

why are writing skills important?

IXD Behaviours

**“Writing is a secret weapon for
designers...”**

– Ellen Lupton

**95% of the information on the
web is written language.**



A video player showing a man with red hair singing into a microphone. He is wearing a dark jacket over a striped shirt. The background is a patterned wall. The video is from Vevo. The progress bar shows 0:03 / 3:32. Below the video are standard YouTube controls: play, volume, and settings. The video has been viewed 842,852,547 times since October 24, 2009.

#RickAstley #NeverGonnaGiveYouUp #DancePop
Rick Astley - Never Gonna Give You Up (Video)

842,852,547 views • Oct 24, 2009

1M 8M 246K SHARE SAVE ...



Official Rick Astley 🎵
1.79M subscribers

Rick Astley's official music video for "Never Gonna Give You Up"
Listen to Rick Astley: https://RickAstley.lnk.to/_listenYD

SUBSCRIBE

Find the words. ✓

Grammarly Ad www.grammarly.com DOWNLOAD

a-ha - Take On Me (Official 4K Music Video)
a-ha 4K 1.1B views • 11 years ago

Mix - Rick Astley - Never Gonna Give You Up (Video)
YouTube 50+ (▶)

Mix - Pop music
YouTube 50+ (▶)

Take It Easy Rock
YouTube Music 119 (▶)

PewDiePie getting Rickrolled Compilation
Reposter of Memes 4M views • 5 months ago

80s Music Hits - 80s Playlist

The image shows a YouTube video player for the song "Never Gonna Give You Up" by Rick Astley. The video is at 0:03 of 3:32. The player includes standard controls like play/pause, volume, and a progress bar. Below the video, the title "Rick Astley - Never Gonna Give You Up (Video)" is displayed along with the view count (842,852,547) and upload date (Oct 24, 2009). The video has 8M likes and 246K dislikes. There are options to share, save, and more. A red "SUBSCRIBE" button is visible. The channel "Official Rick Astley" has 1.79M subscribers. The video description encourages listening via a provided link. To the right of the video player is a sidebar with a search bar, a microphone icon, and a sign-in button. The sidebar also features an advertisement for Grammarly and several recommended videos.

Search

YouTube CA

Find the words. ✓

Grammarly Ad www.grammarly.com DOWNLOAD

a-ha - Take On Me (Official 4K Music Video)

a-ha 4:04

Mix - Rick Astley - Never Gonna Give You Up (Video)

YouTube 50+ (▶)

Mix - Pop music

YouTube 50+ (▶)

Take It Easy Rock

YouTube Music 119 (▶)

PewDiePie getting Rickrolled Compilation

Reposter of Memes 4M views • 5 months ago 1:56

80s Music Hits - 80s Playlist

#RickAstley #NeverGonnaGiveYouUp #DancePop

Rick Astley - Never Gonna Give You Up (Video)

842,852,547 views • Oct 24, 2009

8M 246K SHARE SAVE ...

Official Rick Astley 1.79M subscribers

SUBSCRIBE

Rick Astley's official music video for "Never Gonna Give You Up"

Listen to Rick Astley: https://RickAstley.lnk.to/_listenYD

Find the words. 



Grammarly

Ad www.grammarly.com

DOWNLOAD



a-ha - Take On Me (Official 4K Music Video)

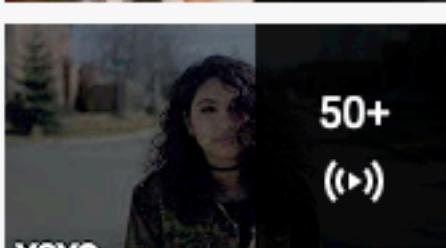
a-ha

1.1B views • 11 years ago



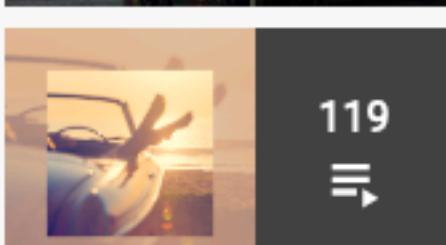
Mix - Rick Astley - Never Gonna Give You Up (Video)

YouTube



Mix - Pop music

YouTube



Take It Easy Rock

YouTube Music



PewDiePie getting Rickrolled Compilation

Reposter of Memes

4M views • 5 months ago



80s Music Hits - 80s Playlist

A screenshot of a YouTube video player. The main video frame shows a man in a dark suit and tie standing on a stage, speaking into a microphone. Below the video, the title 'Never Gonna Give You Up' by Rick Astley is displayed, along with the view count of 800,000,000 and the upload date of Oct 31, 2009. A red 'SUBSCRIBE' button is visible. The video has received over 300,000 likes and 100,000 dislikes. The comment section below the video frame is filled with numerous replies from users, many of which are in blue, indicating they are clickable links or replies to other comments.

Words – especially those used in interactions, like button labels – should be meaningful and simple to understand. They should communicate information to users, but not too much information to overwhelm the user

5 dimensions of interaction design:

- 1D Words
- 2D Visual Representations
- 3D Physical Objects or Spaces
- 4D Time
- 5D Behavior
- <https://www.interaction-design.org/literature/article/what-is-interactiondesign>

5 DIMENSIONS OF INTERACTION DESIGN

The image shows a wireframe of a web application window. At the top, there are three small circles representing tabs. Below the tabs, the title "Application Form" is centered in a large, bold font. Underneath the title, a smaller text instruction reads "Please enter the description below:". Below this instruction is a text input field containing placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec etiam ex, cursus id sapien quis, aliquam imperdiet risus mauris. Donec tempus, diam ut congue rhinoceros, metus tortor viverra lectus, ut hendrerit felis lacus illi felis. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere nibh. Curabitur Morbi mauris enim, convallis et moris ipsa, dapibus consectetur nisl." At the bottom of the form is a dark rectangular button labeled "SUBMIT".



INTERACTION DESIGN
FOUNDATION

INTERACTION-DESIGN.ORG

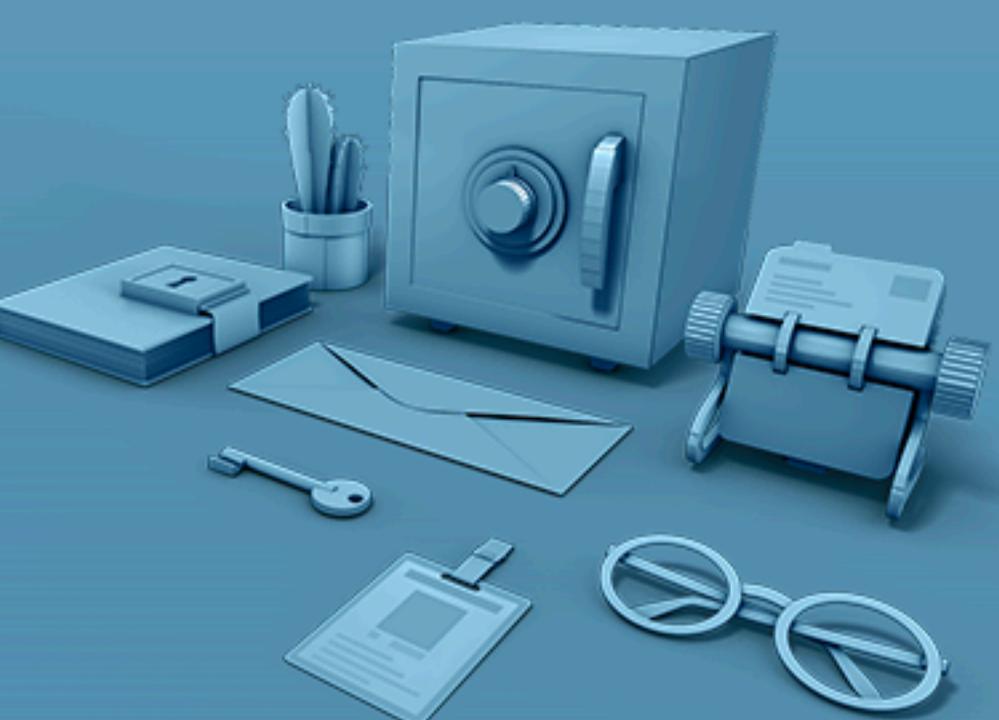
What are IxD writers focused on achieving?

- Creating **useful**, **usable** content
- Ensuring an **enjoyable** experience for users

-  > What kinds of information do we collect?
-  > How do we use this information?
-  > How is this information shared?
-  > How can I manage or delete information about me?
-  > How do we respond to legal requests or prevent harm?
-  > How our global services operate
-  > How will we notify you of changes to this policy?
-  > How to contact Facebook with questions

Data Policy

We give you the power to share as part of our mission to make the world more open and connected. This policy describes what information we collect and how it is used and shared. You can find additional tools and information at [Privacy Basics](#).



[Return to top](#)

What kinds of information do we collect?

Depending on which Services you use, we collect different kinds of information from or about you.

Things you do and information you provide.

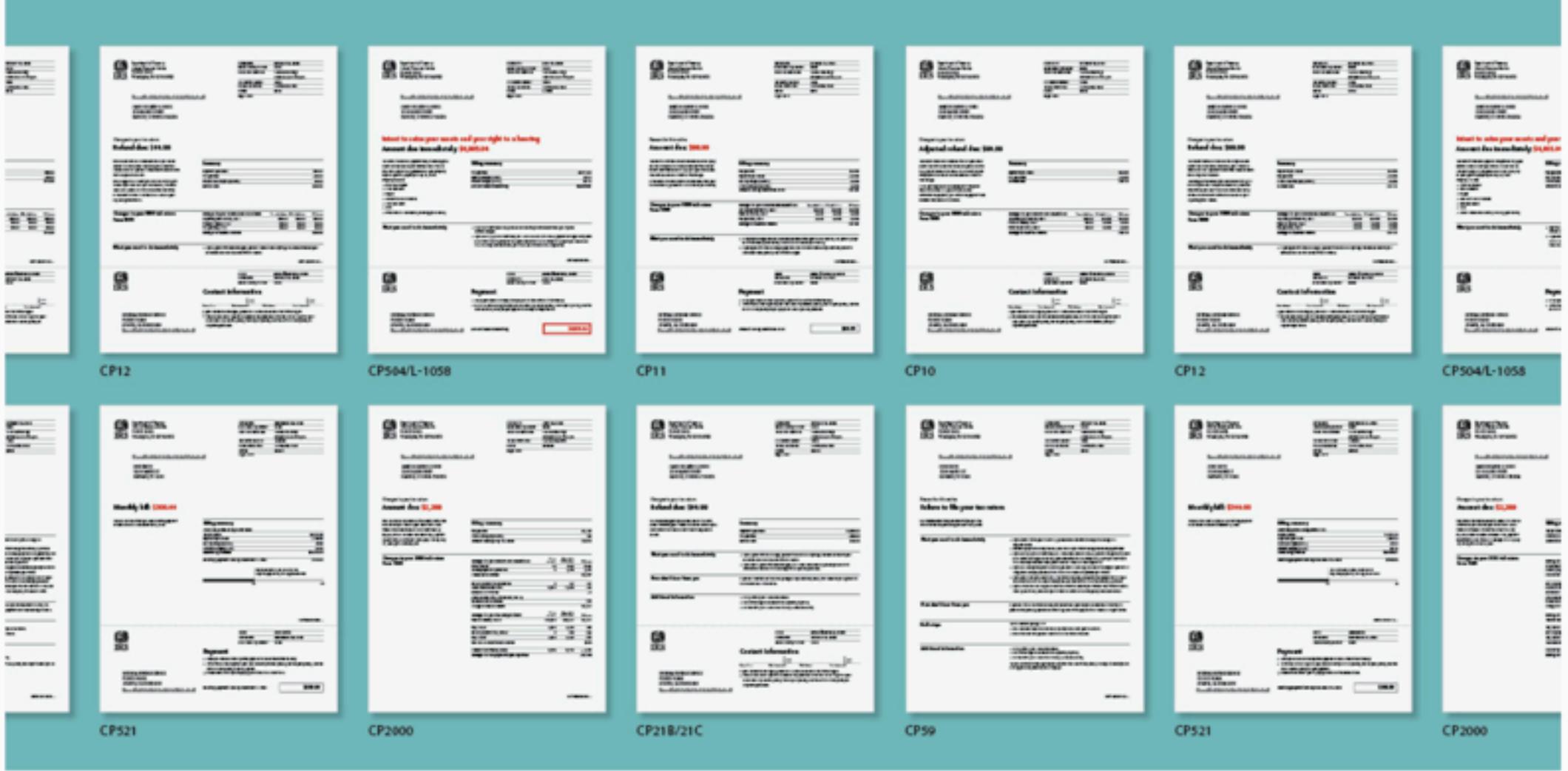
We collect the content and other information you provide when you use our Services, including when you sign up for an account, create or share, and message or communicate with others. This can include information in or about the content you provide, such as the location of a photo or the date a file was created. We also collect information about how you use our Services, such as the types of content you view or engage with or the frequency and duration of your activities.

Things others do and information they provide.

We also collect content and information that other people provide when they use our Services, including information about you, such as when they share a photo of you, send a message to you, or upload, sync or import your contact information.

Your networks and connections.

We collect information about the people and groups you are connected



IRS SIMPLIFICATION

CHALLENGE

Provide a better experience for 300 million taxpayers by making IRS communications easier to understand.

SOLUTION

As part of a team of writers and designers, I helped develop a communications strategy for the IRS's most common tax notices and forms. Our system was based on a simple template and reusable content modules.

HOW I HELPED

- Content analysis
- Concept development, prototyping, user research
- Writing and information design
- Content management

Team: Siegel+Gale

RECOMMENDATION

Simplifying the most common taxpayer communications

The IRS sends millions of communications each year—most of which are overly complex, cluttered, and full of jargon.

To improve the taxpayer experience, our team proposed a new design featuring:

- **A modular system of reusable content** "Recipes" for combining standard content elements into different notices
- **Improved content**—prominent summary of what action to take, clear headings, everyday language
- **Consistent design**—a simple template that can be used for a range of communications

Minnesota, 2008



A white rectangular form titled "TO BE COMPLETED BY VOTER". It contains fields for "VOTER'S NAME (PLEASE PRINT)" and "VOTER'S MINNESOTA ADDRESS (PLEASE PRINT)". Below these is a "MN" logo. A section for "I certify that on election day I will meet all the legal requirements to vote by absentee ballot." is followed by "VOTER'S SIGNATURE" and "DATE". At the bottom, another section for "TO BE COMPLETED BY WITNESS" includes a list of certification points.

↓ TO BE COMPLETED BY VOTER ↓

VOTER'S NAME (PLEASE PRINT)

VOTER'S MINNESOTA ADDRESS (PLEASE PRINT)

MN

I certify that on election day I will meet all the legal requirements to vote by absentee ballot.

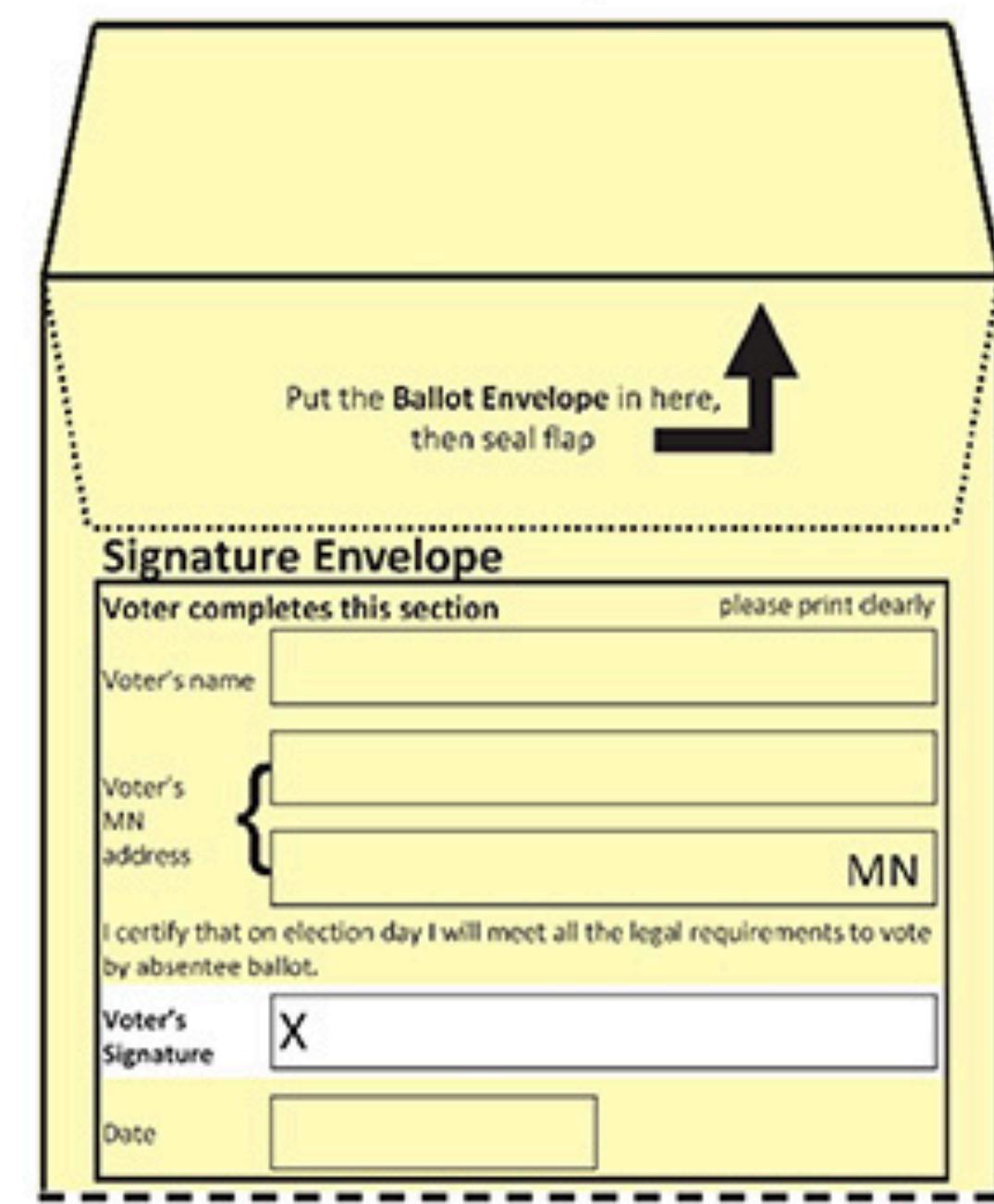
VOTER'S SIGNATURE DATE

↓ TO BE COMPLETED BY WITNESS ↓

I certify that the voter

- showed me the blank ballots before voting;
- marked the ballots in private or, if physically unable to mark the ballots, the ballots were marked as directed by the voter; and
- enclosed and sealed the ballots in the secrecy envelope.

Minnesota, 2010



A yellow rectangular form titled "Signature Envelope". It has a black arrow pointing upwards from the top flap area to the text "Put the Ballot Envelope in here, then seal flap". Below this is a section for "Voter completes this section please print clearly". It includes fields for "Voter's name", "Voter's MN address", and "Date". A "MN" logo is present. The bottom section is identical to the 2008 form.

Put the Ballot Envelope in here, then seal flap

↑

Signature Envelope

Voter completes this section please print clearly

Voter's name

Voter's MN address

MN

I certify that on election day I will meet all the legal requirements to vote by absentee ballot.

Voter's Signature X

Date

“...in the 2008 and 2010 general elections combined, as many as 400,000 people had their absentee or provisional ballot rejected because they made technical mistakes completing the forms or preparing and returning the envelope.”

—Better Design, Better Elections

(5) Following thereupon shall be printed the names of the candidates for such office according to the title and the term thereof and below the name of each candidate shall be printed his place of residence, stating the street and number (if any). **The names of candidates shall be printed in capital letters** not less than one-eighth nor more than one-quarter of an inch in height, and immediately at the left of the name of each candidate shall be printed a square, the sides of which shall not be less than one-quarter of an inch in length. The



A candidate's hometown must be listed under their name.

United States

Google



A candidate's occupation must be listed under their name.

A candidate's name

must include the image

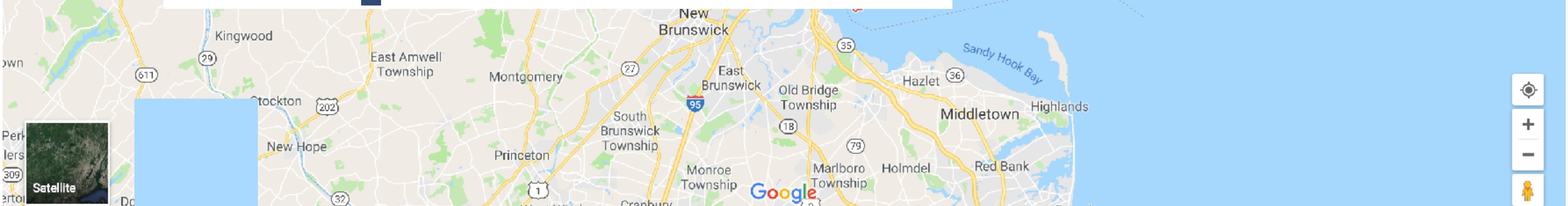
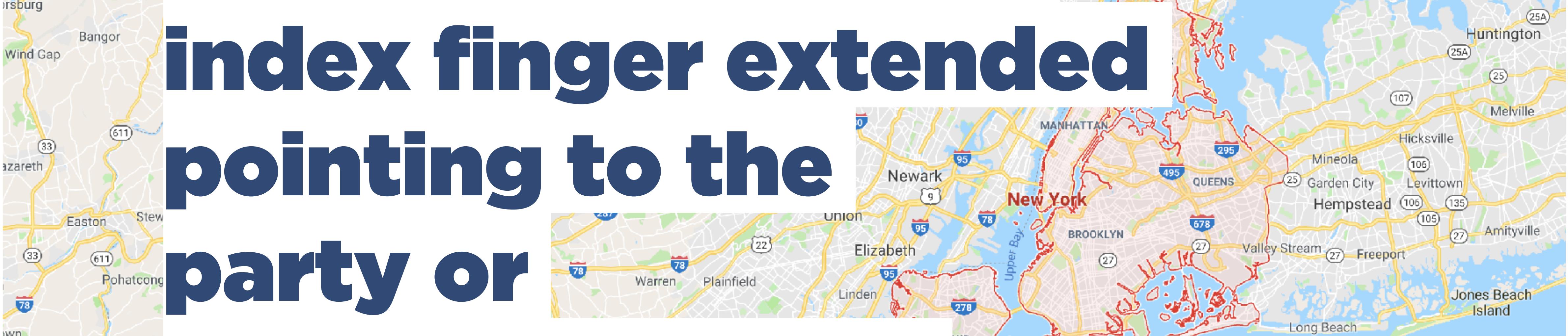
of a closed fist with

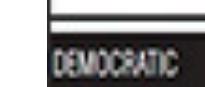
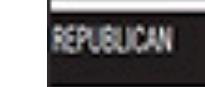
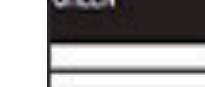
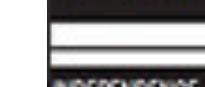
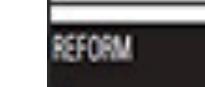
index finger extended

pointing to the

party or

independent row.



OFFICE	1 PRESIDENTIAL ELECTORS FOR PRESIDENT AND VICE PRESIDENT (Vote ONCE)	2 UNITED STATES SENATOR (Vote for ONE)	3 REPRESENTATIVE IN CONGRESS 19th District (Vote for ONE)	4 STATE SENATOR 5th District (Vote for ONE)	5 MEMBER OF ASSEMBLY 12th District (Vote for ONE)
DEMOCRATIC  A ★	<input type="radio"/> 1A DEMOCRATIC Hillary Clinton <small>For President</small> <input type="radio"/> 2A DEMOCRATIC Tim Kaine <small>For Vice President</small>	<input type="radio"/> 2A REPUBLICAN Charles E. Schumer	<input type="radio"/> 3A DEMOCRATIC Zephyr Teachout	<input type="radio"/> 4A DEMOCRATIC Jermaine Bagnall-Graham	<input type="radio"/> 5A DEMOCRATIC Bill Magee
REPUBLICAN  B ★	<input type="radio"/> 1B REPUBLICAN Donald J. Trump <small>For President</small> <input type="radio"/> 2B REPUBLICAN Michael R. Pence <small>For Vice President</small>	<input type="radio"/> 2B REPUBLICAN Wendy Long	<input type="radio"/> 3B REPUBLICAN John J. Faso	<input type="radio"/> 4B REPUBLICAN James L. Seward	<input type="radio"/> 5B REPUBLICAN John J. Salka
CONSERVATIVE  C ♀	<input type="radio"/> 1C CONSERVATIVE Donald J. Trump <small>For President</small> <input type="radio"/> 2C CONSERVATIVE Michael R. Pence <small>For Vice President</small>	<input type="radio"/> 2C CONSERVATIVE Wendy Long	<input type="radio"/> 3C CONSERVATIVE John J. Faso	<input type="radio"/> 4C CONSERVATIVE James L. Seward	<input type="radio"/> 5C CONSERVATIVE John J. Salka
GREEN  D ♀	<input type="radio"/> 1D GREEN Jill Stein <small>For President</small> <input type="radio"/> 2D GREEN Ajamu Baraka <small>For Vice President</small>	<input type="radio"/> 2D GREEN Robin Laverne Wilson			
WORKING FAMILIES  E ♂	<input type="radio"/> 1E WORKING FAMILIES Hillary Clinton <small>For President</small> <input type="radio"/> 2E WORKING FAMILIES Tim Kaine <small>For Vice President</small>	<input type="radio"/> 2E WORKING FAMILIES Charles E. Schumer	<input type="radio"/> 3E WORKING FAMILIES Zephyr Teachout		
INDEPENDENCE  F ♀	<input type="radio"/> 1F INDEPENDENT Gary Johnson <small>For President</small> <input type="radio"/> 2F INDEPENDENT Bill Weld <small>For Vice President</small>	<input type="radio"/> 2F INDEPENDENT Charles E. Schumer	<input type="radio"/> 3F INDEPENDENT John J. Faso	<input type="radio"/> 4F INDEPENDENT James L. Seward	<input type="radio"/> 5F INDEPENDENT Bill Magee
WOMEN'S EQUALITY  G ♀	<input type="radio"/> 1G WOMEN'S EQUALITY Hillary Clinton <small>For President</small> <input type="radio"/> 2G WOMEN'S EQUALITY Tim Kaine <small>For Vice President</small>	<input type="radio"/> 2G WOMEN'S EQUALITY Charles E. Schumer		<input type="radio"/> 4G WOMEN'S EQUALITY Jermaine Bagnall-Graham	
REFORM  H ✓		<input type="radio"/> 2H REFORM Wendy Long	<input type="radio"/> 3H REFORM John J. Faso	<input type="radio"/> 4H REFORM James L. Seward	<input type="radio"/> 5H REFORM John J. Salka
LIBERTARIAN  I ♀	<input type="radio"/> 1I LIBERTARIAN Gary Johnson <small>For President</small> <input type="radio"/> 2I LIBERTARIAN Bill Weld <small>For Vice President</small>	<input type="radio"/> 2I LIBERTARIAN Alex Merced			
WRITE-IN	WRITE-IN	WRITE-IN	WRITE-IN	WRITE-IN	WRITE-IN

SAMPLE

OFFICE	1	2	3	4
	STATE SUPREME COURT JUST			
★ A DEMOCRATIC 	<input type="radio"/> 1A ★ Democrat Janet C. Malone	<input type="radio"/> 2A ★ Democrat John P. Colangelo	<input type="radio"/> 3A ★ Democrat Maria S. Vazquez-Dolez	<input type="radio"/> 4A ★ Democrat Victor G. Grossman
B REPUBLICAN 	<input type="radio"/> 1B Republican Mark C. Dillon	<input type="radio"/> 2B Republican Christie Derrick	<input type="radio"/> 3B Republican Daniel Castricone	++
C CONSERVATIVE 	<input type="radio"/> 1C Conservative Mark C. Dillon	<input type="radio"/> 2C Conservative John P. Colangelo		<input type="radio"/> 4C Conservative Victor G. Grossman
W F D WORKING FAMILIES 	<input type="radio"/> 1D Working Families Mark C. Dillon	<input type="radio"/> 2D Working Families John P. Colangelo	<input type="radio"/> 3D Working Families Maria S. Vazquez-Dolez	<input type="radio"/> 4D Working Families Victor G. Grossman
E INDEPENDENCE 	<input type="radio"/> 1E Independence Mark C. Dillon	<input type="radio"/> 2E Independence John P. Colangelo	<input type="radio"/> 3E Independence Maria S. Vazquez-Dolez	

A B C

X Y Z

1. Use lowercase letters.
2. Avoid centred type.
3. Use big enough type.
4. Pick one sans-serif font.
5. Support process and navigation.
6. Use clear, simple language.
7. Use accurate instructional illustrations.
8. Use informational icons (only).
9. Use contrast and colour to support meaning.
10. Show what's most important.

THIS LINE IS ALL CAPITAL LETTERS.



This Line is Upper and Lowercase.



Insert the completed ballot
into the ballot sleeve. Hand in the
ballot to be counted.

(center-aligned)

Insert the completed ballot
into the ballot sleeve. Hand in the
ballot to be counted.

(left-aligned)

Fill in the oval to the left of the name of your choice. You must blacken the oval completely, and do not make any marks outside of the oval. You do not have to vote in every race

(8-point)

Fill in the oval to the left of the name of your choice. You must blacken the oval completely, and do not make any marks outside of the oval. You do not have to vote in every race.

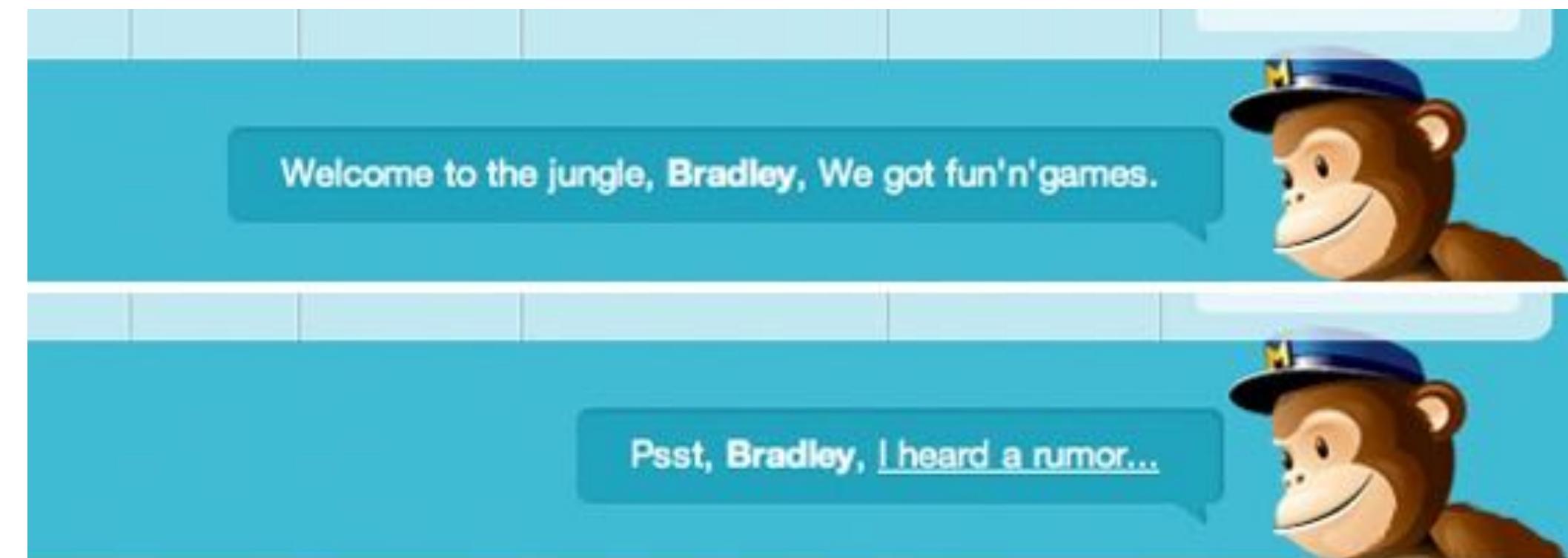
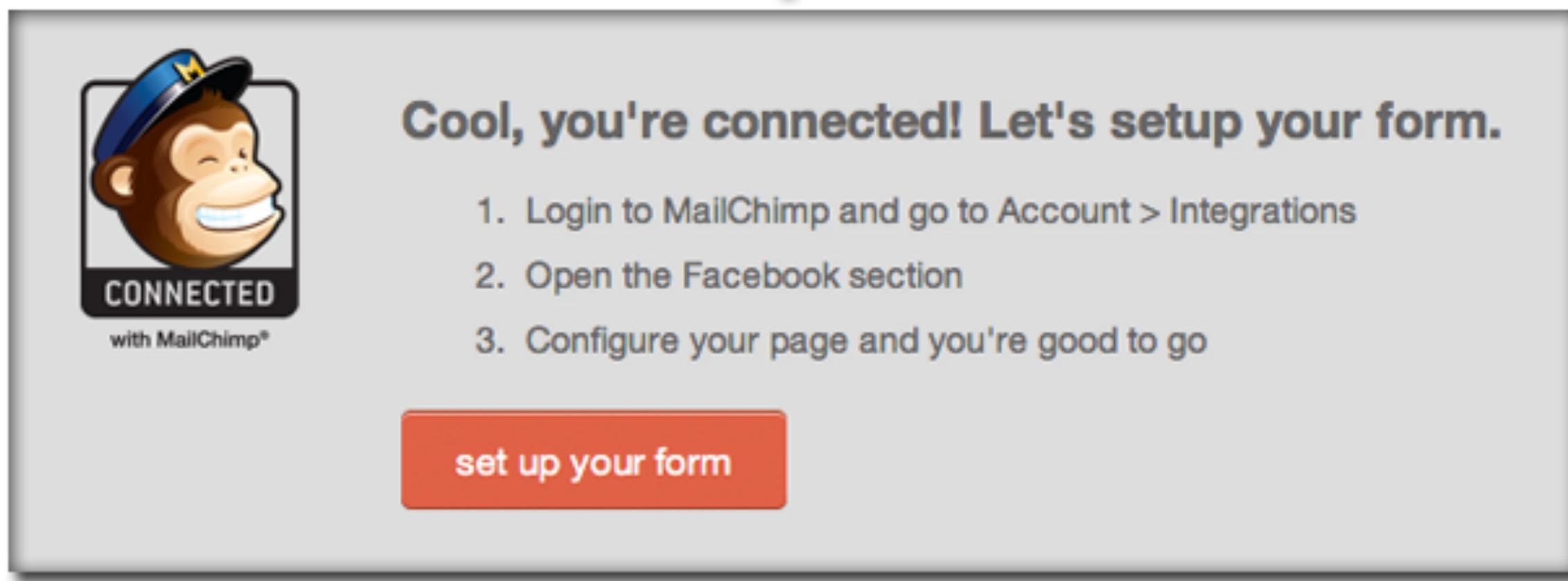
(12-point)

What are IxD writers focused on achieving?

- Creating **useful**, **usable** content
- Ensuring an **enjoyable** experience for users

**IF YOU HIT THIS SIGN,
YOU WILL HIT THAT BRIDGE**





LOUIS CK



FORGOT YOUR PASSWORD?

Oh my god you're an idiot. Give us your email address, and we'll send you a new one.

EMAIL

GET A NEW PASSWORD

Remembered the password? Return to login
Having problems? Click here

Help / FAQ

Tweet g+1

New password



Louis C.K. support@louisck.net via amazonses.co

3:47 PM (2 minutes ago)

to me

Apparently you forgot your password? Ok, so here's your new one, stupid:

EMAIL:

PASSWORD:

Here's the login page in case you forgot that too:

<https://buy.louisck.net/account/signin>



littlebigdetails.com

**blue sky
resumes**

Samples Our Process Our Services Free Resume Help About

Call Today: 914 595 1905

Get a Free Quote

Email Us Phone Us

WHAT'S YOUR Job Search IQ?

NEITHER ARE WE.

WE.

You're not cookie cutter.

We craft compelling, one-of-a-kind resumes that get you noticed.

Our unique resume writing approach has helped thousands of people take their careers to a new level.

Find out how we do it. →

BLUE SKY RESUMES ON [TWITTER](#)

Why writing is important for design/dev jobs

- Communicate instructions to coworkers/collaborators
- Execute editorial strategy
- Conduct content strategy
- Write marketing copy
- Write user-friendly training materials
- Client pitches
- Effective emails

Writing will be as important as design

- Every submission element - the words will be as important as the design and functionality.
- Any documentation elements - the words are what convey the meaning.
- Accuracy and grammar will be of utmost importance.
- If you struggle in this area get help now:
- <https://www.sheridancollege.ca/life-at-sheridan/student-services/tutoring>

Breakout

Ideation

- In your group, select someone to share the XD file with the group so you can all work on it together.
- This is a brainstorming session, so no answer is bad

Interaction Design Behaviours
Week 18 Jan
Activity **Ideation Breakout**

Thinking about your Solution
We will develop some simple ways to take input from external sources such as the time, working with variables, animating content and creating random interactions. Your task is to create a dynamic page application that javascript writes into after the page has loaded. Your content can be animated, textual, graphical or can be a mixture of all. It can require user input or just write directly in.
You can pursue your own project ideas or ones of the following: Area or perimeter calculator, Tip calculator, Grade calculator, Sales Tax Calculator, Sales Tax Calculator after a sales percentage deduction on price, Lottery ticket chooser, Calculus calculator (your own work not using built library). A random home screen that changes depending on time of day/year, What moon phase is tonight, random diners/ food/ entertainment chooser.
Take some time to put ideas that you think might be interesting to explore below.

Instructions
Think through different ideas for your first assignment before starting. Put ideas on the left and take promising one's forward on the right.

Purpose
eg entertainment, news, service

Functionality
What function does this serve for the user?

Result
How does the result of the interaction satisfy the users request?

Highlight the best ones and use the information on the right to explore each one further.
Remember It is better to have more options at the start, as this will save you being locked into just one concept.