Josh Riggs

Senior Lead UX Designer @ThinkShout

@joshriggs

Ballin’ On A Budget

How to create great design at nearly any cost.

A Bit About Me

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and a heated hot sauce competition make this a can't-miss event every year. This event is free to the public with a donation of three healthy non-perishable food items or a $3 donation. No dogs allowed.
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groups:
Design @ThinkShout

I Take Abstract Ideas And Create Something A Human Can Use

The Twist: We Work Almost Exclusively With Non Profits Who Watch Their Budget Carefully

Designing On A Budget:

- Why Talk About Money?
- Ideas Are Free*
- Budget Killers & How to Avoid Them
- Final Thoughts & Resources

Why Talk About Money?

Comparison. Expectations.
Reality Check.

Apple

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Mac Apps Pro Apps Accessories Server

iMac
with Retina 5K display

Mac mini
It's mini in a massive way.
Now starting at $499.

MacBook Air
All the power you want. All day long.

Start something new.
View the gallery ›

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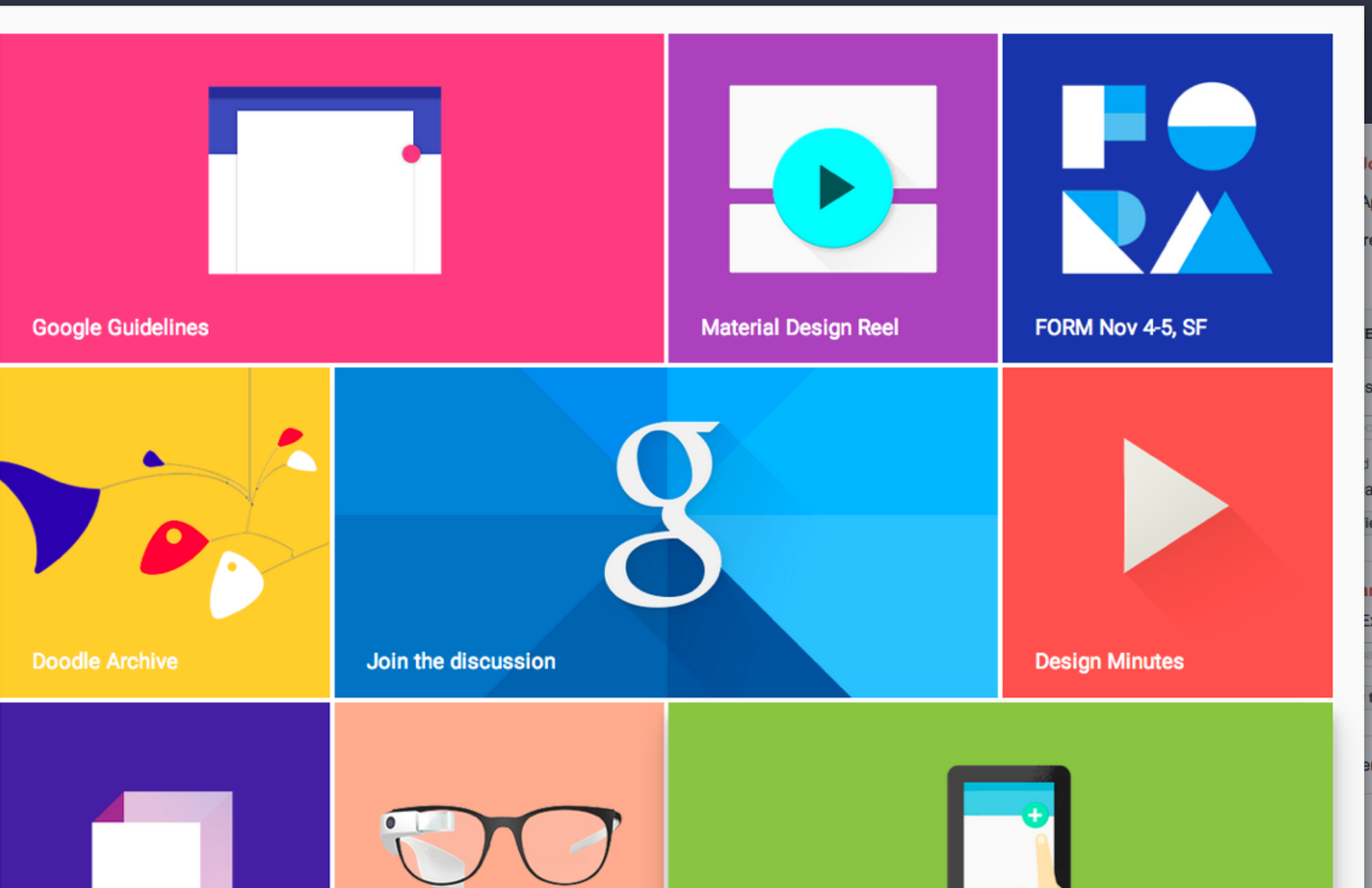
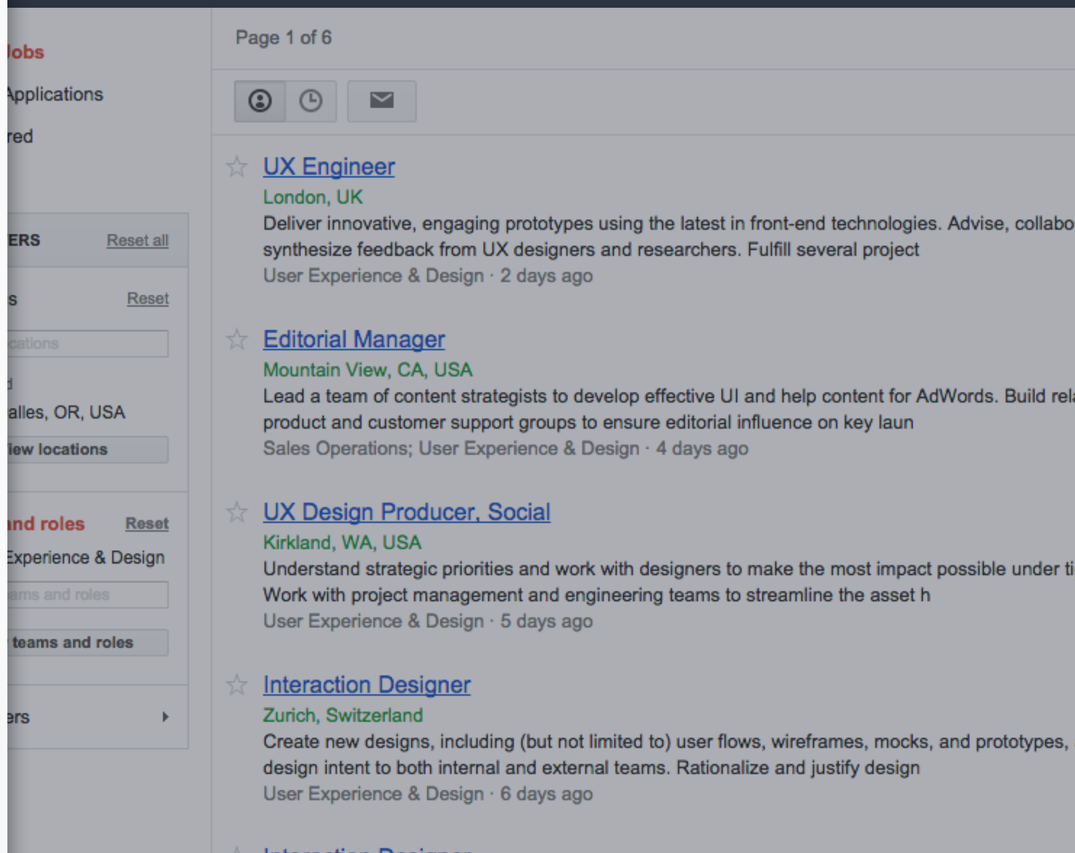
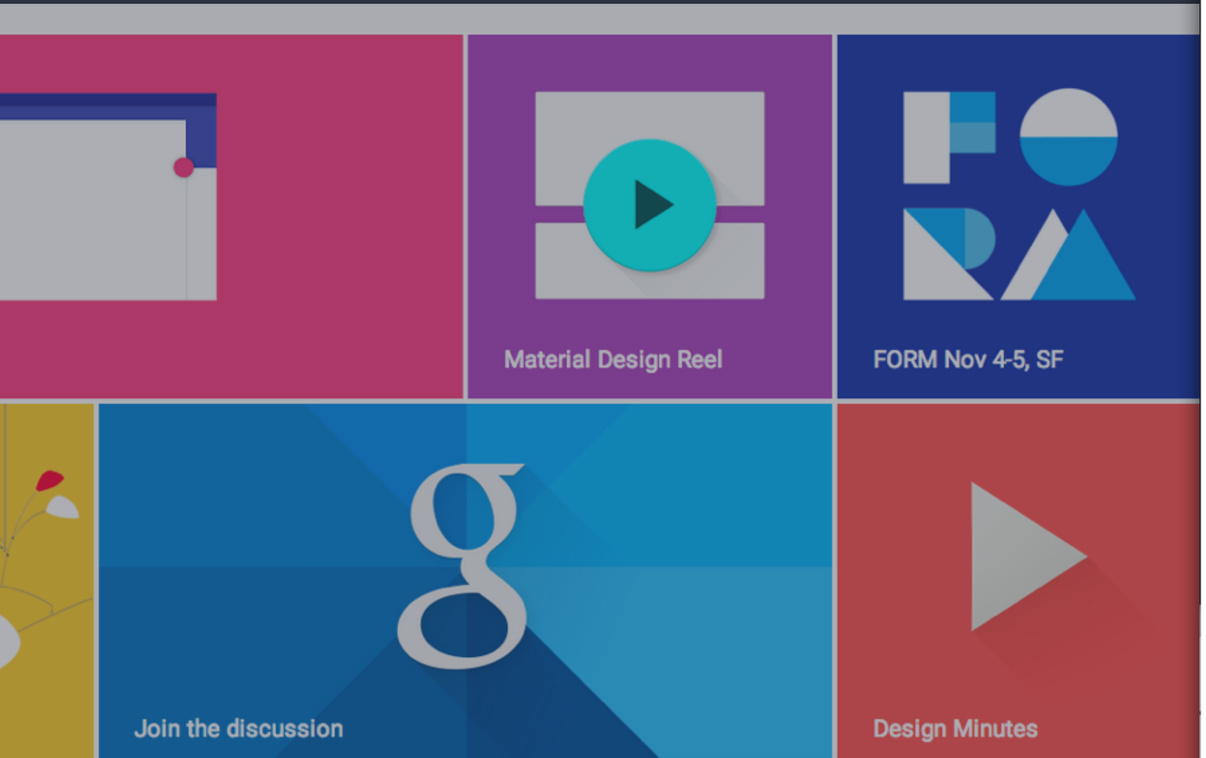
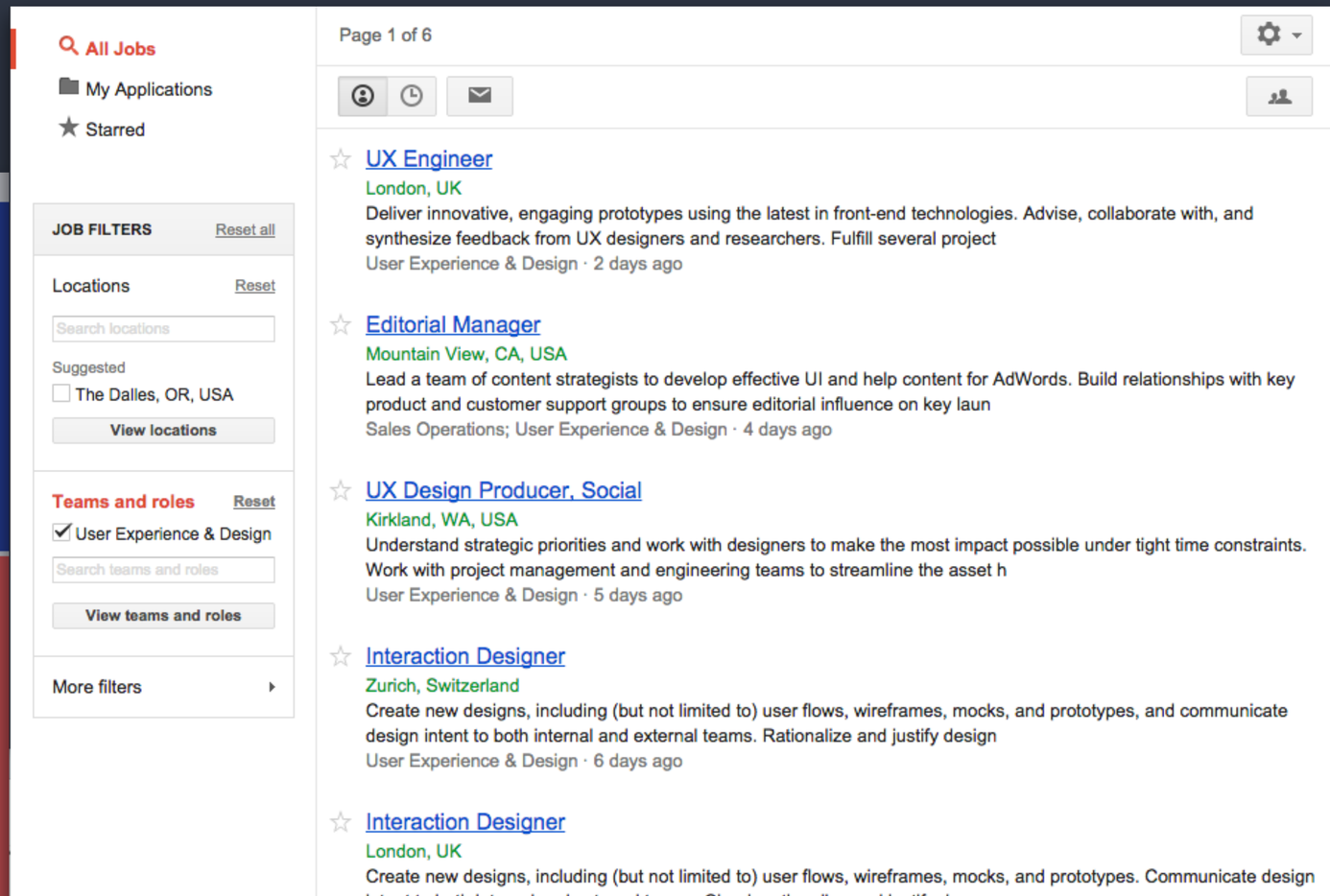
Google Design





60 UX Design Job Openings





Charity: Water

Why fundraise for charity: water?

We're a non-profit organization on a mission to bring clean drinking water to every person on the planet. Thanks to your help, we've funded **13,644** water projects in **22** countries.

100% MODEL

Private donors fund our operating costs so 100% of your donations go straight to the field.

TRANSPARENCY

We prove every water project we build using photos and GPS coordinates on Google Maps.

LOCAL PARTNERS

We work with strong local partners on the ground to build and maintain water projects.

Sponsor a water project.

Starting a campaign is easy.

STEP 1

Decide what to do and create your page.

It only takes a minute to set up your campaign. Decide what to do. Pick a name. Pick a photo. Click, click, click, done! Just like that, you'll be ready to start raising money and bringing clean water to people in need.

11 Full Time Design-Ish Employees

- Creative Director
- Senior Graphic Designer
- Graphic Designer
- Product Designer
- UI Designer
- Production Designer
- Videographer
- Copywriter
- 3 Front End Engineers

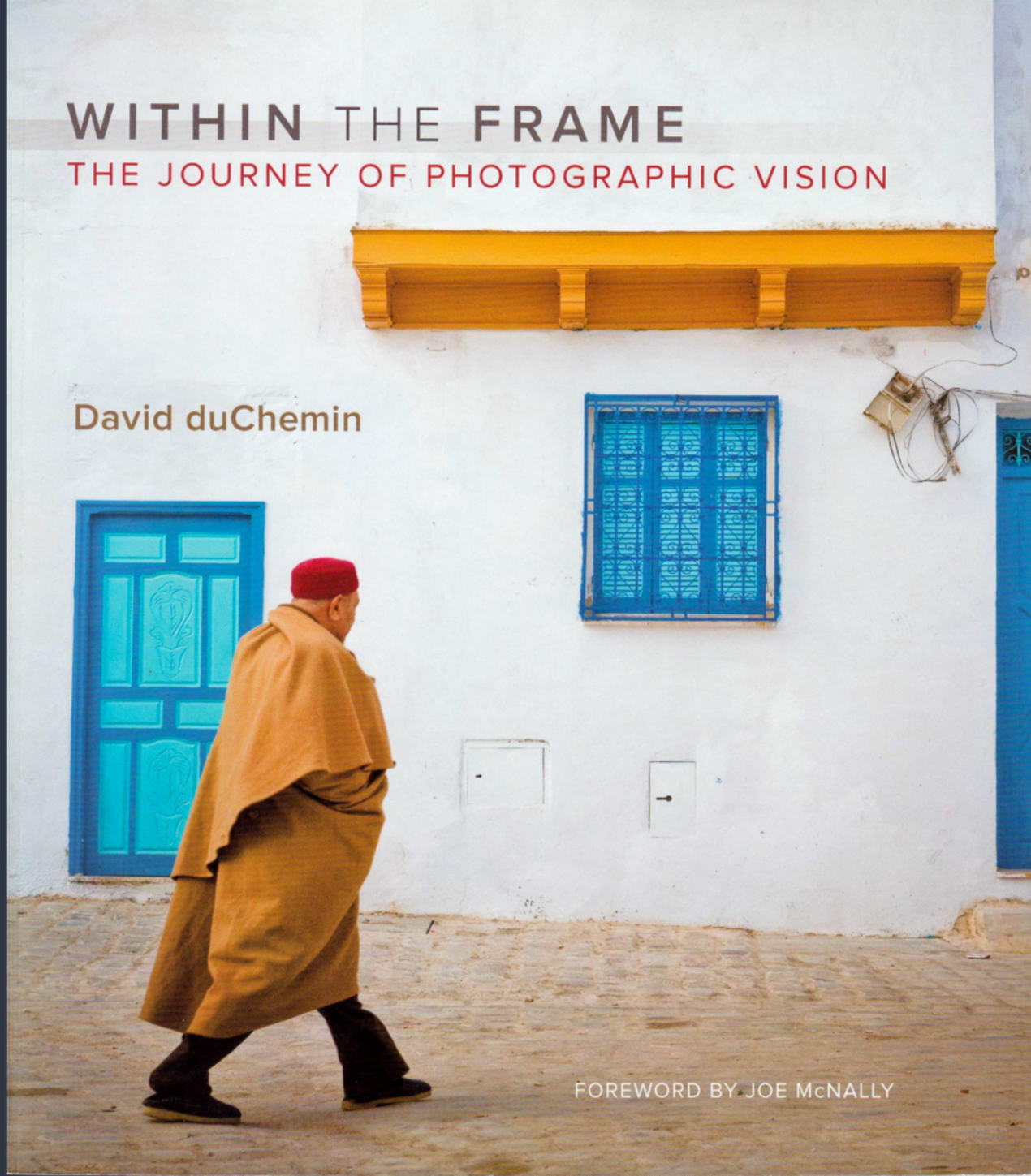
Great Design Costs Time & Resources. What If We Have Neither?

If Time = Money, How Can We Work More Efficiently And Still Create Great Design?

Good Ideas Are Free.

“Gear Is Good, Vision Is Better”

- David DuChemin



Having A Solid Design Vision Will Help You Keep Things In Perspective.

Design Skills: Quick Investments That Pay Back:

- Good Typography
- Simple image editing

Good Typography

- Good typography creates a high-end, elegant feel
- Proper line-height / leading makes reading easy
- Hierarchy of text (headings, body copy, quotes, etc.) will effortlessly lead users to where we want them to go.

Making the switch

Comments and ideas about Sketch, its place in design, usage and future.

On november 24th, tuto.com, a french tutorial website interviewed three designers: Jean-marc Denis, Philippe Hong and myself to talk about Sketch and design in general. The questions were spot on and the answers from my peers very interesting so I decided to translate it for my english readers.

This serves as a pretty good follow up to my previous Sketch article, "A month with Sketch 3.0". A good introduction if you do not know what we are talking about here.

Before we start, let's get to know our interviewees.

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Canon 7D Mark II

20MP APS-C, 10 FPS

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Please help KenRockwell.com

Canon 7D Mk II (32.1 oz./910 g. with battery and card, about $1,799) with Canon EF 35mm f/1.4 L. enlarge. I'd get it at Adorama (body only) or with the 18-135mm STM (recommended) or at Amazon.

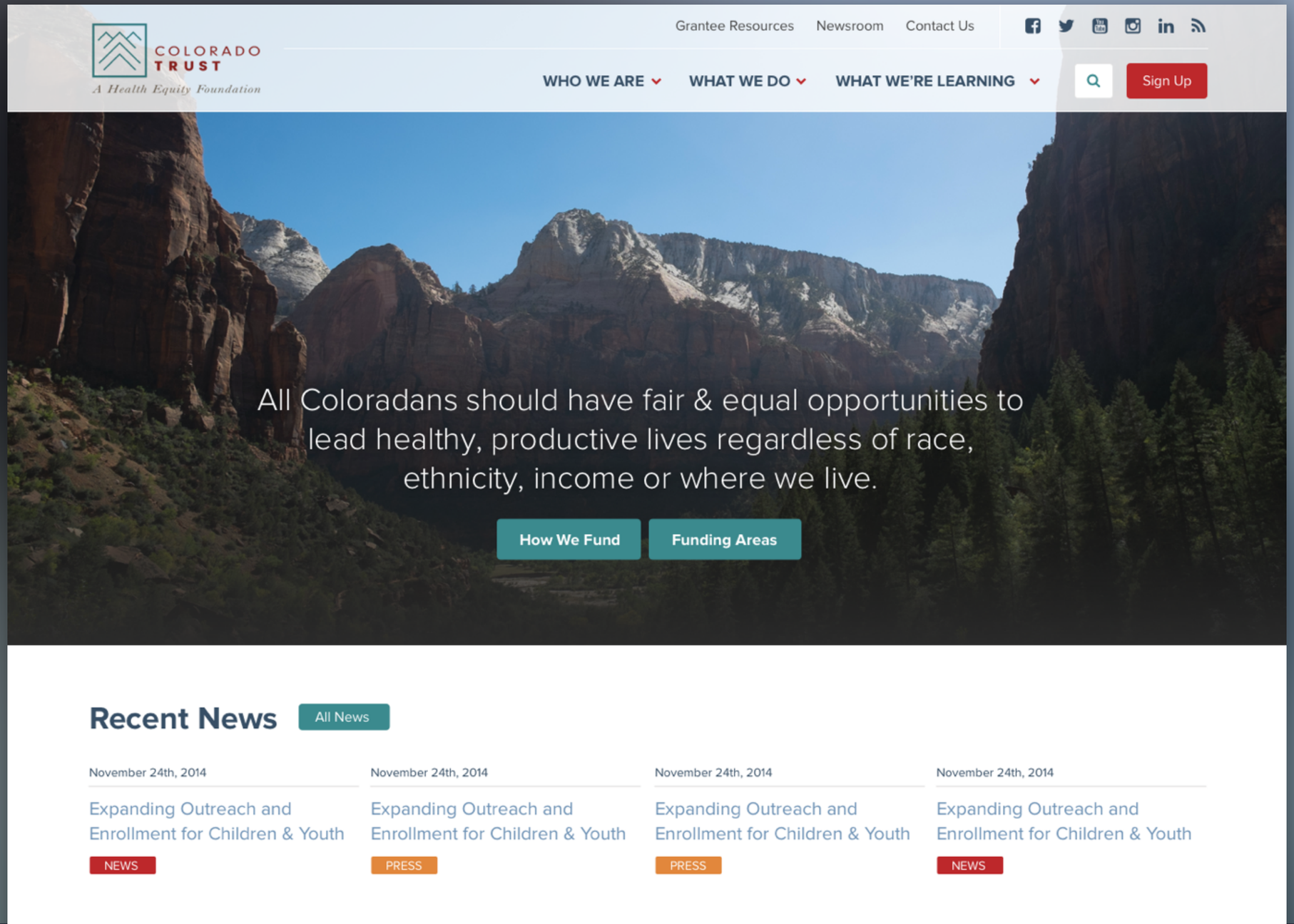
This ad-free website's biggest source of support is when you use any of these links to approved sources when you get *anything*, regardless of the country in which you live. Canon does not seal its boxes, so *never* buy at retail or any source not on my personally approved list since you'll have no way of knowing if you're getting a defective or damaged customer return or a used camera. Buy only from the approved sources I use myself for the best prices, service, return policies and selection. Thanks for your support! Ken.

December 2014 Canon Reviews Canon Lenses All Reviews

PRICE DROP: Canon 7D Mk II, printer and more for $1,699! ($2.049 paid in cart when logged-in, then $350 rebate.) Includes: Canon 7D Mark II, Canon PIXMA PRO-100 Printer, Canon SG-201 Photo Paper, New Leaf PLUS - 1 Year Digital Camera Service Plan with Accidental Damage Coverage (for Drops & Spills), Slinger Bag, SanDisk 32GB Memory Card.

Simple Image Editing & Color Treatment

- Color treat your damn photos!
- Presets like VSCO (vsco.co) are great!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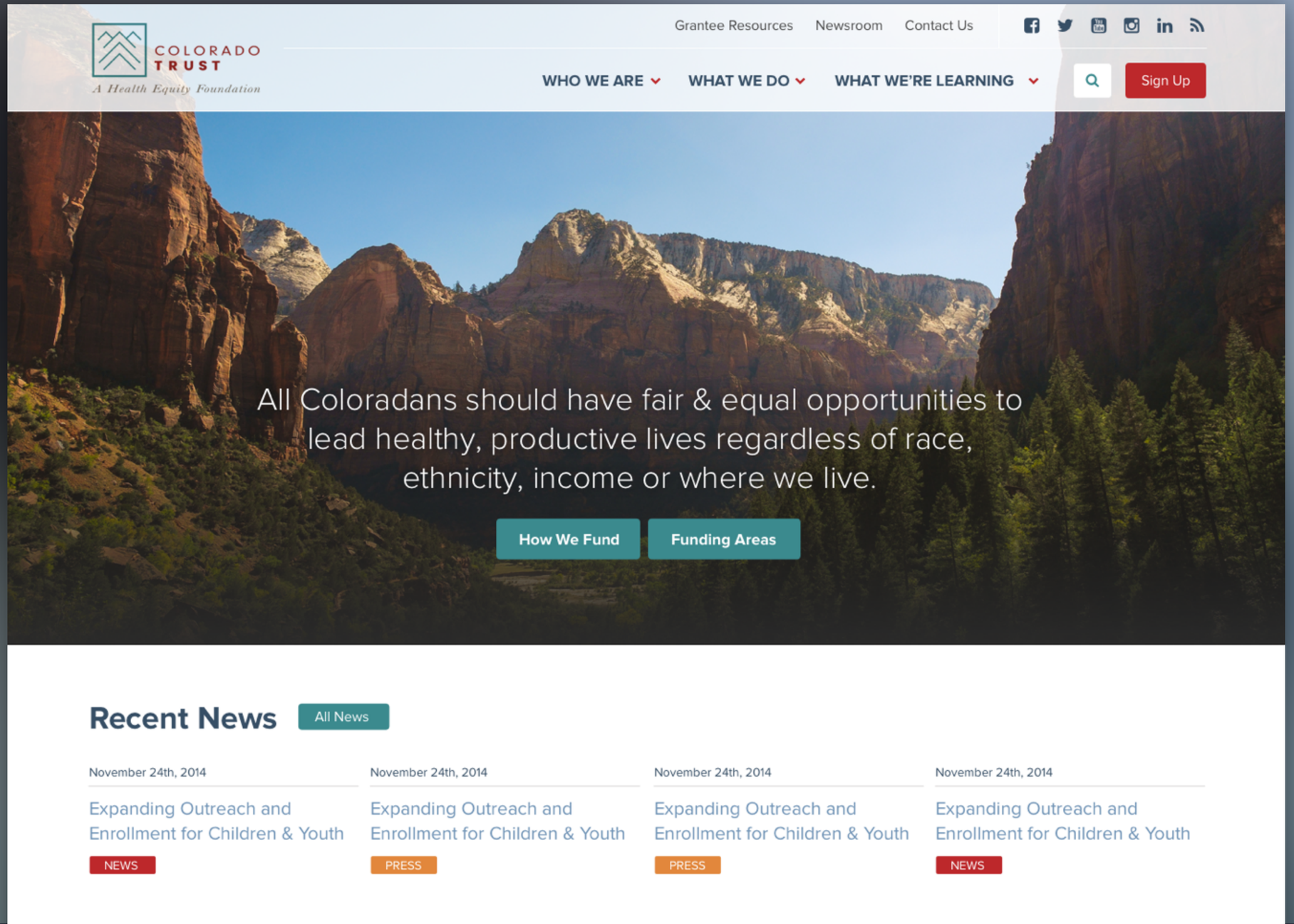
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NEWS

Good, Creative Ideas Are Free. Implementing Those Ideas Can Be Expensive!

Budget Killers & How To Avoid Them

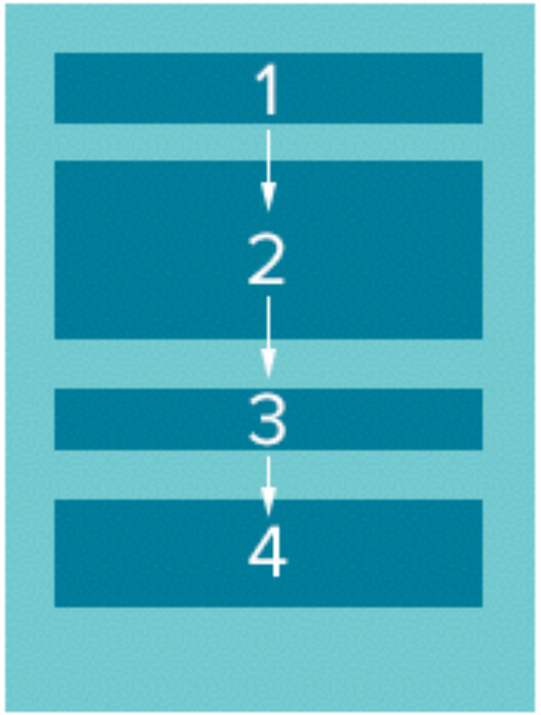
4 Breeds Of Budget Killers

- Technical underestimation
- Inconsistencies in design
- Misguided design deliverables
- Bad communication

Technical Underestimation

Might as well just punch your programmers and your budget in the face. Repeatedly.

Example:
Responsive Design & HTML Source Order



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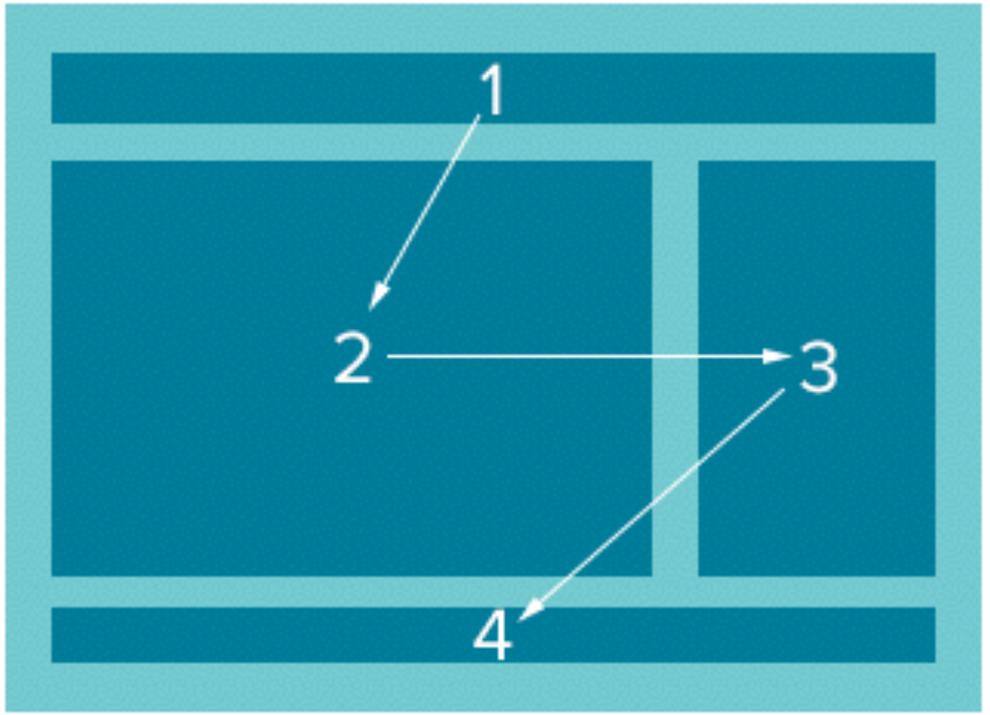

Web browser

Ocean Outcomes

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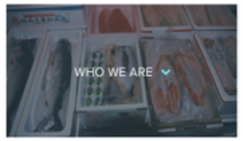

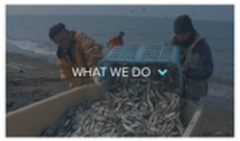

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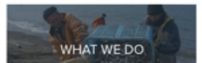

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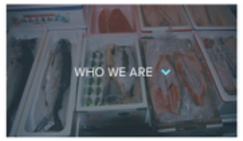

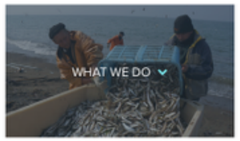

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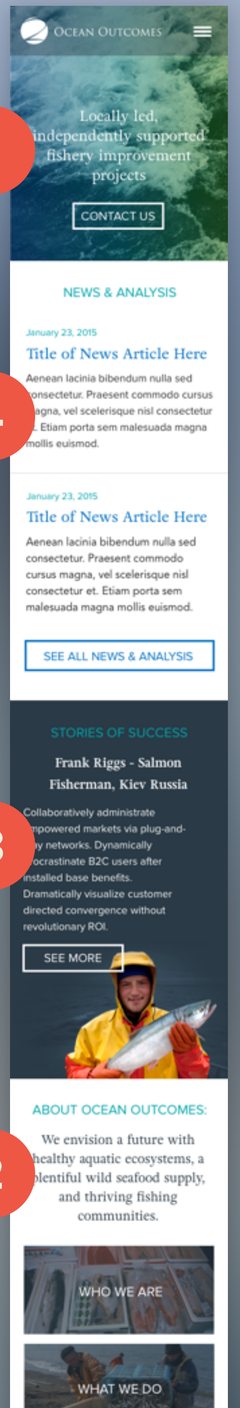

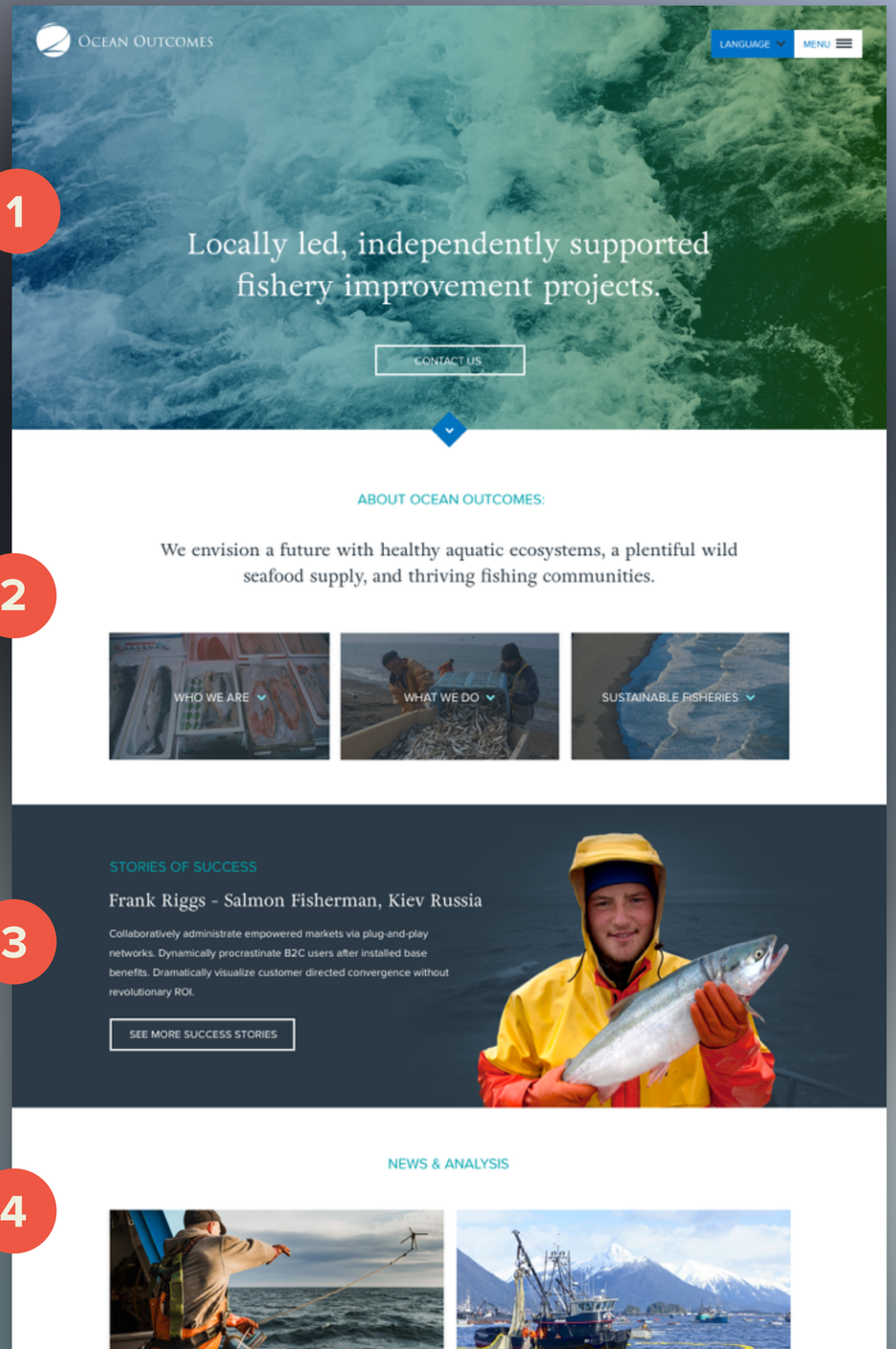
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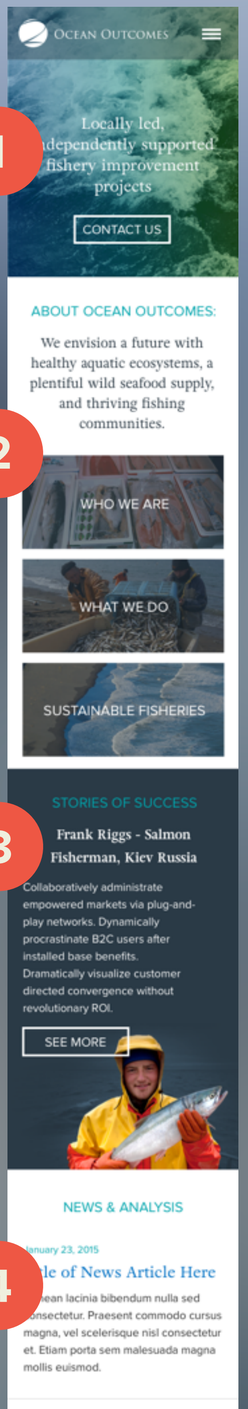
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Example:
Know your CMS or Platform

How to avoid building products that fail

It's all about needs.

"If I had asked people what they wanted, they would have said faster horses." Far too often, we hear those words (supposedly spoken by Henry Ford) as a way to justify rushing headlong into executing a so-called innovation before the idea is tested with users. It's worth noting that not only did Henry Ford probably never speak those words, it also turns out that kind of thinking resulted in "a catastrophic loss of market share from which [Ford] never recovered."

The lesson we should take from this story is that it's extremely dangerous to execute ideas without first identifying and testing assumptions about the value of those ideas. We shouldn't jump to a solution before we understand the problem. And

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How to avoid building products that fail

It's all about needs.

Article Content

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Solution:
Talk To Your Developers.

On a scale of 1 - 10, how hard will it be for you to build this?

Always code as if the guy who ends up maintaining your code will be a violent psychopath who knows where you live.

- Martin Golding

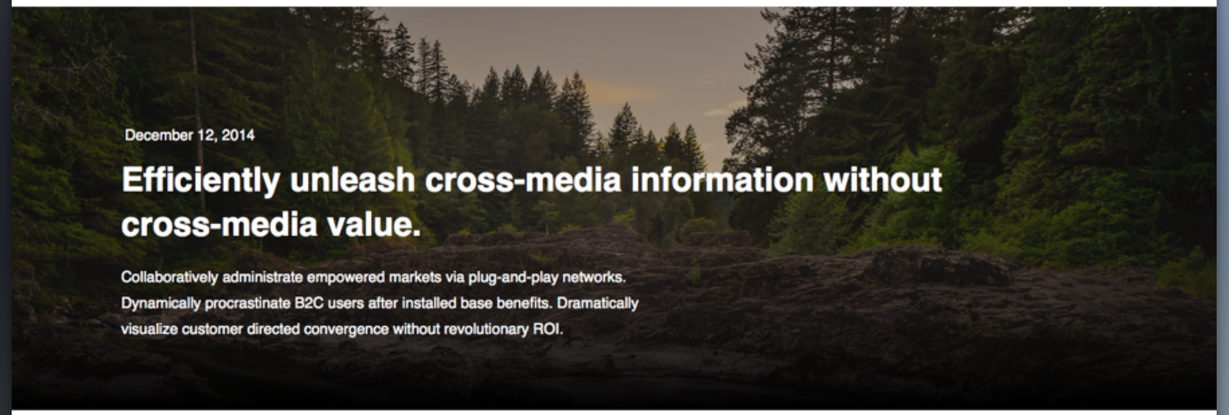
Always design as if the guy who ends up coding your designs will be a violent psychopath who knows where your desk is.

- Me

Inconsistency

Like a swarm of angry little bees that slowly devour the budget.

Example:
Image Thumbnail Sizes



December 12, 2014

Efficiently unleash cross-media information without cross-media value.

Collaboratively administrate empowered markets via plug-and-play networks. Dynamically procrastinate B2C users after installed base benefits. Dramatically visualize customer directed convergence without revolutionary ROI.

January 12, 2015

Noah Mamet is new Ambassador to Argentina

January 12, 2015

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Aenean lacinia bibendum nulla sed consectetur. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

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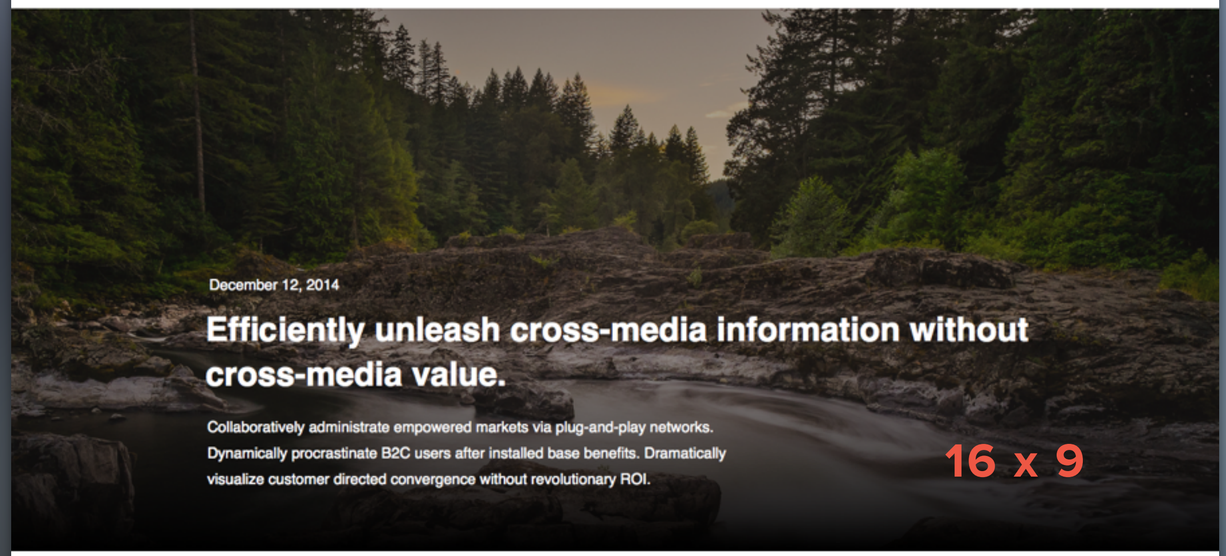

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January 12, 2015

Solution:
BE. VERY. CONSISTENT.

Misguided Design Deliverables

Burning yourself out, and your budget too.

Examples:

- Designing the wrong things
- Creating too many design deliverables
- Not designing enough
- Jumping into designs too quickly

Design deliverables have to make both clients and developers happy.
This is not easy.

Different clients require different deliverables.
Accept and embrace this.

Process Is More Important Than Deliverables.

Deliverables at ThinkShout:

- Content Slice Diagrams
- Wireframes
- Prototypes
- Style Tiles
- Visual Inventories
- Visual Design in Browser
- Visual Design in Sketch
- Codepens

Process at ThinkShout:

- Start broad, then work down to details.
- Turn business goals and content into something a human can use.

Solution:

Focus on objectives, not specific deliverables.

Create a plan before starting.

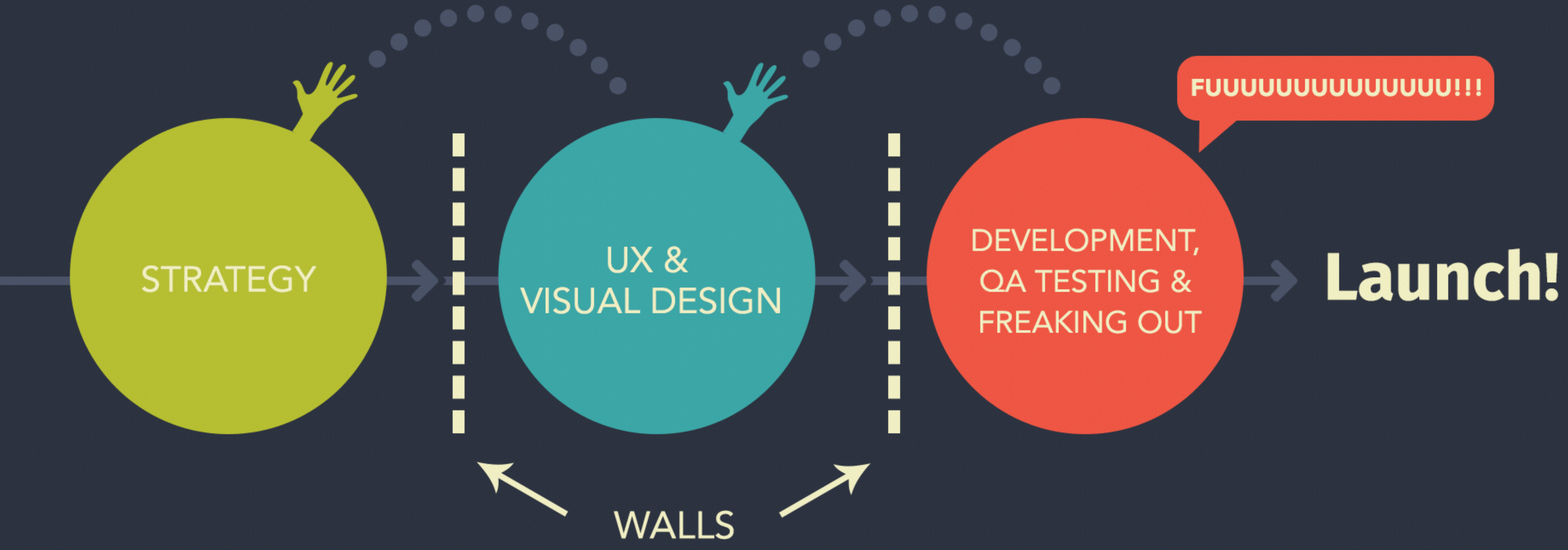
Bad Communication

Like a wrecking ball to your budget

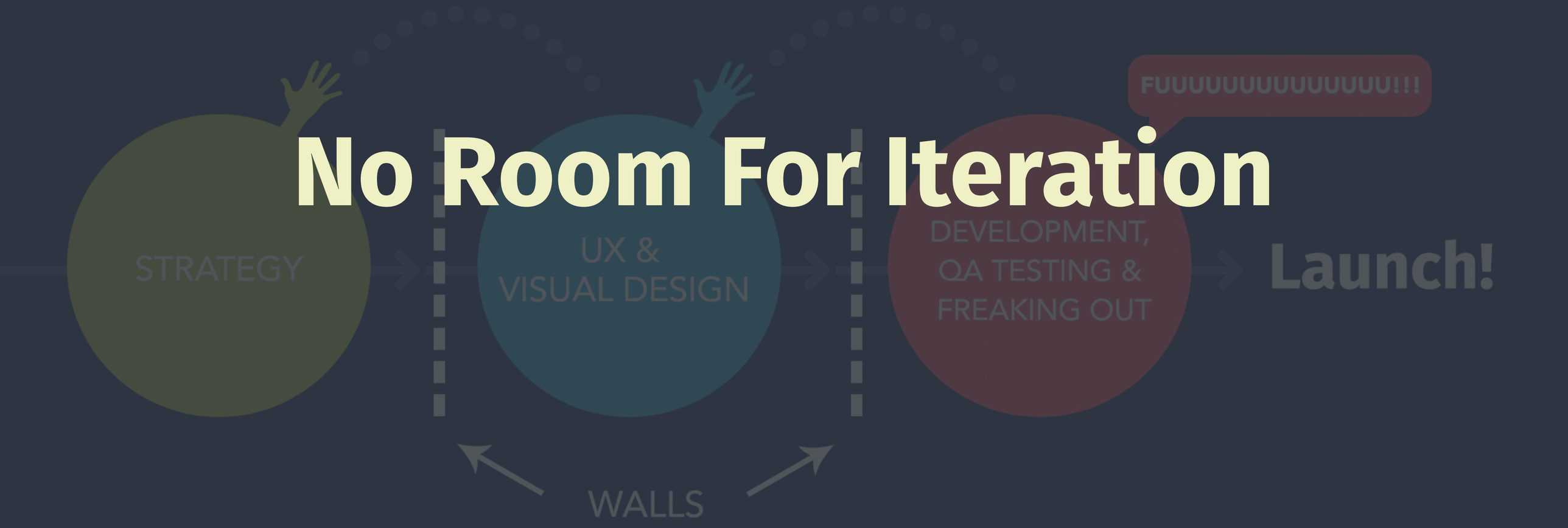
Assumptions Cost Money.

When We Don’t Communicate Problems Snowball.

Typical Web Design Process



Typical Web Design Process

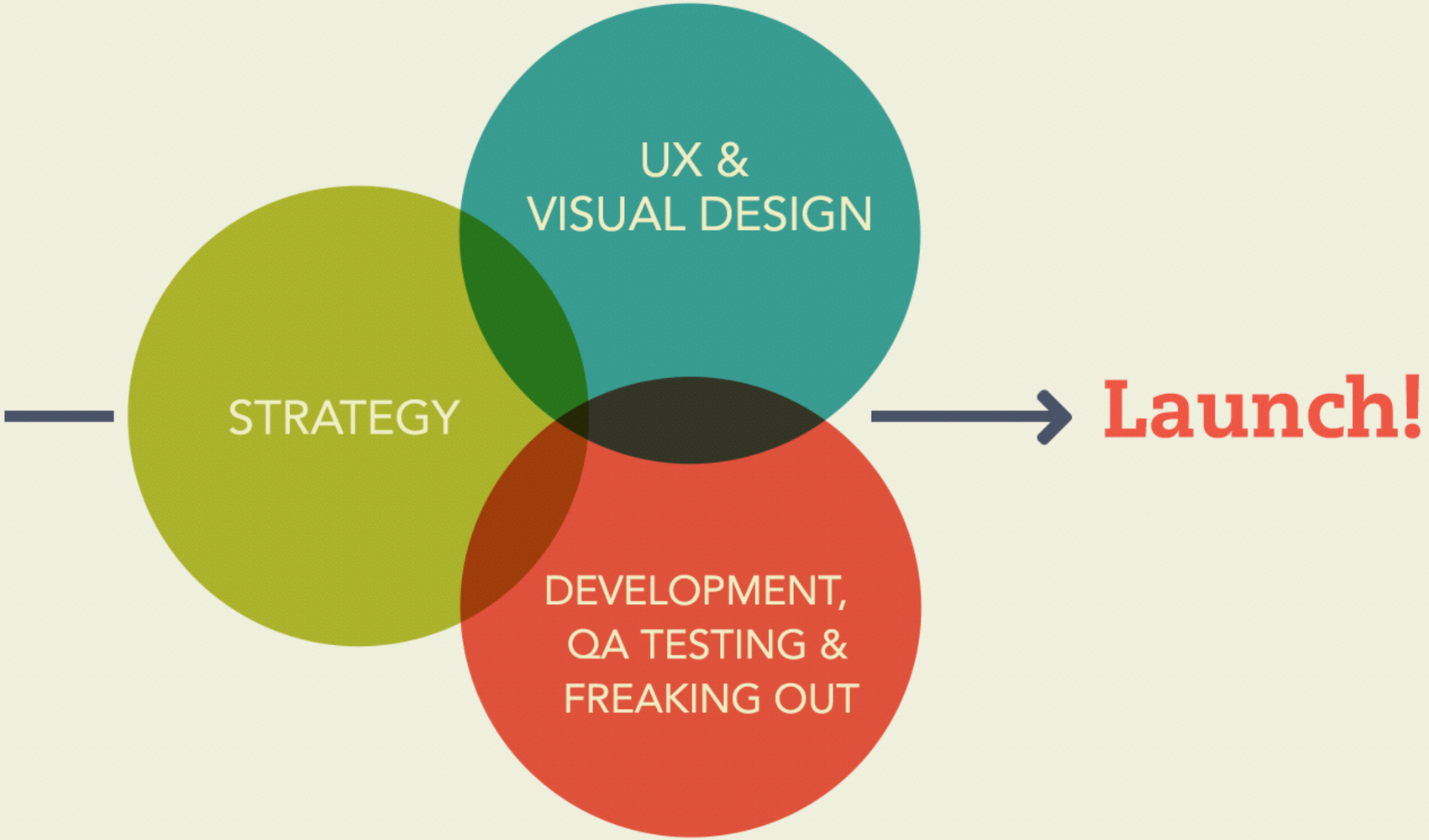


No Room For Iteration

Example:

- Front loading design only at the beginning of a project
- What happens if something needs design, and your design budget is gone?

A Better Process:



Solution:

Be in constant communication with engineers, PMs and clients. Don’t be afraid to ask for clarity.

Final Thoughts & Time Savers

Let Go Of Pixel Perfection

- Wireframes and prototypes can be ugly
- Obsessing over pixels in responsive design is futile
- Shipped is better than perfect

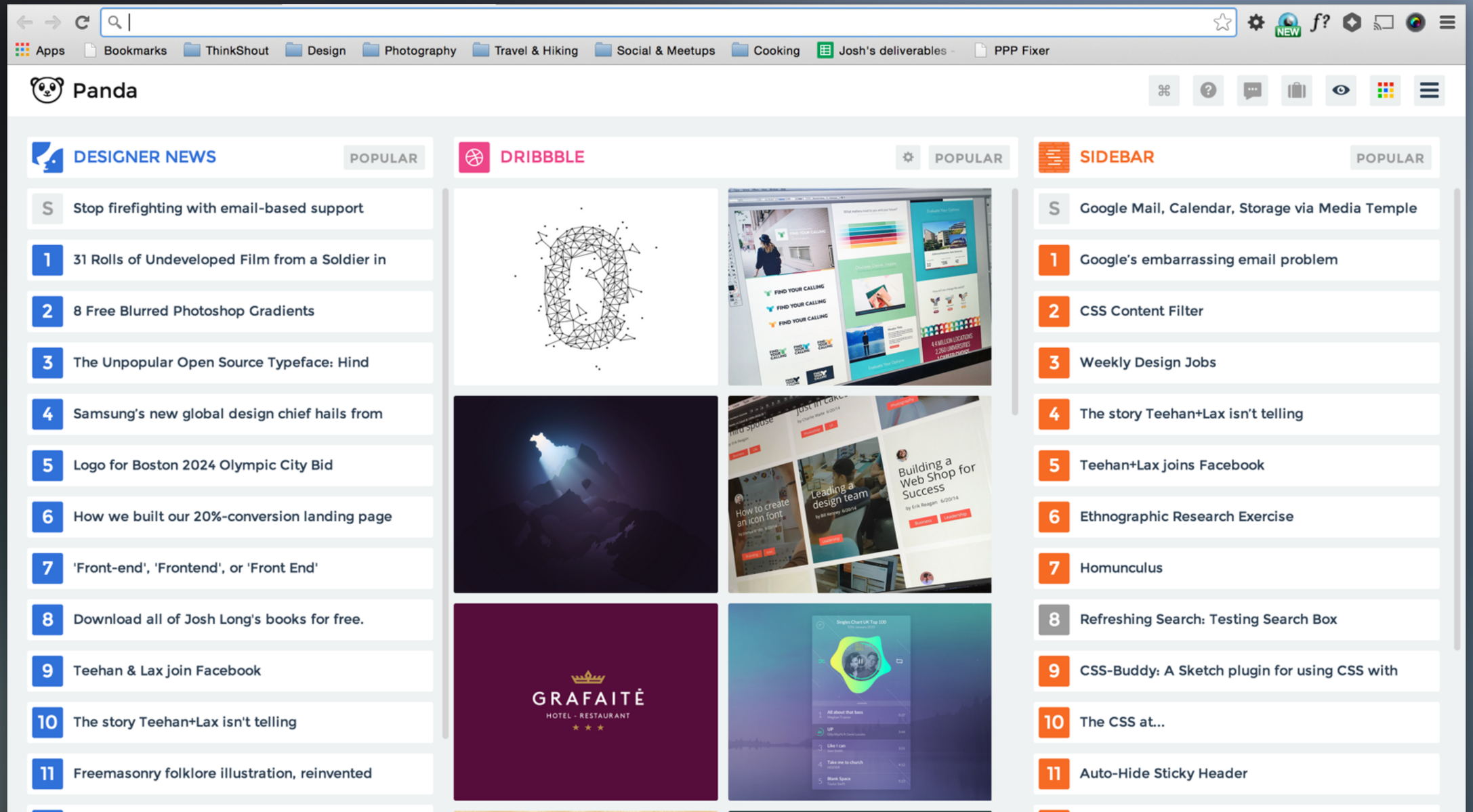
Beware Of The Framework

- Zurb Foundation, Bootstrap, etc.
- Usually includes a lot of shit you don’t need
- Great for using out of the box, but a giant pain to customize
- Can be a nightmare to use with a CMS like Drupal
- I recommend for prototyping only.

Stay Inspired & Knowledgeable

- Set aside some non-billable time to keep up with trends and inspiration
- An hour here and there on a project really adds up
- Be proactive on research and inspiration
- Chrome Panda Plugin

usepanda.com



Daily Exercises

- Your design skills need to be exercised
- Daily Sketches
- Daily Treehouse lessons

Sketch Like A Mofo

- Sketching quick ideas before jumping into code or Photoshop saves you time
- Show quick sketches to your clients or your team to get quick feedback
- You can even make your sketches interactive using Invision (invisionapp.com)

Free Stuff:

Save budget by not buying shit.

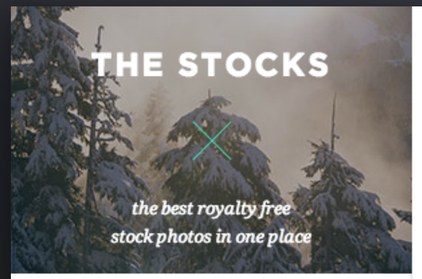
Typefaces:

- Google Fonts: google.com/fonts
- League of Movable Type: theleagueofmoveabletype.com
- Lost Type: losttype.com
- Font Squirrel: fontsquirrel.com

Free Photos

- The Stocks: thestocks.im
- Unsplash: unsplash.com
- Death To The Stock Photo: deathtothestockphoto.com

thestocks.im



UNSPLASH

LITTLE VISUALS

NEW OLD STOCK

SUPER FAMOUS

STARTUP STOCK

GRATISOGRAPHY

GETREFE

CROW THE STONE

PEXELS

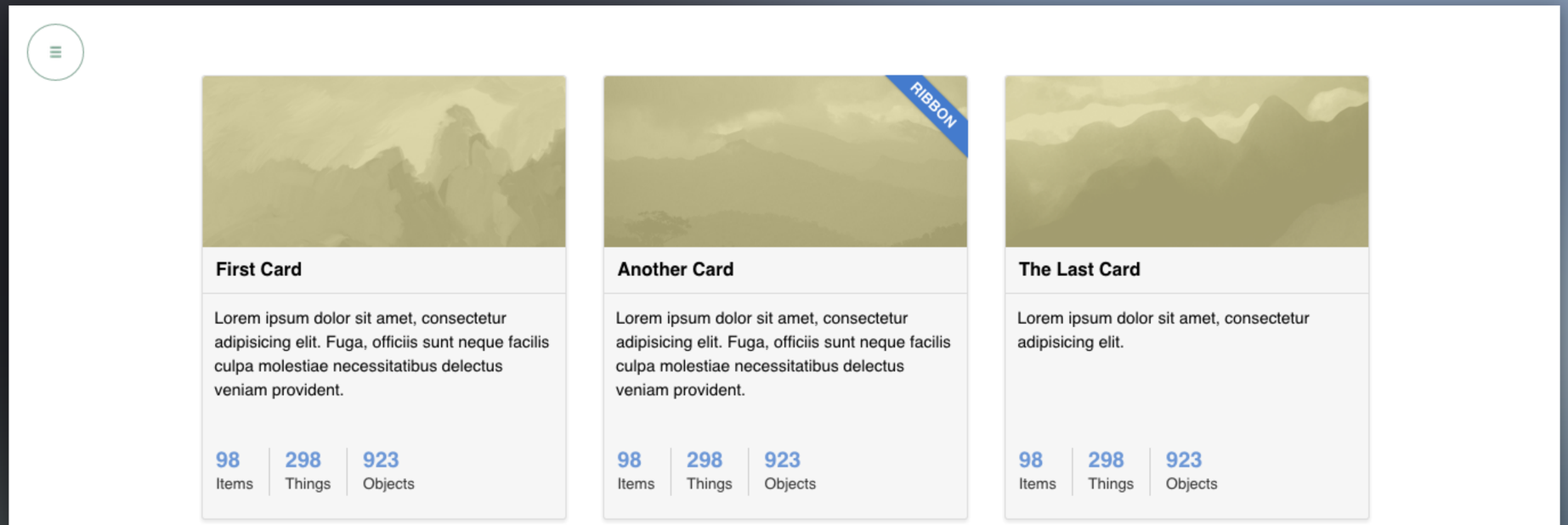
STOCK UP

Download / By margot pandone

Code Snippets

- Codrops: tympanus.net/codrops/
- CodePen: codepen.io
- Bourbon Refills: refills.bourbon.io

refills.bourbon.io



HIDE CODE

COPY

```
<div class="cards">
  <div class="card">
    <div class="card-image">
      <img src="https://raw.githubusercontent.com/thoughtbot/refills/master/source/images/mountains.png" alt="">
    </div>
    <div class="card-header">
      First Card
    </div>
    <div class="card-copy">
      <p>Lorem ipsum dolor sit amet, consectetur adipisicing elit. Fuga, officiis sunt neque facilis culpa molest
    </div>
    <div class="card-stats">
      <ul>
```

COPY

```
.cards {
  @include display(flex);
  @include flex-wrap(wrap);
  @include justify-content(space-between);
}

.card {

////////////////////////////////////////////////////////////////////////////////

  $base-border-color: gainsboro !default;
  $base-border-radius: 3px !default;
  $base-background-color: white !default;
  $base-spacing: 1.5em !default;
  $base-accent-color: #4777DA !default;
```

“Creativity Is Born Out Of Necessity And Constraints Are Just Needs.”

Thank You!

Now, let’s go have a beer!