

Screen Resolutions

Add a browser resizer to your browsers. I recommend on Mac...

- Chrome: <https://chrome.google.com/webstore/category/extensions?hl=en-US> > search for “Window Resizer”
- Firefox: Firesizer - <https://addons.mozilla.org/en-US/firefox/addon/firesizer/>
- Safari: <https://extensions.apple.com> > Developer > “Resize Window”

Today's digital designers are designing for resolutions of...

- It's complicated
- Definitely thinking of mobile
- Definitely thinking of responsive
- 1024-by-768 pixels is still the most important as a lowest common denominator
- 1280-by-720 pixels is gaining momentum

Apple User Experience Guidelines

- [For Mac OS X](#)
- [For iOS](#)

Windows 8 (Metro)

- [Windows 8 UX Guidelines](#)

Now for copyright



Don't Get Caught

Legal issues in digital/web design: Copyright and privacy legislation that affect digital design

Privacy Act (Canada)


Covers federal government institutions

Revenue Canada or Citizenship & Immigration - yes


Air Canada or Royal Bank or Tim Horton's - no

Privacy Act (Canada)

If these institutions ask for your information, they have to tell you what it's going to be used for.



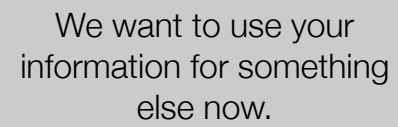
Give us your information,
pretty please.



Tell me what you're
doing with it first.

Privacy Act (Canada)

The government can only use your information for the purposes for which it was obtained



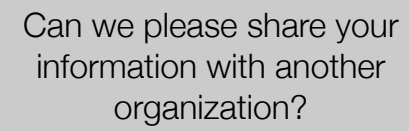
We want to use your
information for something
else now.



No

Privacy Act (Canada)

Your information cannot be disclosed to others
unless you consent



Can we please share your
information with another
organization?



No

Personal Information and Electronic Documents Act
(PIPEDA or PIPED Act)

Covers private-sector (non-governmental) organizations who collect, use, and disclose personal information.

Revenue Canada or Citizenship & Immigration - no

Air Canada or Royal Bank or Tim Horton's or Facebook - yes

Personal Information and Electronic Documents Act (PIPEDA or PIPED Act)

Individuals have the right to...

know **why** an organization collects, uses or discloses their personal information;

expect an organization to collect, use or disclose their personal information reasonably and appropriately, and **not use the information for any purpose other than that to which they have consented**;

know **who in the organization is responsible** for protecting their personal information;

expect an organization to **protect their personal information** by taking appropriate security measures;

expect the personal information an organization holds about them to be **accurate, complete and up-to-date**;

obtain **access** to their personal information and ask for corrections if necessary; and

complain about how an organization handles their personal information if they feel their privacy rights have not been respected.

Personal Information and Electronic Documents Act (PIPEDA or PIPED Act)

Organizations must...

obtain consent when they collect, use or disclose their personal information;

supply an individual with a product or a service even if they refuse consent for the collection, use or disclosure of your personal information unless that information is essential to the transaction;

collect information by **fair and lawful** means; and

have personal information policies that are **clear, understandable and readily available**.

Personal Information and Electronic Documents Act (PIPEDA or PIPED Act)

Exceptions

Your personal information is available from a public source (like a phone book)

Collecting or disclosing your information clearly benefits you (eg. medical treatment)

Needed for an investigation (criminal, contract breach, or fraud) and getting consent might compromise the information's availability or accuracy.

The problem with spec work

Spec is for speculation

What happens when the client takes in bids and the associated spec work? Then 'steals' the work and does the work in house?

Many organizations prohibit their members to do spec work.

Plagiarism & Copyright

Copyright is defined, literally, as the right to copy work

Designed to allow creators of work to benefit, and to protect reputations by preventing the work from being distributed in an altered form.

How do I copyright my work? Copyright law states that your original content is copyrighted the moment it's put in tangible (fixed) form – This includes electronic media. In other words, copyright protection exists as soon as the work is created.

To make sure, use this... © 2012 Jerome Valdez

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GREAT DESIGNERS STEAL by Jeff Veen - Ep 28

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One of the best
inspirational videos

Creative Commons

Created by Lawrence Lessig in 2001 to provide an alternative to 'All Right Reserved' copyright

Used within Flickr

Helpful when you want to allow others to do stuff like remix/mashup your work.

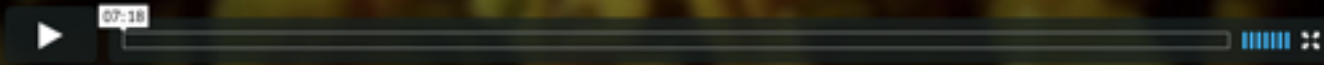


Lawrence Lessig TED talk.



Everything is a Remix

Part 1: The Song Remains the Same



Don't rip off your peers

Get inspiration

Make it your own

Give credit to your sources