

2021 Spring Designer Newbie Seminar #2

SPARCS Branding & Web Design Tools

Cheddar
최다음



이번 주 todo를 공유해봅시다 :)

- #1) UI component/layout 분석해보기
- #2) good/bad user experience 1개씩 찾아오기

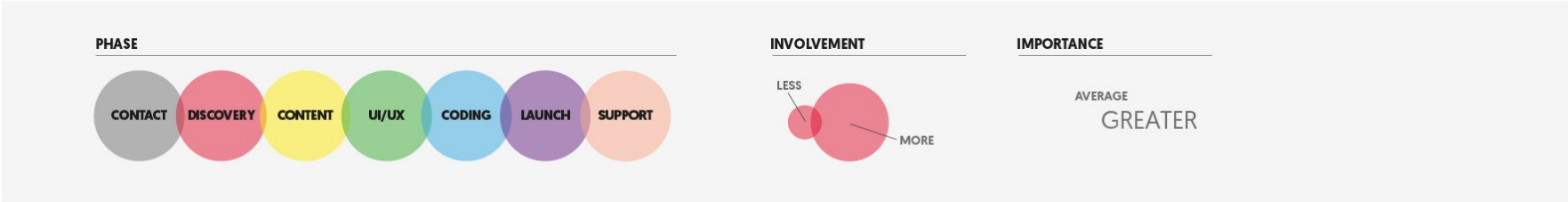
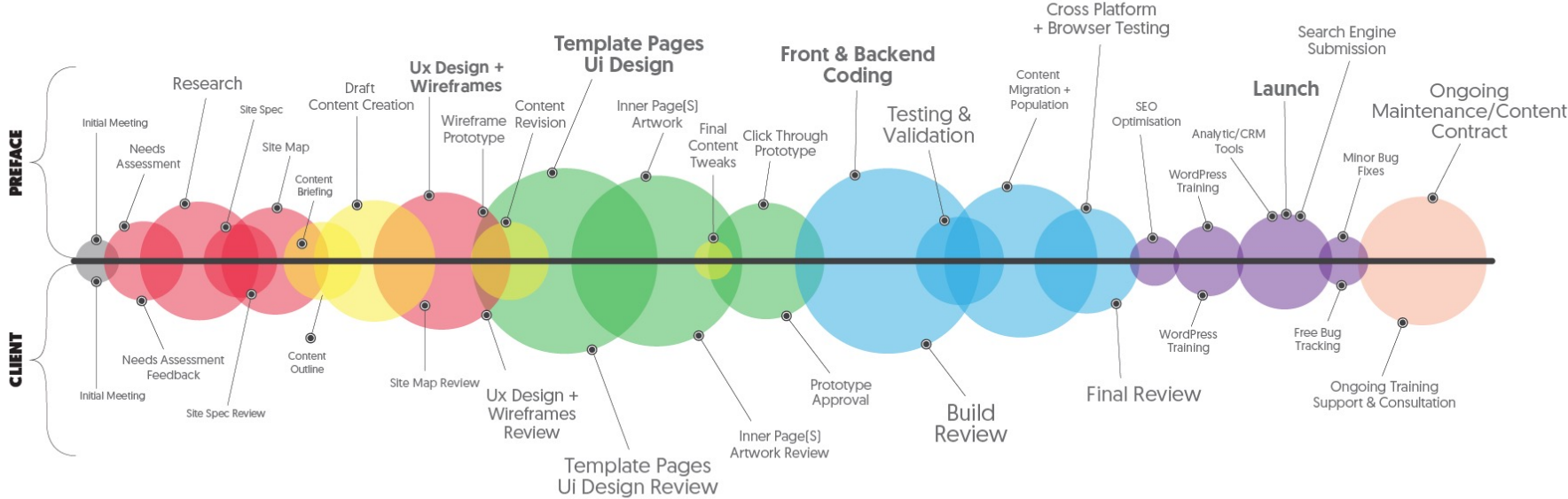
SPARCS Branding

- 2018년에 정리된 SPARCS brand identity와 SPACRS 서비스에 대한 문서
 - Design Guideline / Brand Guideline / 각종 로고 파일
- SPARCS 노션 > Design Team 문서 상단에 있습니다!

Web design process



THE WEBSITE PROCESS



Web design process

- Discovery phase
 - 유저 persona 설정 및 needs 파악, 사이트의 goal 설정
- Lo-fi Prototyping
 - Lo-fi wireframing, flow diagram → UX design
- UI Design
 - Set guidelines (colors, fonts, componenets)
 - Template pages
- development → launch → maintenance → evaluation and improvement

Figma

- collaborative interface design tool
- Let's try!
 - <https://www.figma.com/file/8MPzS5Q3MQwnDrTOynkpcm/SPARCS-newbie-designer-seminar?node-id=0%3A1>

Zeplin

- publishing finalized designs

The End

