

A collection of vintage tools is arranged on a dark wooden surface. The tools include a hammer with a wooden handle, a large axe with a metal head, a curved saw, a pair of worn leather gloves, a coiled tape measure with a circular logo, and a pair of large shears. The scene is dimly lit, with a teal-colored overlay at the bottom. A white rectangular box is centered over the image, containing the text 'THE DESIGNERS TOOLKIT' and '@KASSEYSIKORA'.

THE DESIGNERS TOOLKIT

@KASSEYSIKORA

TODAYS AGENDA



About Me



Concept and Objectives



Part 1: Skills of the Trade



Part 2: Tools of the Trade



Wrap Up + Questions

HI THERE

IMKASSEY



@kasseysikora



CONCEPT

- Common struggles designers and developers have
- Beginners who are overwhelmed or not sure where to start

OBJECTIVES

- Gain time by gathering tools
- Become more efficient by building a toolbox
- Get inspired!



@kasseysikora



IDENTITY CRISIS

- Who are you?
- What is your primary function? What do you do all day?
- What are you interested in?
- What do you currently use and does it work well for you?
- What are you always searching for?

The background image shows a wooden table surface with various construction supplies. In the top left, there is a box of blue screws with text including 'Panatwiesec SK AG', '5.0 x 50', and 'Stahl gehärtet'. In the center, a box of 'E-Jet Screws' is visible, with text like 'Mega Power In Screwing Turbo Effect' and 'Made For You'. In the bottom right, a yellow and black Ryobi 18V cordless drill is partially visible. A white highlighter and a blue pen are also scattered on the table.

PART 1: SKILLS

THINGS TO KNOW



DESIGN SKILLS 101

- Typography
- Color Theory
- Layout / White Space / Alignment / Proximity
- Visual Identity



TYPOGRAPHY

- Types of Type
- Pairing Fonts
- The IL1 Test

COLOR THEORY

- Emotions
- Pairing Colors
- Contrast





PLUS +

- Layout: Heat maps and eye tracking
- Alignment – Left, Right, Center
- White Space – Frame It Up
- Proximity – How Close? Too Close.



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DESIGN SKILLS 102

- HTML and CSS
- Copywriting
- Photography
- Soft Skills





PART 2: TOOLS

THINGS THAT HELP



TYPOGRAPHY

- Google Fonts
- Font Awesome
- Adobe Typekit
- Font Squirrel / DaFont

COLOR THEORY

- Adobe Kuler
- I Want Hue
- Chroma.js Color Scale Helper
- TinEye Labs
- Colblis Color Blindness Simulator





SOFTWARE SUITES

- Adobe CS
- GIMP
- Sketch
- OpenOffice Draw
- Microsoft

PHOTO EDITING

- Photoshop Express
- Lightroom
- Preview
- Canva
- PicMonkey



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WEB & FRONTEND

- Axure, Balsamiq, Visio, OmniGiraffe, Pencil
- Small Victories, The Grid
- Style Guides, Google Atomic Design
- W3Schools, CodePen, StackOverflow

MISC TOOLS

- Dropbox, Google Drive, OneDrive, Box
- Pinterest, Go Mood Board, Mural
- Trello, Asana, Basecamp, OneNote, EverNote





AND BEYOND

- Smashing Magazine, Design Sponge, Eye on Design, Brand New
- Creative Live, Tuts+, Pluralsight, Coursera, Code Academy, Code.org
- Behance, Dribbble, Flickr, CodePen, Social Media

The background of the slide is a composite image. It features a dark blue, textured surface. Overlaid on this is a photograph of a desk. On the desk, there is a light blue notebook, a silver pen, and a silver Apple iPhone. Behind these items is a photograph of a city skyline, with a prominent skyscraper and a classical building with a flagpole. The word 'Cleveland' is written in a light blue, cursive font across the city photograph. The text 'CONTACT/QUESTIONS' is centered at the top in a white, sans-serif font.

CONTACT/QUESTIONS

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