



e space[®]

MEET THE DESIGNERS



**A designer is a person
who **designs** something.**





..., automotive designer, costume designer, fashion designer, game designer, **graphic designer**, **interaction designer**, interior designer, jewelry designer, landscape designer, systems designer, **web designer**, ...





**Creative director, Art director,
Brand identity developer, Logo
designer, Layout designer,
Illustrator, Multimedia developer,
Visual Journalist, Interface
designer, Web designer**





Developer **thinks** then **tries**
Designer **tries** then **thinks**





**Don't expect designer to
think **logically**.**

There are no "IF conditions"





$$1 + 3 = ?$$





Developer





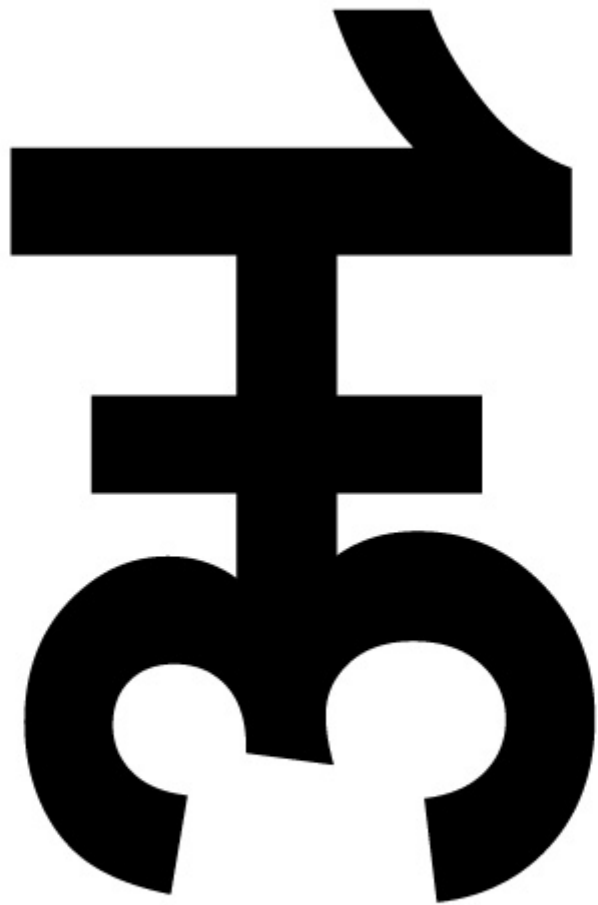
4

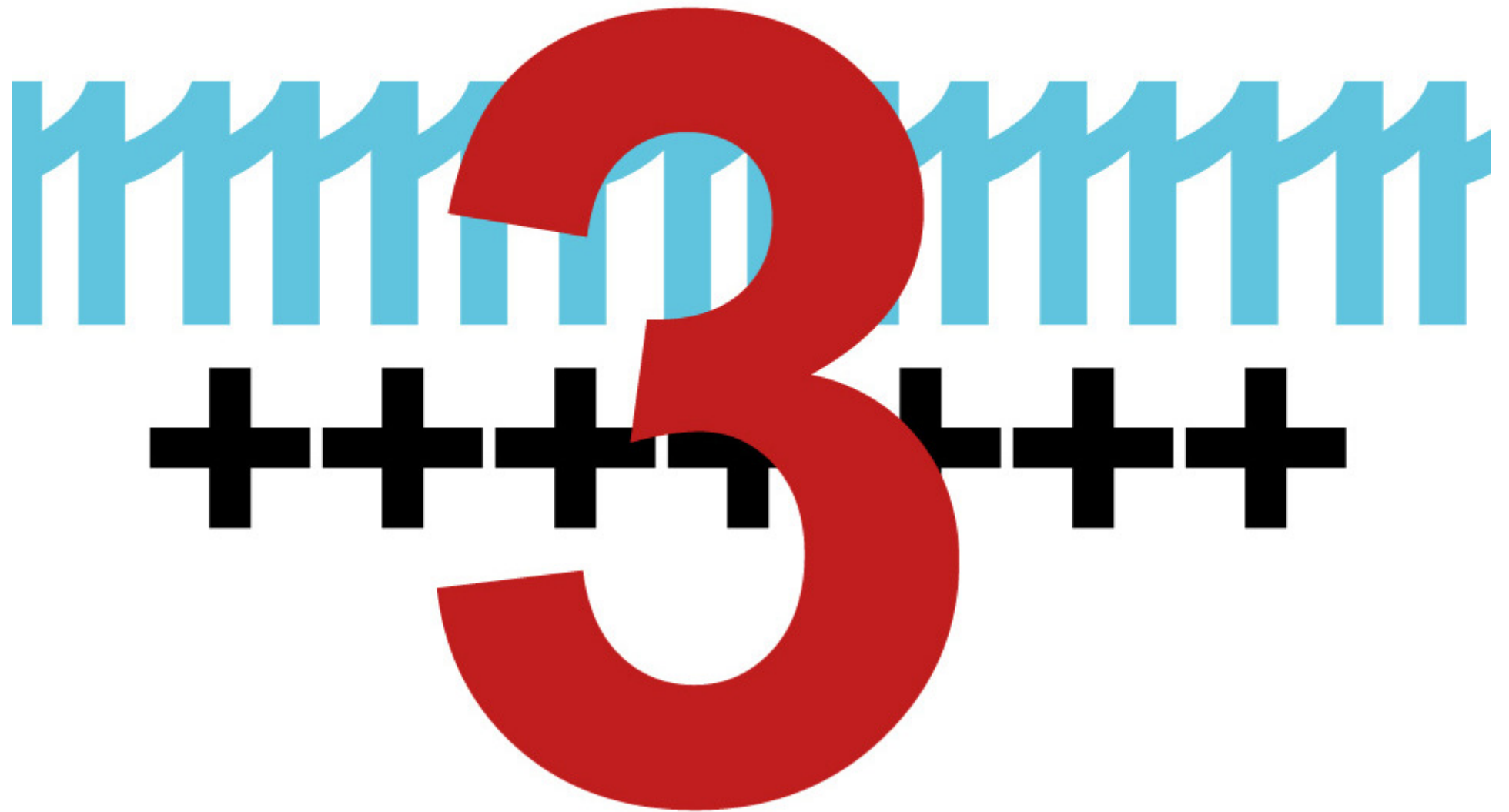




Designer













**Designer should be
creative**





Designer should
observe





Designer **initiates** & **Follows up**





Egypt has **no** good
design schools.

Good designer in Egypt
are mostly **self-learned**





DISCUSSION

5 Minutes

Who are designers and design career in Egypt





**Designers should make
things beautiful**

**Developers should make
things work**





**It is ok that developers see
things beautiful**

**It is ok that designers see
things working well**





**Developers shouldn't care
what font should be used.**

**Designers shouldn't care how
data is retrieved from
database**





لَبَّسِ الْبِوَصَةَ تَبْقَى عَرُوسَةَ





This is wrong!



**Good development
should be
represented
beautifully**





@space HOME

S.W.A.T. WE BUILD SCALABLE RUBY ON RAILS APPS

Our hands are dirty making

NEVERBLOCK

the blog

CASE

Community of Arab Scientists & Engineers

SEARCH FOR A CONNECTION

JOIN NOW, IT IS FREE

Sweet Dream Quality and comfort products

Welcome to Sweet Dream

Products Gallery

wenear A mobile framework

walk

Want to know if there are any events around you that you are interested in?

wenear is a location-based social networking framework

meOwns it's my property!

Home Explore Tags Owners Find

meOwns is a social tool that allows you to showcase stuff you own and share them with friends and other people who have the same interests as you.

Take a tour Sign up

Agile Web Development with

recently added stuff

recently wished stuff

hot stuff beloved stuff interesting stuff





**Designer writes Static
HTML & CSS code**

Then

**Developer makes it
Dynamic**





Not vice versa!





**Designer preceding
Developer by 1 step makes
things X2 faster**





Developer shouldn't
write/modify/remove a
letter from CSS file





**Designer shouldn't
write/modify/remove a
letter from **dynamic code****





Designers & Developers **meet in the HTML &** **Javascript land**





**And the battle
begins!**





DISCUSSION

5 Minutes

Developers & Designers Interaction



**Design is not only
about colors.**

**It is about usability,
Interaction, SEO**



eSpace designer responsibilities:

- 1. Brand Identity of website**
- 2. Logo design (if needed)**
- 3. Website layout design**
- 4. Production of HTML** (Clean, Valid, Semantic, Standards, Accessible, Cross browser)
- 5. Production of CSS**
- 6. Views Javascript**
- 7. Fixing any layout bugs**
- 8. Any other design tasks (templates, print, mobile...etc)**



Web Design Tools

1. **Adobe photoshop or any other alternative.**

1. **Adobe Flash**

2. **Adobe Dreamweaver**

3. **All browsers** (*IE6, IE7, Mozilla Firefox, Opera, Chrome, Safari*)

4. **Any other useful design tool**





Design in the **process**





**1. Every web project will
have 1 Designer at least**





**2. Team agrees how the
designer will deliver
his/her work**





The image displays a file explorer window showing the directory structure of a Rails application. The main view shows folders: app, config, db, doc, lib, log, public, script, test, vendor, and a Rakefile file. The 'public' folder is circled in red, and a red arrow points to a detailed view of its contents. In this detailed view, the 'html' folder is highlighted with a pink star and box. Other folders like 'images', 'stylesheets', and 'javascripts' are highlighted with orange boxes. The 'html' folder contains files: 413.html (HTML Document, 1 KB), dispatch.cgi (CGI File, 1 KB), favicon.ico (16 x 16 Icon), 422.html (HTML Document, 1 KB), dispatch.fcgi (FCGI File, 1 KB), and index_backup.html (HTML Document, 12 KB). The 'images' folder is empty. The 'stylesheets' folder is empty. The 'javascripts' folder contains: 404.html (HTML Document, 1 KB), 500.html (HTML Document, 1 KB), dispatch.rb (Ruby Program, 1 KB), and robots.txt (Text Document, 1 KB). A 'RAILS' logo is visible on the right side of the main view.






**3. Designer is responsible
for any Layout design,
Product Identity, Layout
bugs fixing, entire HTML
& CSS coding**






**4. Designer should finish
the design task before
developers start coding,
and he/she should be
always preceding by 1
step at least**





5. Team leader is the one who **assigns** any design task to the designer and he/she should always follow up with **design team leader** about designer progress.





6. Team members should meet before any project phase to define:

a- Project users

**b- All pages wireframes
and identify them**

c- Put all possible scenarios





7. If a design task is **not that urgent (*i.e. developer work is not depending on it and it may not get delayed*), it shouldn't be expected before **1 day** from the designer.**





DISCUSSION

10 Minutes

Design in the process





Design team





Ramez Mohamed

(Design team leader)





Mina Harvey

(Part time)





Waleed Saeed

(1-1-2009)





Heba Hamdy

(18-1-2009)





Thanks!

