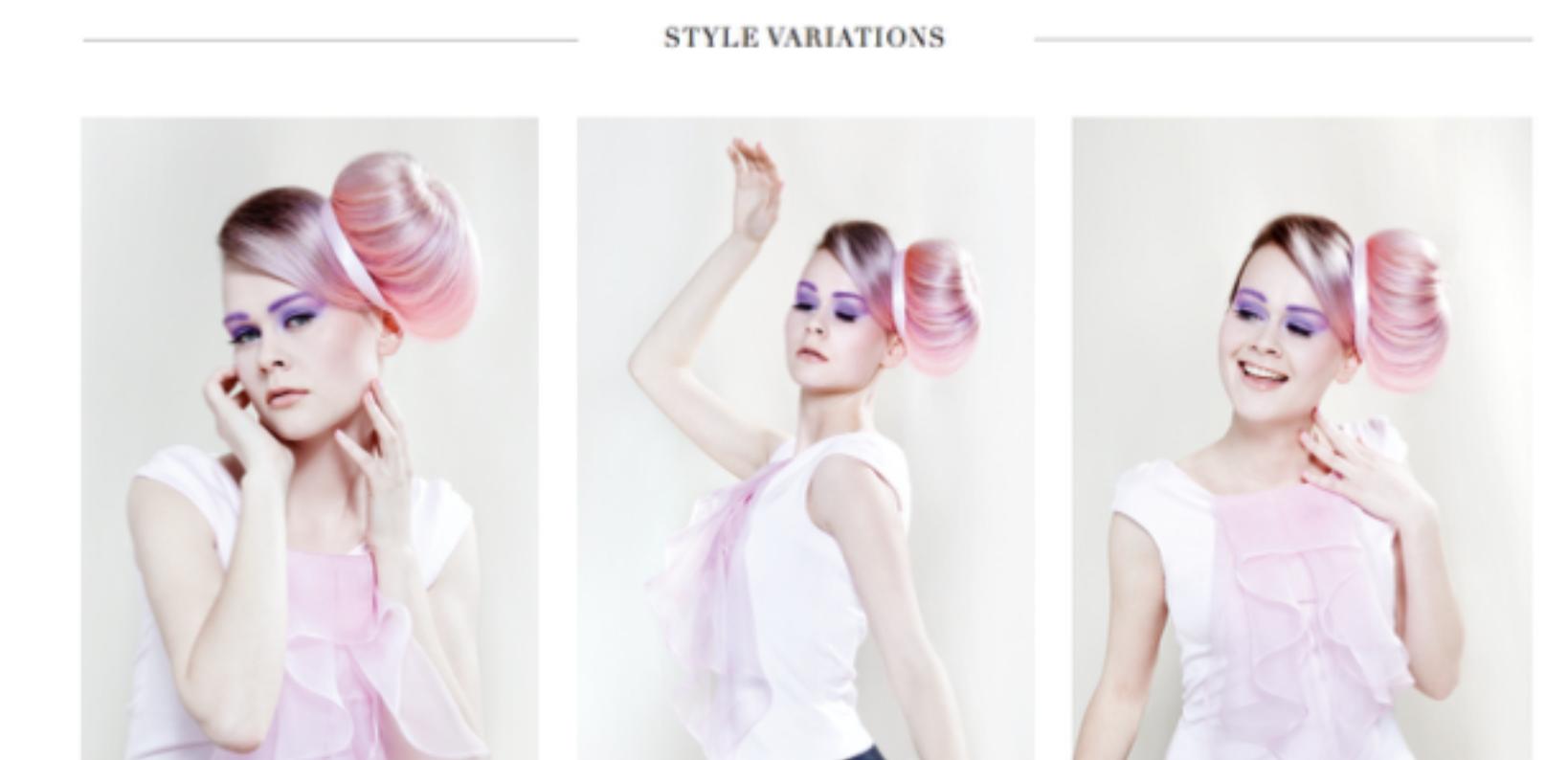
After colour Mask	After colour Shampoo	Colour Conditioner	Colour pH3 Balm
Colour Shampoo	Colour Spray	Hydro Conditioner	Hydro Shampoo
Repair Conditioner	Repair Elixir	Repair Mask	Repair Shampoo
Special	Special	Special	Special



Hairstyle by Boris Dragan

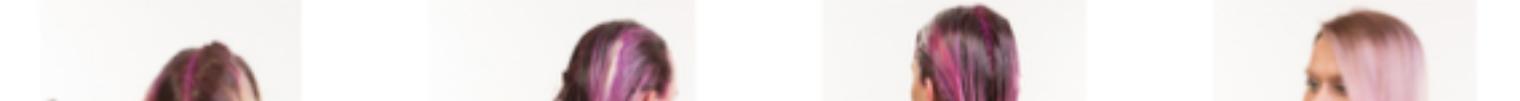
"I got the inspiration while reading the fairytale to my nephew where the main character was a ballerina dancer. It seemed like a perfect connection to the Arabesque style, where the pastel shades come to life, a look full of elegance and grace."

[← BACK TO TRENDS](#)



STYLE VARIATIONS

HOW TO ACHIEVE THIS LOOK

Model before makeover Name: Lidija Natural hair colour: 7/0	We color the mid-lengths of the hair of the back part of the head with recipe A.	We continue this way right to the top.	We wash the hair with <u>PH1 After Colour</u> shampoo. Don't apply conditioner or mask to the hair.
			
			

IMPLEMENTATION

WEB

gradient je dobar,
treba odmaknuti view
all od donjeg ruba za 30 px.
Veličina fonta za view all je prevelika,
treba biti 14 px kao i u buttonima

DIZAJN

Približiti watch i naslov gornjem rubu tako da margina bude ista s lijeve strane i gore

nadla sam na ovaj bug kad se strelica odvija od product info boxa
povećati marginu između s-a i gornjeg ruba, vidi prema desnu
Text have max 100px width
Test have max 100px width

Malo povećati gradient tako da prolazi ispod naslova,
a ne da završava prije naslova.

Staying motivated for work the entire time is a big challenge - and this is exactly what the Salon Creatives Seminar offers you. The seminar will boost your salon work to a completely new level. It focuses on the commercial approach to cutting and coloring techniques. Inspired by your new ideas you will enter freshness and creativity to your salons. You will be able to offer your customers various coloring and cutting techniques in an entirely different way.

Uskladiti veličinu fonta s ostatim bodytextovima, dakle 18px i line height 28 px



Tragic. |

FIRST DESIGN REVIEWS

Marina J. commented on the task

2 years ago

- * Popraviti fontove na sliderima i bannerima
- * U navigaciji naći način kako ćeš prikazati ostale kategorije tamnjima od ove koja je aktivna.
- * Kod news na homepageu line height u naslovu je 31. Smanji razmak između naslova i teksta
- * Kod kategorija produkata i linkova na trendove na hom
- * Kod education na hover fotografiju staviti u filter bright
- * Kod svih dropdown menija (u news, products) maknuti
- * Line height u bodytextu footer-a 20
- * ja ti trebam nacrtati buttone za slide-re i bannere
- * country pop-ip smanjiti line height kod država i staviti : NEWS

- * Kod News na homepageu staviti button "Read more" kod News maknuti takve buttone ispod vijesti.
- * Na button "Back to news" staviti bijelu strelicu. Neaktiv Isto kao buttoni za read more na homepageu (kod vijesti)
- * Dodati paging na News
- * Linkovi u tekstu trebaju biti crne boje s underlineom.
- * dodati strelicu kod read next

PRODUCTS

- * U product info uvijek može biti aktivna (expandana) sar
- * Font za naslove tih informacija koje se mogu expandati

EDUCATION

- * Seminars - krivi je font u bodytextu kad se expanda. Tr
- * Ambassadors - centrirati linije s naslovom i content isp
- * Shows , training - krivi font u buttonu (treba biti kao u c
- * Team - gradient preko slika dodati

TRENDS

- * Bodytext ispod naslova u pojedinom trendu treba biti is
- * U trends button Back to trends treba biti u istom stilu k
- * Povećati razmak između potpisa pod slikom u "style va

Marina J. commented on the task

2 years ago

- * Svi "crni" divideri na webu su zapravo boje 858585
- * Visina buttona na homepageu (u crnom okviru): 40 px (font u buttonima 14 px), prostor između teksta i ruba buttona: po 20 px s lijeve i desne strane
- * Naslovi na homepageu koji s lijeve i desne strane imaju crni divider, su u fontu veličine 20 px
- * Banneri na homepageu (i na ostalim stranicama) - kada je naslov u crnoj boji onda je i button u crnoj boji, kad je naslov bijeli i button je bijeli (ispravi na banneru za our produc

- * Kategorije proizvoda na homepageu: fali crni overlay,
- * Kod izdvojenih trendova na homepageu naslovi na foll u trendu.

- * Divider u footru previše bijel, treba biti 757575
- * Provjeri naslove i veličine tekstova, boje, prema zadnj
- * Makni underline na hoveru u navigaciji

COUNTRY POP UP (BIRANJE ZEMLJE)

- * malo veće margine
- * prebac na mene kad bude trebao svjetlij iksic

PRODUCTS

- * u product info tekstovi trebaju biti poravnati lijevo
- * odredi veličine slika kako je u sketch fileu
- * na product info dodati trokutić koji je indikator na koji
- * u bannerima na products stranici dodati strelice (lijevi)
- * promjeniti stil dropdowna prema novom dizajnu

NEWS

- * Back to News button treba biti pri vrhu članka
- * Prebac na mene kad ti bude trebalo eksportirati bijele

TRENDS

- * U trendu je tekst ispod naslova iste širine kao i tekst u članku, ali paragraf nije poravnat lijevo nego je centriran.
- * koraci kod pravljenja frizure idu od 0 nadalje, jer je prvi korak stanje prije nego se kreće raditi frizura.
- * Style variations u tablet verziji kad ih je više od 4 - folku staviti na sredinu

FOOTER

- * u mobilnoj verziji neće biti moguće da se pronađe link na kontakt stranicu jer je u mobilnoj verziji

Marina J. commented on the task

2 years ago

Dario, šaljem ti Sketch file s finalnim korekcijama za Subrinu. Kad te stvari popravimo do kraja gotovi smo s korekcijama na dizajnu.

https://www.dropbox.com/s/cyze808rnq0Bk9/Subrina_korekcije.sketch?dl=0

Ako nešto nije jasno uvijek možeš doći do mene ili me cimnuti preko hipchata. Exportala sam ti svjetlij slike za bannere na produktima pa ih možeš ubaciti, da ne koristimo dropshadow na slovima.

<https://www.dropbox.com/sh/ng7s772j88ssmn4/AAC0DFltFICj0q15ijvkWAXHa?dl=0>

Primjeri s greškama i primjeri iz dizajna su u Sketch fileu, evo još par komentara koji nisu na skicama:

GENERAL

- * staviti bodytext svugdje veličina 18 px, a line height 28 px. Ne može varirati da bude negdje 18, a negdje 16. News na homepageu, u products: naslovi ispod proizvoda, u education seminars i team
- * kad si u pojedinoj kategoriji, u navigacijskoj pasici staviti bijelu boju na hover za ostale kategorije

Homepage

- * Navigacija u pasici - staviti na hover opacity 0.5

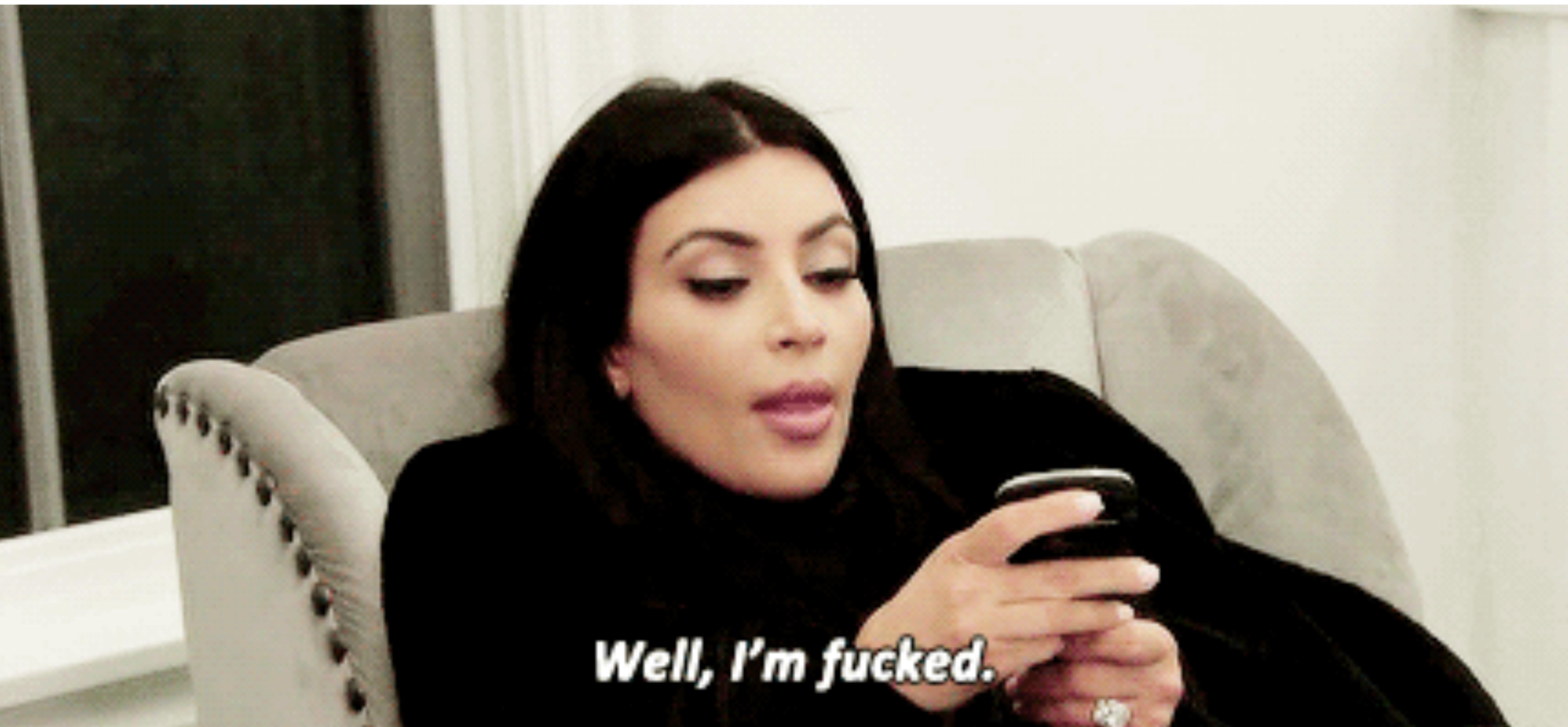
PRODUCTS

- * nekad se na klik pojavi defaultni underline ispod naslova kategorija na productsima (dok se učitava stranica)
- * podkategorije (linije proizvoda) - kad selektiraš jednu liniju, napraviti tako da se prvo učitaju proizvodi iz te linije, pa onda svi ostali proizvodi iz te kategorije (samo promjenili order proizvoda, ne izbacivati proizvode koji nisu dio te linije)

TRENDS

- * preko bannera staviti mali jači overlay.

DARIO HATED ME



Well, I'm fucked.

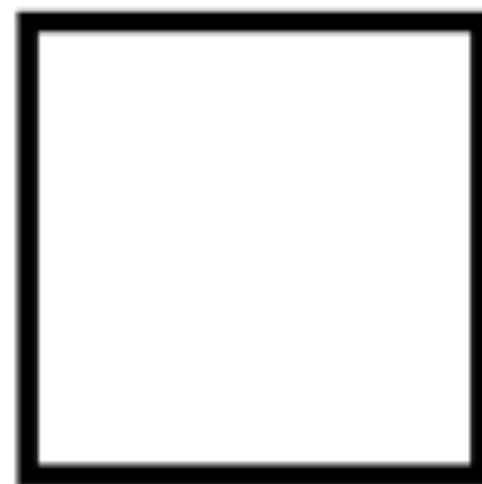
FRONTEND DEVS ARE MOSTLY BAD AT

- Fonts
- Font sizes
- Pixel perfect alignment
- Scaling graphics proportionally
- Colors and color tones/shades/tints

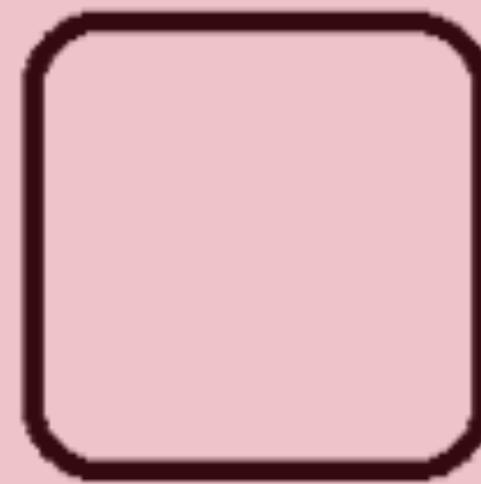
FRONTEND DEVS REALLY LIKE

- Rounded corners

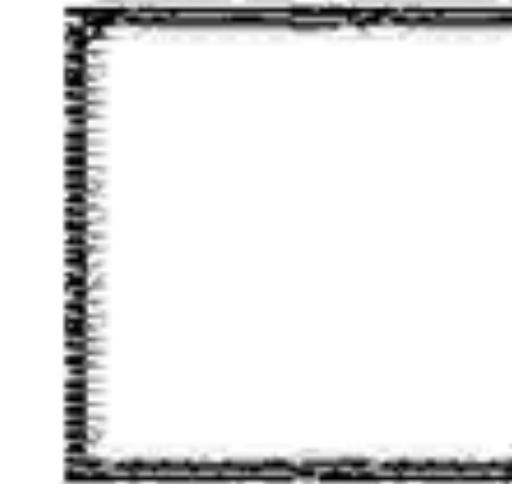
Sober



Cannabis



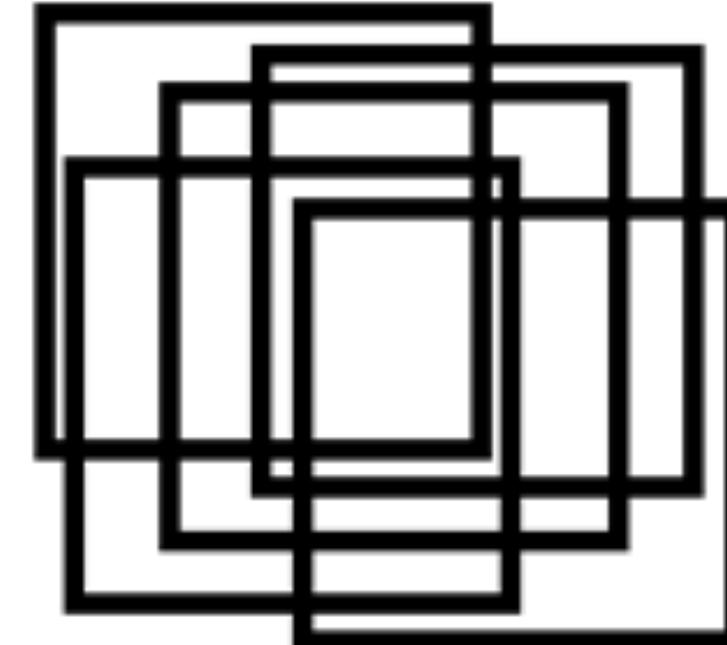
Alcohol



DXM



Ketamine



Salvia



THIS ISN'T THE RIGHT FONT!



DESIGN POLICE :(



TIME FOR TRUCE



LESSONS LEARNED

- Don't dig into details too early in the implementation phase, review the implementation step by step
- Make the specification for the developer more clear
- Express colors in HEX, not RGB
- Express colors without Alpha
- Express sizes and relations in pixels
- It's never too late to apologise



KREŠO'S DESIGNER ROAST

KREŠO THE TEAM LEAD



WHY WE DESPISE THE DESIGNERS?



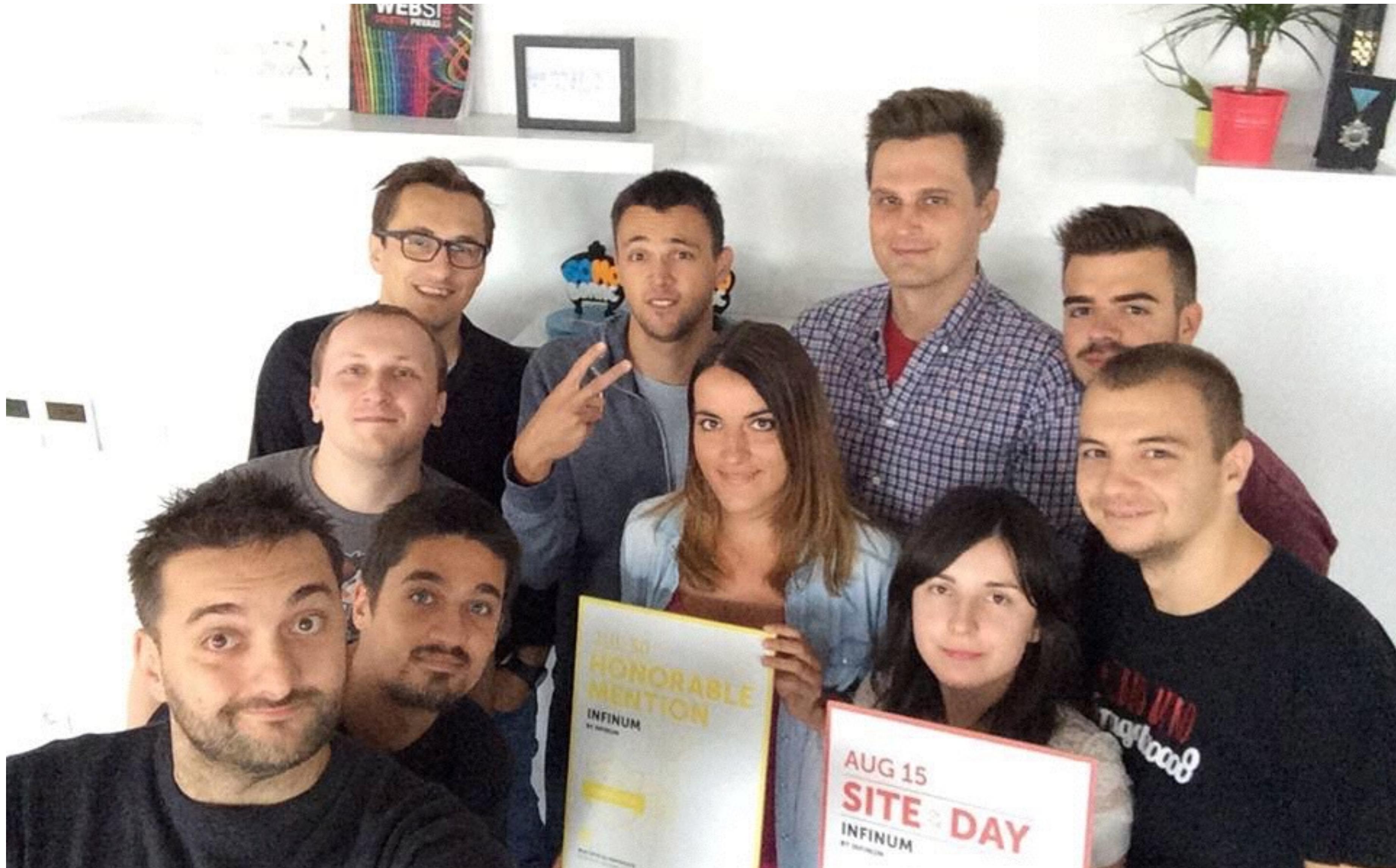
WHY KREŠO HATED THE DESIGNERS

- We only cared about the ideal state of design
- We overused fonts and font sizes in the design
- We overused colors in the design
- Most of the time we would express the colors and fonts with transparency
- We used JPGs and PNGs which were too big to load properly.
- Low contrast designs :)

TNX KREŠO!



AWWWARDS SOTD FOR INFINUM WEB





Don't be so dramatic.

*Designers don't know much about preparing
stuff for devs either.*



STUFF LEARNED

CONSISTENCY

limited number of fonts, font sizes and font weights

limited number of colors and color shades

Aa Font Book

H1 / Blue

H1 Sentence /...

H1 Sentence /...

H2 / Blue

H2 / White - Left

H3 / Dark - Centered

H3 / Dark

H3 / Light - Left

H4 / Quiz / Medium Gray

H4 / Dark - Left

Bodytext / Light - Centered

◊ Color Palette



#marine
#043166 % 100
rgb 4 49 102



#darkish-blue
#053e7f % 100
rgb 5 62 127



#bluey-grey
#a6afbd % 100
rgb 166 175 189



#silver
#ccd1d9 % 100
rgb 204 209 217



#light-blue-grey
#dfe7f8 % 100
rgb 223 231 248



#red-0
#ff0000 % 0
rgba 255 0 0, 0.00



#bright-orange
#f85b00 % 100
rgb 248 91 0



#charcoal-grey
#3b4354 % 100
rgb 59 67 84



#duck-egg-blue
#dfebfb % 100
rgb 223 235 248



#pale-grey
#f8f9fa % 100
rgb 248 249 250



#darkish-blue-two
#053e80 % 100
rgb 5 62 128



#white
#ffffff % 100
rgb 255 255 255

CONSISTENCY

graphic assets: dimensions and naming



ICON

ic-name.ext



PHOTO

img-name.ext



BACKGROUND

bg-name.ext

DEFINITION

detailed specification

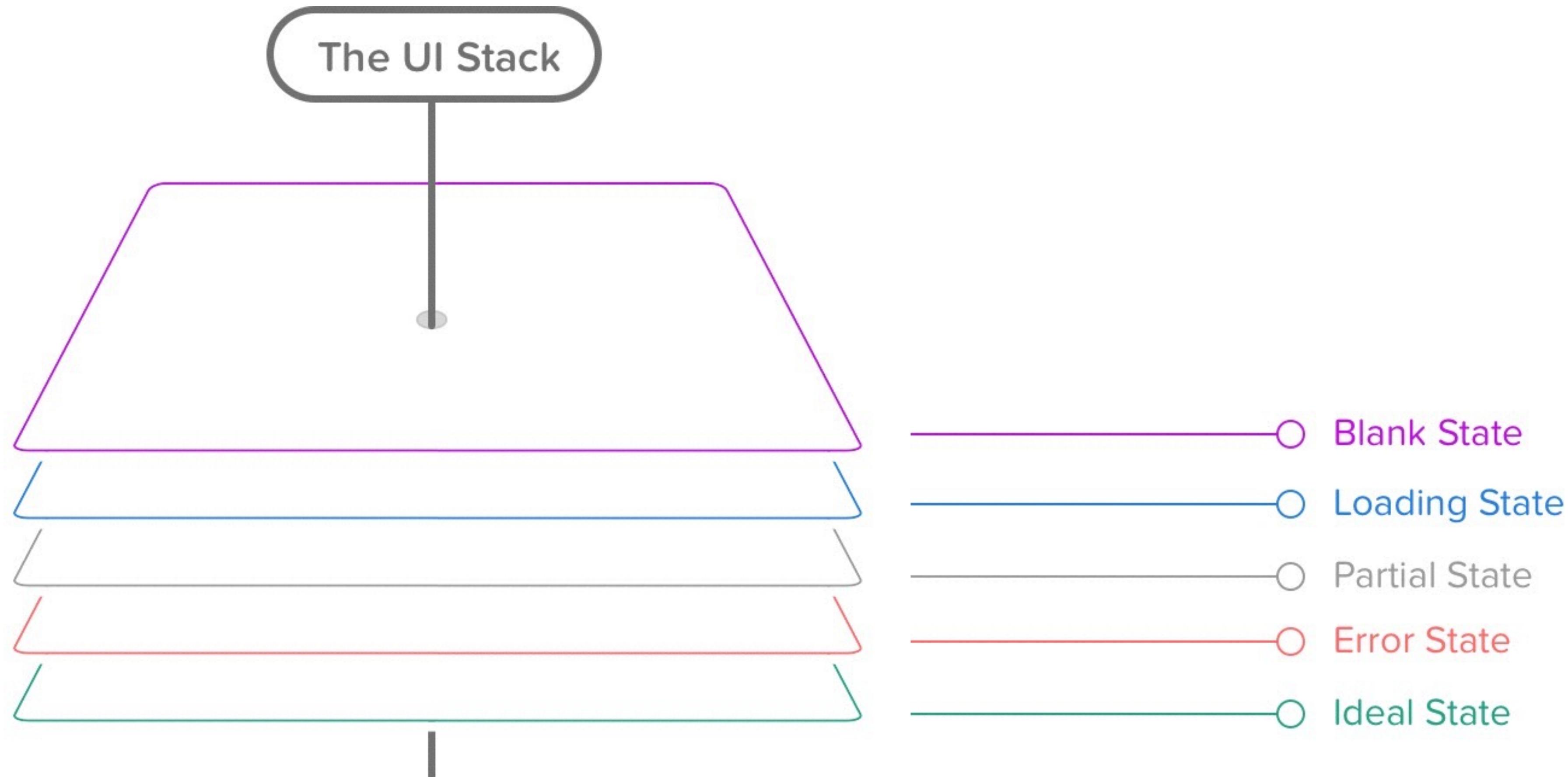
detailed feature description (feature behavior)

MEETINGS, MEETINGS, MEETINGS

Documented design reviews

DEFINITION

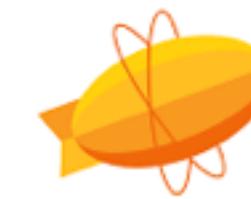
detailed state specifications
usage of transitions and animations



OPTIMIZING WORKFLOW

Zeplin – optimising the specification

[ZEPLIN.IO](https://zeplin.io)



ZEPLIN

Zeplin 1.0

Dashboard Guideline

Calendar

icAddEvent

x: 20 pt y: 80 pt

width: 124 pt height: 36 pt

Asset

icAddEvent

+

DAY WEEK MONTH

Wednesday

February 18, 2015

11 AM

12 PM

1

Design Meeting
Hangouts

Lunch Break

52 pt

52 pt

+

Notes

- 200% +

PNG 3 assets

PDF 1 asset

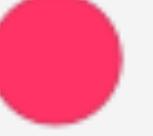
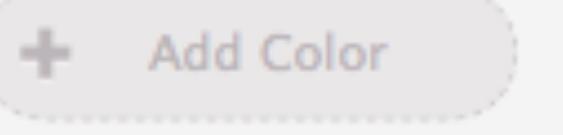
+



ZEPLIN

Zeplin 1.0 Dashboard Guideline

Color Palette Last edited: 13h ago Color Resources { }

 darkPurple #4B4097 rgb 75 64 151	 ##brightTurquoise #50D2C2 rgb 80 210 194	 lemonGreen EBFFC6 rgb 254 207 51
 purple #BA77FF rgb 186 119 155	 radikalPink #C8CF2D rgb 253 164 51	 silverGray #999999, %30 rgb 153 153 153, %30
 white #FFFFFF rgb 255 255 255	 coldGray #E2E4E9 rgb 226 228 233	 + Add Color

Naming Tip: iOS developers use only capital letters while coding. For example: 'lightOrange'.

Font Book

Helvetica Neue - Bold

Helvetica Neue - Medium

Choose Type:

Objective-C

Swift

Enter a category name and a prefix:

```
@interface UIColor : ZPLColors
+ (UIColor*)zpl_blueColor;
```

Export

OPTIMIZING WORKFLOW

Image Optim – optimize images to decrease the loading time

IMAGEOPTIM.COM/MAC



ImageOptim

File	Size	Savings
✓ another-guys-song.jpg	16,718	2.4%
✓ house-concerts-small.jpg	19,232	55.1%
✓ house-concerts.jpg	24,040	50.3%
✓ jv_lin.jpg	150,777	20.9%
✓ jv-stands.jpg	22,797	18.8%
✓ jv1.jpg	1,706,811	14.1%
✓ jv2.jpg	1,957,396	14.0%
✓ jvshot1.jpg	18,686	62.2%
✓ jvshot2.jpg	18,886	61.9%
✗ login.png	1,661	0%
✓ make-me-feel.jpg	5,933	3.1%
✓ mighty-lin.png	8,370	33.2%
✓ movies-without-you.jpg	7,502	2.3%
✓ mr-saturday-night.jpg	23,236	8.4%
✓ nitetime.jpg	11,843	1.8%
✓ old-site.jpg	31,757	24.4%
✓ planeteer.jpg	23,030	3.3%
✓ pre-order.gif	150,513	0.9%
✓ rss_tiny.png	1,095	9.1%
✓ rss.png	1,591	8.4%

OPTIMIZING WORKFLOW

SVGs – simple vectors

PNGs – complex vectors



CONCLUSION

DEVELOPERS SHOULD
take care that the design is being implemented
by the specification

DESIGNERS SHOULD

**take care that the specification is adjusted to the
programming environment and possibilites**

DEVS + DESIGNERS SHOULD

**Learn together and communicate all the time to
find the most efficient solutions for the project.**



**Any questions?
Except Krešo**

MARINA.JUKIC@INFINUM.HR

Visit infinum.co or find us on social networks:

