

Prototype THE Future

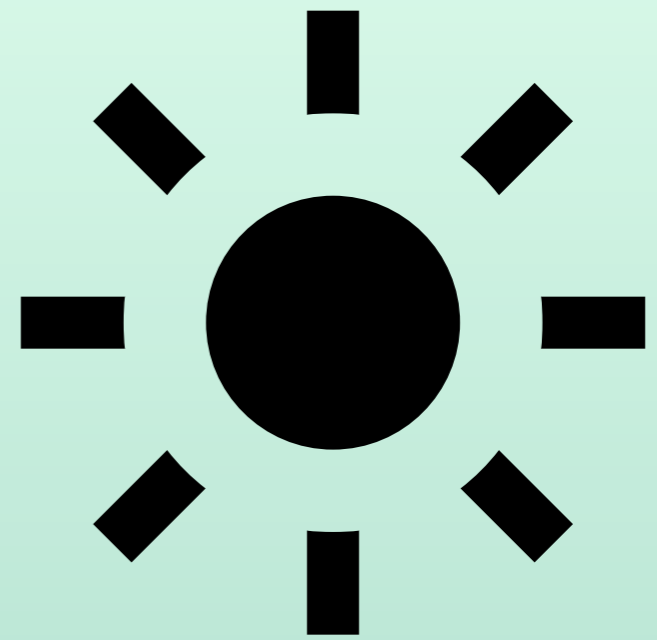
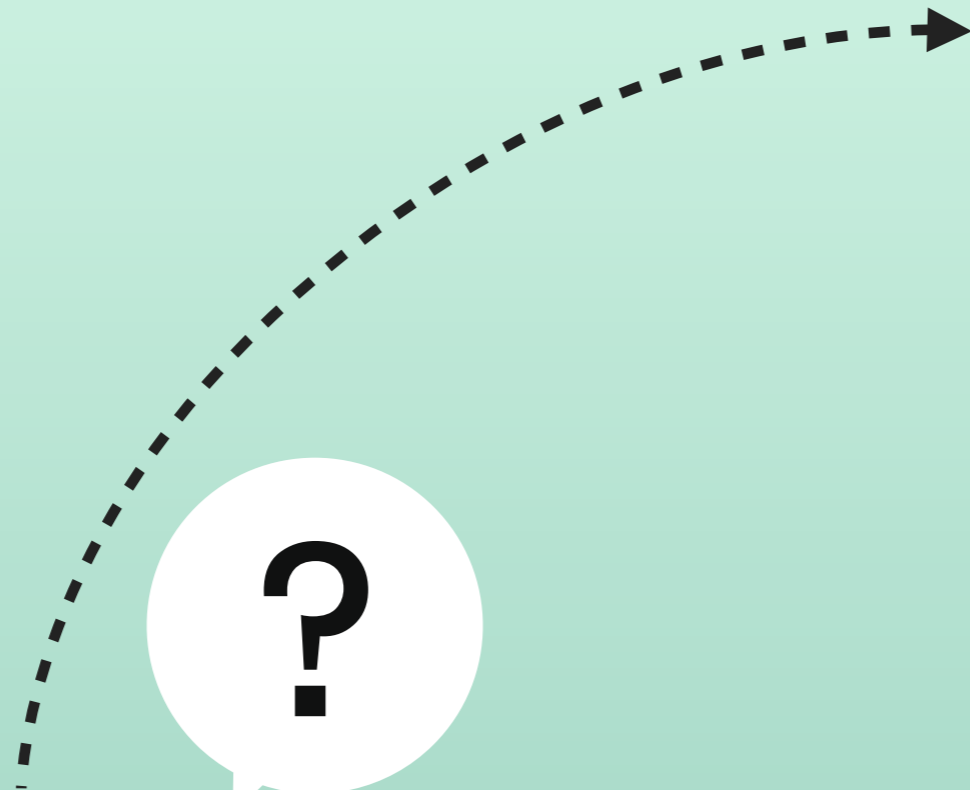
未来をプロトタイプしよう

WHAR

何を作るか？なにを使うか？

WHIP?

なぜ作るか？なぜ使うか？





~ 2005

Wintel

Apple

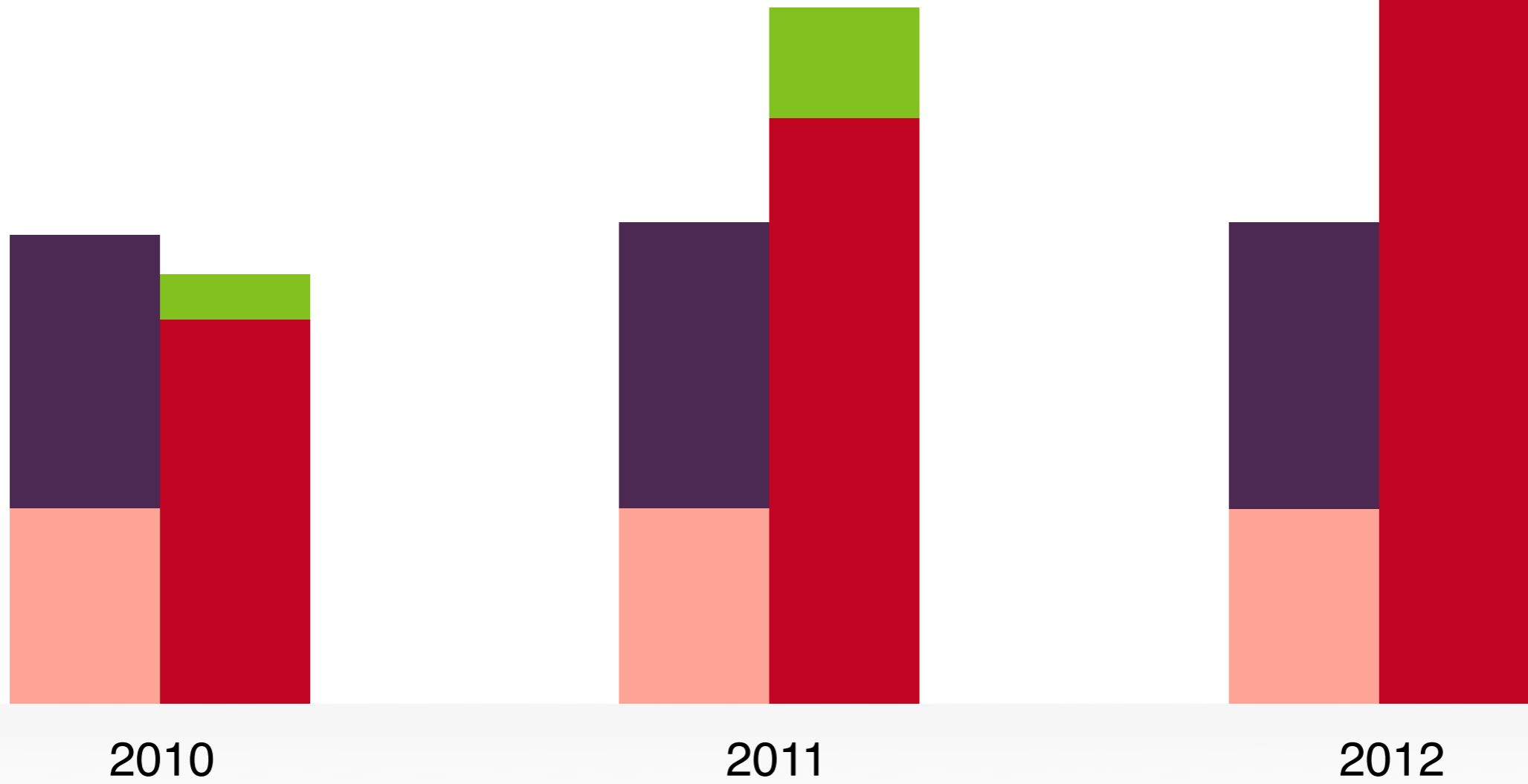


2012

Wintel

Apple

Android





RE
IMAGI
NATION

再想像 · 再定義





ALL-ACCESS AT STEELERS CAMP
EDGE FOOTBALL PREVIEW
FANTASY TOP 200 | DREW BREES 1-QN-1

MLB
AN ALTERNATE
MANNY UNIVERSE

2009 INTERNATIONAL
INVESTING GUIDE | **HAGGLING**
WITH YOUR DOCTOR

Entrepreneur
WASTING
GO
W
The Ugl
Multibi
Private
In Iraq
Afgha

CEO PAY WHO
Busi

NUMBERS
Track your data.
Analyze your results.
Optimize your life.
202
62.1
15.5%





your project

Project: iPhone EMF Detector

by [Aaron Rasmussen](#)

1,009 Comments 39 Los Angeles, CA

1,009 backers

\$24,803

pledged of \$7,000 goal

5 days to go

Back This Project
\$1 minimum pledge

This project will be funded if it reaches its goal of \$7,000 by Dec 19, 5:13am JST.





Today Sign In

Get the most from your professional network

Reconnect

Power your career

Get help



Find and present colleagues
and contacts quickly. LinkedIn
staying in touch simple.

Your network
experts willing
Have a question?

Ready to get started?

Join now

Jobs | Advertising | Talent Solutions | Tools

Jobs Directory | Company



NIKE+ GEAR

PLACES

WHAT IS NIKEFUEL?

NIKE+ CONNECT TRAINING

トレーニングの新時代を体験しよう。世界
たり、トレーナーからリアルタイム
って、自分専用のワークアウトに
ゲーム、Kinectおよびモバイルデバイスは

店舗検索



235+





サインイン

コードの書き方を学ぼう

Codecademyではプログラミングを簡単に学べます。インタラクティブで楽しく参加することができ

Codecademy (free)

- 10
- 25
- 50

37% complete
3 of 8 lessons finished

- Completed
- Completed
- In progress
- Not started

一緒に習う

君の方がより多く、
よう！


あなたの学習経過を記録す

習い始めたら止まるな！どれだけ
しているのか記録して更に

REFLECTION

Webサイト制作の再想像とは？



The background of the slide is a black field filled with numerous blue particle tracks. These tracks consist of many small, bright blue dots connected by thin, slightly curved lines, creating a complex, web-like pattern that resembles a network or a series of interconnected paths. The overall effect is one of dynamic energy and connectivity.

ワークフロー／プロセス

評価・測定の仕方

コミュニケーション



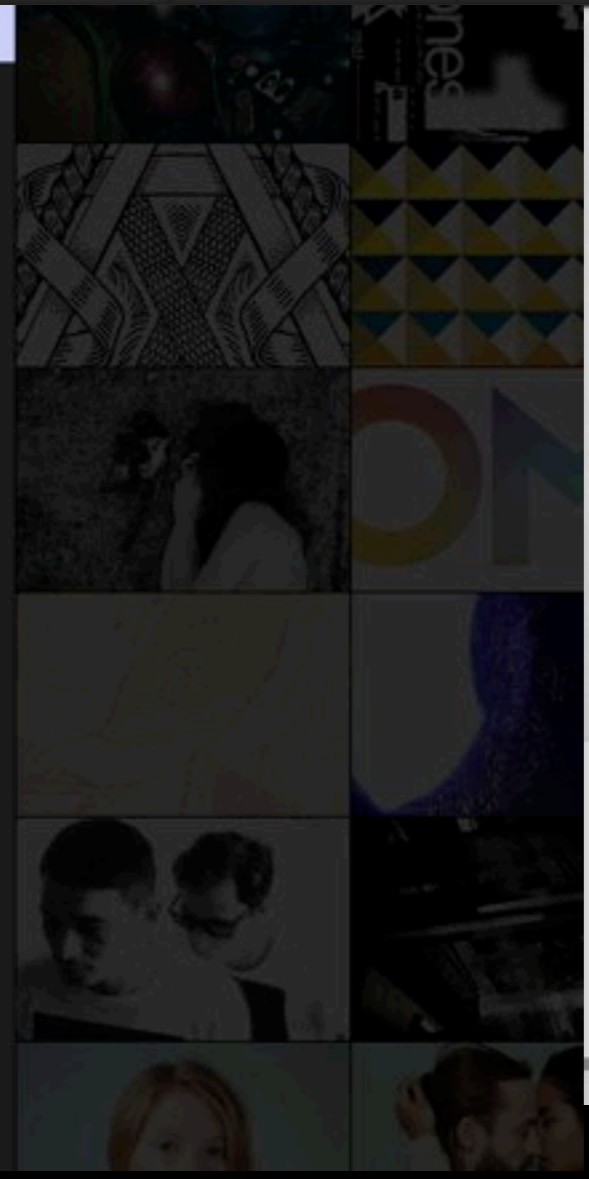
★ NEW: [Cargo Mobile](#)
Follow updates: [Devlog](#) / [Twitter](#)

● **The Cargo Culture**

For the last few years Cargo's main goal has been to create accessible tools and a networked context to enhance the exposure of talented individuals on the Internet.

To achieve this, we offer our users free-standing websites; a wide variety of customizable templates; simple but sophisticated tools to control the way their content is displayed, and a unique user interface built entirely around the work shared by our members who are connected through the Cargo network.

Today, thanks to the consistent quality of the work presented here, we like to think of Cargo as a creative community participating in a constantly evolving visual culture, defined by the exceptional content that finds its way here.



- Cargo Gallery
- Favorite Sites
- Featured Artists
- Apply for an account
- Design templates
- Development log New
- Webdesign Directory
- Support
- Search
- For Your Information
- Updates via Twitter

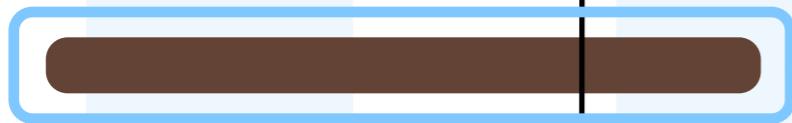
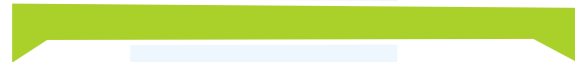
⚡ Login

[Open Source credits](#)
[Terms](#), [Privacy](#), [Copyright](#)
 © Cargo Collective, Inc.
 Made in Los Angeles, Calif.

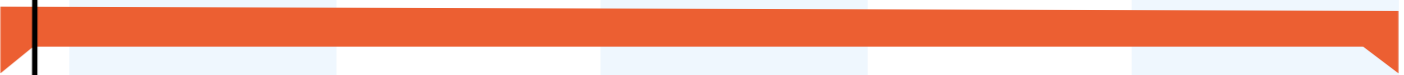
RE IMAGINE WEB DESIGN PROCESS

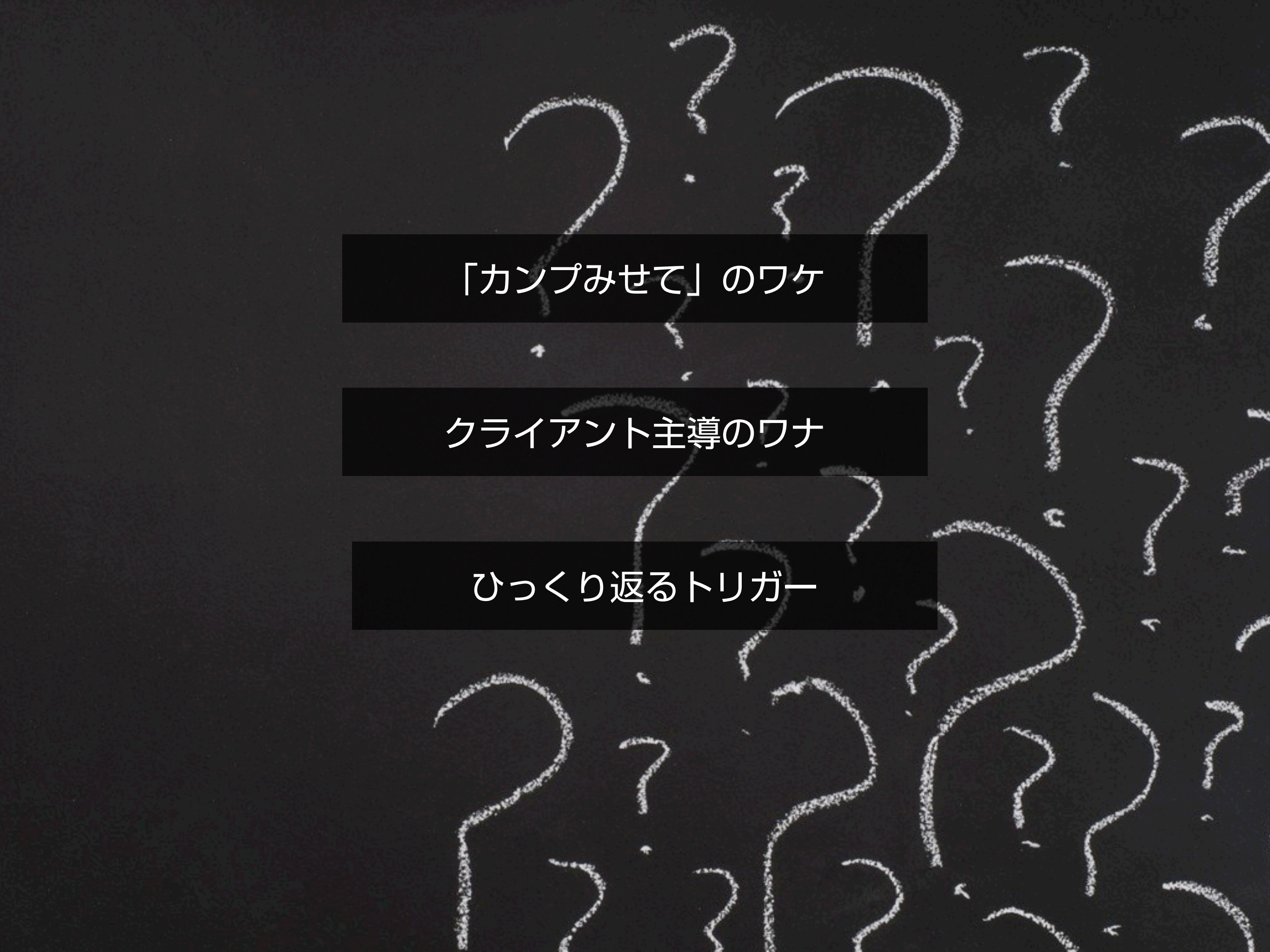
Webデザインプロセスの再想像





デザイン / ビジュアル





「カンブみせて」のワケ

クライアント主導のワナ

ひっくり返るトリガー



レイヤー

種類: [Icons]


通常: 不透明度: 100%

ロック: [Icons] 塗り: 100%

[Thumbnail] 背景 [Lock Icon]

属性

プロパティなし

- 
- A woman with long brown hair, wearing a black coat, blue jeans, and black boots, is standing on a city sidewalk. She is looking down at her smartphone. In the background, there are parked cars, a red pole, and other pedestrians. The scene is set in an urban environment.
- ▶ 利用環境が大幅に異なる
 - ▶ まだ新しい分野
 - ▶ スクリーンが小さい
 - ▶ 指を使ったインタラクション

A photograph of four children jumping joyfully in a room that is completely covered in colorful paint splatters. The children are wearing white t-shirts and shorts, and their faces and limbs are also splattered with paint. The background is a plain white wall, and the floor is also covered in paint. The overall atmosphere is one of creative chaos and fun.

Opening Design Process

Find, Create, and Publish Open Source software for free

Build software better, together.

Powerful collaboration, review, and code management for open source and private development projects.

Tip: use at least one number and at least 7 characters.

[Sign up for free](#)[See plans and pricing](#)

Great collaboration starts with communication.

Review changes, comment on lines of code, report issues, and plan the future of your project with [flexible discussion tools](#).



Manage and contribute from all your devices.

Native clients for [Mac](#), [Windows](#), and [mobile](#) devices allow you to stay involved with your projects from anywhere.



The world's largest open source community.

Share your code with the world and contribute to [the millions of public repositories](#) hosted on GitHub.



Collaborate on private repositories when you [sign up for a paid individual or organization plan](#).

Prototyping

▶ 見て触れることができる

▶ 全体を見渡して考慮できる

▶ デザインプロセスのオープン化

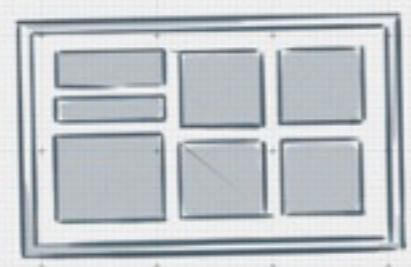
Style TILES

A Visual Web Design Process for Clients & the Responsive Web

WHAT ARE STYLE TILES?

Style Tiles are a design deliverable consisting of fonts, colors and interface elements that communicate the essence of a visual brand for the web.

They help form a common visual language between the designers and the stakeholders and provide a catalyst for discussions around the preferences and goals of the client.



DOWNLOAD TEMPLATE

Style Tiles are similar to the paint chips and fabric swatches an interior designer gets approval on before designing a room. An interior designer doesn't design three different rooms for a client at the first kick-off meeting, so why do Web designers design three different webpage mockups?

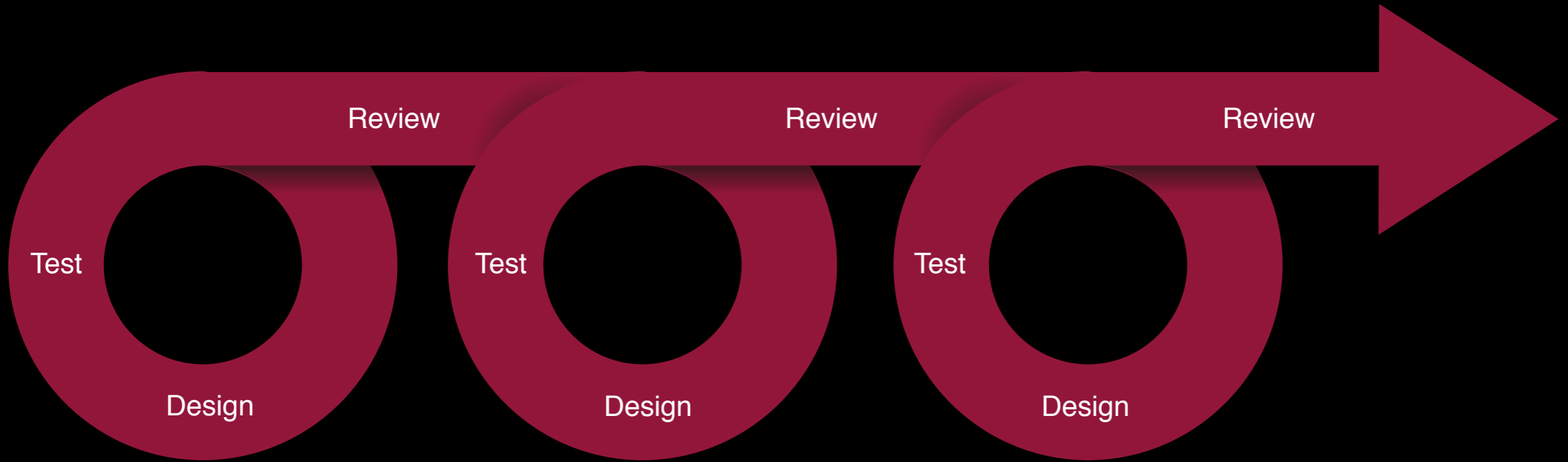
Present clients with interface choices without making the investment in multiple photoshop mockups.

WHEN TO USE STYLE TILES?

Review
レビュー

Test
テスト

Design
デザイン



キャンプなしだとクライアントは理解してくれない



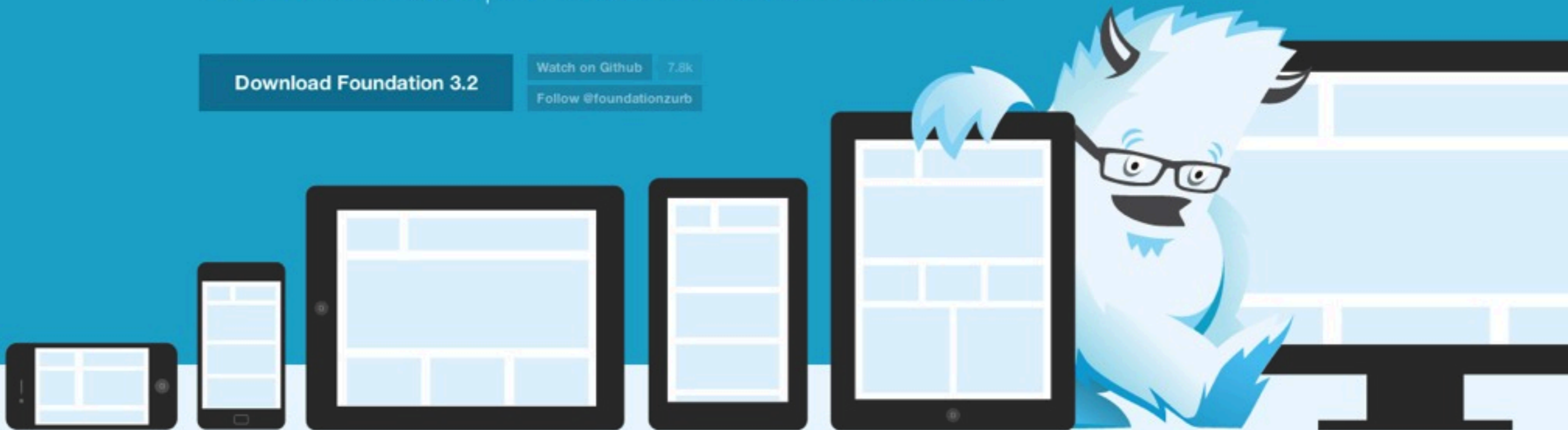
Foundation 3

The most advanced responsive front-end framework in the world.

Download Foundation 3.2

Watch on Github 7.8k

Follow @foundationzurb



What's new in 3?



Developed with Sass

Foundation 3 is built with Sass, a powerful CSS preprocessor, which allows us to much more quickly develop Foundation itself — and gives you new tools to quickly customize and build on top of Foundation.



Feature Complete

We've added new elements, new options, and tons of streamlining to make this the fastest way to prototype responsively — and take that right into production.



Freakishly Advanced

Foundation is the most advanced front-end framework in the world. While the framework works all the way back to IE8, we're taking advantage of new, awesome Web technology to help you build better and faster.

Latest Update on Github

DEC 12, 2012

Merge pull request #1247 from stevewasiura/patch-1 Orbit singleCycle, fix bug in conditional

[Commit](#)
cf3136599a1e6d9673195471523fd8fe1a17b276

Clone Now



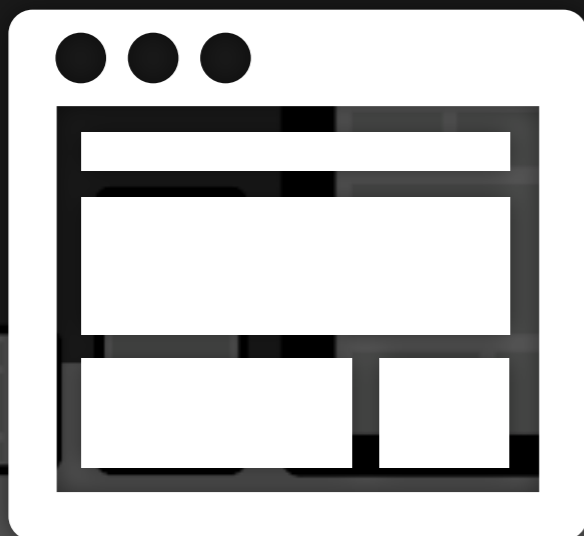
Foundation 3

The most advanced responsive front-end framework in the world.

Download Foundation 3.2

Watch on Github 7.8k

Follow @foundationzurb



Sass

Less



What's new in 3?



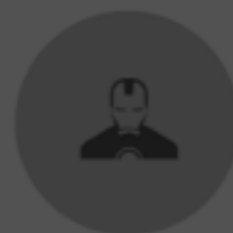
Developed with Sass

Foundation 3 is built with Sass, a powerful CSS preprocessor, which allows us to much more quickly develop Foundation itself — and gives you new tools to quickly customize and build on top of Foundation.



Feature Complete

We've added new elements, new options, and tons of streamlining to make this the fastest way to prototype responsively — and take that right into production.



Freakishly Advanced

Foundation is the most advanced front-end framework in the world. While the framework works all the way back to IE8, we're taking advantage of new, awesome Web technology to help you build better and faster.

Latest Update on Github

DEC 12, 2012

Merge pull request #1247 from stevevasiura/patch-1 Orbit singleCycle, fix bug in conditional

Commit cf3136599a1e6d9673195471523fd9fe1a17b276

Clone Now



プロセスの
理解

共創



改善

PRE IMAGI NATION

Webサイト制作の再想像 = クリエイティブのオープン化

WHIP?

なぜ作るか？なぜ使うか？

未来は不透明

失敗は大前提

デザインのオープン化

プロトタイプに挑戦しよう

Thank You!

Have a great holiday!

長谷川恭久

mail@yasuhisa.com

[@yhassy](#)

<http://www.yasuhisa.com>