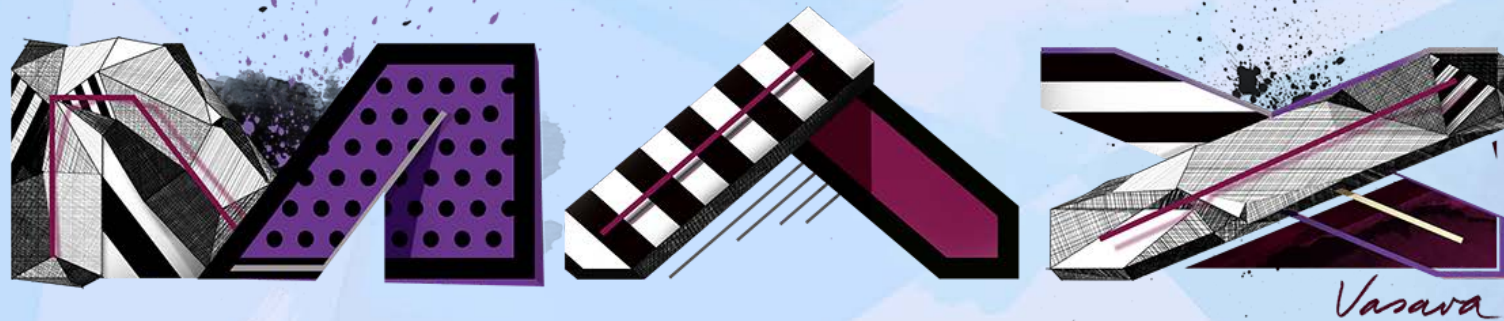




Using the Creative Cloud to Create Responsive, Interactive Web Pages

Dave Hogue | UX Design + Psychology | @DaveHogue | DaveHogue.com

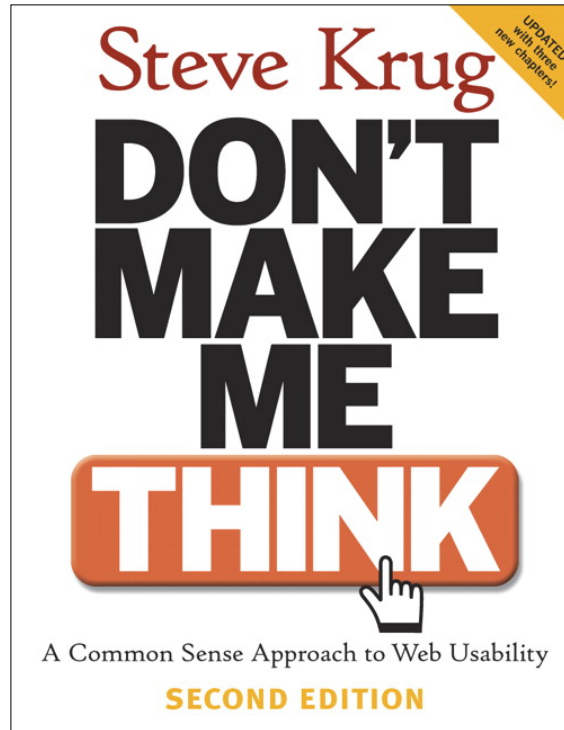


THE CREATIVITY CONFERENCE



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Who Is This Guy?



David M. Hogue, Ph.D.

UX Design + Applied Psychology

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Today We'll Take a Look at...

- **Designing & Sharing**

- Generate designs with Fireworks, Illustrator, and Photoshop
 - Wireframes, icons, assets, and comps
- Share via the Creative Cloud with your team and the client
 - Keep files in a central location

- **Reviewing & Iterating**

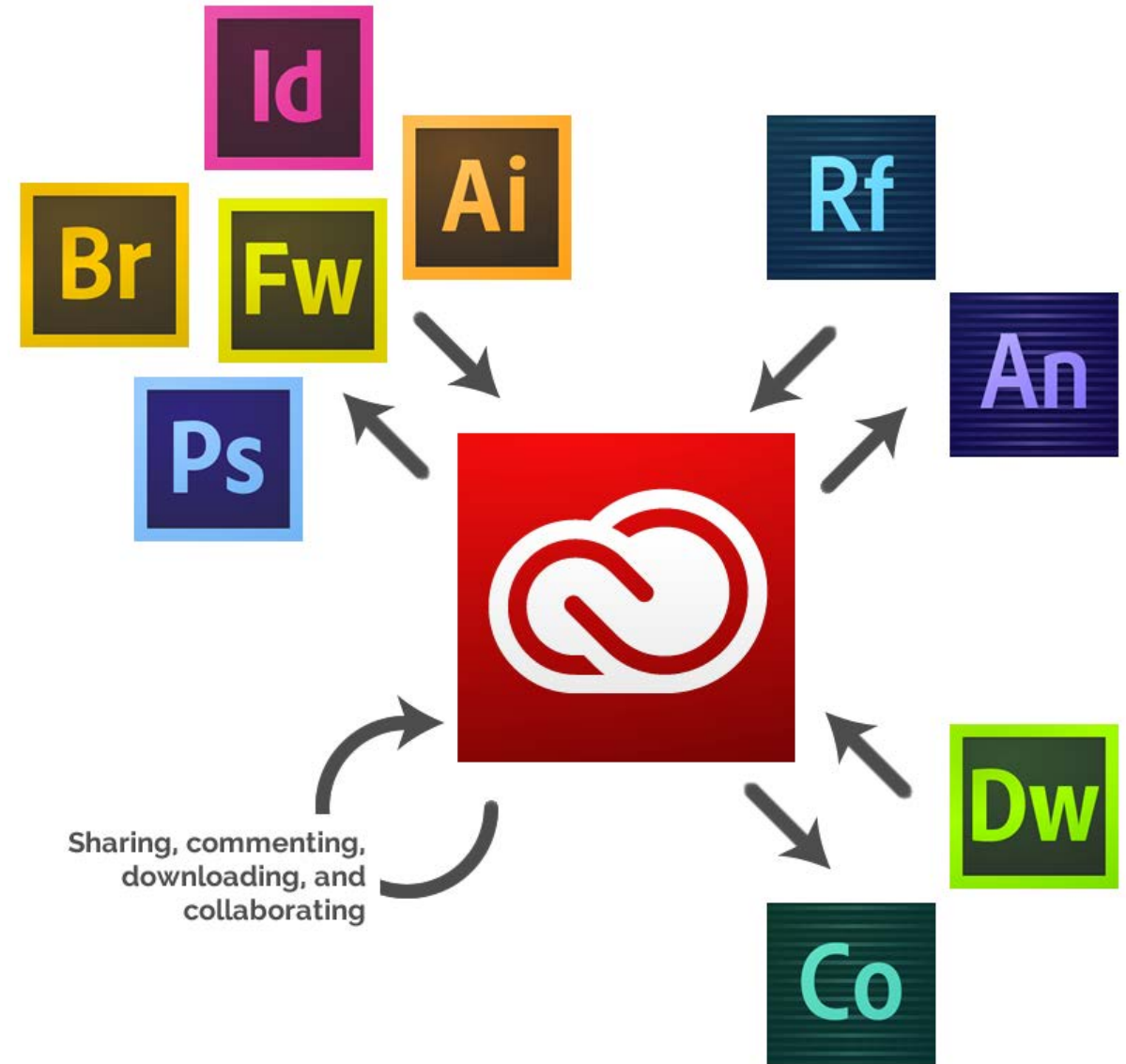
- Gather comments via the Creative Cloud
 - Comments are logged for each file shared
- Modify the designs and post updates for review and verification

- **Prototyping & Building**

- Share assets for download via the Creative Cloud
 - Download source files and assets for development
- Review prototypes and builds

Working in the Cloud

- Designs can be shared via the Creative Cloud for review and commenting
- Source files and assets for prototypes and development can be posted to and downloaded from the Creative Cloud
- Interactive elements and responsive frameworks can be created, reviewed, and approved
- Final assets, frameworks, interactive elements, and code snippets shared via the Creative Cloud can be integrated and tested during development



Designing

- Wireframes (FW, ID)
- Photo processing (PS)
- Icons and illustrations (FW, AI)
- Comps (FW, PS)

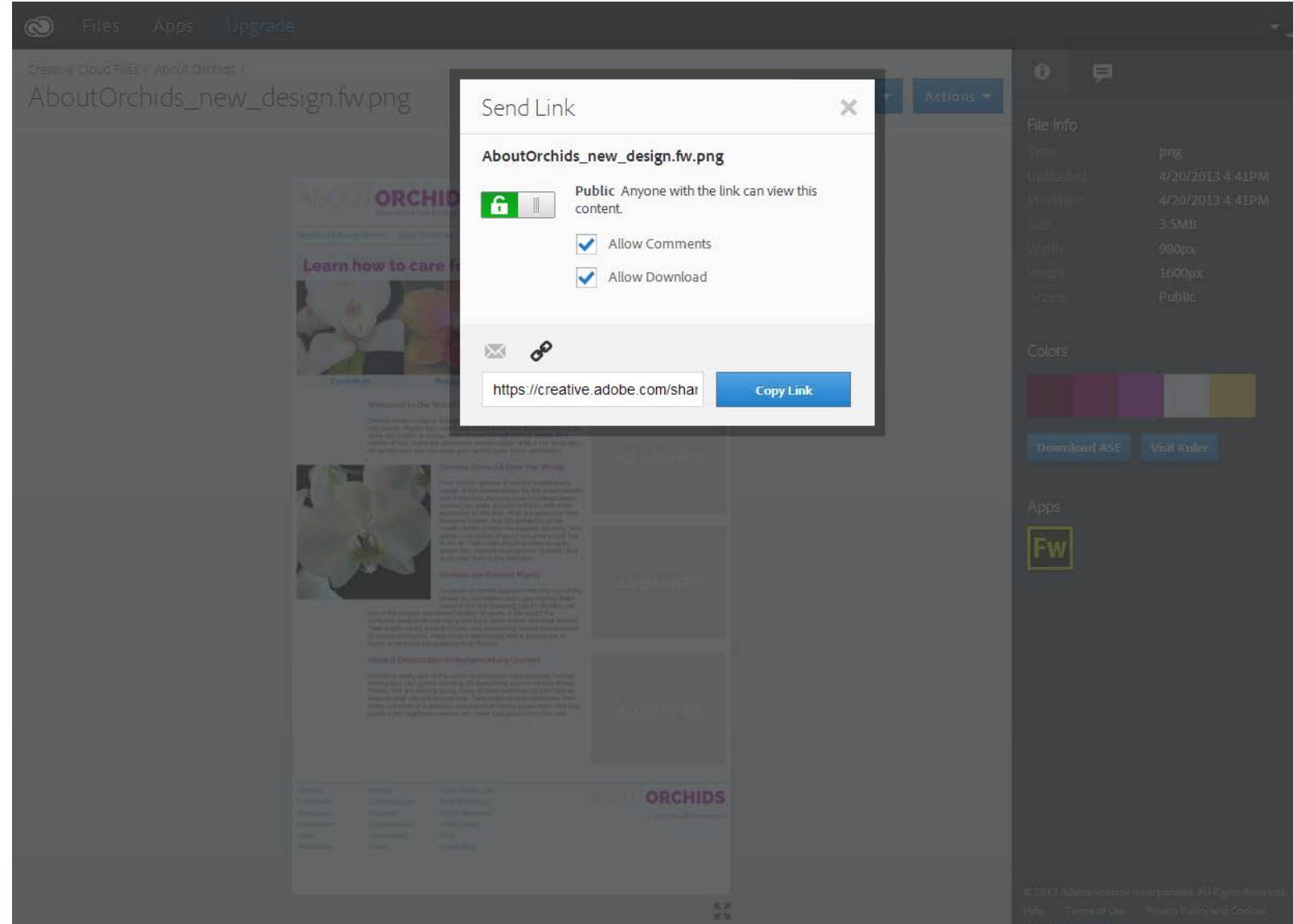


Let's take a peek at some actual project work...



Sharing

- Upload files to the Creative Cloud
- Make the file “Public” so that everyone with the link can access the file
- Allows comments and downloading if others need to be able to work on the file
- Send link directly to colleagues or clients, or copy the direct link to the file



Reviewing

- Colleagues and clients can review designs and leave comments for the project team
- Anyone with the link to the shared file may review and comment

The screenshot displays the Adobe Creative Cloud Files interface. At the top, there's a navigation bar with 'Files', 'Apps', and 'Upgrade' links. Below this, the breadcrumb path is 'Creative Cloud Files / About Orchids /' followed by the file name 'AboutOrchids_homepage_banner.fw.png'. To the right of the file name are 'Share' and 'Actions' buttons. The main content area shows a preview of a banner design. The banner has a dark background with the text 'Learn how to care for these popular orchids' at the top. Below this text are four images of different orchids: Cymbidium, Phalaenopsis, Dendrobium, and Oncidium. Each image has its name written below it. To the right of the images, there's a text box with the heading 'Raleway Heavy 36pt #FFFFFF' and 'Raleway Semibold 15pt #FFFFFF'. Below the images and text, there's a large text area containing detailed instructions for the design, including font specifications and animation details. On the right side of the interface, there's a comment section. It shows three comments from 'David Hogue' with timestamps. The first comment says 'This is the interactive banner for the homepage. Please review to make sure that the orchid names are spelled correctly. Thanks!' at 10:19PM. The second comment says 'Shigeo, these are the final assets to use in the interactive banner. Let's review the timing of the animations once we have a working version.' at 10:21PM. The third comment says 'We need to change the black fill to white, because it's just too dark for the overall design.' 2 minutes ago. Below the comments is a text input field for a new comment and an 'Add Comment' button. At the bottom of the interface, there's a footer with copyright information: '© 2013 Adobe Systems Incorporated. All Rights Reserved.' and links for 'Help', 'Terms of Use', and 'Privacy Policy and Cookies'.

Iterating

- Comments are kept with the document even when it is modified and updated on the Creative Cloud

The screenshot shows the Adobe Creative Cloud interface. At the top, there's a navigation bar with 'Files', 'Apps', and 'Upgrade'. Below it, the document path is 'Creative Cloud Files / About Orchids / AboutOrchids_homepage_banner.fw.png'. There are 'Share' and 'Actions' buttons. The main content area displays a design preview for a banner titled 'Learn how to care for these popular orchids'. The preview includes four images of orchids: Cymbidium, Phalaenopsis, Dendrobium, and Oncidium. Below the images, there's text explaining the design and providing instructions for implementation. To the right of the preview, there's a comment section with three comments from 'David Hogue' discussing the interactive banner, orchid names, and design changes. At the bottom right, there's a 'Comment' input field and an 'Add Comment' button.

Files Apps Upgrade

Creative Cloud Files / About Orchids / AboutOrchids_homepage_banner.fw.png

Share Actions

Learn how to care for these popular orchids

Cymbidium Phalaenopsis Dendrobium Oncidium

Shigeo,
This is the simple banner for the Adobe MAX demo. It uses the web font Raleway available from Google Fonts - you can get the size, weight, and color from this FW file. Let me know if you need any more details about the font.

For the Edge Animate file, I'd like the four photos to slide in from the left (one at a time with slight delay between each - overlap the transitions on the timeline so that the next starts before the previous reaches its final position) across a blank / no fill container (so that the body background color will show through.)

Once the four images are in place, slide the top header down into view (the fill on the div is #FFFFFF at 90% alpha) and the bottom labels up into view (same div fill.)

Each orchid name at the bottom should be a link - we just use for this demo.

If you want to play around with making this responsive, that would be great - I'd love your thoughts on how to handle a banner like this with a responsive design.

Raleway Heavy 36pt #C42EAC
Raleway Semibold 16pt #0081C3

David Hogue This is the interactive banner for the homepage. Please review to make sure that the orchid names are spelled correctly. Thanks!
at 10:19PM

David Hogue Shigeo, these are the final assets to use in the interactive banner. Let's review the timing of the animations once we have a working version.
at 10:21PM

David Hogue We need to change the black fill to white, because it's just too dark for the overall design.
30 minutes ago

David Hogue Shigeo, the design has changed slightly. Here is a new comp - the differences are the fill of the background behind the text, the text color, and the text size of the orchid names. These should be simple changes. Thanks!
Just now

Comment

Add Comment

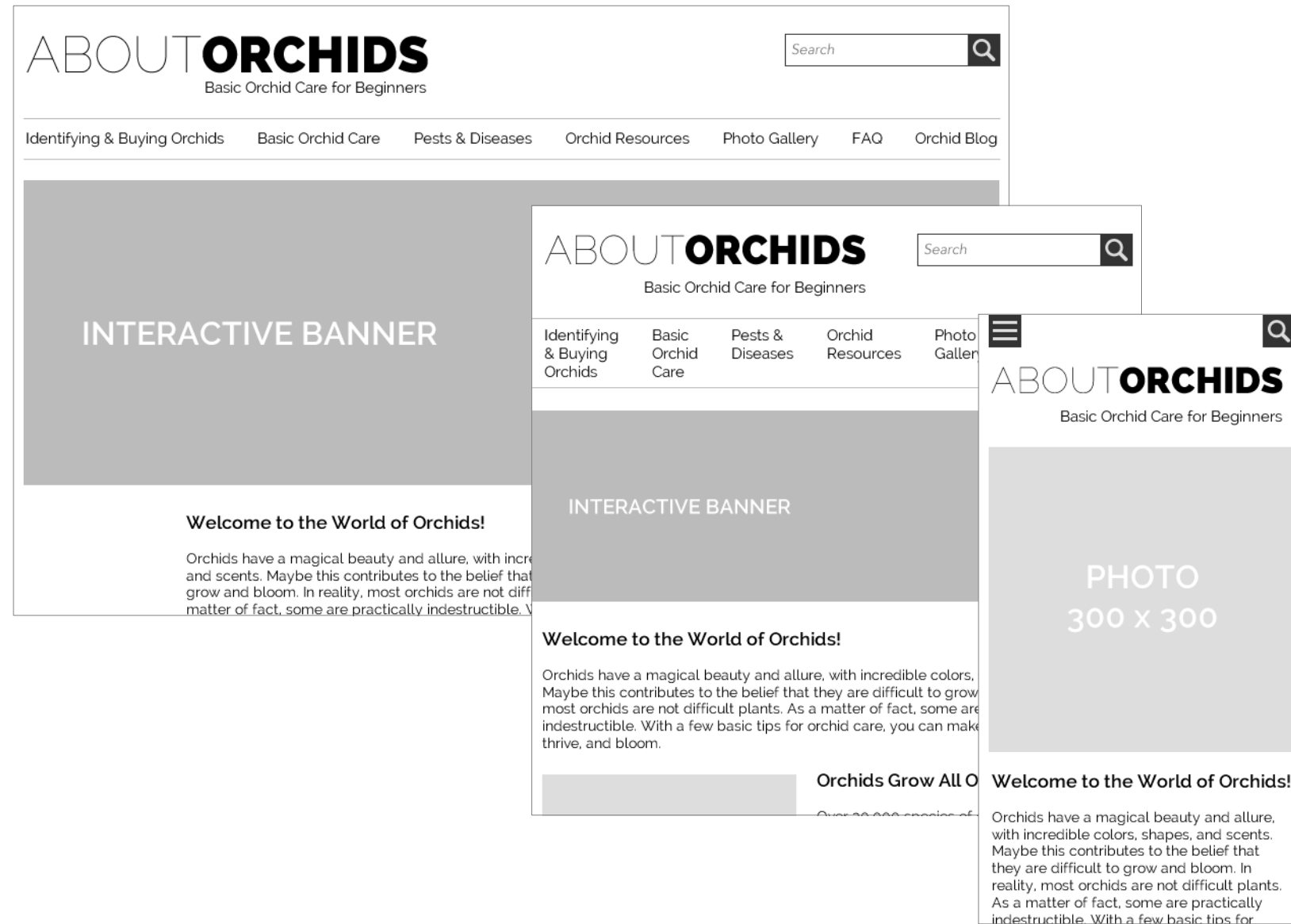
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Let's take another peek at the project work...



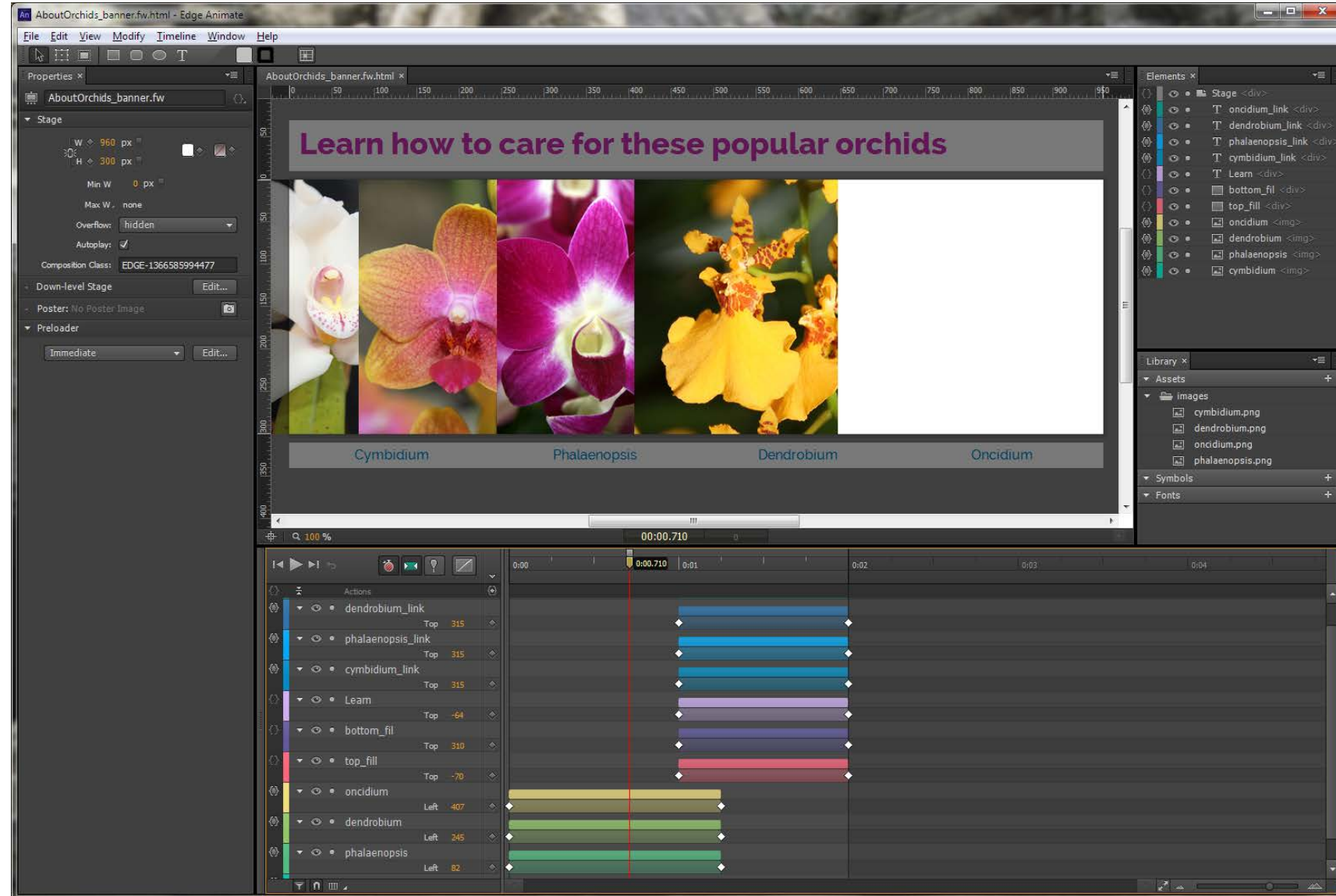
Prototyping

- Review page layouts and content early to ensure quality and usability
- Responsive layouts may be previewed to ensure that the content is optimized for a wide range of screen sizes



Building Components

- Design and development teams (and even clients) may collaborate on interactive elements to ensure that the behavior and experience is effective and enjoyable
- Assets may be delivered via the Creative Cloud for use in development efforts



Let's take one last peek at the project work...



Delivering the Product

- The Creative Cloud is central to the project from design to development
- Team members and client stakeholders are kept up-to-date and involved in the process every step along the way





Thank you!

David M. Hogue, Ph.D.

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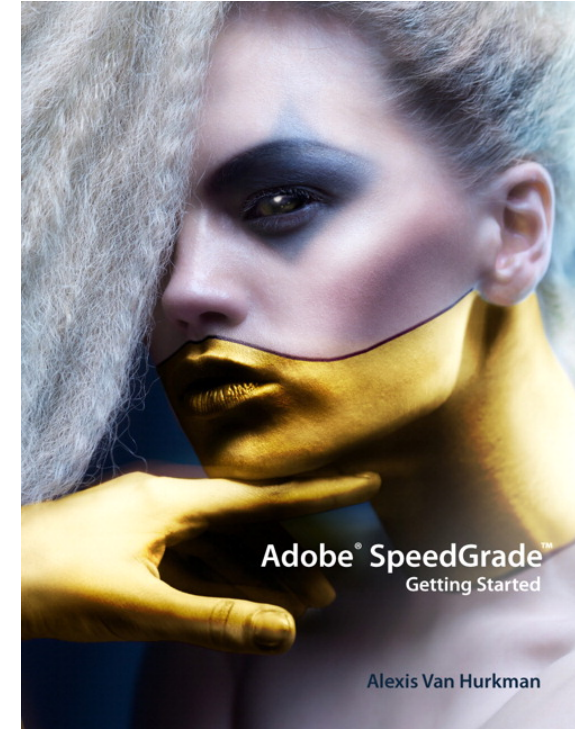
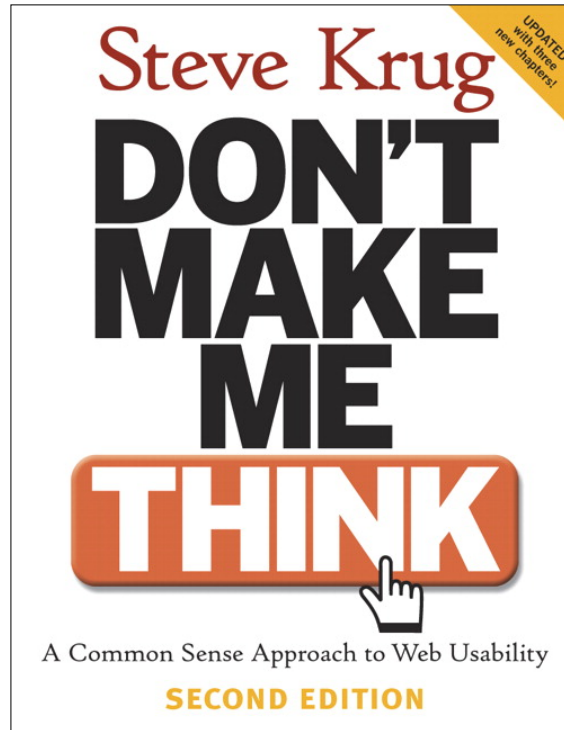
[@DaveHogue](https://twitter.com/DaveHogue)

Sample files and slides may be downloaded from:

<http://www.idux.com/downloads/MAX2013Cloud.zip>

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