

Prototyping

Chi sono

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Twitter

Dribbble

Github

Behance

Pinterest

AngelList

Uplabs

Speaker Deck

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Michele Mazzucco

500+
connections

Web & UI Designer

Brescia Area, Italy | Design

Current	MailUp, Michele Mazzucco (Self-Employed), Incode Snc
Previous	Eurostudio Italia
Education	LABA - Libera Accademia Belle Arti
Websites	Personal Website

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Summary

I'm 24 year old UI and Web designer and student from Belluno, Italy.



Abbiarete pazienza



UI Designer Freelance

UI Designer and
Front-end Developer

@Incode

UI Designer

@MailUp

UI Designer Freelance (Disegnatore grafico di pagine web)

UI Designer and
Front-end Developer

@Incode

UI Designer

@MailUp

UI Designer Freelance
(Disegnatore grafico di pagine web)

UI Designer and
Front-end Developer

@Incode

UI Designer

@MailUp

designmodo

The voice of web design
net

tira
graffi

TNW

AWWWARDS®



ONE PAGE LOVE

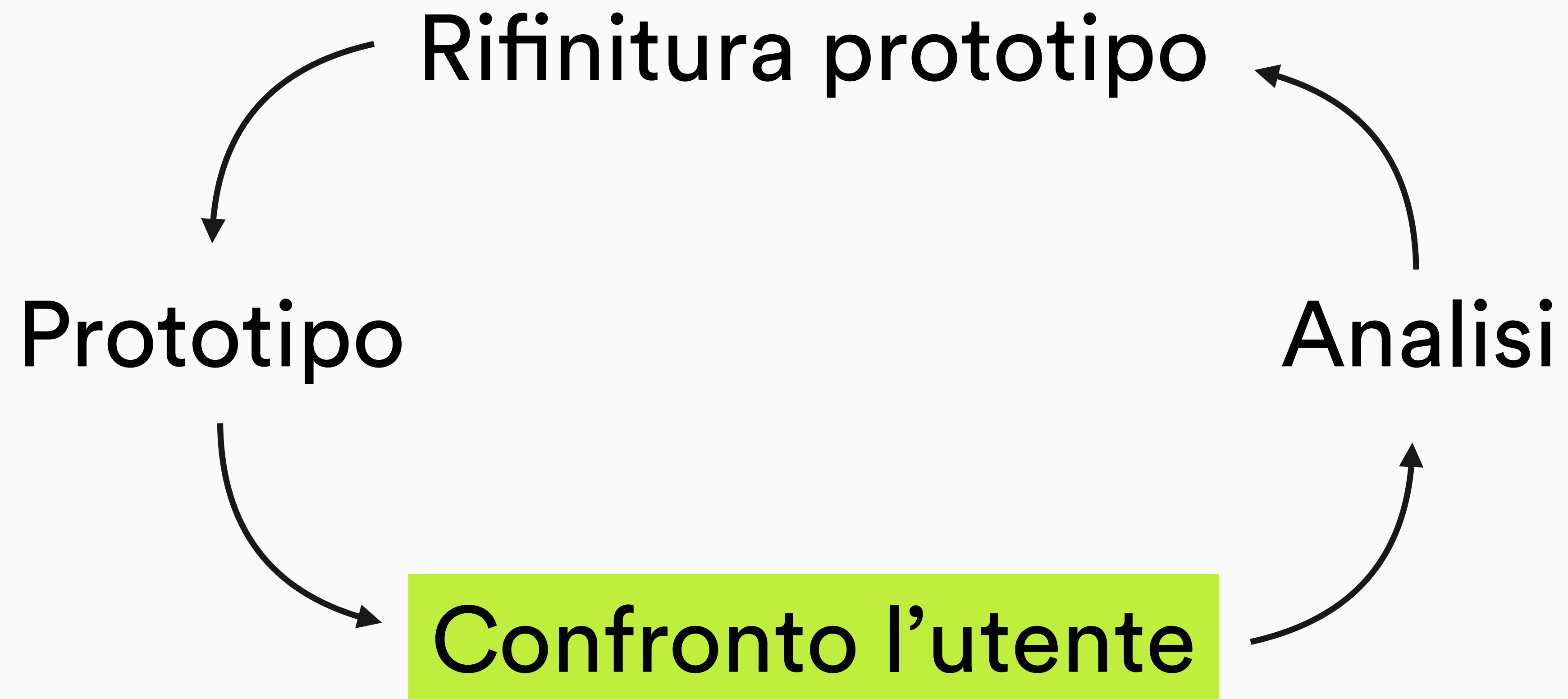
...altro

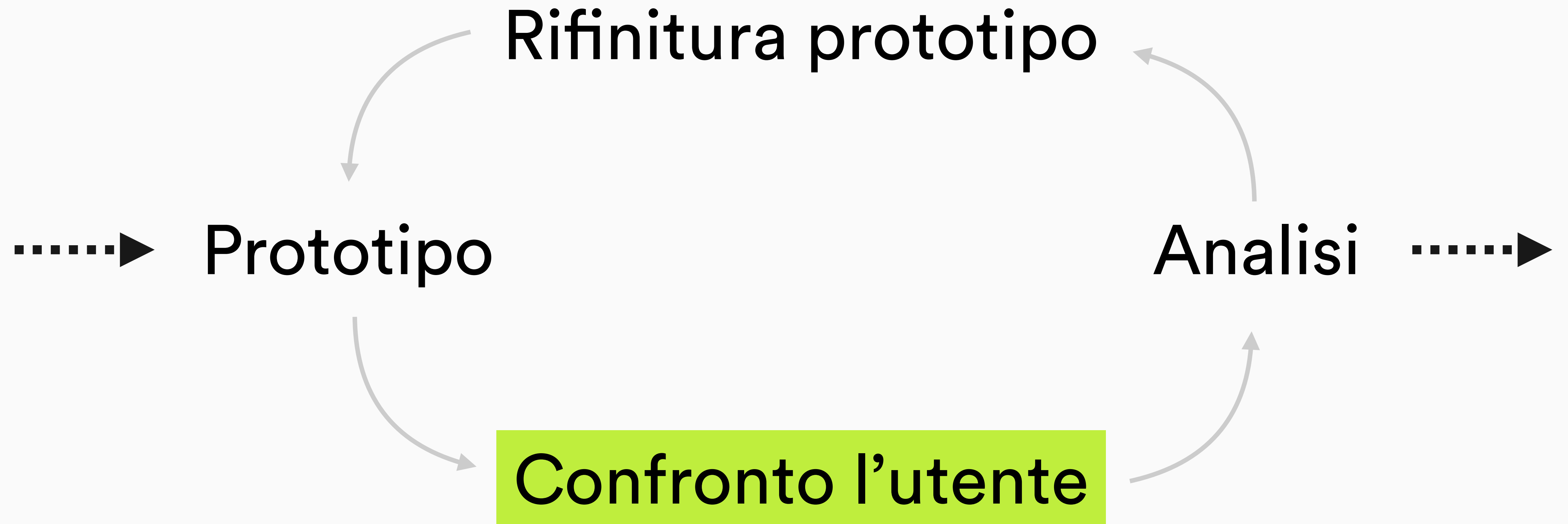
Prototyping? WTF?

Ogni giorno nuovi prodotti o servizi

Ogni giorno nuovi prodotti o servizi

Prototyping & User Testing sono i principali strumenti
per creare un prodotto in linea con il cliente





Prodotto creato non solo basandosi
sull'opinione del designer

Prototyping



Come cultura aziendale

Il designer impara molto dai prototipi:
capisce i limiti del prodotto
che deve progettare

Non solo esperienze digitali
=
ubiquitous computing

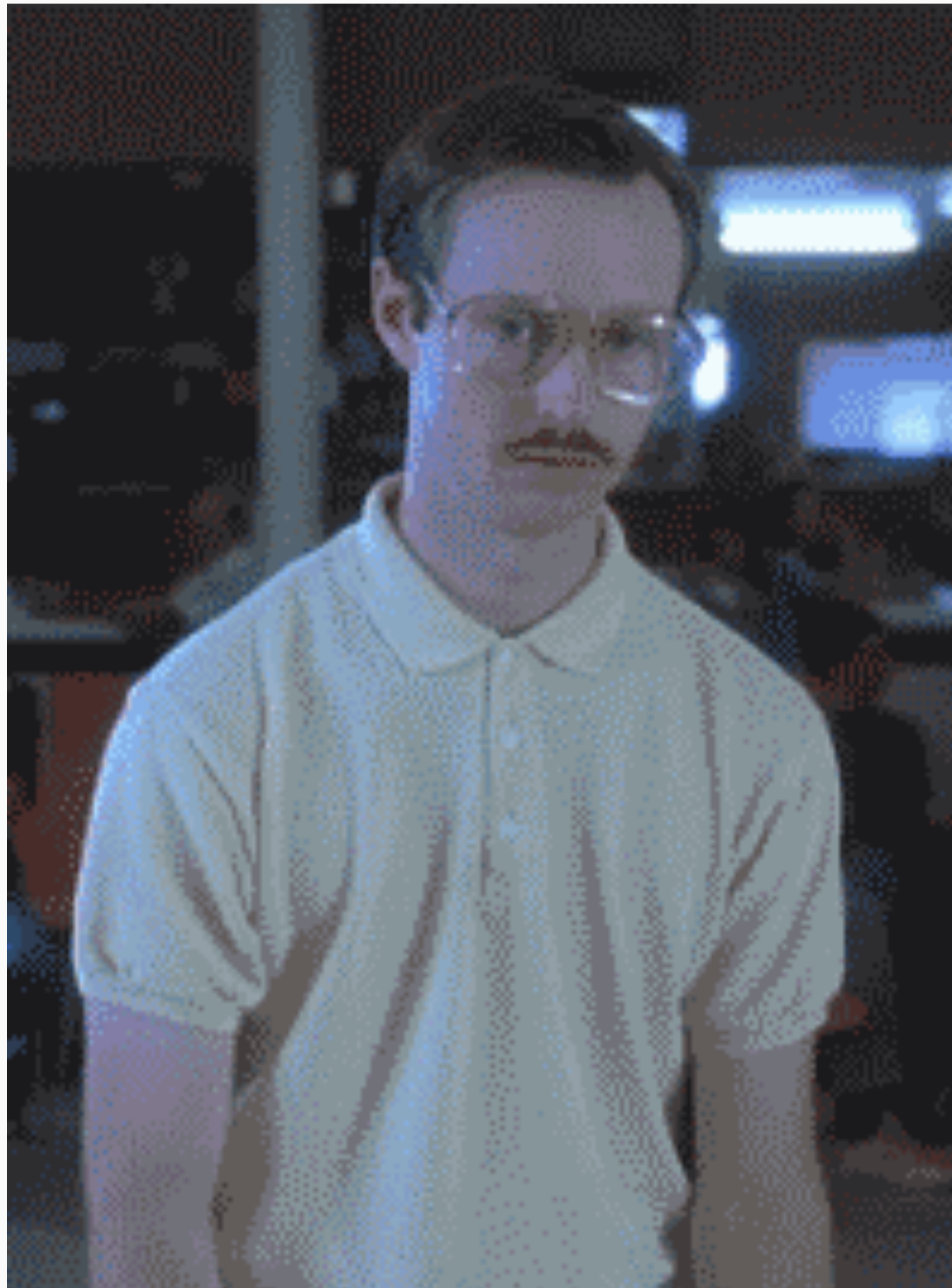


I software vanno e vengono
occorre migliorarsi come designer

Le lezioni

8 lezioni*
da 3 ore

*ne salteremo due da qui alla fine dell'anno



Ogni lezione

teoria e pratica

Pratica

un software ogni lezione

Ultima lezione

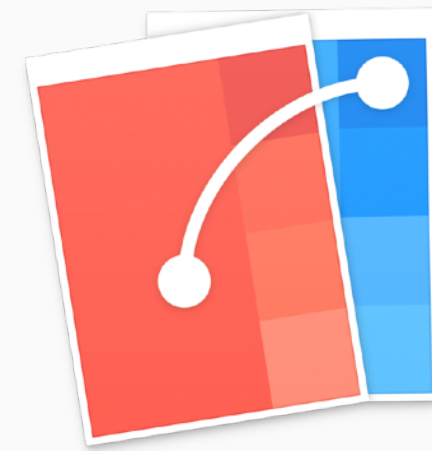
supporto per esame

Ultima lezione

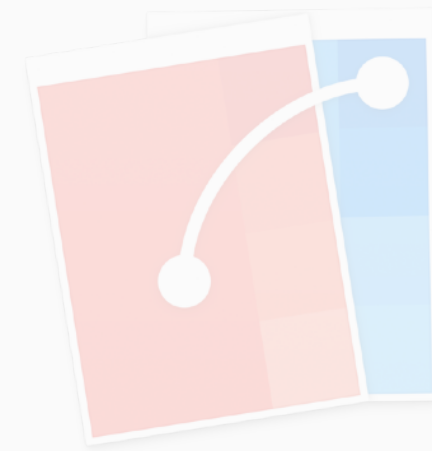
supporto per esame

+ eventuali approfondimenti

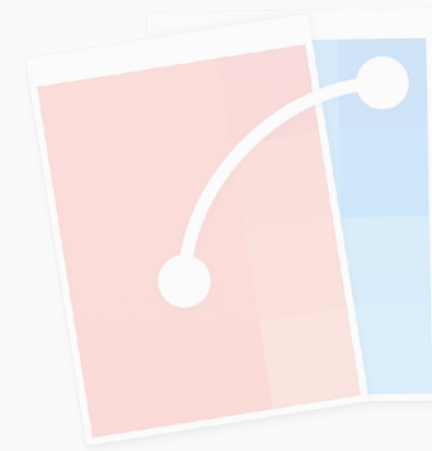
Software



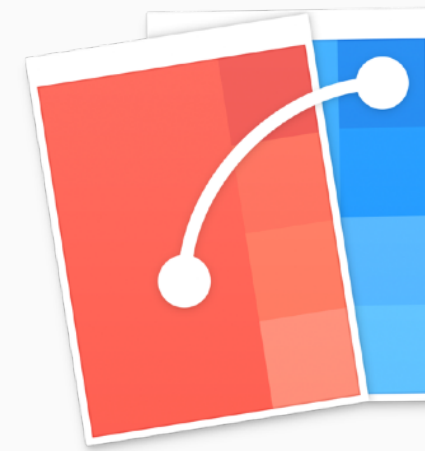
Gratis per studenti



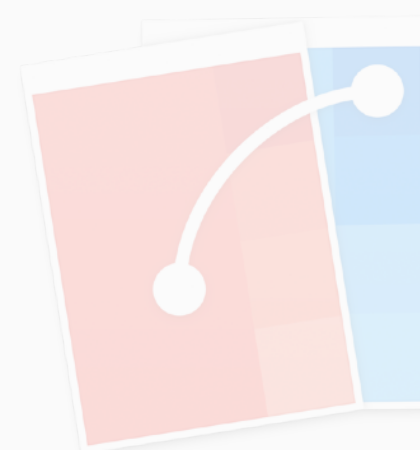
14 giorni trial (ad utilizzo)
\$129 da scontare del 50%
per studenti

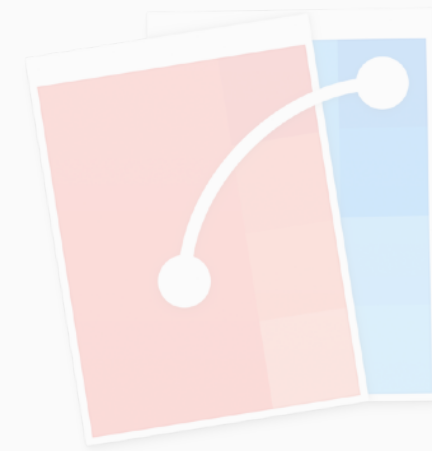


14 giorni trial
\$99 da scontare del 50%
per studenti

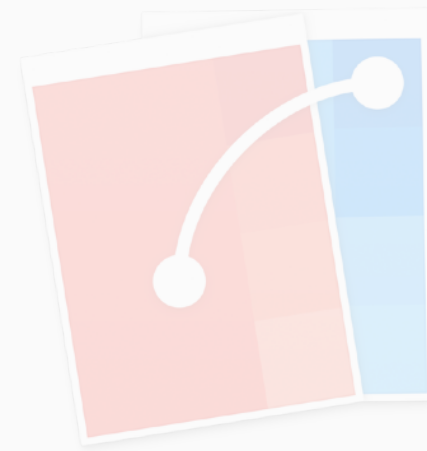


Abbonamento Adobe classico
€19,83 / mese per studenti

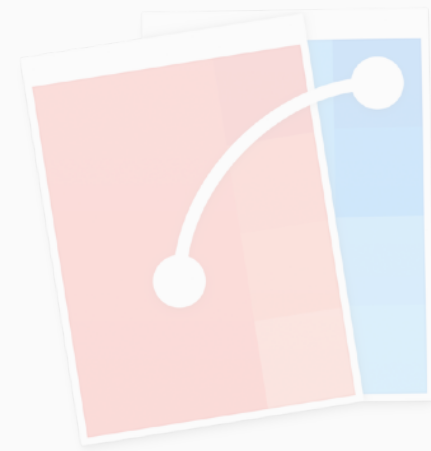




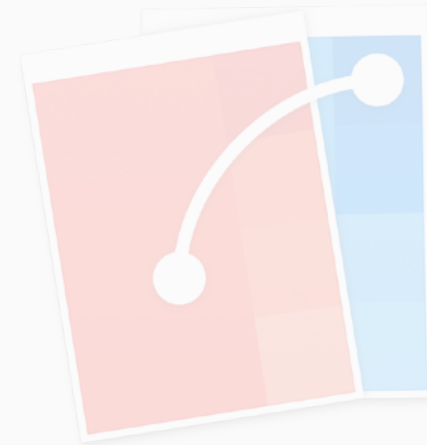
\$99 dollari,
mi informo per gli studenti



**Abbonamento Adobe classico
€19,83 / mese per studenti**

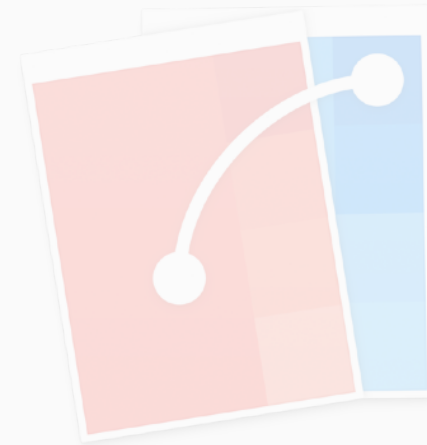


Un progetto free per sempre



2 progetti / 1 un utente
free per sempre

Anche per Windows



Link nelle risorse

Risorse + Contatti

<https://github.com/michelemazzucco/laba-prototyping-16-17>

<https://github.com/michelemazzucco/laba-prototyping-16-17>



Link, esercizi, slide

<https://goo.gl/UwQN3s>

Libri consigliati

- **Designing Interfaces - Patterns for Effective Interaction Design**
By Jenifer Tidwell - O'Reilly Media
- **About Face - The Essentials of Interaction Design**
by Alan Cooper, Robert Reimann, David Cronin, Christopher Noessel
- **Prototyping for Designers - Developing the Best Digital and Physical Products**
By Kathryn McElroy - O'Reilly Media

laba@michelemazzucco.it

Svolgimento esame

70% teoria, 30% pratica

70% teoria, 30% pratica

Su gli argomenti trattati a lezione

70% teoria, 30% pratica

3/4 esercizi, più indicazioni
nelle prossime lezioni

Domande?

Aspettative?