

DIGITAL DESIGNER

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AGENDA

- Problem statement
- Project overview
- End users
- Tools and technologies
- Portfolio designs and layout
- Features and functionality
- Result and screenshot
- Conclusion
- Github link

Problem statement

A problem statement for a digital designer is a concise, human-centered summary of a user's pain point or challenge that a digital product aims to solve

PROJECT OVERVIEW

A project overview for a digital designer is a high-level summary in a design brief document that outlines the project's purpose, scope, goals, timeline, target audience, deliverables, and potential risks

END USERS

In digital design, end users are the people who will ultimately use the product, website, or application, distinct from the designers and developers who create it

TOOLS AND TECHNOLOGIES

Digital designers use software like the Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Canva, and Affinity Designer for graphics and illustration, Figma and Adobe XD for UI/UX design, and hardware such as computers, drawing tablets, and styluses.

PORTFOLIO DESIGNS IN LAYOUT

Portfolio designs in a digital designer context involve strategically curating your best work into a cohesive online or PDF format that showcases your skills, design process, and professionalism to potential clients or employers.

Features and functionality

Their functionality involves visual design (graphics, animations, UI/UX), user research, prototyping, and understanding user needs.

RESULT AND SCREENSHOT

In a digital design context, "result and screenshot" refers to transforming a captured image (screenshot) into an editable design file or using a screenshot as a starting point to generate a new, refined design.

CONCLUSION

Their functionality involves visual design (graphics, animations, UI/UX), user research, prototyping, and understanding user needs.