

BUTTON 2020

HOW SMART TERMS CREATE & TRAIN Hitlers

@ScottKubie

SOMEONE HAS
TO DO THE
WASHING



**WRITING
FOR OUR
DESIGNS**

e.g. microcopy, onboarding flows

A

**WRITING ABOUT
WHAT WE'RE
DESIGNING**

e.g. project updates, commit messages,
emails to coworkers

B

**WRITING TO
SUPPORT OUR
DESIGNS**

e.g. marketing emails, change logs

C

**WRITING
ABOUT
CAPITAL-D
DESIGN**

e.g. design criticism,
theory books, scholarship

**WRITING TO HELP
CREATE A DESIGN**

e.g. scenarios, creative briefs, storymapping

E

**WRITING ABOUT
PRACTICING DESIGN**

e.g. how-to articles, case studies,
industry books for practitioners

F

**WRITING TO GUIDE
A DESIGN PRACTICE**

e.g. style guides, design principles

G

**WRITING THAT
IS LITERALLY
THE
PRODUCT**

e.g. magazines, newspapers,
white papers

WRITINGS & DESIGN

TYPES OF UX CONTENT

INTERFACE

FACILITATES
EXPERIENCE

PRODUCT

SUPPORTS
EXPERIENCE

MARKETING

FRAMES
EXPERIENCE

THERE'S
MORE
TO WRITING
THAN
WRITING

12 TIPS FROM 12 YEARS OF TEACHING WRITING







PREPARE

COMPOSE

EDIT

FINISH



GARBAGE
IN IS
GARBAGE
OUT

**TOOLS
BEAT
RULES**

The image is a hand-drawn style graphic on a black background. It features the words "TOOLS BEAT RULES" in a large, white, textured font. The word "BEAT" is written in a bright pink color. The text is centered and surrounded by several grey icons: a wrench at the top, a power drill, a star above "TOOLS", a star below "BEAT", a star to the left of "BEAT", a star to the right of "BEAT", a star below "RULES", a clipboard icon at the bottom left, a key icon at the bottom center, and a balance scale icon at the bottom right.

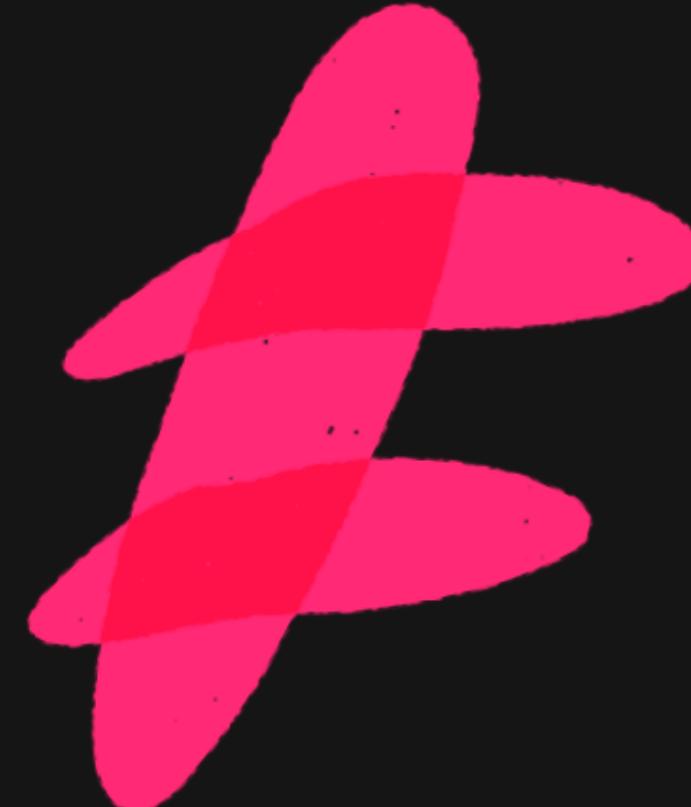


EVEN
EINSTEIN
HAD TO
LEARN TO
TIE HIS SHOES





Tours



Raiding



STEALING
IS
CRIMINAL



FIDELITY IS FREEING

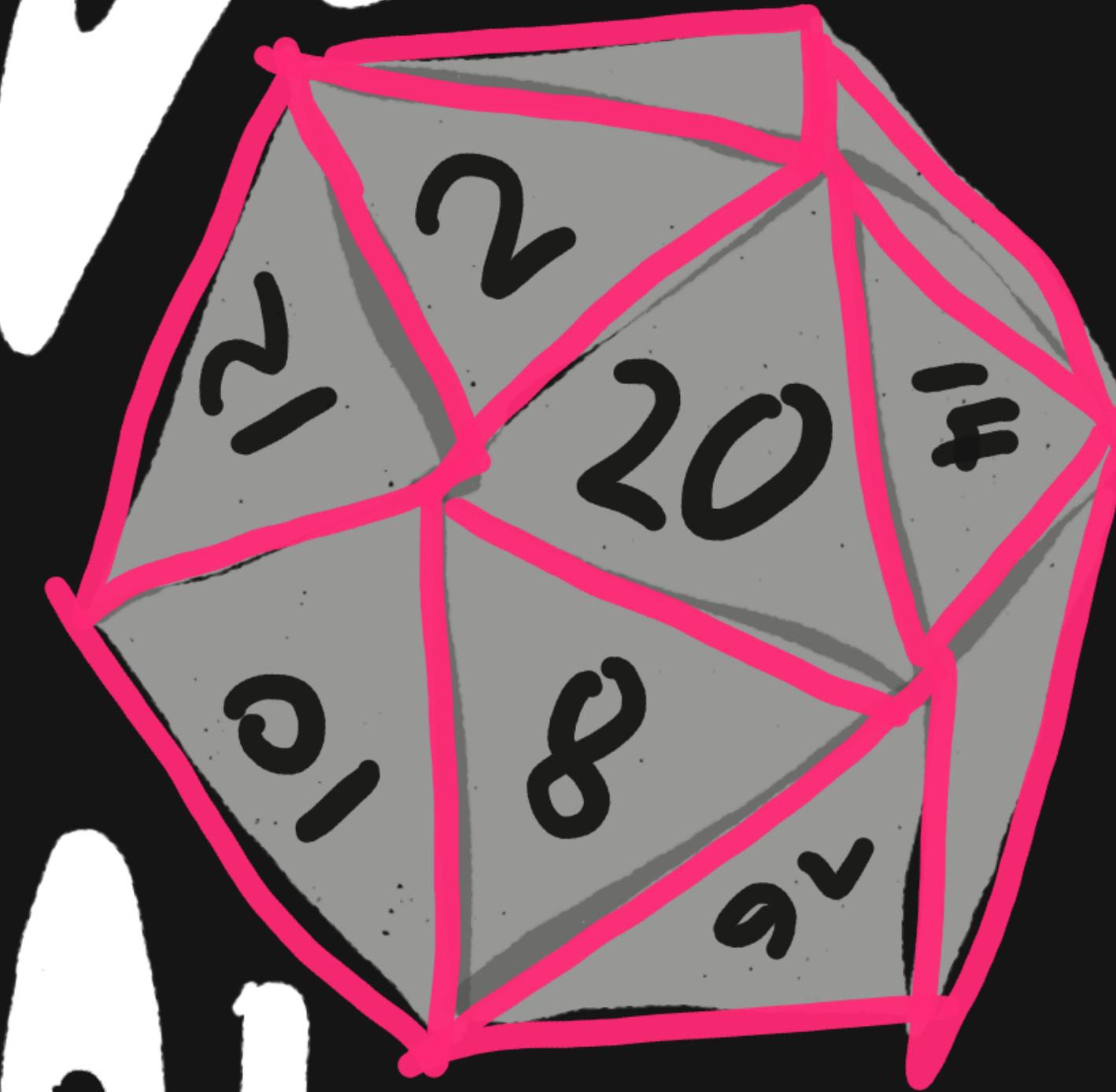
FIDELITY IS FREEING

FIDELITY IS FREEING

FIDELITY IS FREEING

GOOD
WRITING
WORKS!

GRIMES
ARE
GIGANTIC

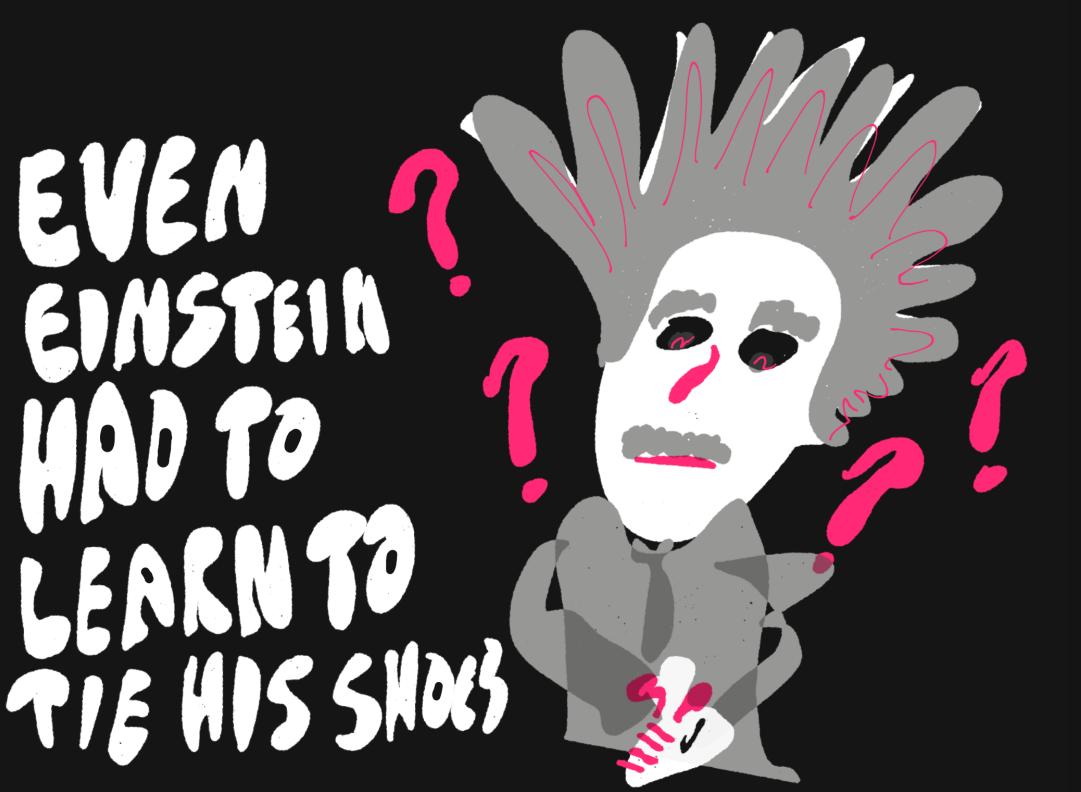




PEOPLE
WANT TO HELP



JARGON
(is)



FIDELITY IS FREEING
FIDELITY IS FREEING
FIDELITY IS FREEING

GOOD WRITING WORKS!



PEOPLE WANT TO HELP

STEALING IS NATURAL \$

12 TIPS FROM 12 YEARS OF TEACHING WRITING

9

A BOOK APART

WRITING FOR DESIGNERS

SCOTT KUBIE

BRIEFS

THANK YOU!!

WEBSITE

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