

ENTR 390.012

Digital Product Design

LECTURE 10: Visual III - Copy, Illustration, Animation, +more

November 21th, 2016

Housekeeping

1. Assignment
2. Generation Startup
3. Jam Session
(next week)

Beets

Attendance

Lecture



GOOD DESIGN IS...

Useful

Usable

Delightful

Writing

“Error: could not load resource from server”

vs

“Whoops, something broke. Sorry about that!”

Voice & Tone

CONTENT TYPES

Success Message

App Copy

Company Newsletter

Blog

App Copy 2

Public Site

Video Tutorial

Guide

Twitter, Facebook

Knowledge Base

Guide 2

Blog 2

Create Account Form

Public Site 2

Press Release

Public Site 3

Legal Content

App Copy 3

SUCCESS MESSAGE



USER

Finished this week's campaign! Now I can enjoy the weekend.

USER'S FEELINGS

Relief

Pride

Joy

Anticipation

TIPS

- ✓ Pat these users on the back for getting a campaign out the door.
- ✓ They're probably feeling happy and relieved—use casual language that encourages those feelings.
- ✓ Feel free to be funny.

MAILCHIMP

Fine piece of work! You deserve a raise.

Write how you talk

WOLVERINE ACCESS

UNIVERSITY OF MICHIGAN

GATEWAY TO ADMINISTRATIVE SYSTEMS AT THE UNIVERSITY OF MICHIGAN

[Home](#) | [Students](#) | [Faculty & Staff](#) | [Parents & Family](#) | [Alumni](#)

[LOG OUT](#)

Employees

- [Employee Self-Service](#)
- [Register Your Travel](#)
- [UM Emergency Alerts](#)

More Information

To view, enter, and update your data, click Employee Self-Service and log in using your uniqname and UMICH (Kerberos) password. Log out completely when you are finished.

University Business

- [Faculty Business](#)
- [M-Pathways Student Administration](#)
- [M-Pathways Human Resource Management System](#)
- [M-Pathways Financials & Physical Resources System](#)
- [My LINC \(Learning & Information Center\)](#)
- [Interactive Shadow Tool](#)
- [Manager Desktop](#)
- [Travel & Expense \(Concur\)](#)
- [WebNow](#)
- [PEERRS Certification](#)
- [M-Inform \(Disclosure System\)](#)
- [eResearch](#)
- [Two-Factor Authentication Services](#)
- [Access & Compliance](#)
- [Time Approval](#)
- [M-Compass](#)
- [MCommunity Sponsor System](#)
- [DART \(Donor & Alumni Relationship Tool\)](#)
- [U-M Shared Services Center - eForms](#)
- [U-M Shared Services Center - CaseConnect](#)

Reporting

- [Report Library](#)
- [U-M Data Warehouse \(BusinessObjects\)](#)
- [Central Management Console \(BusinessObjects Administration\)](#)
- [M-Reports](#)
- [Tableau](#)
- [Qualtrics](#)

Finance

Procurement

- [M-Marketsite Browse Only](#)
- [M-Marketsite User Information](#)
- [PeoplePay](#)
- [Purchasing Requisitions](#)
- [Travel & Expense \(Concur\)](#)
- [Procurement Services](#)

Treasury Management

- [Cash Receipt Ticket](#)
- [Human Subject Incentive Payment Request](#)
- [U-M Treasurer's Office](#)

U-M Health System

Faculty & Staff Announcements

U-M United Way Campaign

U-M encourages you to give back and help build better lives and stronger communities. [Make your pledge today.](#)

Disruptive maintenance to impact the Andrew File System (AFS/IFS/MFile) and websites hosted by ITS

There will be a brief disruption of the Andrew File System (AFS), also known as IFS and MFile, during the standard maintenance window from 11 p.m., November 26–4 a.m., November 27. The service disruption will also impact websites hosted by ITS. Visit the [ITS Service Status page](#) for more information.

Help Improve Transportation at U-M

Participate in transportation research from the Michigan App. [Learn more.](#)

Protect Your Personal Information

Turn on two-factor authentication for Weblogin to add extra security for Wolverine Access, U-M Google and more.

Internet Explorer (IE) Compatibility

Using IE? You may need to change your [browser settings](#).

Need help with ITS systems or services?

NEW: Chat with 4HELP Monday–Friday from 8 am to 5 pm: chatsupport.it.umich.edu

Nobody Reads

Submit

Get My Free Snuggie

Action-oriented

Iconography



Personal

[Upgrade to Dropbox Business!](#)

Sam Pierce Lolla



Search

[Recents](#)[Personal](#)[FarmLogs](#)[Team](#)[Paper](#)[Photos](#)[Sharing](#)[Links](#)[Events](#)[File requests](#)[Deleted Files](#)

Name	Modified	Shared with
Archive	--	--
Books	--	--
Camera Uploads	--	--
Design Presentations	--	--
Family	--	--
Fonts	--	--
Games	--	--
Household	--	--
Movies	--	--
Music	--	--
Pictures	--	--
Print	--	--



Recents



Personal



FarmLogs



Team



Paper



Photos



Sharing



Get Mail

Unread

Read

Take Accounts
Offline

Archive

Copy

Move

Get Mail

Unread

Read

Take Accounts
Offline

Archive

Copy

Move

▼ Archive Spam Delete Mark as read Move to ▼ Labels ▼ More ▼

◀  !    More ▼



lacanche_us

...



♥ 16 likes

lacanche_us Turkey ready 🍗 | rg

@lacanche_canada #lacanche



HOME

Just For You

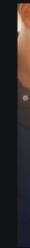


Discover Weekly



Forever Country

55,904 FOLLOWERS



Co

2

Jump Back In



Bad Things - With Camila Cabello • Mach Devices Available



Progressive Enhancement

Q alert

[View all 54 collections](#)

Smartphone Alerts



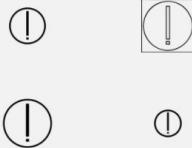
35 icons

Alarm / Alerts



14 icons

Warning - Alert - Danger



25 icons

alert



3 icons

Icons for “alert”

3507 icons



Material icons

 alertX

Material icons are beautifully crafted, delightful, and easy to use in your web, Android, and iOS projects.

Learn more about material design and our process for making these icons in the [system icons section](#) of the [material design guidelines](#).



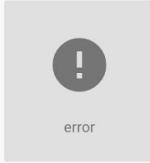
🔍 alert



Alert



add alert



error



error outline



warning

Device



battery alert

Illustration



Running your business on
email, texts, and meetings?

Stuff slipping? Getting chaotic?



It's time to switch to
Basecamp 3 instead.

It's the saner, organized way to manage
projects and communicate company-wide.
It's a game changer.

April ▾

4

4
Mon Buy painting brushes
10 AM Learn to paint
10 – 11 AMFlight to Dubai
7:15 – 8:35 PM
London LHR5
Tue

Trip home

Katie Tzanidou
BirthdayAndrew's birthday celebration
10:30 PM7
ThuVintage clothes market
4 PM

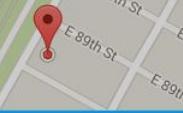
March ▾

7

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

29

Tue

Kandinsky exhibition
4 – 6 PM
Guggenheim Museum

April 2016



May

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

9
Mon

Buy painting brushes
10 AM



Learn to paint
10 – 11 AM



Flight to Dubai
7:15 – 8:35 PM
London LHR

10
Tue

Trip home



James Kung
Birthday

Andrew's birthday celebration
10:30 PM

12
Thu

Vintage clothes market
4 PM



Night out
10 PM

9

:

+

August ▾

Sun
16

Mark in town

Mon
17

Call dentist

Tue
18

2 birthdays

John in town

Wed
19

Pack luggage

Thu
20Fri
21

3 birthdays

4 Reminders

Sat
22

Pay rent

9 AM
Food market
Broadway Market

10 AM

11 AM
Picnic with
Laura and Nick
Regent Park

12 PM

1 PM

2 PM

3 PM

4 PM

5 PM

11 AM
Clothes market
Camden12 PM
Haircut3 PM
Call with Lucas

Walk Ella

1 PM
Learn to paint

Walk Ella

Flight to Boston
London LHR

Team meeting



☰ December



Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31	1	2	3	4	5
Drinks with Robin	Team updates		Robyn's birthday Surprise party 2 more		Learn to paint	
6	7	8	9	10		11
	3 Reminders Flight to New York Drinks with Katie	Buy flowers	James Kung's birth John and Mark's we		Vintage clothes ma Night out Meet Julia	Learn to paint
13	14	15	16	15	18	19
Learn to paint	Mitch's birthday Flight to Los Angeles		John in town		Book DJ	Happy birthday!
20	21	22	23	24	25	26
		Dinner at Paul's	2 birthdays Gift for Mark		Trip to Boston 2 birthdays 4 more	
27	28	29	30	31	1	2
Trip to Boston		Unique LA		Lunch with Katie	Learn to paint	





Forget about infrastructure

Implementing Firebase is quick and easy. With intuitive APIs packaged into a single SDK, you can focus on solving your customers' problems and not waste time building complex infrastructure.

[LEARN MORE](#)

Make smart, data-driven decisions

Firebase Analytics is the free and unlimited analytics solution built directly into Firebase. Gain insight into your users from ad click to app usage. Firebase Analytics works with other Firebase features, so you can take action on everything from click-through rates to app crashes.



404

This is not the
web page you
are looking for.

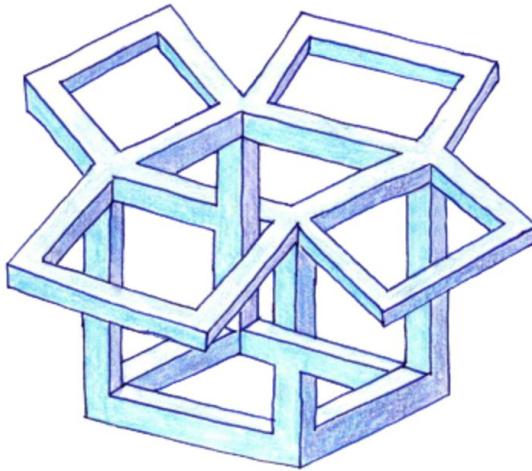


Find code, projects, and people on GitHub:

 Search

Contact Support — GitHub Status — @githubstatus





Error (4xx)

We can't find the page you're looking for. Check out our [Help Center](#) and [forums](#) for help, or head back to [home](#).

Photography



Log In

Need a MailChimp account? [Create an account](#)

Username

Password

Show

Log In

Keep me logged in

[Forgot username?](#) · [Forgot password?](#)



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This isn't the thing you're looking for.

We can't find /404/. Please use the navigation above or search here.







Search photos

HOME NEW COLLECTIONS ...

LOGIN

JOIN

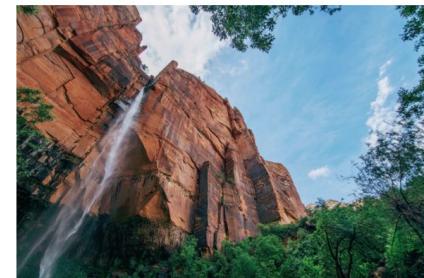
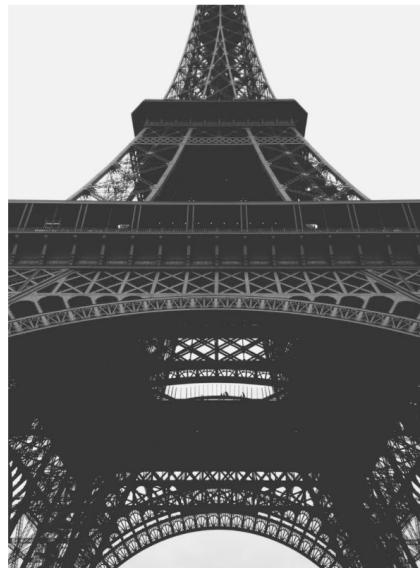
Unsplash

Free (do whatever you want) high-resolution photos.

A project by Crew.



Submit a photo



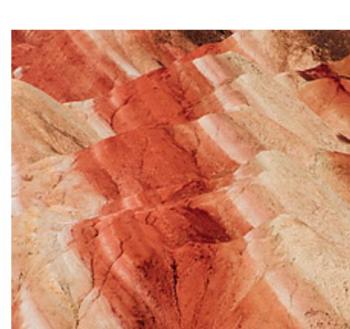
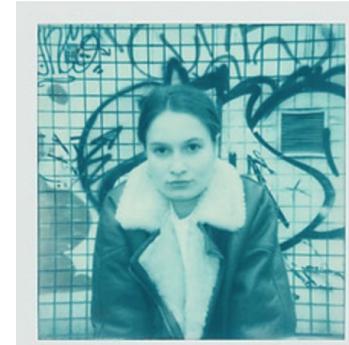
CURATED

LATEST

MOBILE

FILM

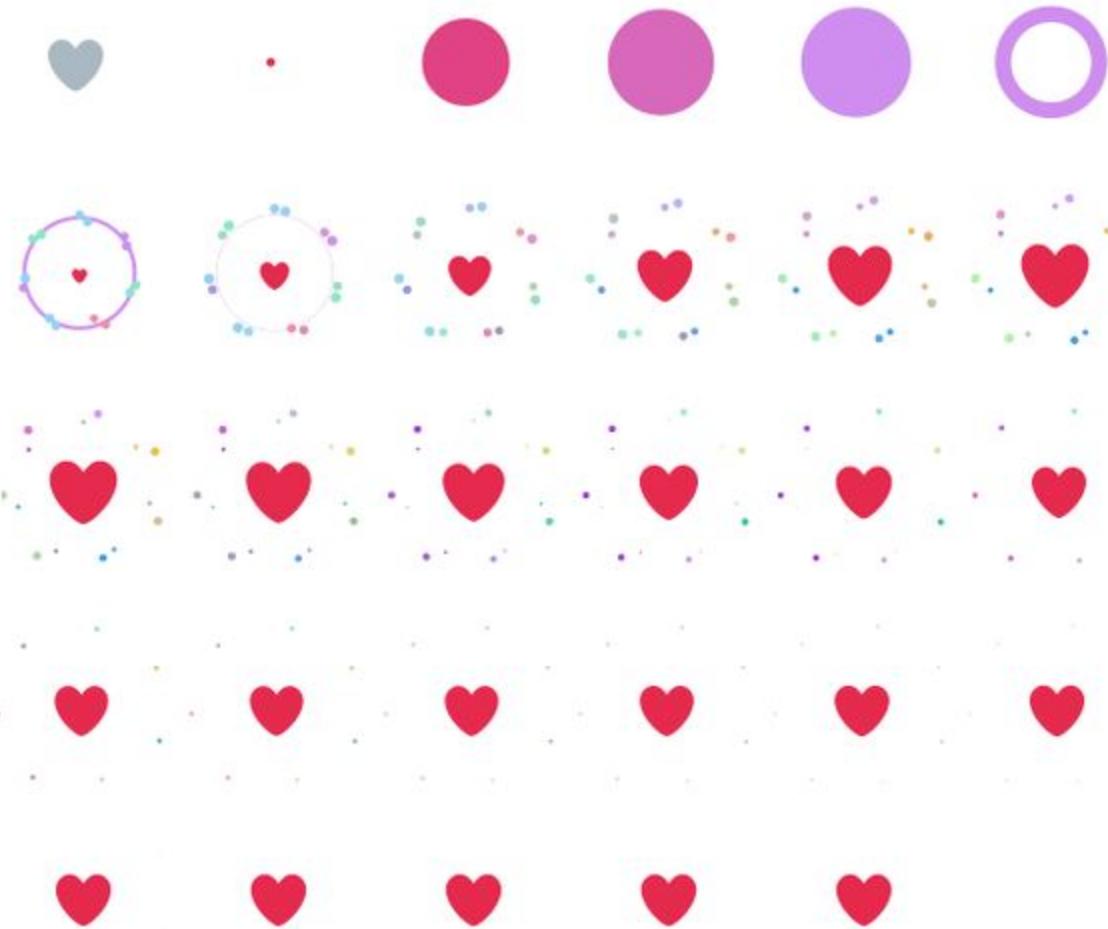
CATEGORIES



Animation







The Illusion of Life

Disney's Principles of Animation

<https://vimeo.com/93206523>



Principle
principleformac.com

Principles for Building for Delight

Give Meaning



Running your business on
email, texts, and meetings?

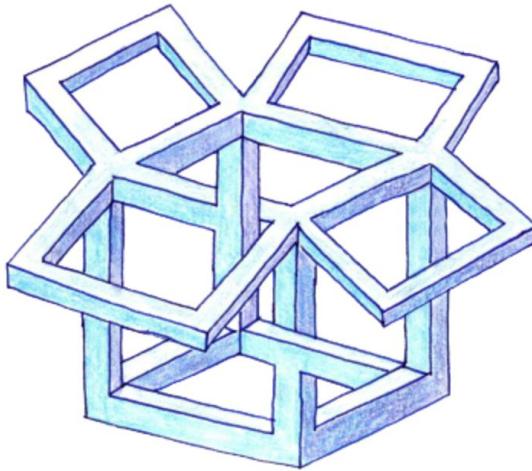
Stuff slipping? Getting chaotic?



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Less is More



Error (4xx)

We can't find the page you're looking for. Check out our [Help Center](#) and [forums](#) for help, or head back to [home](#).

Focus on important
moments



Don't get in the way

<https://mailchimp.com/404/>[Features](#)[Pricing](#)[Support](#)[Blog](#)[Sign Up Free](#)[Log In](#)

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We can't find /404/. Please use the navigation above or search here.



Show some personality!





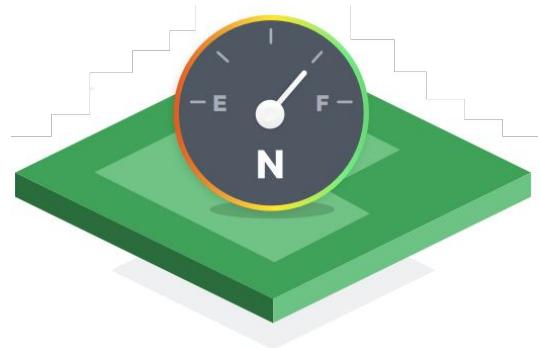
Demo

FirstClass

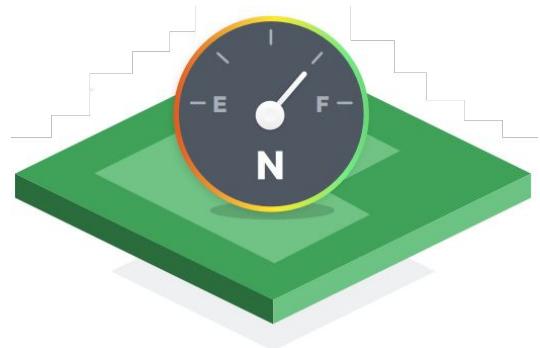
Assignment

Copy a design in Sketch/Figma (OPTIONAL)

- Start with an empty Sketch/Figma document
- Choose an app, website, Dribbble shot, or illustration that you like
- Recreate it as accurately as possible in Sketch/Figma (really try to nail those details!)
- Submit 1) a screenshot of the original piece, and 2) an exported copy of your version as PDF in Canvas
- NOT REQUIRED--this is an extra assignment for those who want to catch up on homework. If you're caught up, it won't improve your grade.
- Due next Monday (if you choose to do it)



original dribbble shot



your version :)