

# Form Function & Class

16 September 2017

The Globe Tower, Taguig City

## Product Design Workshop with Micah Alexis Tuban and Angela Tuban

- Description:

We know that those attending FFC care about consistently growing their visual design, interface design and front-end code skills. These skills are the heart of the Philippine Web Designers Organization's events.

But, what is it like to design a total "product"?

A lot of us work for start-ups or clients where what we make is a "product" of the corporation. The website or app is either a sales channel, management tool or an extension of the brand.

This workshop is for designers who want to learn about the stages before and beyond visual and interface design. The goal is to help you tune up your design planning skills - by showing you real-life work processes that we've tried, for those projects where you won't purely be coding or creating artboards.

- Expectation:

- Guidelines for kicking off designing a product with stakeholders
- Getting better at tying site content and features to business and user objectives
- Choosing documentation: Polishing sitemaps and user flows to get ideas across to teammates and decision-makers, even before wireframing

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Disclaimer: Why is there a how-to-design workshop in an event for web designers?

This workshop won't teach you to "design" in the sense of using Photoshop, Sketch or Axure - but the broader process of "designing" (making sure that your output solves a business and user problem). At the end of this workshop, we won't have created "final art", but we will have worked through some key steps of goal-driven design.

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## Javascript Web Application Workshop with Chris Lienert

- Description: Join in this workshop to build an emoji weather app using React. We will construct a weather app that shows you what the weather feels like with emoji.
- Expectation and Outline:
  - build an application using React
  - connect to a weather API
  - learn how to handle connection outages
  - compare different single-page application (SPA) frameworks
  - learn about the changes to JavaScript with ES6
- Required materials and software:
  - laptop
  - reasonable understanding of JavaScript
  - text editor such as Sublime Text or Atom

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## Business of Design Workshop with John Paul de Guzman

- Description: An interactive workshop that finally answers the question “how much should I charge.”

This is a participative session. Meaning, you need to talk and interact. There is a possibility of you talking in front, with your seatmate, potential partners or even competitors.

This is beneficial if you are running a business. Helpful to freelancers.

Not recommended if you are not any of those two.

Expect a lot of business talk. We will cover a lot of topic – ranging from Economics, Marketing, Finance & Strategy. Woah. You might think that’s too much. Don’t worry.

You’ll be provided with tools. Make sure you brush up on your spreadsheet skills (sorry no Photoshop this time). Whether you use these tools after is up to you.

Sound exciting right? I won’t say it’s easy. But it will be interesting.

- Expectation:

You’ll understand the WHY of things rather than the HOW.

I’ll help you discover the reason why clients:

low ball you, doesn’t pay you, not interested in you, find you risky and other source of disappointment in your business endeavor.

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- Outline:
  - How much should I charge?
- Required understanding:

Before the workshop, you'll be group in certain order. So please identify yourself if you are:

- A – Studio / Business Owner,
- B – Full-time Freelance,
- C – Part-time Freelance / Full-time Employee

You should be able to answer this question. We will be discussing this a lot.

## HOW WELL YOU KNOW YOURSELF AND YOUR SERVICE?

- What's your "UNIQUE SELLING PROPOSITION"? Or what makes you different from the other guy bidding for the same client?
- How do you position yourself in the market?
- In 1 sentence, "why should we get your service?"
- How long have you been doing this work?

## HOW WELL YOU KNOW YOUR CLIENTS

- Who are your customers? And how do you get them?
- Where do you get most of your clients?

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- Who is your top-billing client? What's its revenue share?
- What are the top reasons customer go to you?

## HOW WELL YOU KNOW YOUR PRICE

- Do you have a different rates when it comes to local and foreign jobs?
- In the history of your work:
  - How much was the highest price you charge? What's the project, how much? How long did you finish it.
  - What's the lowest amount paid for your service? What's the project, how much?

## HOW WELL YOU KNOW YOUR COMPETITORS

- Who are your top competitors? And why do you consider them as such?
- Can you map their position in the market? What are they good at? What are their weaknesses?
- What makes your different compare to your competitor?
- Required materials and software:
  - On an excel sheet, you have to list all your monthly operating expenses.
  - For business owners, I know this is more complicated. So a rough value of the following is good enough.
    - Monthly Manpower cost

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- Monthly Overhead (Utilities, Taxes, etc)
  - For full-time freelancers, just list your monthly expenses.
  - For part-time freelancers/full-time employee, take note of your monthly salary.

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## Web Animation Workshop with Gab Madrid & Lindsey Grande

- Description: The Web Animation Workshop will cover an entire workflow of animating a website primarily with the use of CC. Attendees will be able to work hands-on with each stage of the process from planning to execution. The workshop will focus on meaningful interaction for an improved user experience for website design.
- Expectation: Attendees can expect to learn how to use web animation as a tool to improve user experience and delight. The workshop will cover different aspects of the workflow such as planning, design, execution and coding. The coding segment of the workshop will focus primarily on CSS Animation.
- Outline:
  - Introduction
  - Introduction to Web Animation
  - Introduction to the workshop
  - Live demo of Web Animation
  - Workshop: Planning
    - Objectives
    - Assets
    - Wireframe and Storyboarding
  - Workshop: Design
  - Workshop: Exporting Assets



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- Workshop: HTML and CSS
- Workshop: CSS Animation
- Volunteer Presentation
- References for further reading
- Question and answer
- Required skills
  - A basic understanding of web design & its workflows
  - HTML
  - CSS
- Required materials
  - Laptop
  - Sketching materials (Pen, Paper, Tablet with stylus, etc.)
- Required software
  - Design Software (Sketch, Photoshop, Adobe XD or similar)
  - Text Editor (Sublime Text, Atom, or similar.)
  - Latest version of a modern browser