Design *Smarter* Not Harder

Ken Woodworth

Ken Woodworth

Art Director / Partner

@kenwoodworth

kenwoodworth.com

aten
design group

@atendesign

atendesigngroup.com

UNDP

THE WORLD BANK
Working for a World Free of Poverty

DRUPALCON
DENVER
MARCH 19-23, 2012

Stanford
University

WWF

Knight Foundation

Smithsonian

NREL
NATIONAL RENEWABLE ENERGY LABORATORY

Colonial Williamsburg
THAT THE FUTURE MAY LEARN FROM THE PAST

JOHNS HOPKINS
BLOOMBERG
SCHOOL of PUBLIC HEALTH

Poynter.

USAID
FROM THE AMERICAN PEOPLE

Habitat
for Humanity®

ChildFund®
International

World Vision

CENTER FOR
INVESTIGATIVE
REPORTING
Revealing injustice for 35 years

The State of Design

Devices

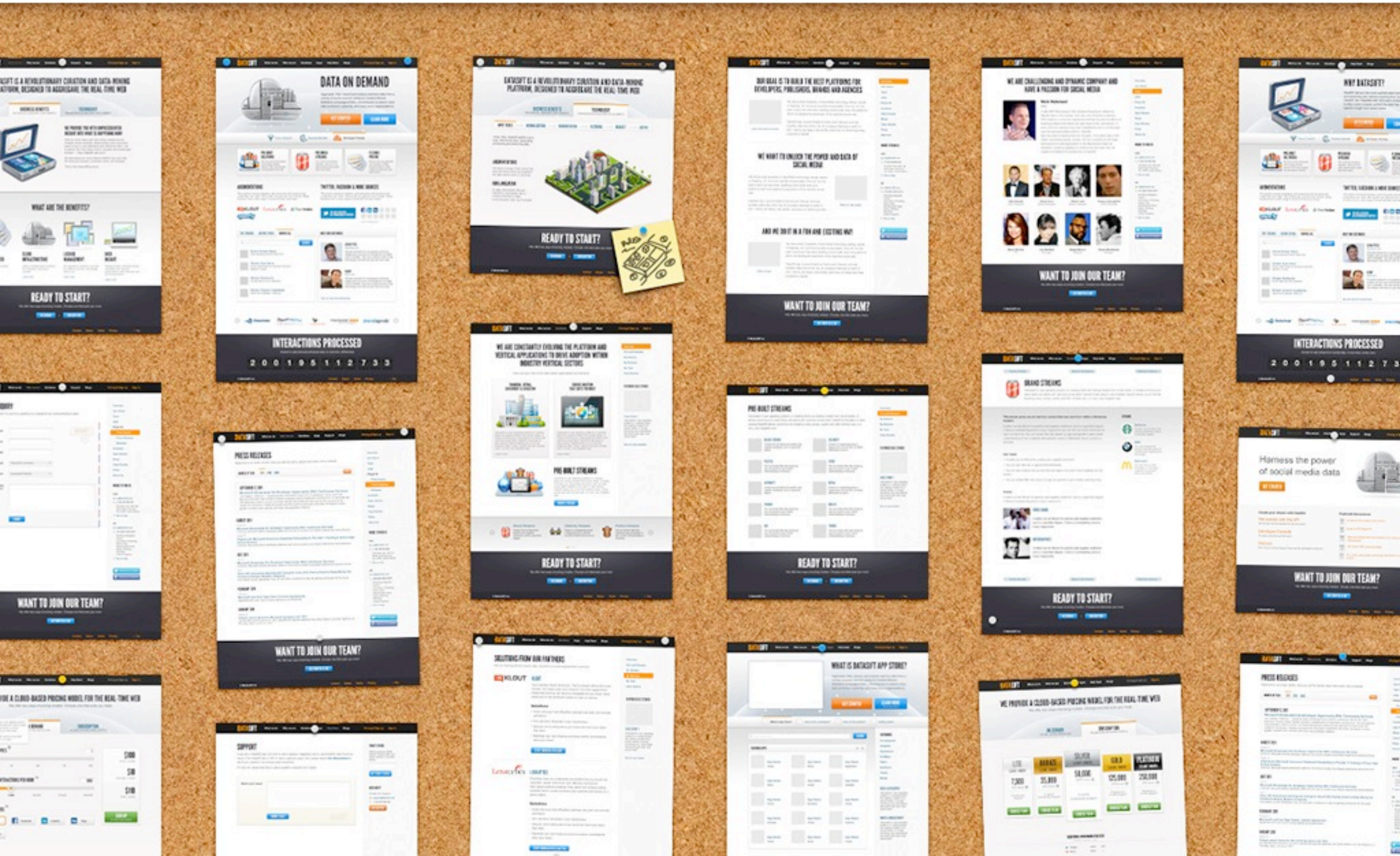
Web design *was* easy.

Web design *was* easy.

Math lesson!

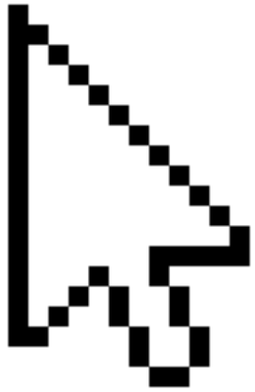
PAGES	5	5	30
DEVICES	× 1	× 3	× ∞
DESIGNS	5	15	∞

http://softfacade.com

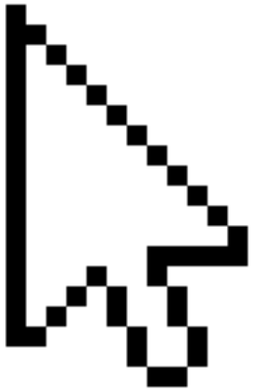


Interaction

Click



Click



Touch

Click

Touch

Speech

A Changing Ecosystem

WATCH OUT

for

TRENDS

A long time ago...

SKIP INTRO >

TINY TEXT

LOTS//OF//THIS

2ADVANCED STUDIOS™
PROGRESSIVE DESIGN TECHNOLOGY

SCROLL.EXTENDED.CONTENT

AMBIENCE.UNMUTE

FEATURE

SXSW CONFERENCE + FESTIVALS
VIEW

2ADVANCED: SXSW FINALIST

2ADVANCED STUDIOS HAS BEEN SELECTED AS A FINALIST FOR THE 2002 SXSW INTERACTIVE FESTIVAL WEBSITE COMPETITION IN THE "REDESIGN/RELAUNCH" CATEGORY. THE SXSW WEB AWARDS HONOR THE BEST NEW SITES ON THE WEB.

SUB.DATA

NOW AVAILABLE: "EXPANSIONS" VIDEO DEMO REEL

HI-FI // 12 MEG QUICKTIME
LO-FI // 10 MEG QUICKTIME

2ADVANCED // WINAMP SKIN

DOWNLOAD // AUTOINSTALL

UPDATES

2.16.02

EXPLORATORY UPDATE: NEW EXPERIMENTAL GRAPHIC AND FLASH PIECES ADDED TO GALLERY.

1.21.02

2ADVANCED STUDIOS SELECTED AS A FINALIST FOR THE 2002 SXSW INTERACTIVE FESTIVAL WEBSITE COMPETITION IN THE "REDESIGN/RELAUNCH" CATEGORY. FOR MORE

MAILING LIST

ENTER EMAIL ADDRESS:

EMAILADDRESS@DOMAIN.COM SUBMIT

EQUIPMENT

2ADVANCED APPAREL // DESKTOP OUTFITTINGS

// 2A.T-SHIRT.MODULES
// 2A.DESKTOP.MODULES

TRANSMISSIONS

// VIEW UPDATES ARCHIVE MODULE
// EMPLOYMENT OPPORTUNITIES
// PREVIOUS VERSIONS OF 2ADVANCED

FLAT

VS

SKEUOMORPHISM

(REALISM)

> ***The digital world has seen skeuomorphism popularized in the past couple years mainly thanks to the recent iOS-inspired trend of rich textures and life-like controls.***
>
> – SACHA GREIF

http://sachagreif.com/flat-pixels

> ***Flat design makes it easier for all designers to do decent work, and much more difficult to do amazing work.***
>
> – JONATHAN LIBOV

http://bit.ly/11ybBKL

Flat UI Pro

Flat UI Pro is made on the basis of Twitter Bootstrap in a stunning flat-style, and the kit also includes a PSD version for designers.

Buy Now

Responsive Web Design

~~Responsive~~

Web Design

~~Responsive Web~~ Design

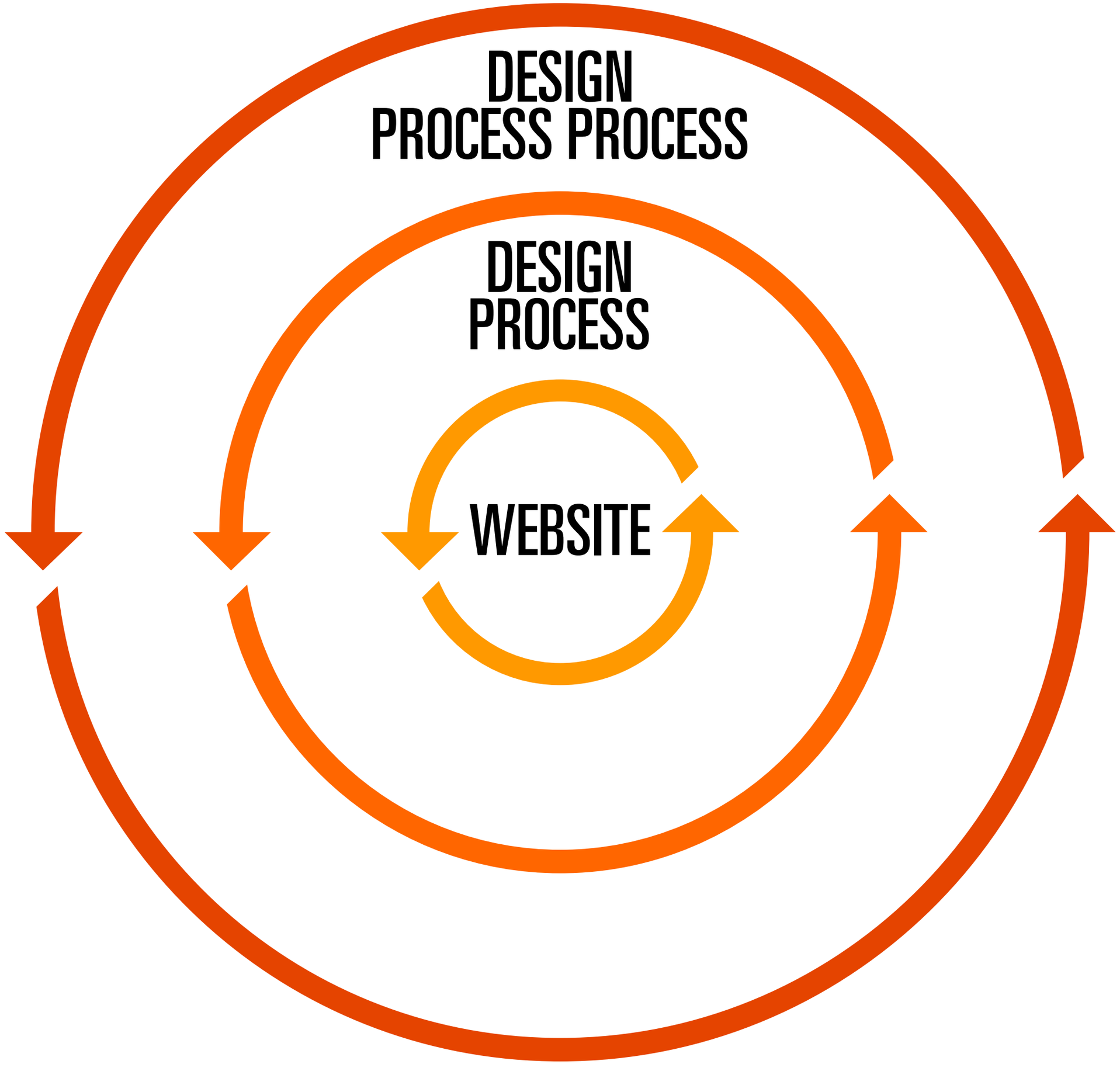
> ***Times change, and dropping qualifiers is a good way to measure the changes.***
>
> – SCOTT REYNEN

http://atendesigngroup.com/blog/dropping-qualifiers

Evolve Your

Process

INCEPTION


DESIGN
PROCESS PROCESS
DESIGN
PROCESS
WEBSITE

Initiate Change

Elements of an Effective Process

IA → Design → WEBSITE!

IA → Design → WEBSITE!

Establish Goals

LARGE

SMALL
SMALL

SMALL
SMALL
SMALL
SMALL

SMALL
SMALL
SMALL
SMALL

SMALL
SMALL

SMALL
SMALL
SMALL
SMALL

Communication

Front-End Developer

Information Architect

Back-End Developer

The Client

Interaction Designer

User Interface Designer

Project Manager

NASW Logo

FIND/POST JOBS | ADVERTISE | FIND A WRITER

My Profile | Member Activity | Member-Only Forums | Member Directory

Logged in as **Username**. **Renew** your memebership by March 8, 2010 | LOG OUT

Home | About | Articles | Forums | Events | Awards | Publications

Search GO

My Connections Activity

Show this latest posts from the users you are connected to.

My Profile

Link to Edit Profile, Privacy Settings, Change Password, Email Aliases

My Connections

Show other NASW members that you are connected with.

External Content

Pull in external RSS feeds & Twitter Feeds provided by user.

My Groups

Show NASW groups that you have joined.

> ***This is all wrong. It's too gray, it's too boxy, and I hate the font.***

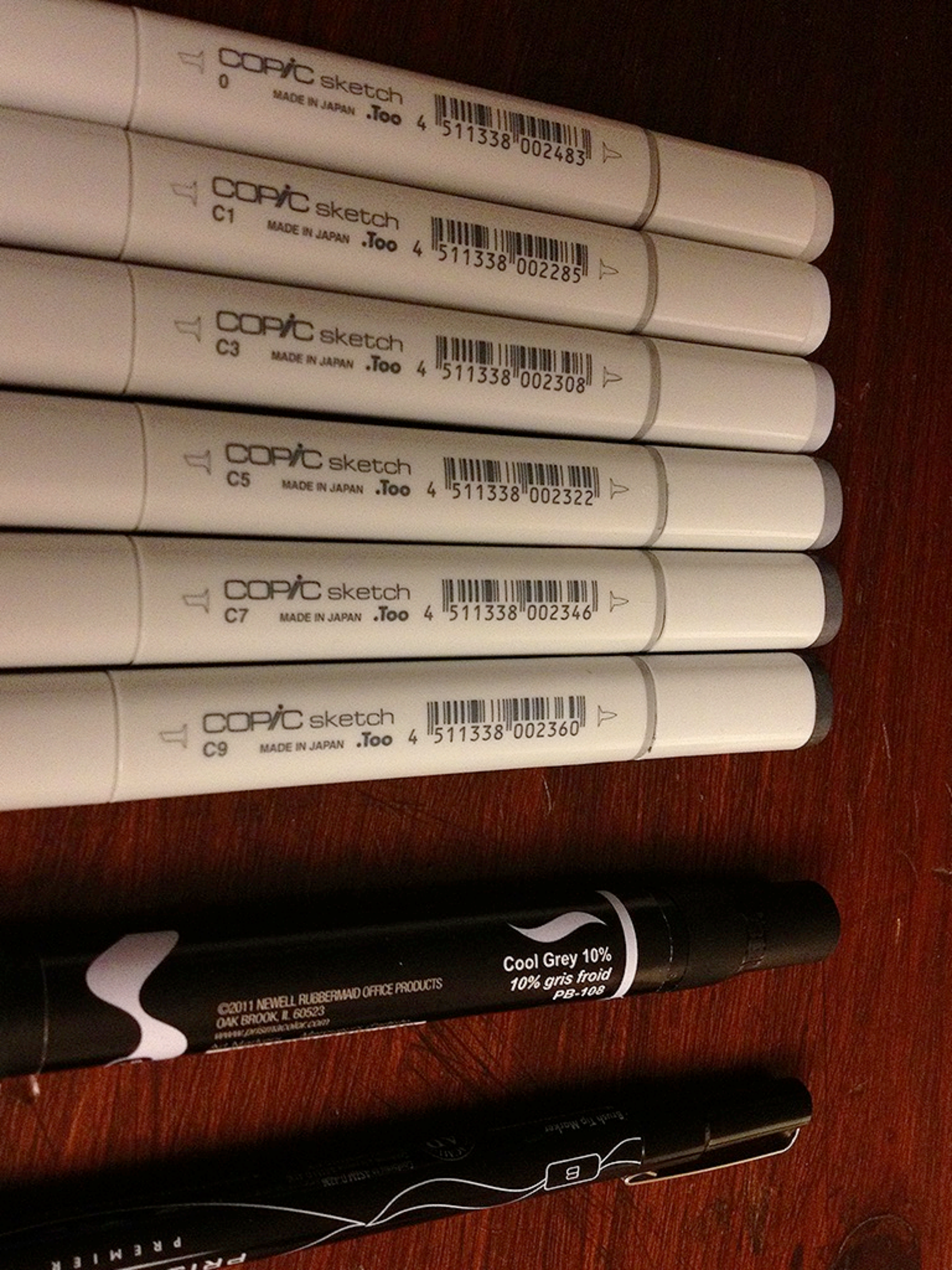
– EVERY CLIENT WHO EVER REVIEWED WIREFRAMES

Tools

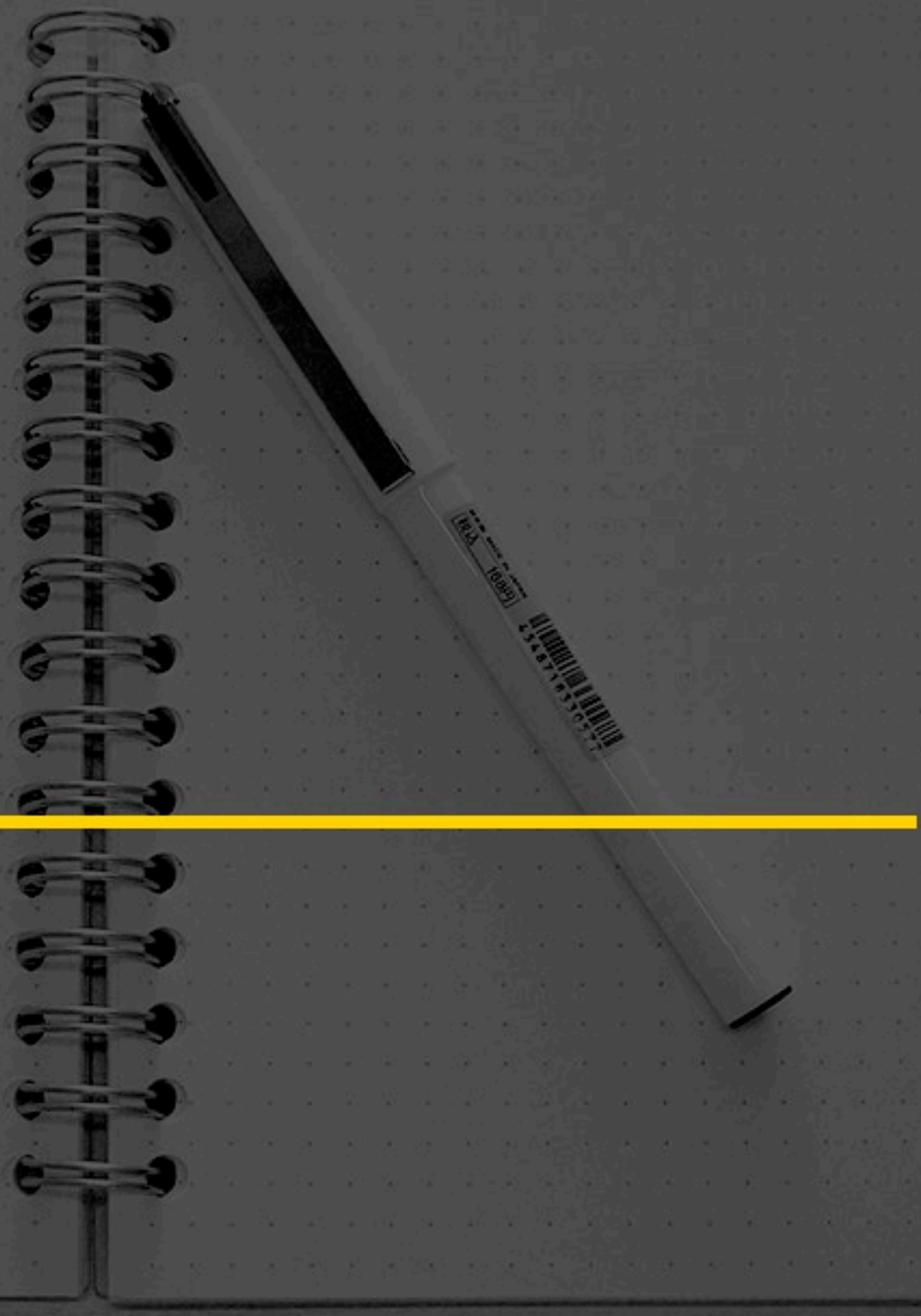
Ye Olde School

Marker & Pen

COPIC sketch
MADE IN JAPAN
.Too
0
C1
C3
C5
C7
C9
Cool Grey 10%
10% gris froid
PB-108


COPIC sketch
0
MADE IN JAPAN .Too 4 511338 002483
COPIC sketch
C1
MADE IN JAPAN .Too 4 511338 002285
COPIC sketch
C3
MADE IN JAPAN .Too 4 511338 002308
COPIC sketch
C5
MADE IN JAPAN .Too 4 511338 002322
COPIC sketch
C7
MADE IN JAPAN .Too 4 511338 002346
COPIC sketch
C9
MADE IN JAPAN .Too 4 511338 002360
Cool Grey 10%
10% gris froid
PB-108
©2011 NEWELL RUBBERMAID OFFICE PRODUCTS
OAK BROOK, IL 60523
PREMIER

Paper



Let's get

DDDDDDDDDDDDD IIII IIII TTTT LLLLLL
D############DDD I####I I####I TTT###T L#####L
D################DD IIII IIII T#####T L#####L
DDD#####DDDDD#####D T#####T L#####L
D#####D D#####D IIIIIII GGGGGGGGG GGGGG IIIIIII TTTTTTT#####TTTTTTT AAAAAAAAAAAAA L####L
D#####D D#####D I#####I G#########GGG####G I#####I T#################T A############A L####L
D#####D D#####D I####I G################G I####I T################T AAAAAAAAA#####A L####L
D#####D D#####D I####I G######GGGGG######GG I####I TTTTTT######TTTTTT A####A L####L
D#####D D#####D I####I G#####G G#####G I####I T#####T AAAAAA#####A L####L
D#####D D#####D I####I G#####G G#####G I####I T#####T AA##########A L####L
D#####D D#####D I####I G#####G G#####G I####I T#####T A####AAAA#####A L####L
D#####D D#####D I####I G######G G#####G I####I T#####T TTTTTT A####A A#####A L####L
DDD#####DDDDD#####D I######I G#######GGGGG#####G I######I T######TTTT#####T A####A A#####A L######L
D###############DD I######I G################G I######I TT##############T A#####AAAA#####A L######L
D############DDD I######I GG##############G I######I TT##########TT A##########AA###A L######L
DDDDDDDDDDDDD IIIIIIII GGGGGGGG######G IIIIIIII TTTTTTTTTT AAAAAAAAAA AAAA LLLLLLL
G#####G
GGGGGG G#####G
G#####GG GG#####G
G######GGG######G
GG############G
GGG######GGG
GGGGGG

Graphic Software

DHCPDS
DHCPDS

DECEASED

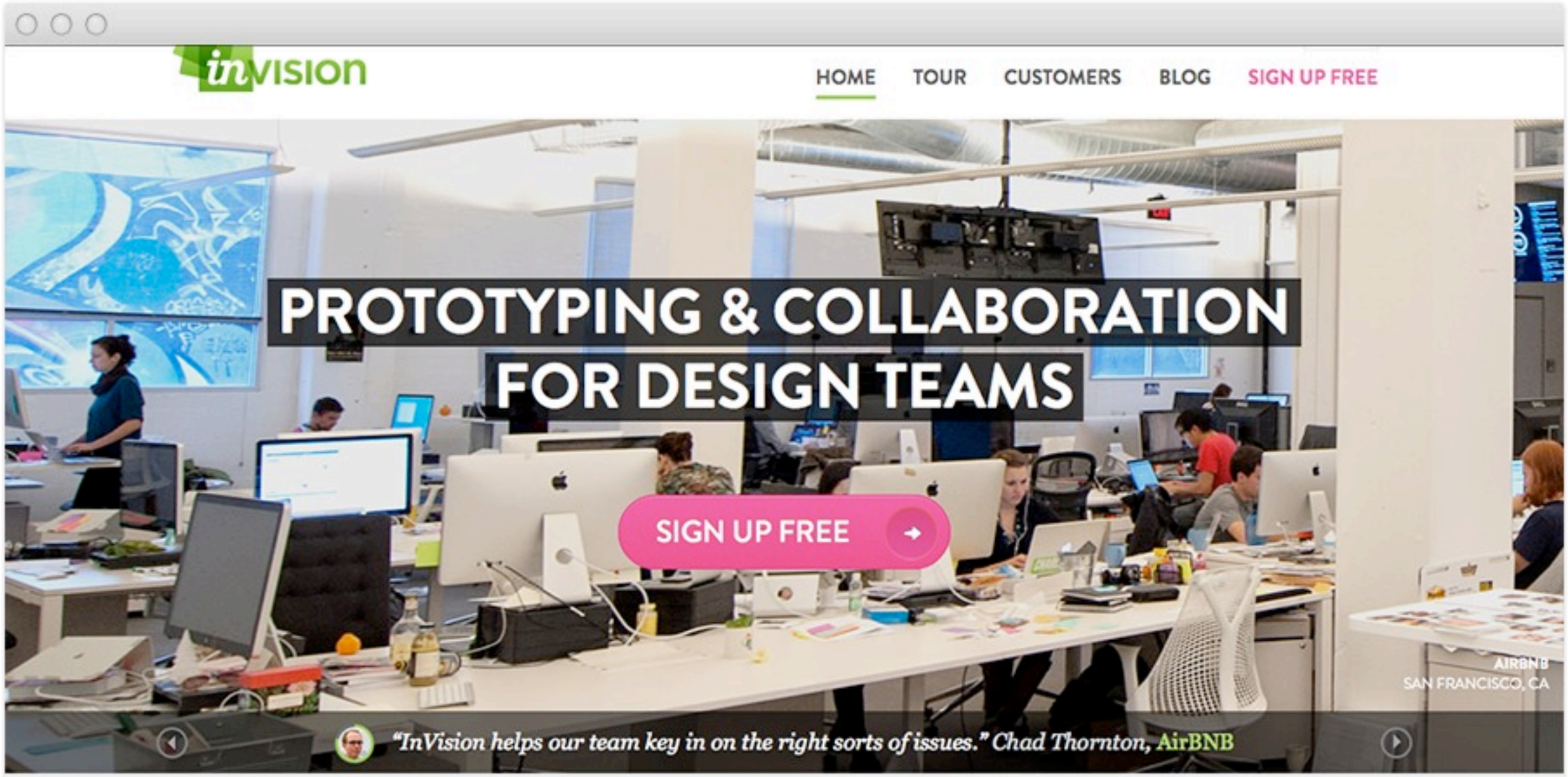
Sketch

THE DESIGNER'S TOOLBOX

http://www.bohemiancoding.com/sketch

Interaction

http://www.invisionapp.com



Questions? Drop us a line!

HIGH FIDELITY PROTOTYPING & COLLABORATION — FOR DESIGNERS, BY DESIGNERS.

http://www.framerjs.com

Framer

A prototyping tool for animation and interaction on desktop and mobile.

Framer can help you to quickly build interactions and animations. Built for designers and integrates with Photoshop. Great alternative to Quartz Composer, Flash or Keynote.

Photoshop

Framer integrated with Photoshop to quickly export assets and set up a project.

Animation

Animate any view in full 3D space with spring physics and bezier curves.

Performance

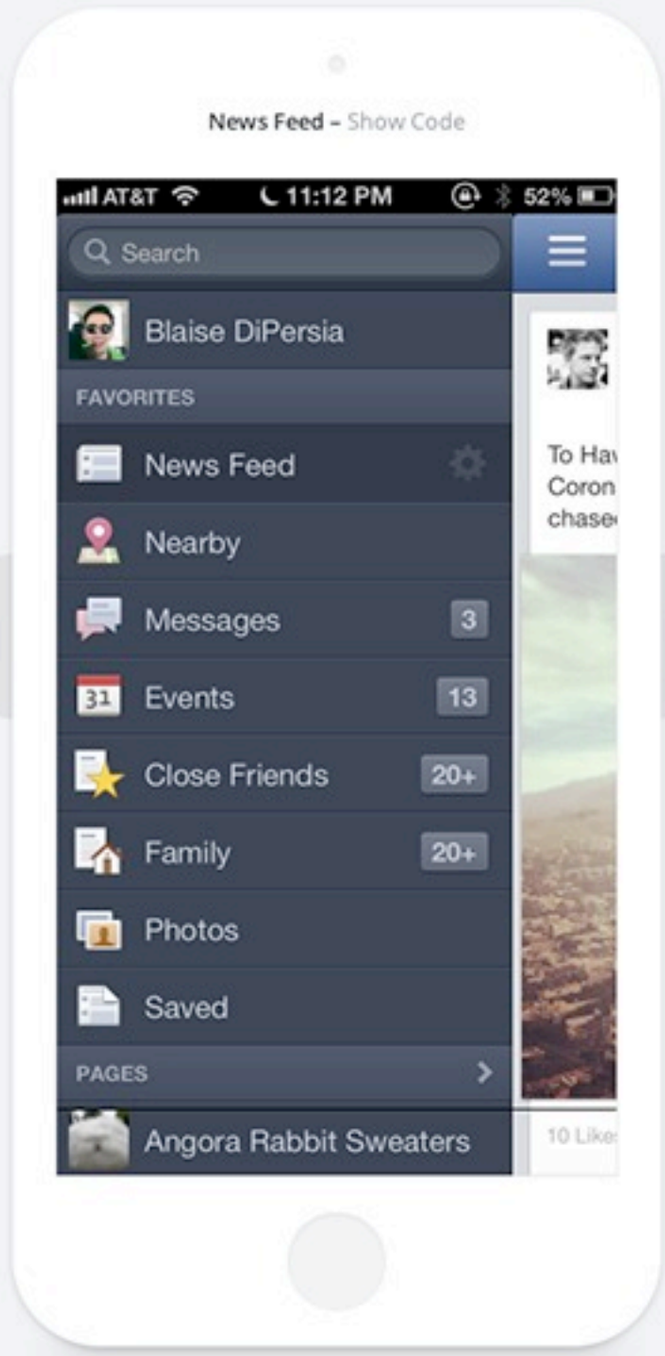
Hardware accelerated for high frame rates. Based on CSS keyframes.

Flexible

Works well for desktop, mobile and tablets. Plays well with the rest of the browser.

Download Framer

Version 2.0 – Source on Github



a simple

Process

> *There's no one magic workflow.*

– JENNIFER ROBBINS

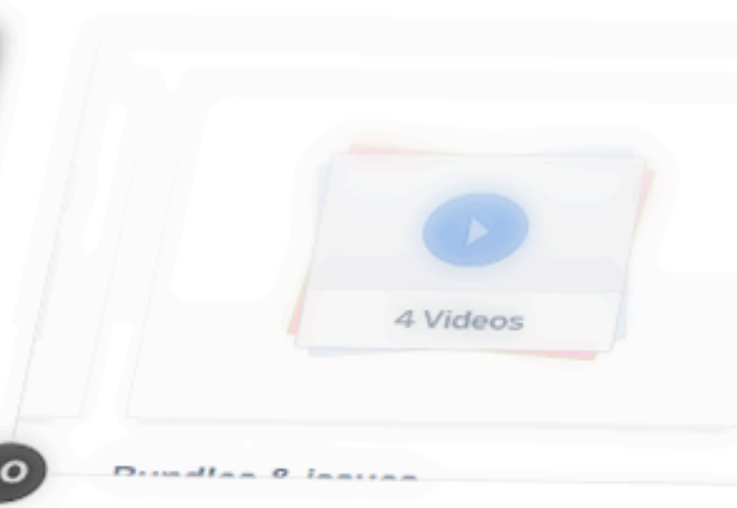
@jenville

Kick-off Meeting!

Design Exploration

http://atendesign.com/blog/mood-boards-evolution

9



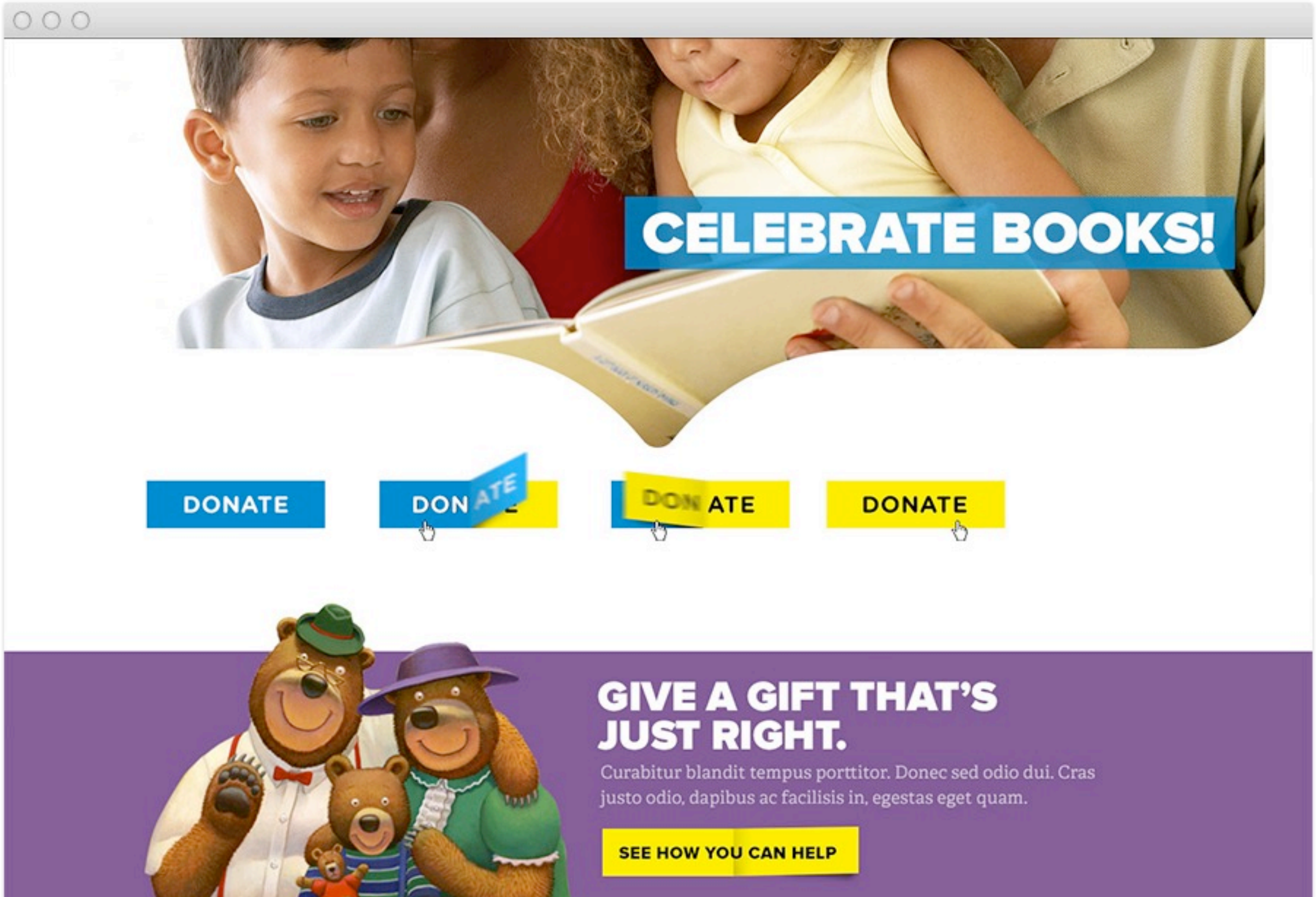
10

12

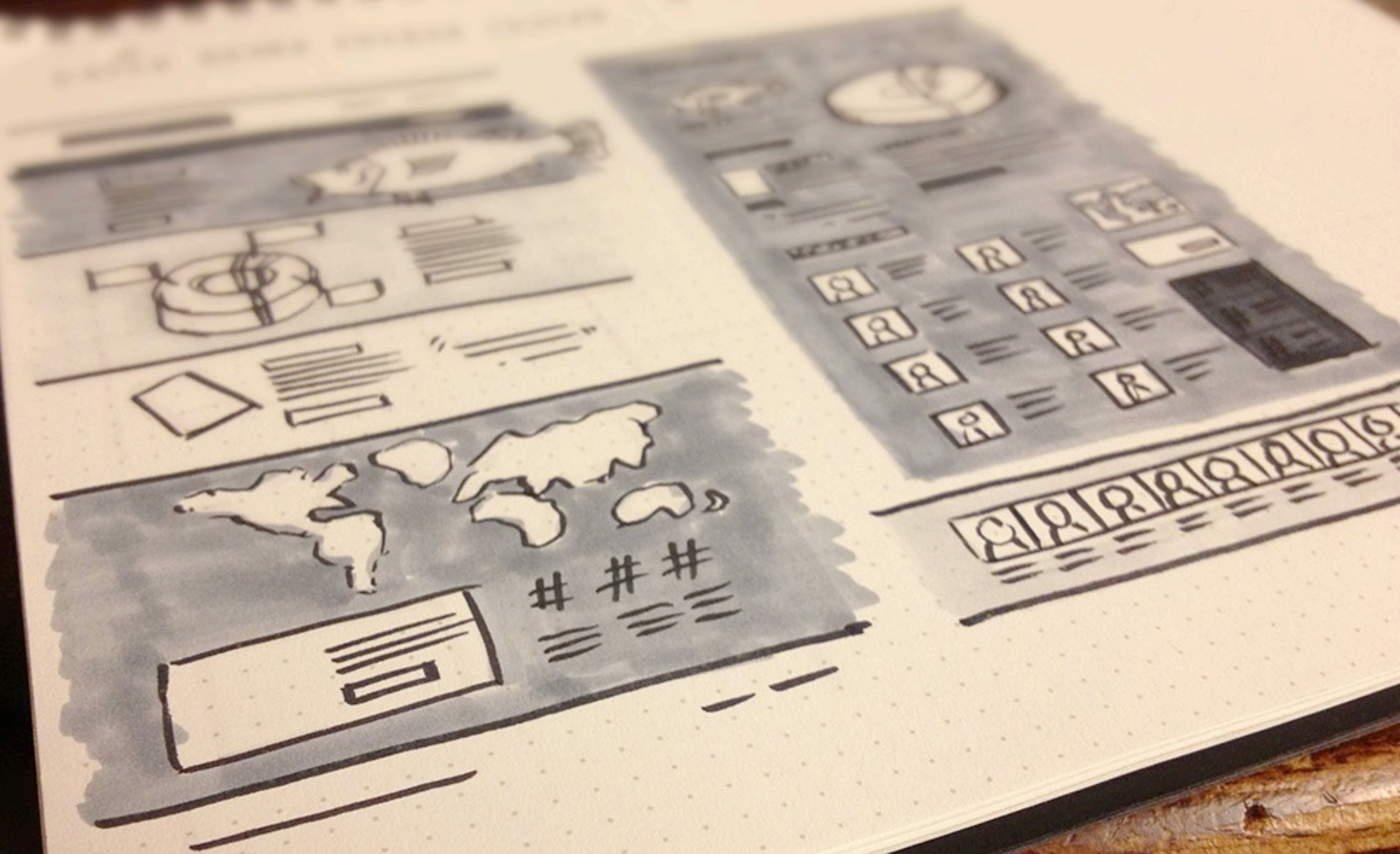
13

http://styletil.es

http://danielmall.com/articles/rif-element-collages



Sketches



DESIGN4DRUPAL
BOSTON 2013

Design Concept

JUNE
22-23
2013

MIT
Stata Center
Cambridge, MA

Design for Drupal, Boston is an annual web design camp covering all aspects of design, UX, & theming for Drupal websites.

Since 2009, hundreds of Drupal designers, developers and site builders have converged each year at MIT's Stata Center to share ideas, gather design inspiration, and learn new techniques for Drupal design and theme development from some of the brightest minds in the Drupal design community.

June 22-23, 2013

MIT Stata Center
(Ray and Maria Stata Center)

32 Vassar Street
Cambridge, MA
GOOGLE MAPS ›

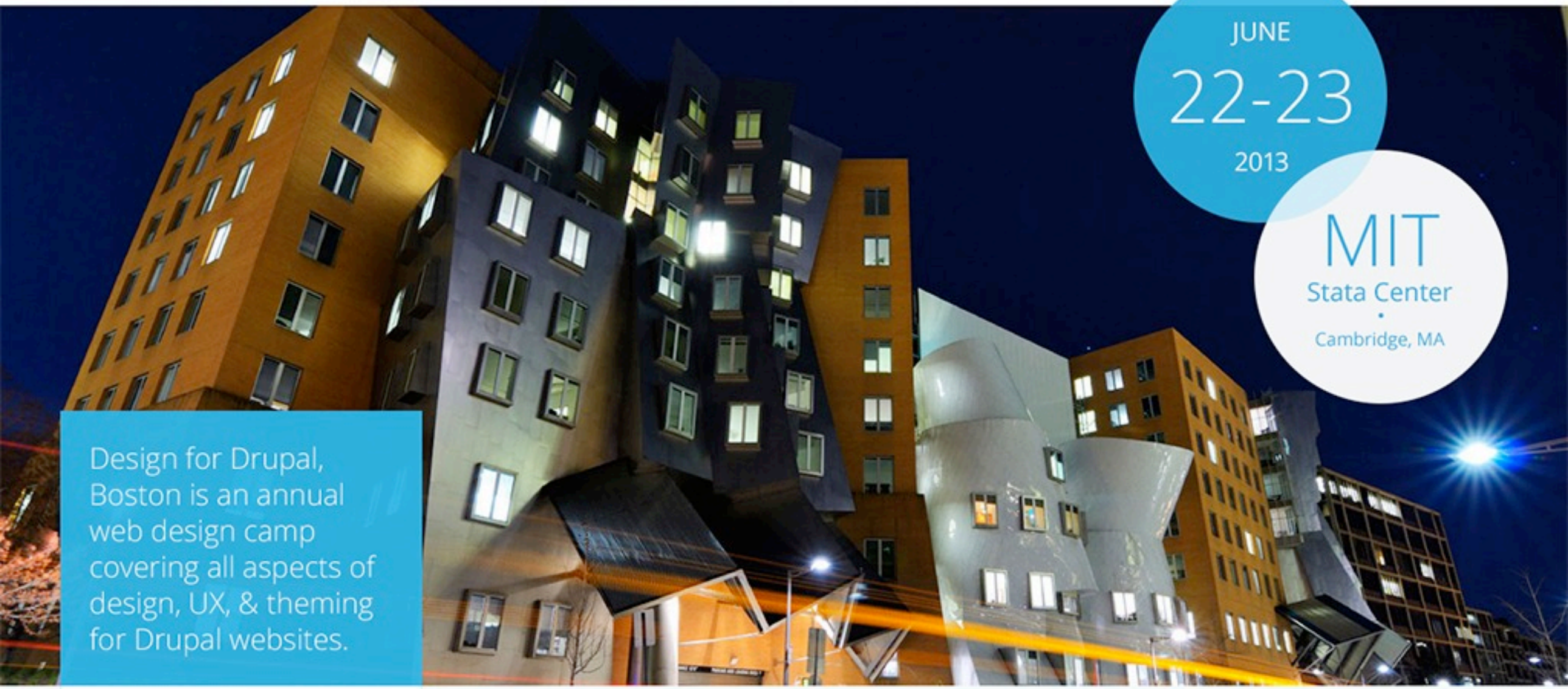
Volunteer

Design for Drupal is seeking volunteers to help

Registration

Detailed registration instructions are coming

DESIGN4DRUPAL BOSTON 2013



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Style Guide / Pattern Library

http://bit.ly/yuQf8N

viget *Website Styleguide*

H1. MAIN HEADERS

This is the **VIGET WEBSITE STYLEGUIDE**. *Use this as a guide to find base styles for elements used in the design. Here you'll find guidelines for typography, colors, grid, text styling, form elements, buttons and more. (intro text: 30px text/ 45px leading)*

GRID

1	1	1	1	1	1	1	1	1	1	1	1
2		2		2		2		2		2	
3			3			3			3		
4				4				4			
6						6					
12											
1/3			2/3								
2/3							1/3				
2		4				4				2	
2		3				3				3	1

WEBSITE COLORS

Main (widely used)

#FFFFFF (255,255,255)

Accents (moderately to lightly used)

#CCCCCC (204,204,204) #E6E6E6 (230,230,230) #F2F2F2 (242,242,242)

Blog Colors

#5AA8D (90,168,189)

http://bradfrost.github.io/this-is-responsive

Responsive Patterns

A collection of patterns and modules for responsive designs.

Layout

Reflowing Layouts

- Mostly Fluid
- Column Drop
- Layout Shifter
- Tiny Tweaks
- Main column with sidebar
- 3 column
- 3 column v2

Equal Width

- 2 equal-width columns
- 3 equal-width columns
- 4 equal-width columns
- 5 equal-width columns
- 6 equal-width columns

Off Canvas

- Top
- Left
- Right
- Left and Right
- Bottom

Source-Order Shift

- Table Cell
- Flexbox
- AppendAround

Lists

- List with Thumbnails
- List with Thumbnails 2
- List with Thumbnails and Summary

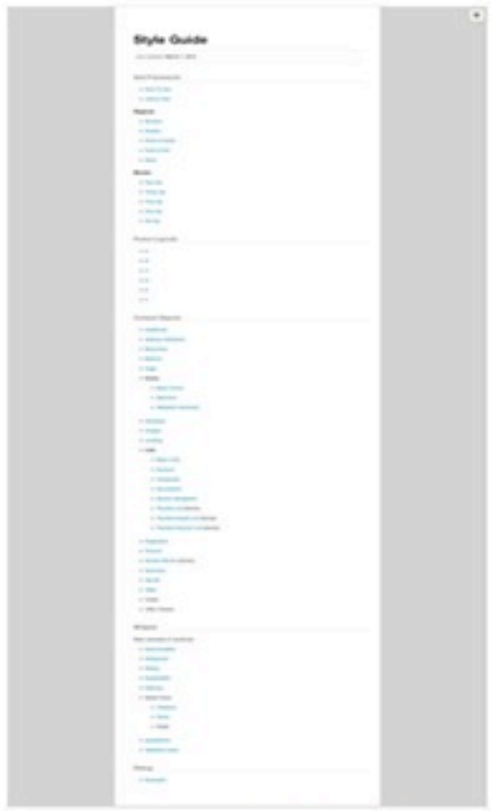
Grid Block

- 4-up Grid Block
- Double-Wide v1
- Double-Wide v2
- Double-Wide v3
- Double-Wide v4
- With Title Sections

http://bit.ly/IR3lHF

Viget website style guide

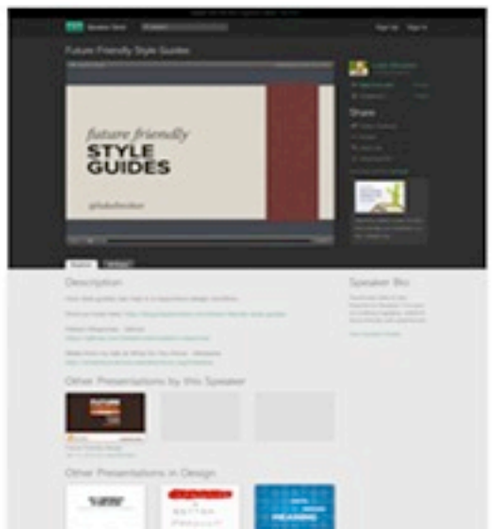
Starbucks Mockups

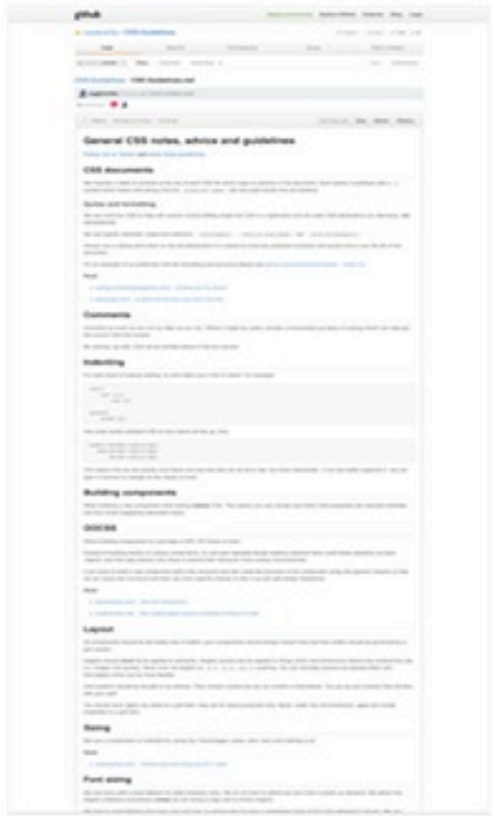


Starbucks Style Guide

Style Tiles

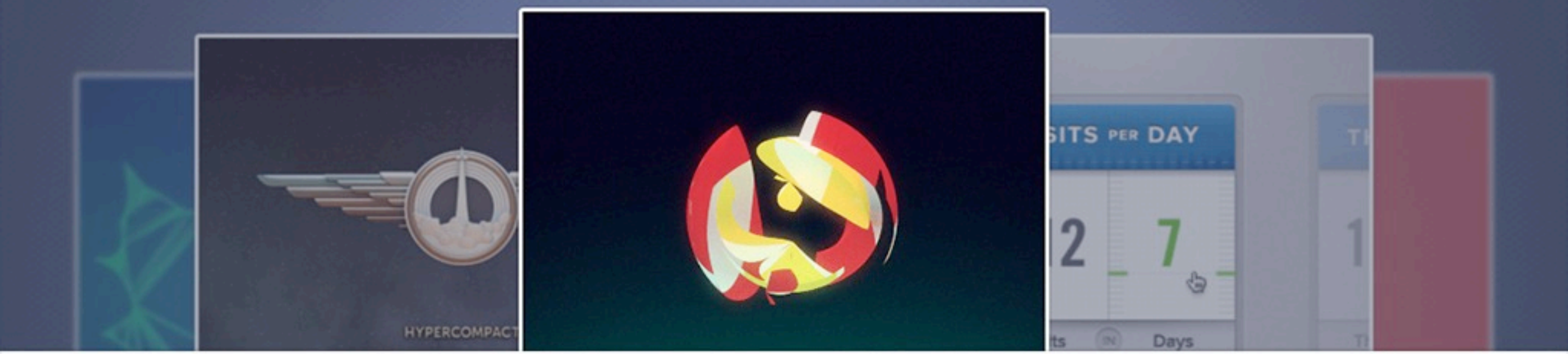
StyleBootstrap.info





CSS-Guidelines by csswizardry

Only the best animated gifs, looping & looping & looping &



“Gif” with the picture!

Sign up today to gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit. Duis sed odio sit amet nibh vulputate cursus a sit amet mauris.

CREATE AN ACCOUNT

USERNAME

PASSWORD

SIGN UP

LATEST GIFS

FROM THE BLOG

JULY 8, 2012

giffffle

Colors

Typography

Images

UI Elements

Buttons

Forms

Misc

giffle

Colors

	black	darkest	darker	dark		light	lighter	lightest	white
Gray PRIMARY									
Orange SECONDARY									

Typography

Proxima Nova PRIMARY	Sed molestie augue sit amet leo consequat posuere
Proxima Nova Light	Sed molestie augue sit amet leo consequat posuere

Typography

Proxima Nova PRIMARY	Sed molestie augue sit amet leo consequat posuere
Proxima Nova Light SECONDARY	Sed molestie augue sit amet leo consequat posuere
Aller Bold Italic TERTIARY / ACCENT	***Sed molestie augue sit amet leo consequat posuere***

H1	Nunc Eu Ullamcorper Orci. Quisque
H2	Nunc Eu Ullamcorper Orci. Quisque Eget
H3	Nunc Eu Ullamcorper Orci. Quisque Eget Odio
H2.BLOCK-TITLE	**NUNC EU ULLAMCORPER**
P	Duis sed odio sit amet nibh vulputate cursus a sit amet mauris. Morbi accumsan ipsum velit. Nam nec tellus a odio tincidunt auctor a ornare odio. Sed non mauris vitae erat consequat auctor eu in elit.

Images

THUMBNAIL

SMALL

MEDIUM

LARGE

UI Elements

Buttons

PRIMARY

SECONDARY

TERTIARY

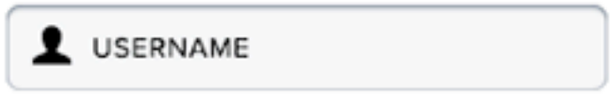
Forms

INPUT

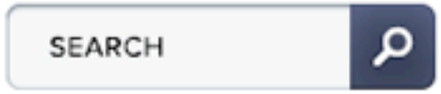
INPUT WITH BUTTON

Forms

INPUT

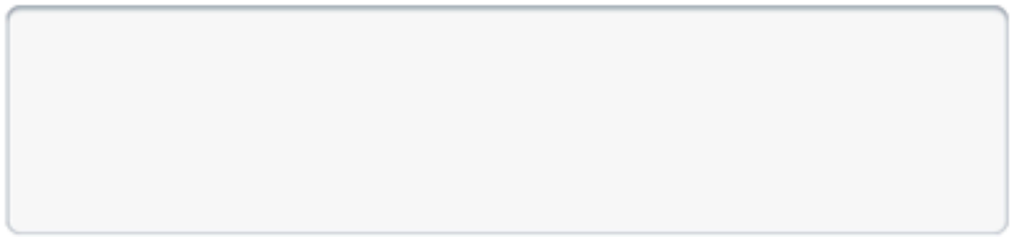


INPUT WITH BUTTON



TEXTAREA

COMMENT:



SELECT

SELECT ONE:

CHECKBOX

- [x] Option One
- [ ] Option Two

RADIO GROUP

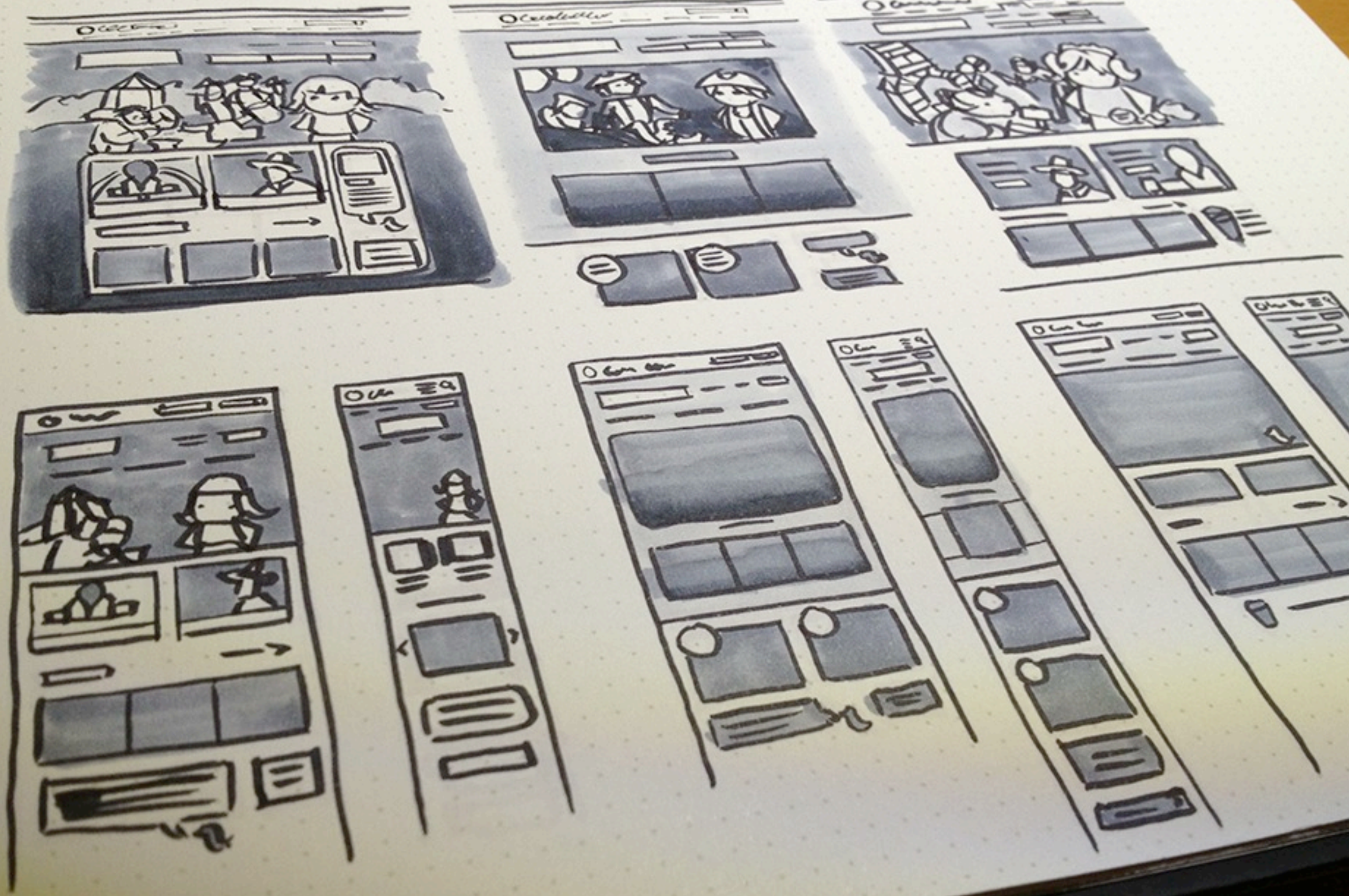
- (•) Option One
- ( ) Option Two

Misc

IMAGE HOLDER

DATE — JULY 8, 2012

More Sketching!



1. Header
2. Breadcrumb Trail
3. Cover Shot
4. Actions
5. Title, Overview & Pull Q
6. Icon, Type & Metadata
7. Key Findings / Executive Table of Contents Tabs
8. Key Findings & Sidebar
9. Featured Resource
10. Other Publications in thi
11. Related Publications
12. Flexible Sidebar

Design Continues...

Thanks!

Evaluate this session:

http://bit.ly/VZe1K8

@kenwoodworth

kenwoodworth.com