



# Which tools should you use to design?

DESIGN FUNDAMENTALS



Software

vs.



Browser



Software Pros



# Software Pros

- What you see is what you get



## Software Pros

- What you see is what you get
- More likely to push the boundaries of design



## Software Pros

- What you see is what you get
- More likely to push the boundaries of design
- Much faster to try different ideas



Software Cons



## Software Cons

- Risk designing something impossible to implement





## Software Cons

- Risk designing something impossible to implement
- You can't design responsively as you go



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- Harder to keep assets consistent



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- Adds an extra step to the process



## Software Cons

- Risk designing something impossible to implement
- You can't design responsively as you go
- Harder to keep assets consistent
- Adds an extra step to the process
- If you don't know the software, it can be frustrating to learn



Browser Pros



## Browser Pros

- Your making design decisions based on what's currently possible



## Browser Pros

- You're making design decisions based on what's currently possible
- You're designing and building at the same time - no extra step



## Browser Pros

- You're making design decisions based on what's currently possible
- You're designing and building at the same time - no extra step
- You can work responsive and interact with your design





## Browser Pros

- You're making design decisions based on what's currently possible
- You're designing and building at the same time - no extra step
- You can work responsive and interact with your design
- Easier to make big, global design changes



# Browser Cons



## Browser Cons

- Switching between design and build thinking is hard



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- Switching between design and build thinking is hard
- More likely to have bland designs



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- Less possibilities for imagery



## Browser Cons

- Switching between design and build thinking is hard
- More likely to have bland designs
- Less possibilities for imagery
- Get hung up on a technical issue rather than focusing on the design



## Software

**3 PROS**

**5 CONS**

**VS.**



## Browser

**4 PROS**

**4 CONS**



## Software

3 PROS

5 CONS

VS.



## Browser

WINNER!

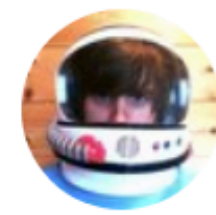
4 PROS

4 CONS



**AN OBSERVATION:**

The best results always seem to happen  
when there's been something designed  
in software first



**Brad Frost**

@brad\_frost

Following

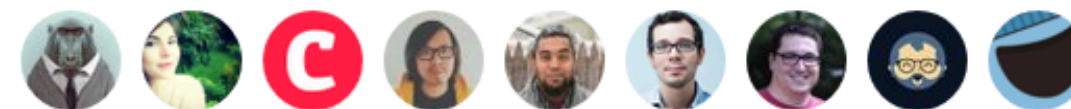


"Let's change the phrase 'designing in the browser' to 'deciding in the browser.'"

@danielmall via @jenville #artifactconf

4:03 PM - 13 May 2013

20 Retweets 18 Likes



1



20



18





## Software

Use as a sketch pad to visualize ideas.  
Treat as disposable.

<3

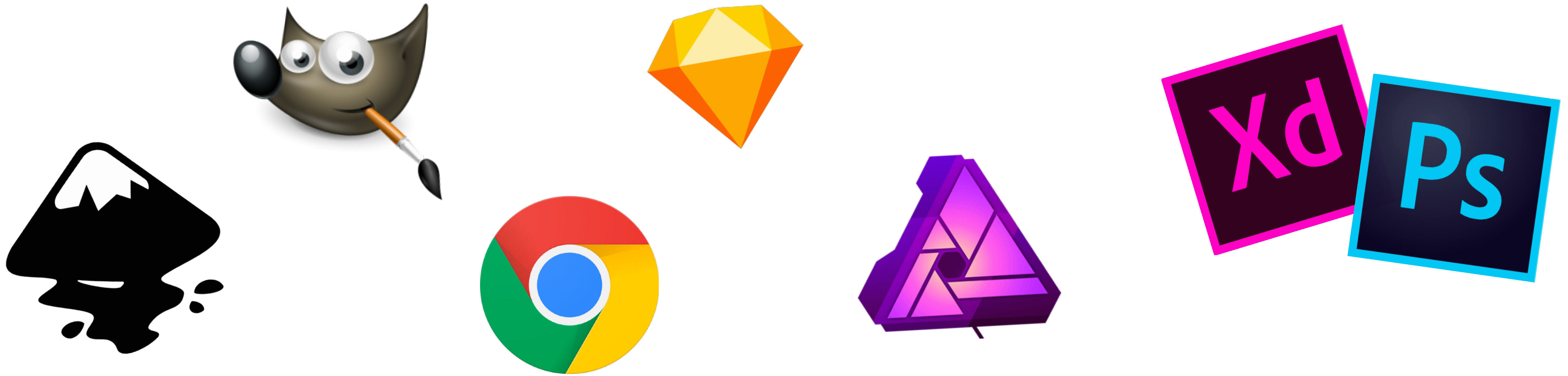


## Browser

Iterate, edit, debug. Make your big  
decisions here.

Or not.

That's just how I do it. You do whatever  
works for you.



Which software should you use?



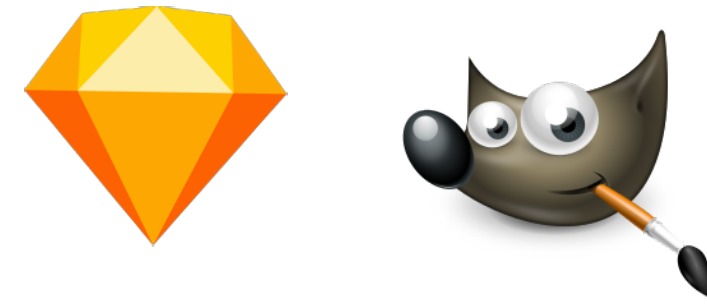
Sketch or Photoshop?



## Browser + GIMP + Inkscape

- Mac/PC
- Free or low cost
- Less advanced image editing

**\$0**



## Sketch + GIMP

- Mac only
- UI design specific
- Smaller learning curve

**\$99**/year



## Affinity Pro

- Mac/PC
- One-time payment
- Photo and vector editing in one

**\$49**



## Creative Cloud

- Mac/PC
- Highest cost
- Extras like Typekit and stock photos

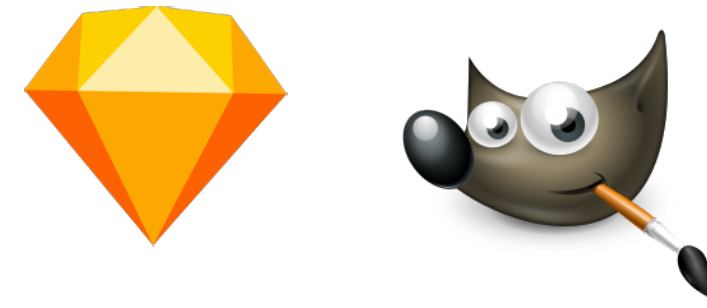
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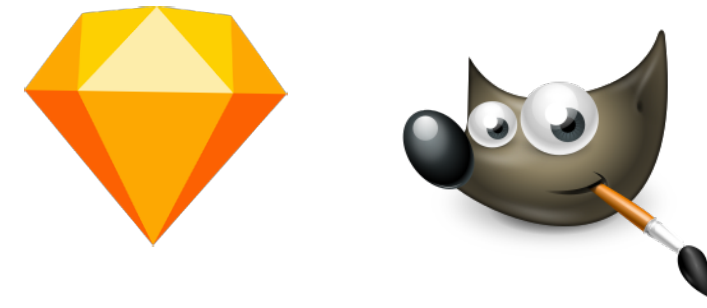




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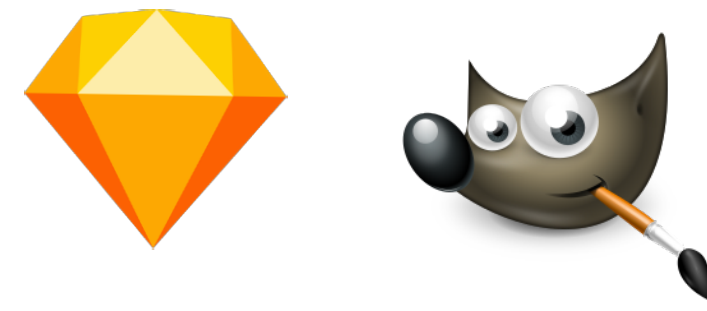
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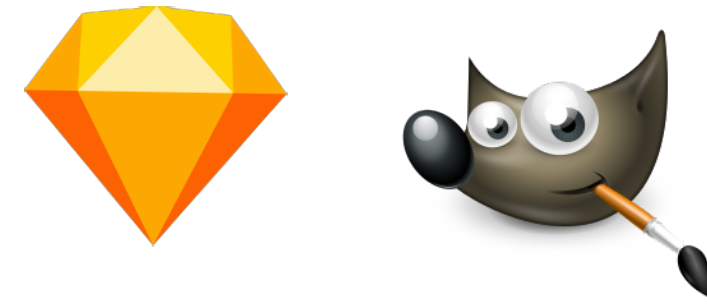
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**Choose your tools of choice and  
let's get started!**