



DESIGNATION

Prep Work

INTRODUCTION

Building Your Foundation

We created DESIGNATION to cultivate a design community unlike any other place. A program where incredibly passionate and creative people are empowered to open their minds, have the courage to tear down self-doubt, and embrace the thirst for constant education.

At DESIGNATION we provide individuals with an inspiring, design-focused environment that promotes self-discovery through

collaboration, skill development, and real-world problem solving. This Prep Work is designed to help you enter on day one with a foundational understanding of user experience, visual design, and front-end development. As you begin DESIGNATION, we look forward to helping you learn from failure, embrace change, and develop the skills and mindset to become a successful digital designer.



DESIGNATION TEAM

Table of Contents

PREP WORK

Interaction and UX Design	4
Videos	5
Activities	6
Visual and UI Design	9
Videos	10
Activities	11
Front-End Web Development	14
Videos	15
Prep Work Activities	16

“

It's not enough that we build products that function, that are understandable and usable, we also need to build products that bring joy and excitement, pleasure and fun, and yes, beauty to people's lives.

— Don Norman

Interaction & UX Design

Instruction by Zeke Franco



INSTRUCTOR BACKGROUND

Get to Know Your Instructor

Zeke has been designing and coding for eight years. He has a passion for meticulously crafted interfaces that work to improve the user's experience of a service and/or product. He's a passionate proponent for bringing together user research, design and technology to improve people's experiences with brands, products or services.



and designing innovative restaurant-facing products such as OrderHub and Delivery-Hub. More recently you can see his focus placed on improving GrubHub's diner-facing mobile products with enhancements like Track Your Grub and a completely redesigned mobile web experience.

LEISURE

During the day, Zeke works at GrubHub as a Senior Interaction Designer. His efforts have been focused on conceptualizing

Now I get to write in first person! Hi. So yeah, leisure. Well, I spend lots of time

eating so I guess, I'm a foodie. Yep, I'm that guy with lots of food in my Instagram feed. #guilty I'm also into music, photography, typography, and science. Oh, and I like animals. I worked as a Vet. Tech in Veterinary Hospitals while in College. I've been in Chicago for three years, (transplant from Southern California) so enjoy exploring Chicago like I'm a tourist. I'm looking forward to meeting all of you. It should be fun; I like to laugh as much as I like to geek-out.

SOFTWARE RECOMMENDATIONS

I will be teaching interaction design (IxD) and user experience design using paper/pencil, [OmniGraffle](#), [Keynote](#) (or [Powerpoint](#)) and [Proto.io](#); with a few bonus tools & techniques thrown in.



OmniGraffle is only available for the Mac. We highly recommend using a Mac for design and development. If you must use a PC then you can use [Axure](#) (available for Mac & Win) or [Balsamiq](#) (available for Mac, Win, & Linux). Axure is a popular tool, so it may be good to know regardless of which platform you are on. [Visio](#) (Win only) could be an option too, but I haven't heard of many designers who use it to design. Lastly, You'll be using Adobe software for your visual design projects, so [Illustrator](#) or [InDesign](#) is another option you could use for interaction and UX design.

There are downsides to using visual design tools for interaction design, which we'll cover in class. If you can use OmniGraffle Pro that is my recommended software and if you have time, I'd recommend playing with Axure as well.

IxD & UX Videos

TOTAL TIME: 8H 12M 05S



Bill Moggridge: What is Design?
(54m 34s)



Lynda.com: Interaction Design Fundamentals (3h 18m)



Designers — Think big! TED talk by Tim Brown (16m 50s)

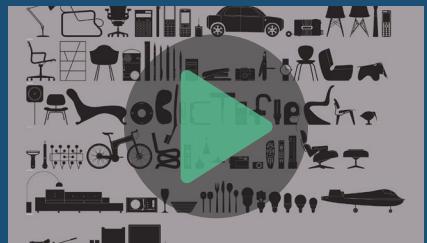
IXD & UX VIDEOS, CONTINUED



Lynda.com: OmniGraffle – Creating Web Sitemaps and Wireframes (2h 15m)



3 ways good design makes you happy – TED talk by Don Norman (12m 41s)



Objectified - Available on Netflix (1hr 15m)

ONLINE READING

- [What is User Experience Design?](#)
- [Nine Essential Characteristics of Good UX Designers](#)
- [Myth: You are like your users](#)

ONLINE RESOURCES

- [Konigi Tools](#)
- [Graffletopia](#)
- [Keynotopia](#)
- [IxD Sketches](#)

CHICAGO MEETUP GROUPS

- [IxDA Chicago](#)
- [UX Book Club](#)
- [HCD&T Book Club](#)
- [Interactive Design & Development Meetup](#)
- [Refresh Chicago](#)
- [Chicago Product Craftsmanship](#)
- [chiDUXX: Chicago Women of Design & UX](#)
- [Service Design Meetup](#)
- [Axure Meetup Group](#)

IxD and UX Prep Work Activities

PERSONALITY TEST

Plan to share on Monday, 4/21

Take the [Myers Brigg's Test](#). Write down your result and feel free to explore the addition of [salt](#).

EXERCISE: THREE GOOD, THREE BAD

Plan to share on Monday, 4/28

Capture six photos, taken by yourself, of *three good designs and three bad designs*. See table below for criteria.

The pictures don't need to be artsy. Describe each example and why it is bad or good in your opinion. The aesthetic value shouldn't be the only reason why something is considered good or bad design. Please make sure to thoroughly explain your thinking. If possible write up as a blog post. Each student should have good and bad examples in the following categories: physical product, digital product, and anything local (architecture, AD, system, public area, etc).

	GOOD DESIGN	BAD DESIGN
PHYSICAL	Photo #1	Photo #2
DIGITAL	Photo #3	Photo #4
LOCAL	Photo #5	Photo #6
A SERVICE (BONUS)	Photo #7	Photo #8

“

A brand is the sum of the customer's experiences with the relevant product or company. It is transmitted in every interaction with the customer over the lifetime of the relationship.

— Suzanne Hogan

Visual & UI Design

Instruction by JJ Lee



INSTRUCTOR BACKGROUND

Get to Know Your Instructor

JJ Lee is your brand and visual interface designer for this cohort. He is currently a senior designer at Sittercity, where he helps develop the brand, marketing design, art direction and interface design. Being at a startup environment requires a designer to play multiple roles. Before joining Sittercity, JJ was involved in a number of other startup companies.

JJ began his design journey by going to architecture school at Illinois Institute of Technology. After two years he changed



his focus and eventually ended up learning digital design, attending Electronic Media Design in Vancouver, BC.

JJ works on brand design and development, as well as interface design, for various startups in his spare time.

LEISURE

I was born and raised in Chicago, but I also lived briefly in Vancouver and fell in love with the Pacific Northwest. A lot of my designs are influenced by the hard work

and rough Midwest style as well as the raw and beautiful Pacific Northwest style. I love the outdoors and playing sports, and I'm especially a die-hard Chicago sports fan. I prefer tea over coffee, and I'm a big sucker for Legos and gadgets. My best friend is a Jack Russell Terrier who has grown up with me for 11 years.

SOFTWARE RECOMMENDATIONS

Visual Design is important because it is the first point of contact your product or company has with the user. Colors, icons, typography all become important as they add to the experience, usability and purpose of your

product or company. Before we dive into all that, it is essential that everyone knows how to utilize various tools to help them create the visuals that your users will interact with. Industry standard softwares, Adobe Illustrator and Adobe Photoshop are primarily used for creating these visuals. It is important that you become comfortable and familiar with these programs. It is not necessary that you master and become extremely proficient with these softwares and tools at the beginning of class, but as the weeks go on, you will learn to master each of the tools and techniques. Try your best and learn the basics of each software.

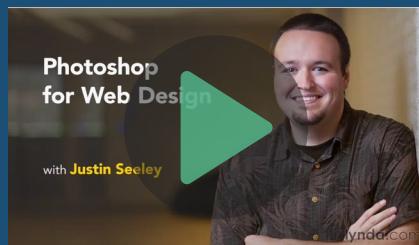


Adobe Training Videos

TOTAL TIME: 26H 43M



Lynda.com: Photoshop CC Essential Training (13h 46m)



Lynda.com: Photoshop for Web Design (4h 56m)



Lynda.com: Illustrator CC Essential Training (8h 1m)

RESOURCES

- [Adobe Photoshop CC Classroom in a Book](#)
- [Adobe Illustrator CC Classroom in a Book](#)
- [Photoshop Tutorials](#)
- [Even more Photoshop Tutorials](#)
- [Great Illustrator Tutorials](#)
- [Even more Illustrator Tutorials](#)
- [Terry White on Youtube](#)

Visual and UI Prep Work Activities

WHAT IS A BRAND?

Plan to share on Monday, 4/21

What brand do you like? Why do you like this brand? Is there a competitor and why haven't you chosen this competitor? Be prepared to talk about your favorite brand on our first day.

RECREATE THREE SUPERHERO LOGOS

Plan to share on Wednesday, 4/23

Using Illustrator, recreate 3 superhero (Superman, Batman, Flash...etc) logos of your choice. Try to be as accurate as possible down to the correct color. Don't worry about being perfect, just try to be as close as possible.

CREATE A SELF PORTRAIT OF YOURSELF IN ILLUSTRATOR

Plan to share on Wednesday, 4/23

Using Illustrator import an image of yourself and recreate it using the pen tool. Don't worry too much about the

background. Tip: try using a black and white image of yourself with high contrast using Photoshop before you import the image. A higher contrast image will make it easier to determine the lines and shadows. Don't worry about being perfect, just try to be as close as possible.

RECREATE YOUR FAVORITE WEBSITE'S HOMEPAGE

Plan to share on Wednesday, 4/23

Look for a website you really like, and recreate it using Illustrator and/or Photoshop. Pay attention to all the spacing, widths and heights of visual elements on the website.

Tip: take a screenshot of the homepage and use that to extract any images you may need and any measurements. Also, logos, icons and buttons can be recreated in photoshop. Don't worry about being perfect. Try to be as close as possible. Utilize layers and groups to keep your project organized!

“

A deeper understanding and appreciation for how things work, and came to be, is the observer's reward in life. What sets a designer apart from a ponderer is the will to affect change, to create, and to make better.

— Morgan Knutson

Front-End Development

Instruction by Chris Smith



INSTRUCTOR BACKGROUND

Get to Know Your Instructor

Chris is a passionate designer that has been experimenting with user experience, digital design and programming for thirteen years. By pouring his strong emphasis on usability, innovation and expansion in a bowl, then mixing together his diverse skill-set, Chris has helped bring award winning projects for Disney, Activision, Fox, Sony, Warner Bros, Porsche, Hanes, Allstate and more to life.



For the last five years, he has been an independent working with as many cool companies, brands, and projects as possible, while also staying active in the music industry as a musician and producer.

Chris will be teaching code—but more importantly—why understanding how code works will make you better at designing a successful user experience.

SOFTWARE RECOMMENDATIONS

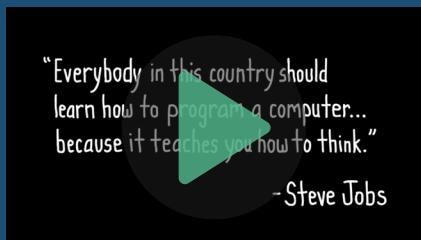
Depending on what language you are programming, there are a few different applications that help the development process. Personally, I use [BBedit](#) because I like having a very lean text editing platform with no added bells and whistles.



A couple of popular ones are [Sublime](#), [Eclipse](#), [Dreamweaver](#), [Komodo Edit](#), [Coda 2](#), [TextMate](#), [Visual Studio](#) for ASP.Net, and for more low level programming you can use [XCode](#) and such. Let's not worry about the editor for now, what matters are the concepts. Each language has it's own nuances.

Front-End Development Videos

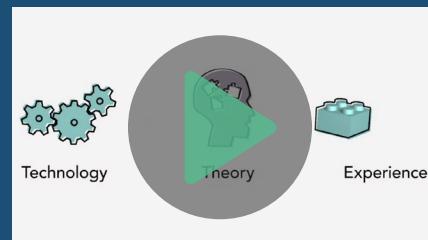
TOTAL TIME: 15H 15M 40S



*What All Schools Should But
Don't Teach (9m 33s)*



*Lynda.com: Web Technology
Fundamentals (2h 4m)*



*Lynda.com: Web Design
Fundamentals (2h 56m)*



*Lynda.com: HTML Essential
Training (5h 34m)*



*Lynda.com: CSS Fundamentals
(3h 14m)*



*Lynda.com: jQuery for Web
Designers (1h 42m)*

READING & INSPIRATION

- [FWA](#)
- [CSS Design Awards](#)
- [Awwwards](#)
- [Abduzeedo](#)
- [Codrops](#)

RESOURCES

- [TMW Frontend Guidelines](#)
- [W3Schools](#)
- [SitePoint Reference](#)
- [A List Apart](#)
- [Stack Overflow](#)

Front-End Dev Prep Work Activities

CODING PROJECT BRAINSTORM

Plan to share on Thursday, 4/24

Write a one-page overview for a 'coding' project that you will undertake during the program. It's important to challenge yourself, select an idea or project that you have been thinking about or come up with something new. We will discuss these projects in the first week of the program.

BUILD A WEBSITE

Plan to share on Thursday, 4/24

Build a functional website for the first class, this should be a new idea: product, company or personal portfolio. Feel free to use any online software or technology to design the site. For advanced developers - create a parallax style animated application with HTML/CSS/JavaScript.

“ ”

*There's no learning without trying
lots of ideas and failing lots of
times.*

— Jonathan Ive