

Strategy

ウェブサイト制作、
手を動かす前に考えておくこと

Part II

「デザインしないデザイナー」の 肩書きをしいはじめた理由

よつばデザイン 後藤賢司

2018/03/03 CSS Nite LP56

ウェブサイト制作、手を動かす前に考えておくこと Part2

よつばデザイン

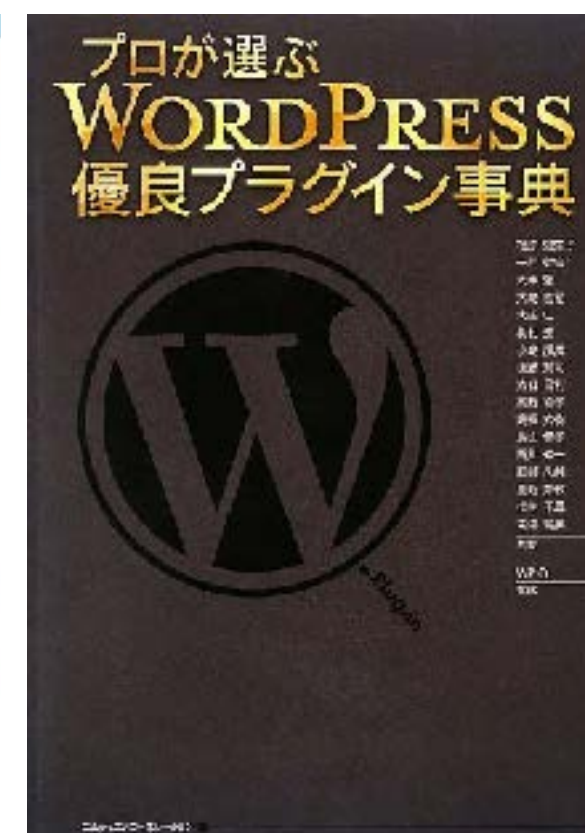
後藤賢司

東京と大分の2拠点で活動中。

「企画提案・設計」が得意。

中小企業アドバイザー。

CPIエバンジェリスト。

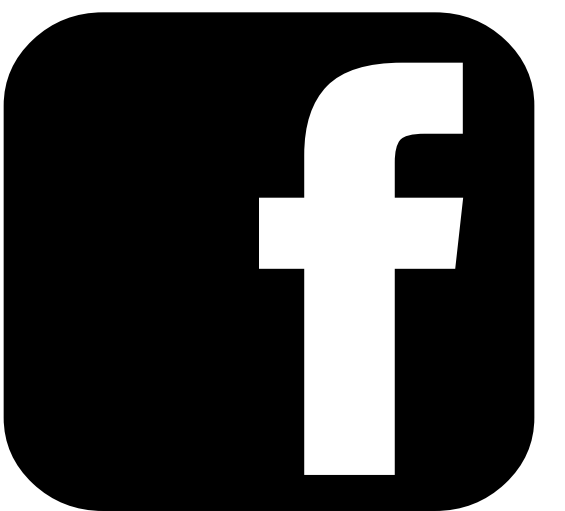


webクリエイターのための情報交換所



Web制作者の情報交換用Facebookグループ

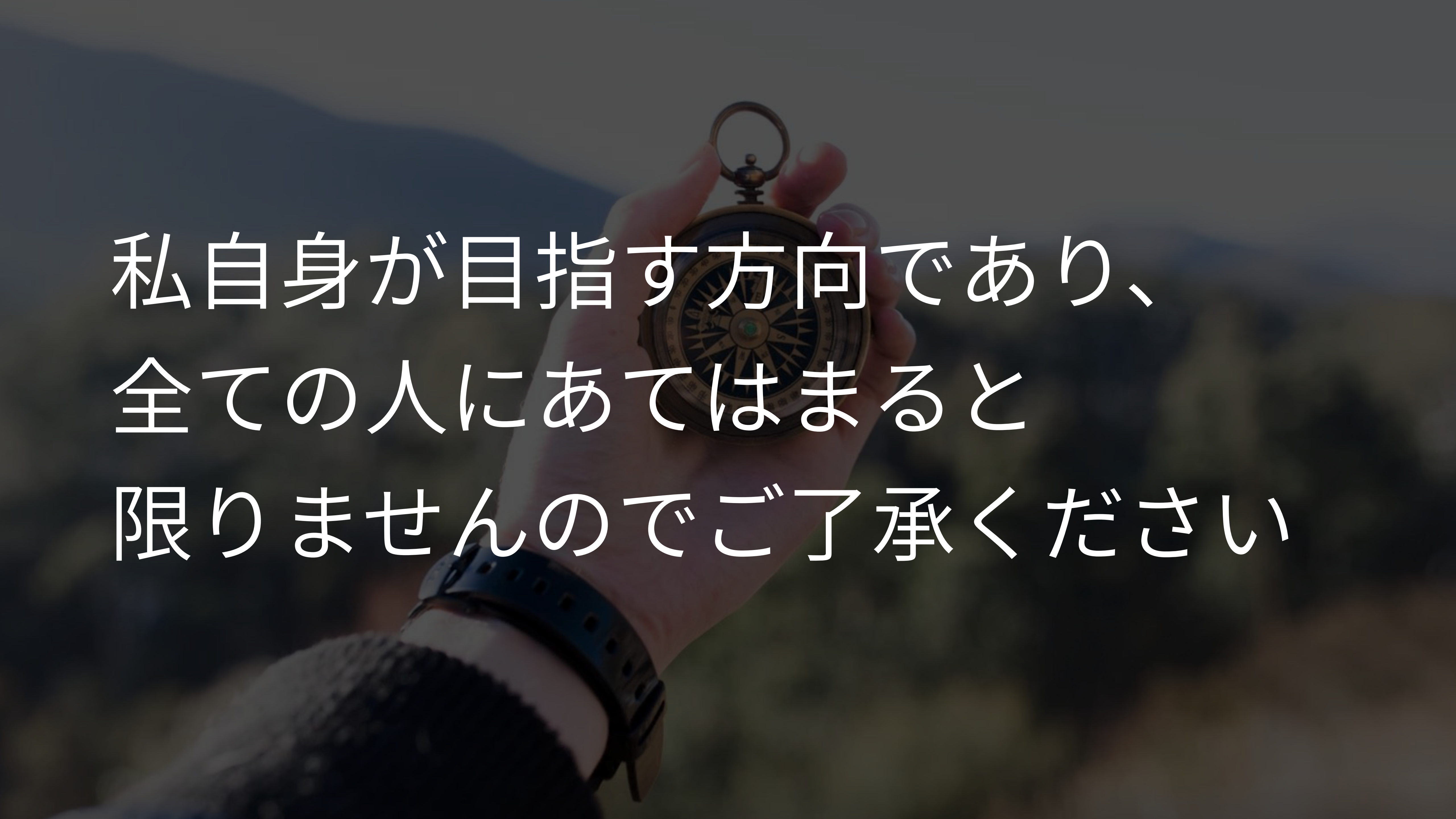
現在参加人数 **7900**人





和菓子好き（あんこ）
こしあん、つぶあんどちらもOK

中小企業や個人事業主が 主なクライアントでの事例


A hand holding a vintage pocket watch against a blurred background of a person's face. The watch is the central focus, with its intricate details and a small ring at the top. The background is a soft, out-of-focus portrait of a person's face, looking slightly to the side. The overall tone is contemplative and personal.

私自身が目指す方向であり、
全ての人にあてはまると
限りませんのでご了承ください

中小企業アドバイザー

(中小企業の専門家)






木工会社からの相談

A dimly lit workshop or factory floor. In the foreground, a worker in a dark uniform is working at a station. In the background, other workers are visible, some standing and some working at machinery. The scene is characterized by low lighting and a sense of industrial activity.

受注の減少

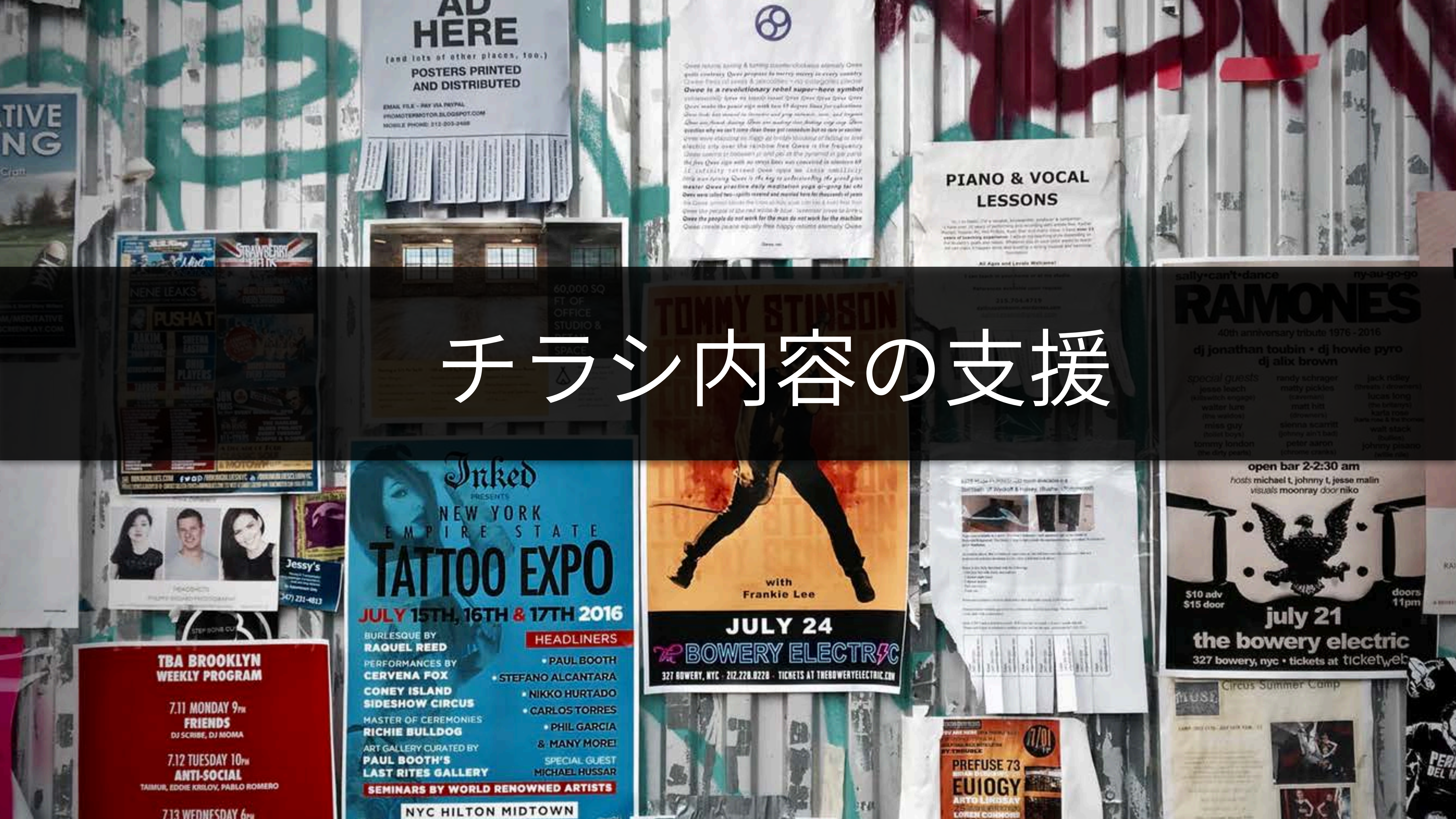
大手の下請け

業績悪化

A photograph of a wooden dining table and chairs on a balcony. The scene is bathed in warm sunlight, creating long shadows on the floor. A dark railing is visible in the background. The text is overlaid in the center of the image.

高い技術を活かし
家具の修理をやりましょう

チラシ内容の支援



A close-up photograph of a person's hands writing on a document. The person is wearing a white long-sleeved shirt. They are holding a silver and black pen in their right hand and writing on a white sheet of paper. Their left hand is resting on the paper. The background is blurred, showing a window with green blinds.

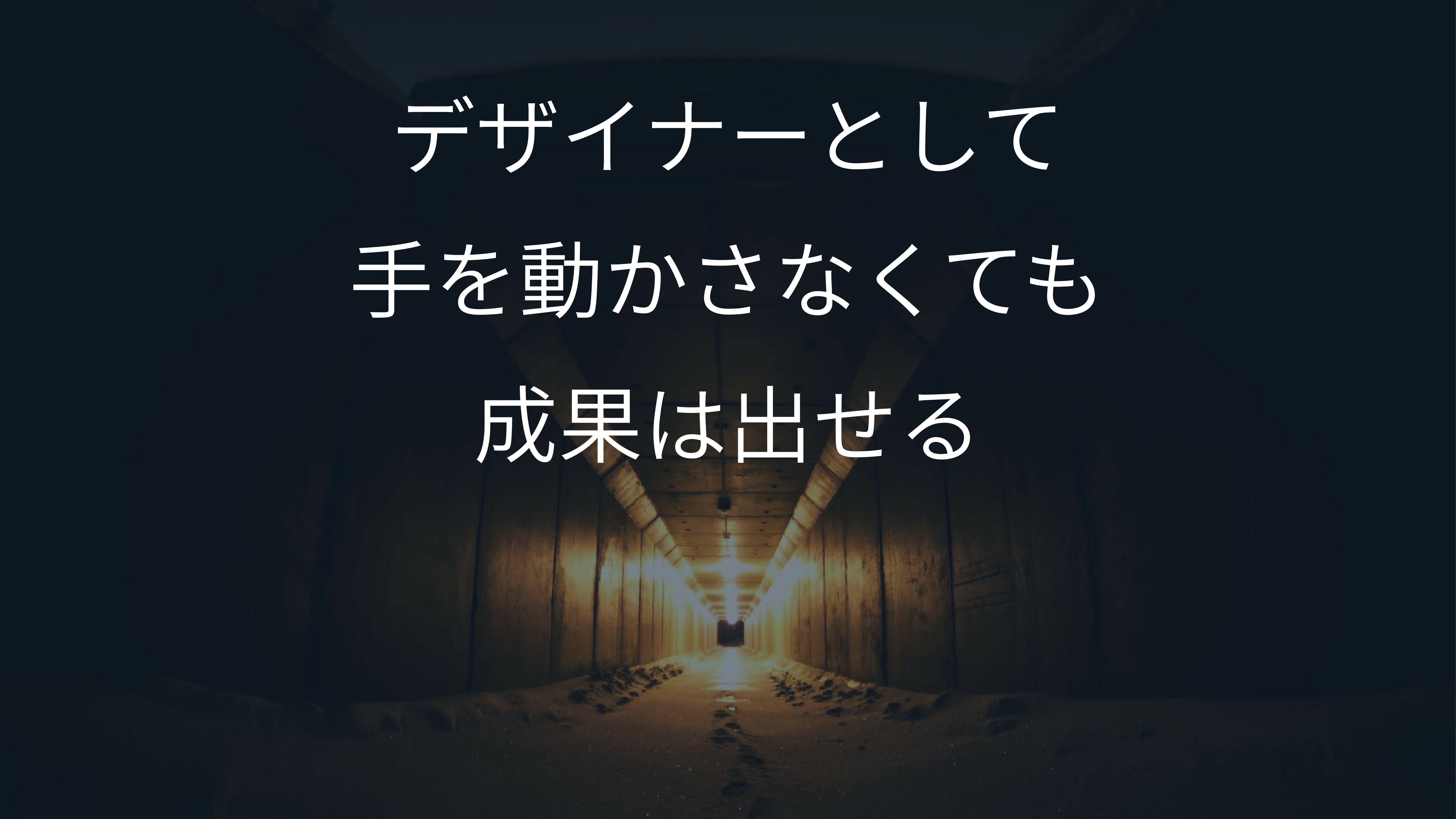
チラシは奥様が手描き

配布は奥様が近所に投函

超アナログな体制

黑字化





デザイナーとして
手を動かさなくても
成果は出せる

デザインに
お金をかけられない層



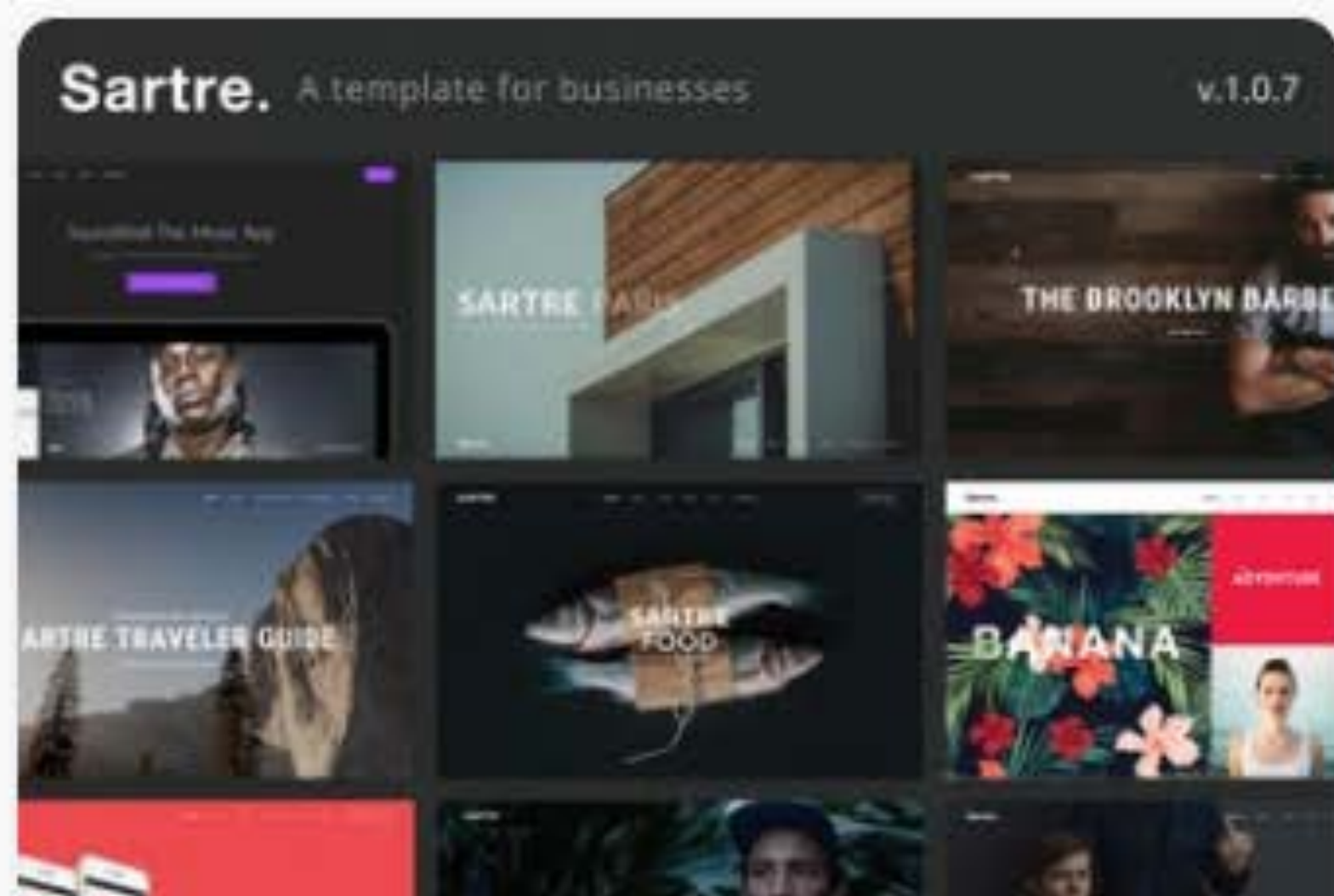


デザインとは…

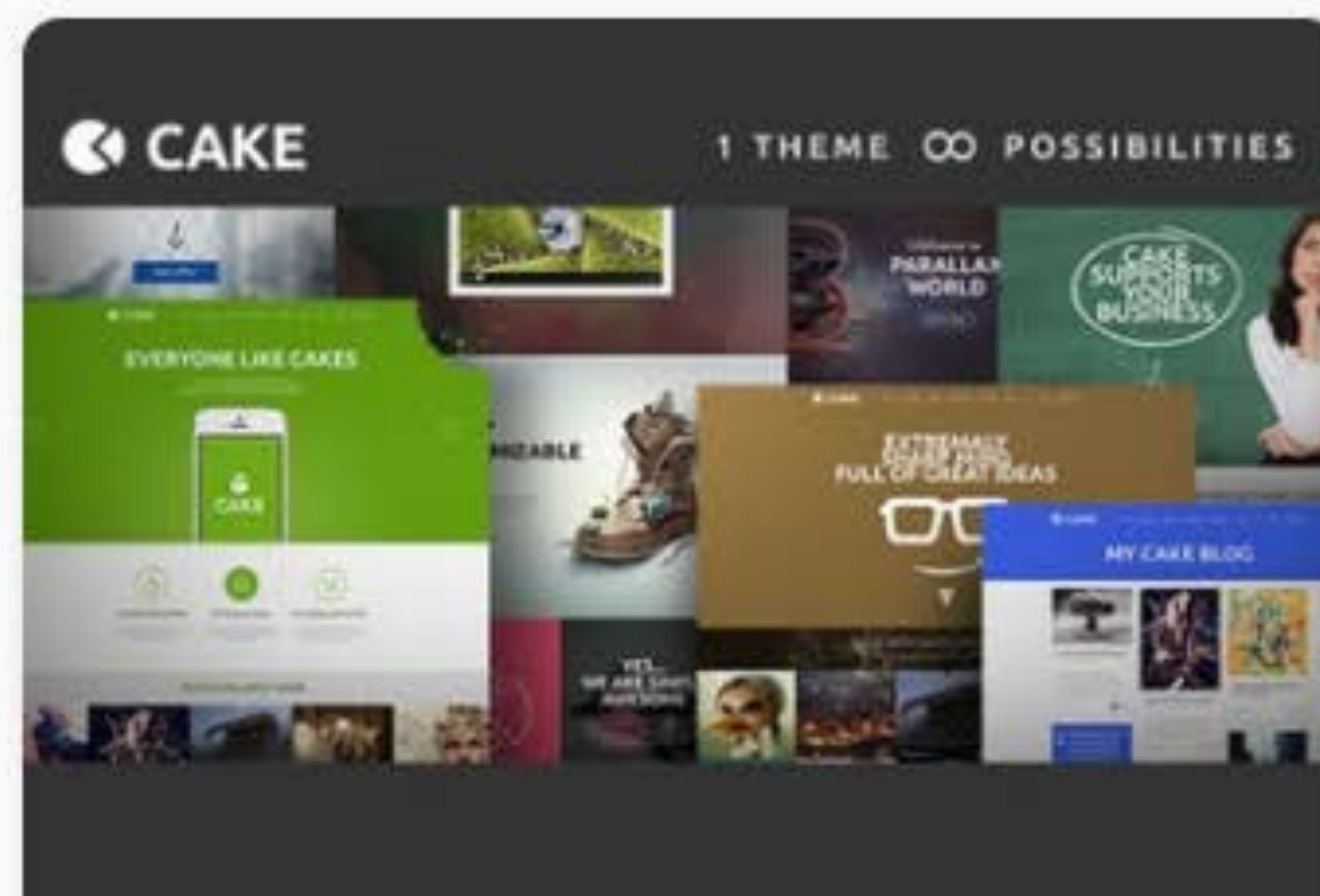


ウェブ制作の効率化の流れ





Sartre - Creative Multipurpose HTML Te...
By ThemeMountain



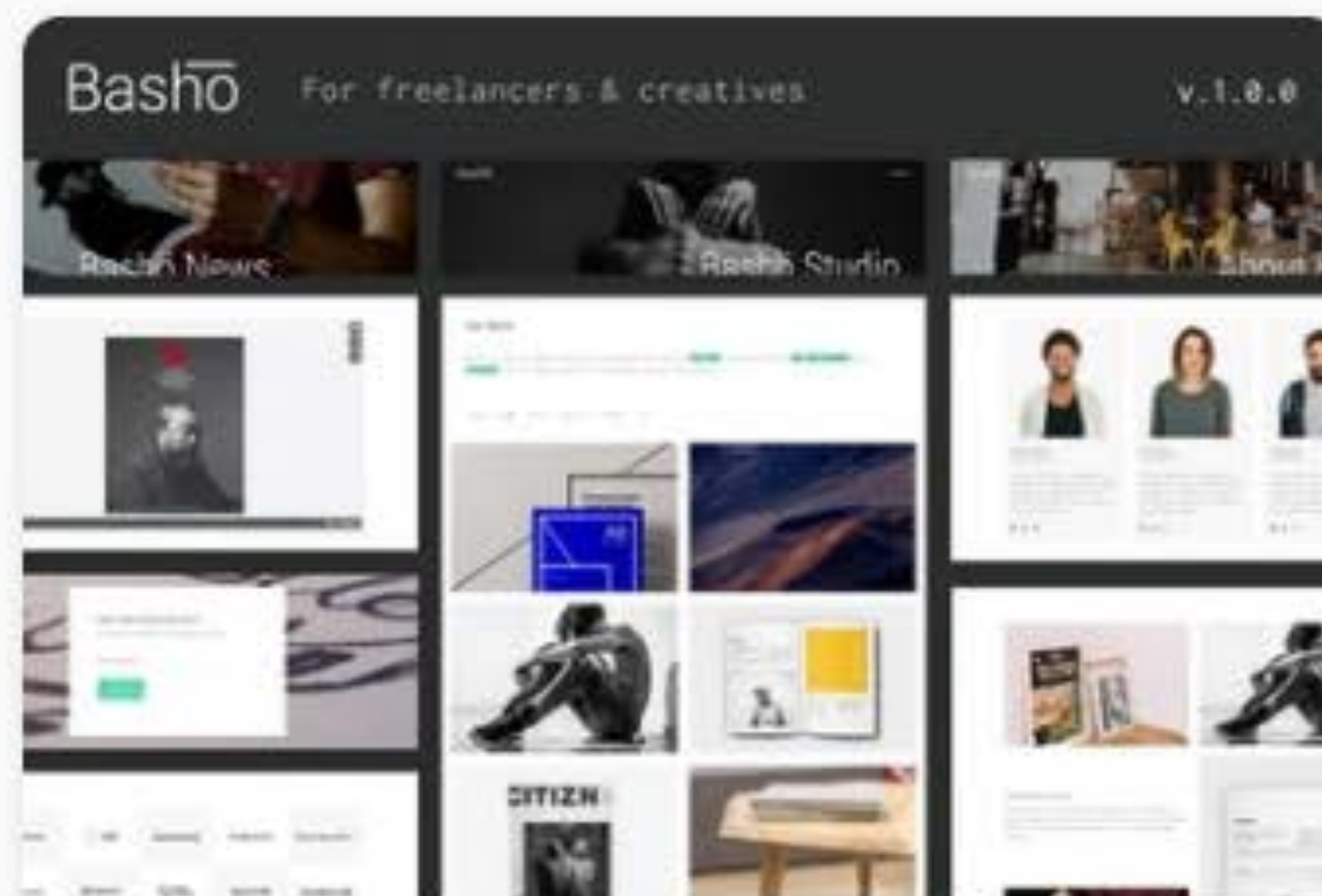
Cake
By max-themes



Nobel - Minimal & Versatile Multi-Conce...
By designova



Unicore - Mobirise Builder with 20 HTM...
By ElectricBlaze



Basho - A Creative HTML5 Template for...
By ThemeMountain

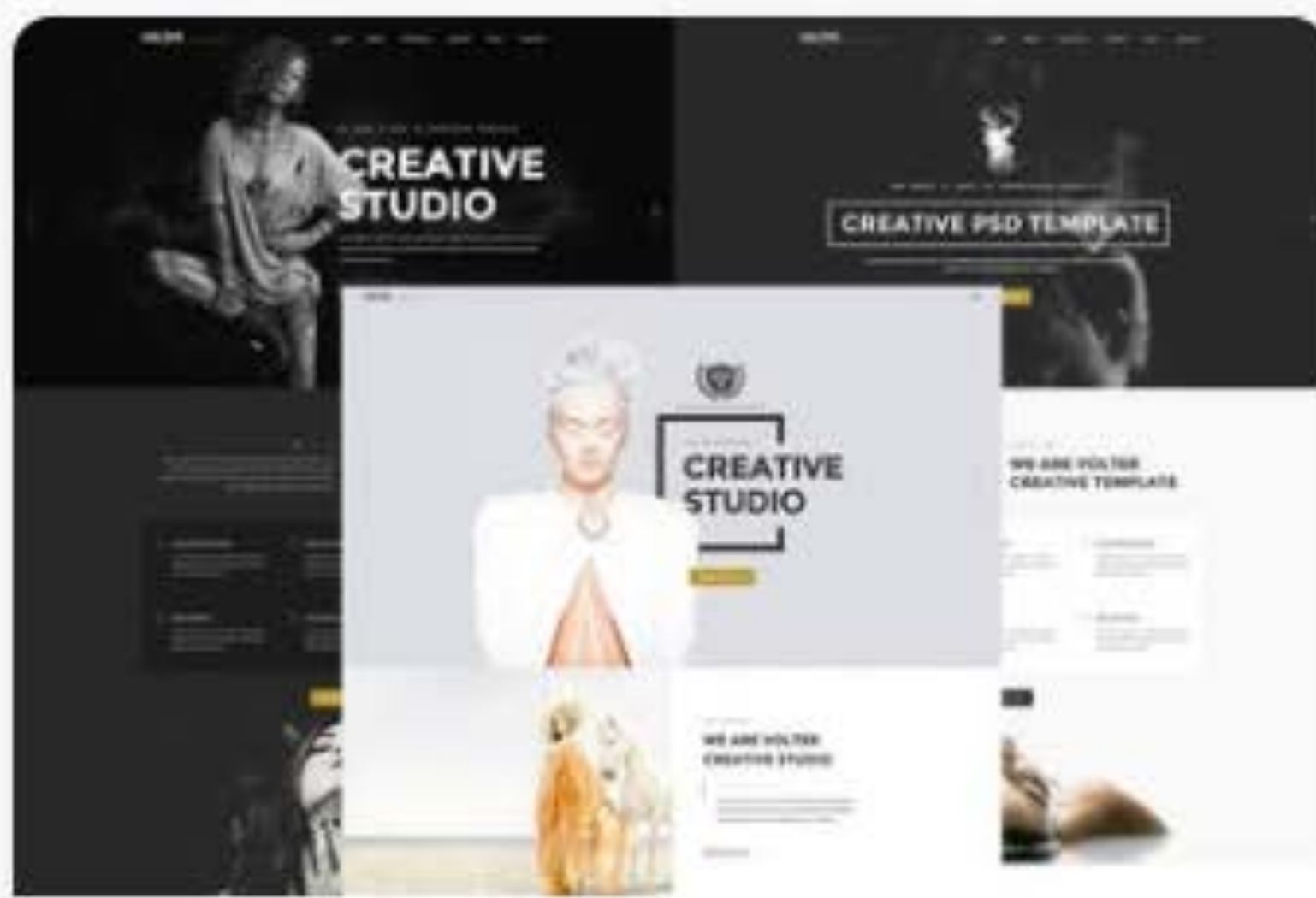


The DMCS - Ecommerce HTML Respons...
By Kavindesign





App Presentation Templates
By uiuxassets



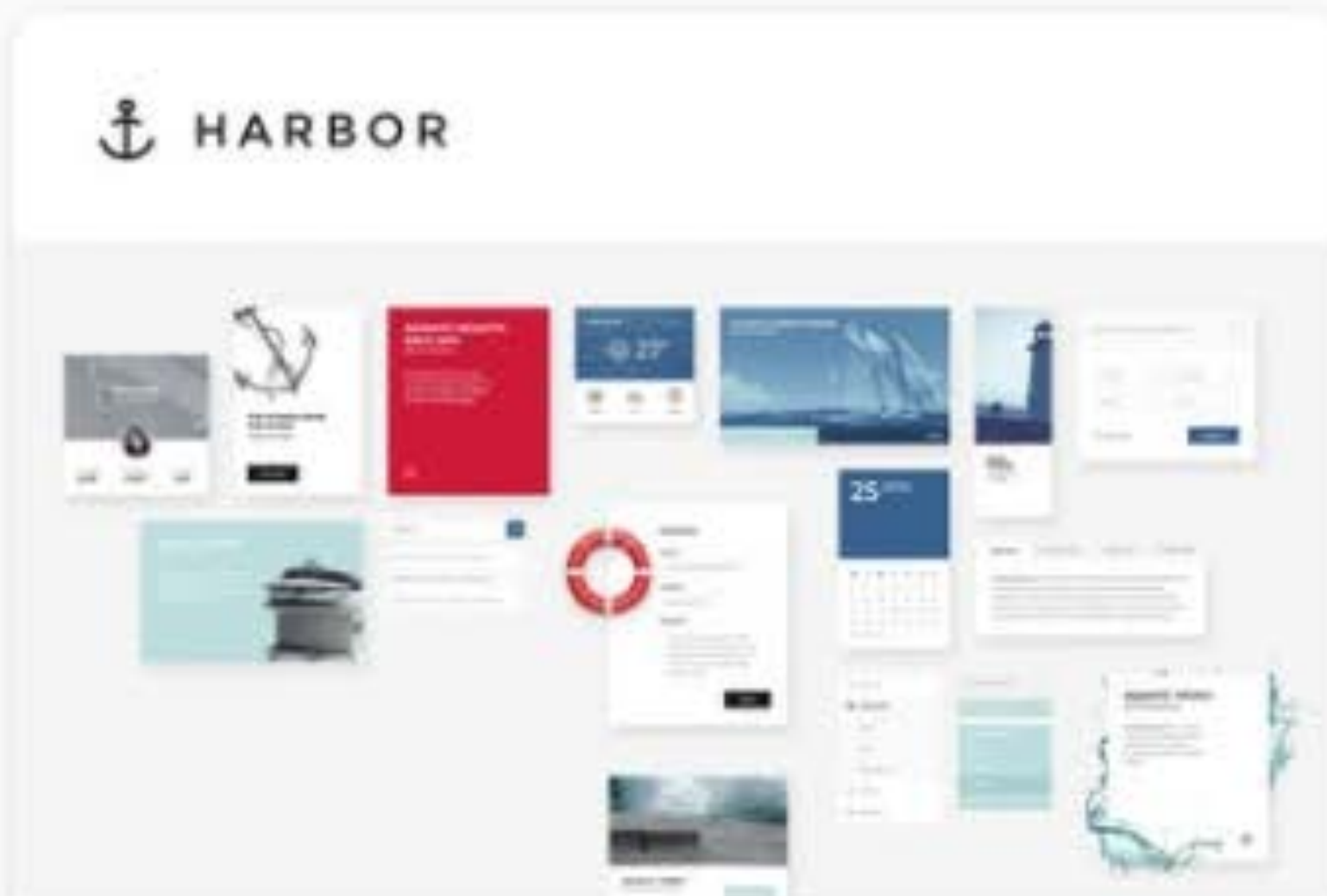
Volter - Creative PSD Template
By youwes



Awesome Web UI Kit
By 0effortthemes



W1 UI Kit for watch Apps
By Yuriy_Kondratkov

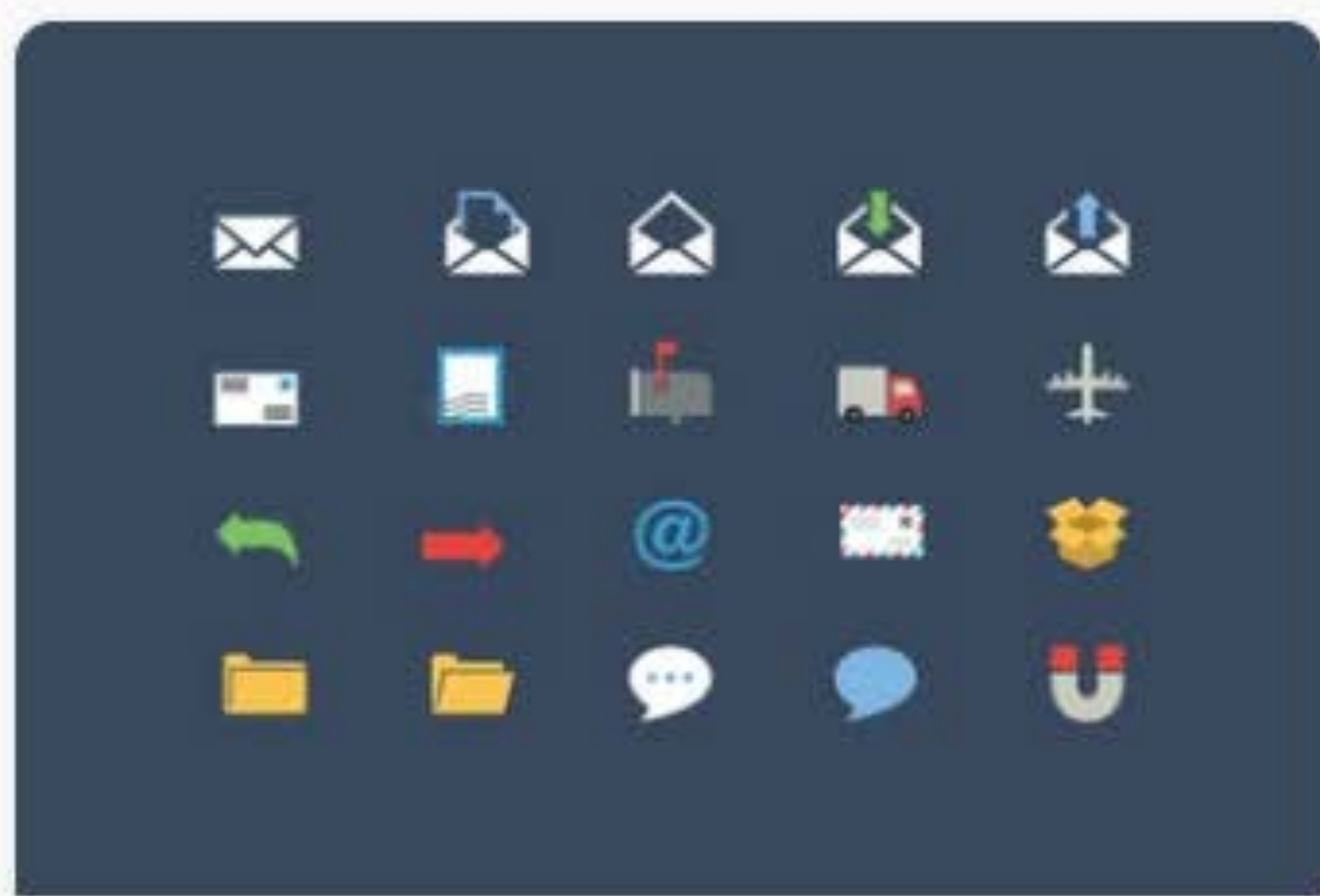


Harbor UI Kit
By Erigonn



The Rapture Startup UI Kit
By getCraftwork





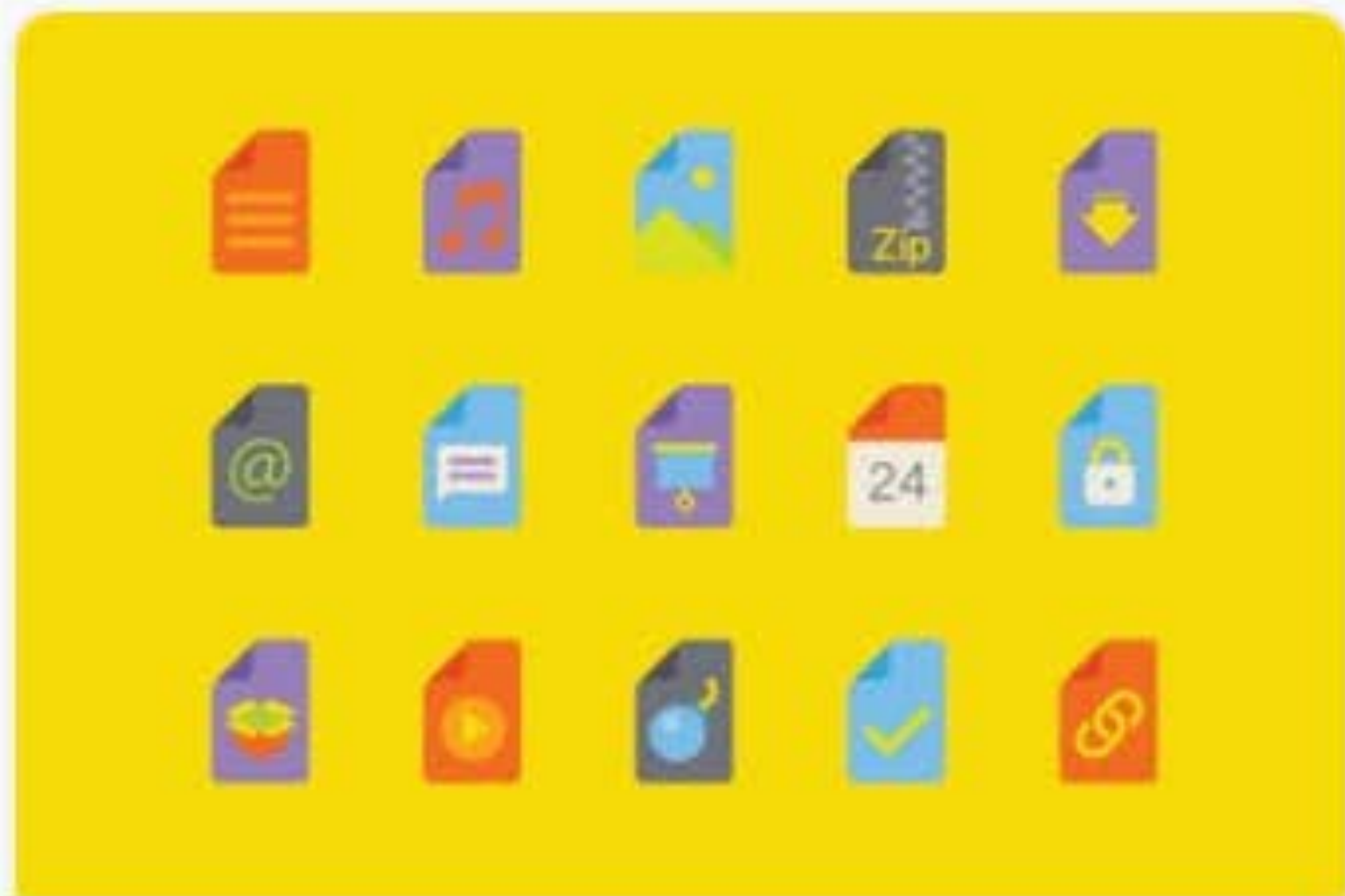
Communication Color Icons
By Jumsoft



Ecology Concepts
By pulsar75



Business, Finance, Law Symbols - line d...
By decorwm



App Page Icons
By Jumsoft



Fresh Summer Icons
By badastarad



Christmas Doodles. Vector, PNG
By helga_helga

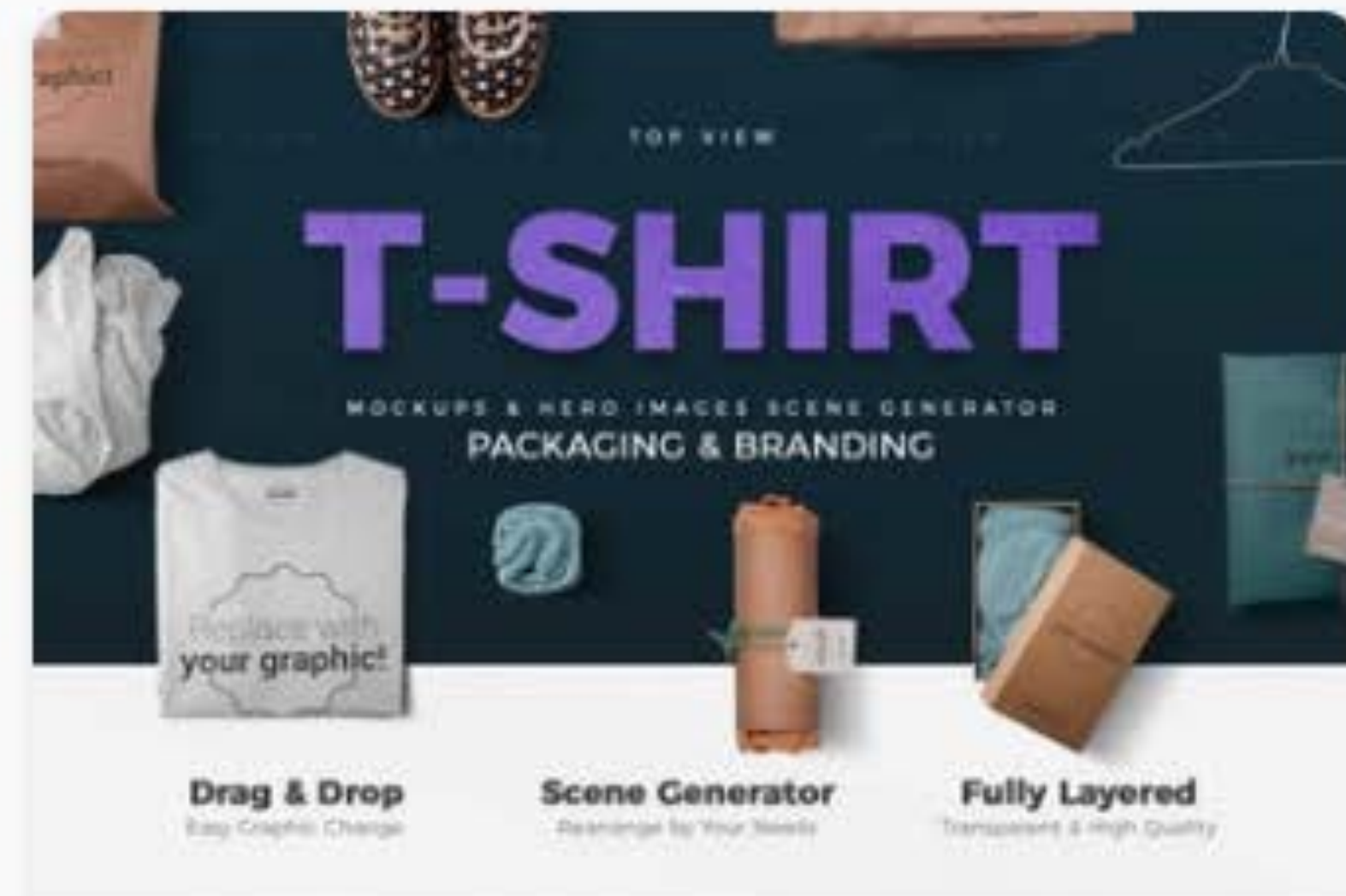




Simple Homes Mockup Vol. 9
By Genetic96



Multipurpose Mock-Up Creator
By Genetic96



T-shirt and Packages Mockups & Scene...
By CreativeForm



Branding Mockup Essentials Vol. 1
By Genetic96



Invitation Greeting Cards Notepad Moc...
By itscroma



Desktop Mockup Creator
By mocks_co





Stand Out

HERO / HEADER IMAGES

[PURCHASE NOW](#)

Personalize
Your Design Here

SIMPLE HOMES
The Big Canvas
by www.etsy.com

WIX 機能紹介 料金プラン プレミアム テンプレート サポート ログイン/新規登録

誰でも簡単、無料でつくる あなただけのホームページ

こだわりのデザイン、選りすぐりの機能。すべてが自分仕様。
世界でひとつだけの本格ホームページを作成しましょう。

今すぐ始める

JIMDO 無料ウェブサイト プラン 無料ウェブサイト イメージ プロダクト

ヘルプ 日本語 無料ウェブサイト 無料ウェブサイト

誰でも作れる 美しいウェブサイト

無料ウェブサイトを作成

webflow Product Customers Resources MzdeinWebflow Dashboard

Design and develop for the web — visually

Build dynamic, responsive websites without writing code. Launch with a click, and enjoy the fastest, most reliable hosting on the web. Or export clean, semantic code to hand off to your devs.

Full Name Email address Create password Get started for free

Trusted by over 500,000 designers

SQUARESPACE DOMAINS WEBSITES ONLINE STORES LOGIN GET STARTED

MAKE YOUR NEXT WEBSITE

Free trial. No credit card required.

GET STARTED

AI



自動レイアウト (Grid)



Blog Support

purpose #1 Crowdfunding

Link Clicks

Media Plays

You are building a website. Better yours than Zuck's.

add content, Molly does the rest, you profit

Sales

Re-Shares

Sign ups

join & get a free domain

play video

文章チェック (文賢)



機能

開発ストーリー

料金プラン

特商法表記

プライバシーポリシー

よくあるご質問

お問い合わせ

ログイン

> **ご購入はこちら**
発売記念キャンペーン実施中!

あなたの書いた文章を
もっと読みやすく、わかりやすく

🎥 動画で文賢を見る

画像からコーディング

Get started with [deep learning on FloydHub](#) in minutes, or check out our [docs](#)

COMMUNITY

Turning Design Mockups Into Code With Deep Learning

Emil Wallner on January 9, 2018

Within three years deep learning will change front-end development. It will increase prototyping speed and lower the barrier for building software.

The field took off last year when Tony Beltramelli introduced the [pix2code paper](#) and Airbnb launched [sketch2code](#).

Currently, the largest barrier to automating front-end development is computing power. However, we can use current deep learning algorithms, along with synthesized training data, to start exploring artificial front-end automation right now.

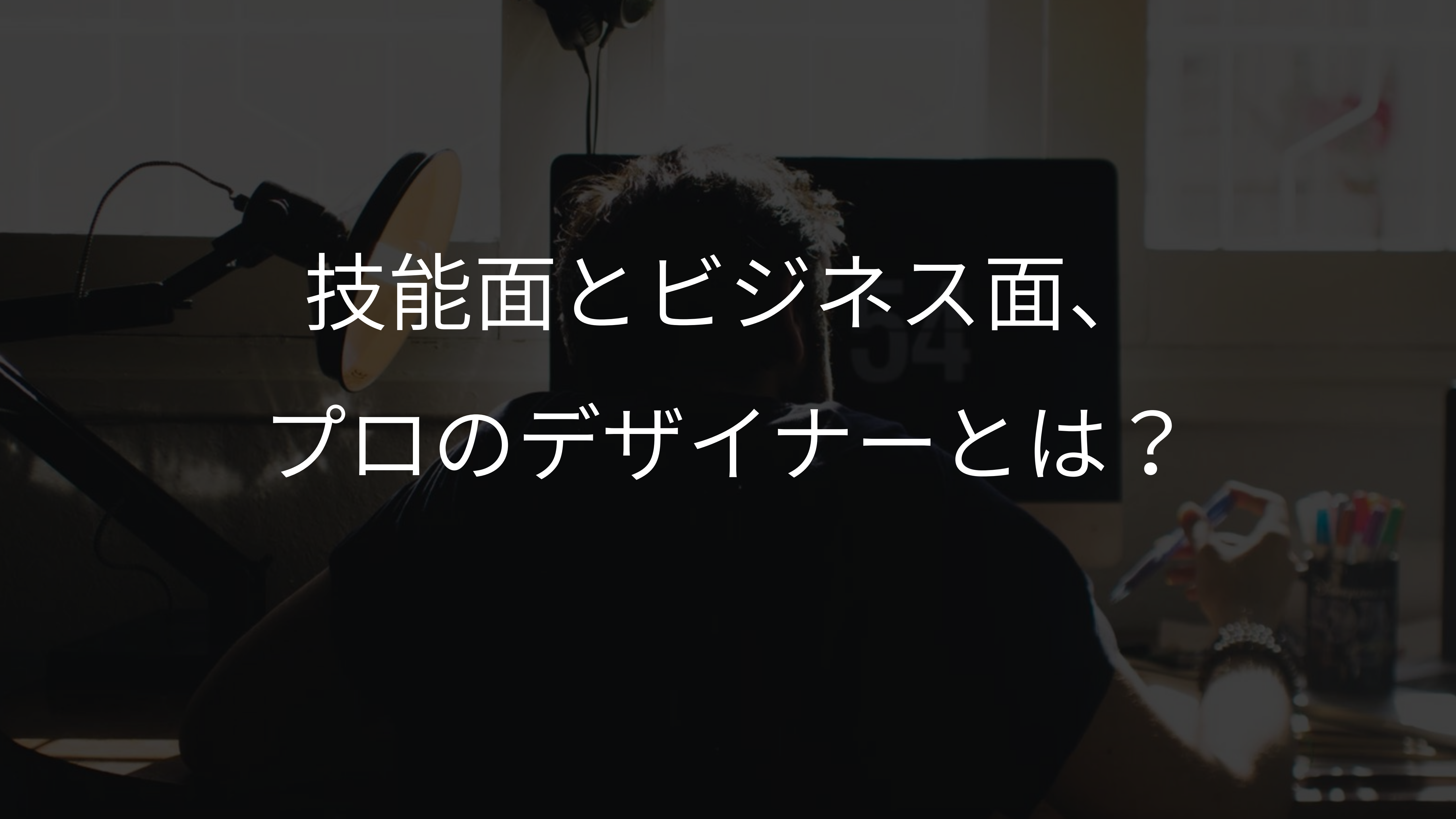
- 自動レイアウト
- 文章チェック
- 画像からコーディング
- 綺麗な写真の選定

A hand is shown holding a brush, painting a blue shape on a piece of paper. The paper has some faint sketches and text on it. The background is dark and out of focus.

「作れます」の価値

A dimly lit desk with a computer monitor, keyboard, and a hand writing on a notepad. The scene is dark, with the primary light source being the computer screen, which is partially visible in the upper right. A hand is seen in the foreground, writing on a piece of paper. The overall atmosphere is quiet and focused.

仕事内容も働き方も変わる？



技能面とビジネス面、
プロのデザイナーとは？




制作のやり方を見直す

The background of the entire image is a close-up, slightly blurred view of numerous US dollar bills scattered across a surface. The bills are in various orientations and focus, creating a sense of abundance and financial activity. The colors are muted, with a dark overlay that makes the white text stand out.

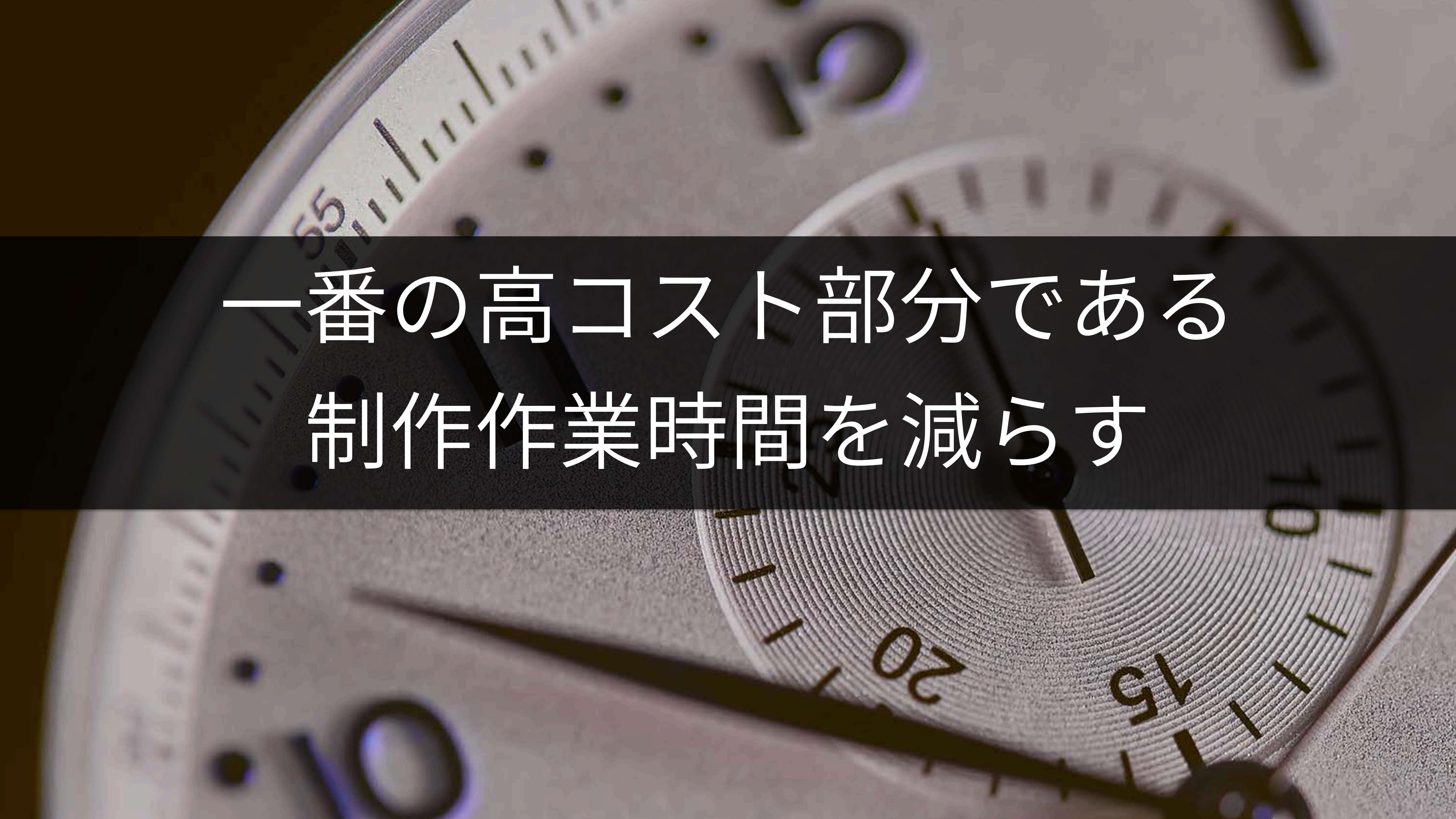
中小企業の予算感

低予算での制作





全て作らずに
どうにかできないか？



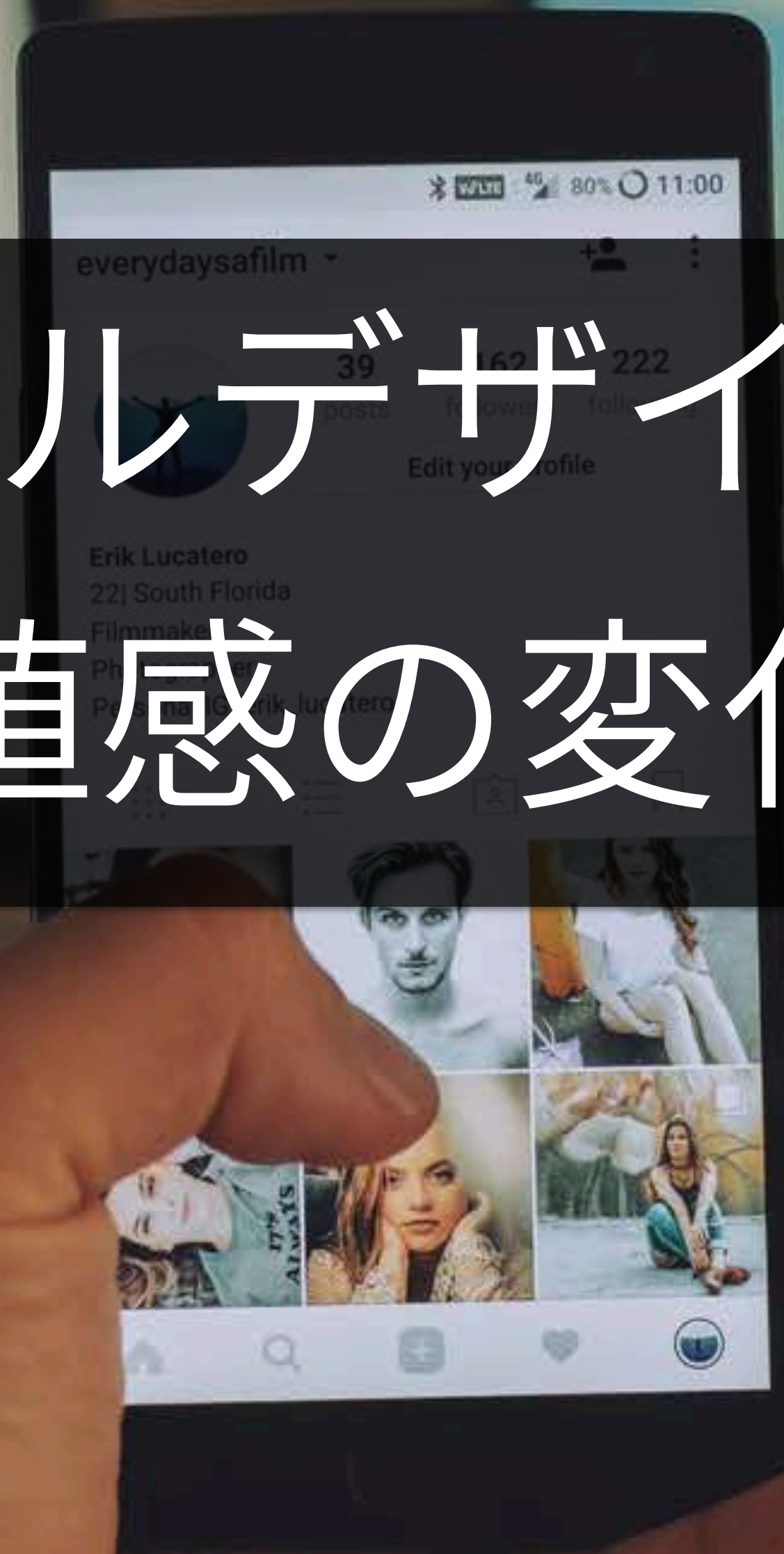
一番の高コスト部分である
制作作業時間を減らす



クオリティが高い
テンプレートを活用




オリジナルデザインへの 価値感の変化



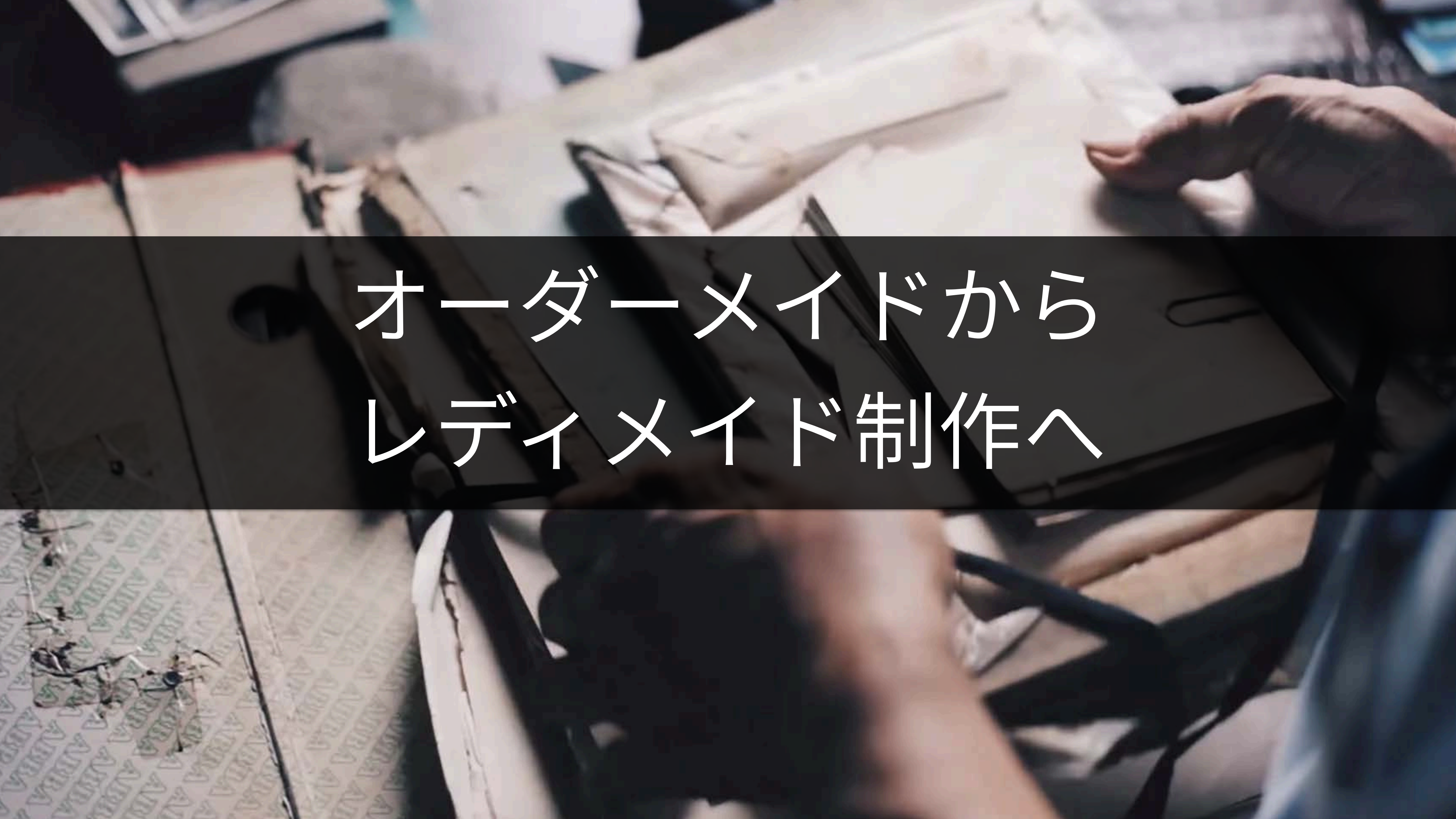
問題解決 & 企画提案最優先





コミュニケーションに
コストをかける

従来の半額以下で低価格での
ウェブ制作が可能になる

A close-up, slightly blurred photograph showing a person's hands working on a cardboard box. The hands are positioned on the right side of the frame, with fingers gripping the edge of the box. The box is made of brown cardboard and is being assembled or disassembled. The background is filled with various pieces of cardboard, some of which are stacked or scattered. The lighting is somewhat dim, creating a sense of a workshop or a busy environment. The overall tone is industrial and focused on manual labor.

オーダーメイドから
レディメイド制作へ

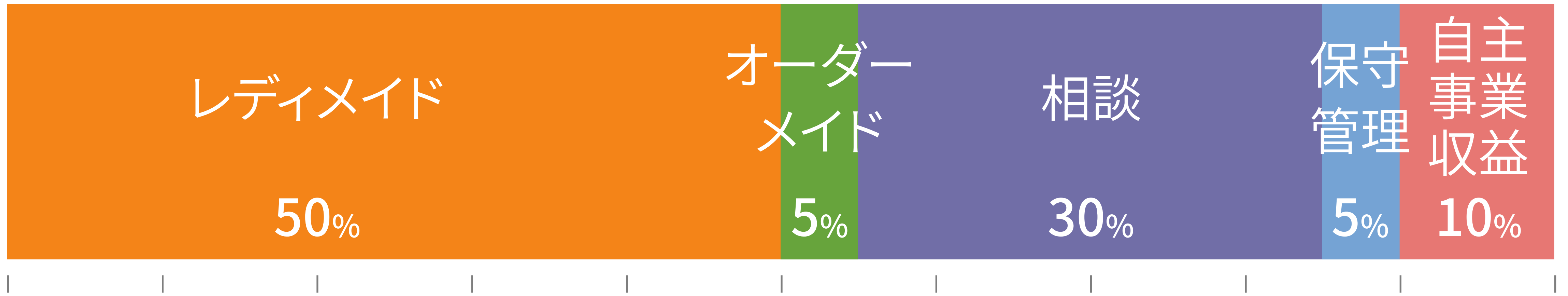
2017



2017




2018



サービスデザイン

自社の特徴や目指すところの明確化、意識の向上






作れるスキルではない
作る前のスキルの価値

手を動かさないデザイン



本質のデザイン

The image features a dark blue, starry night sky as the background. A horizontal band of slightly lighter blue stars runs across the middle. At the bottom, there is a dark silhouette of a mountain range. The text '本質のデザイン' is centered in the middle of the image in a clean, white, sans-serif font.

A dark tunnel with a series of lights on the walls, receding into the distance. The lights are arranged in two rows, one on each side, and they get smaller as they go further away, creating a strong sense of perspective. The overall atmosphere is mysterious and somewhat somber.

デザインしないデザイナー

デザインしないデザイナー

作業を

A lush forest scene featuring a dense carpet of white flowers, likely Japanese Anemone, in full bloom. The flowers are set against a backdrop of vibrant green foliage and tall, slender trees. Sunlight filters through the canopy, creating a dappled light effect across the scene. The overall atmosphere is serene and natural.

ありがとうございました！