A vintage beige computer monitor and keyboard are shown on a white surface. The monitor is on the left, and the keyboard is in the foreground. The text is overlaid on the right side of the image.

# The Right tool for the Right job

適材適所で使い分ける正しいツールの使用法

鷹野 雅弘 (スイッチ)

3つの目を持つ



# 虫の目

近くに寄って、注意深く見る



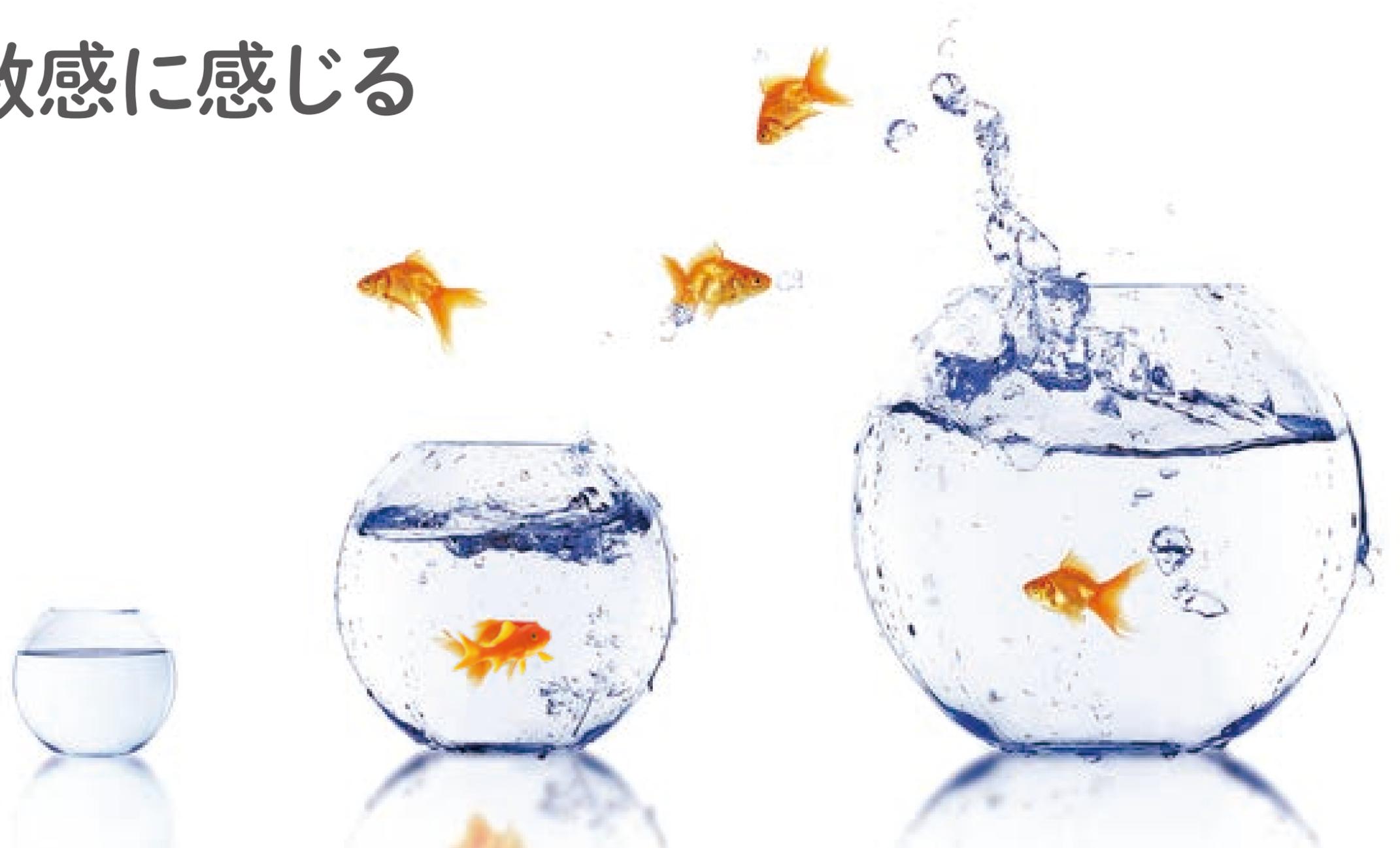


高いところからふかん俯瞰する

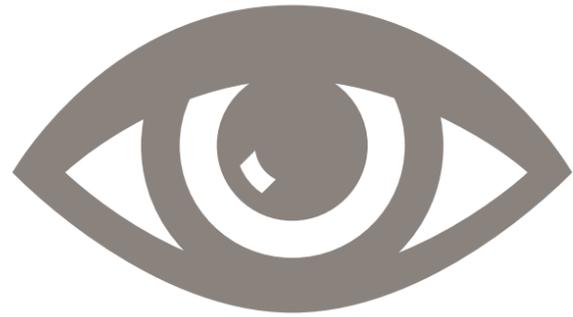
鳥の目

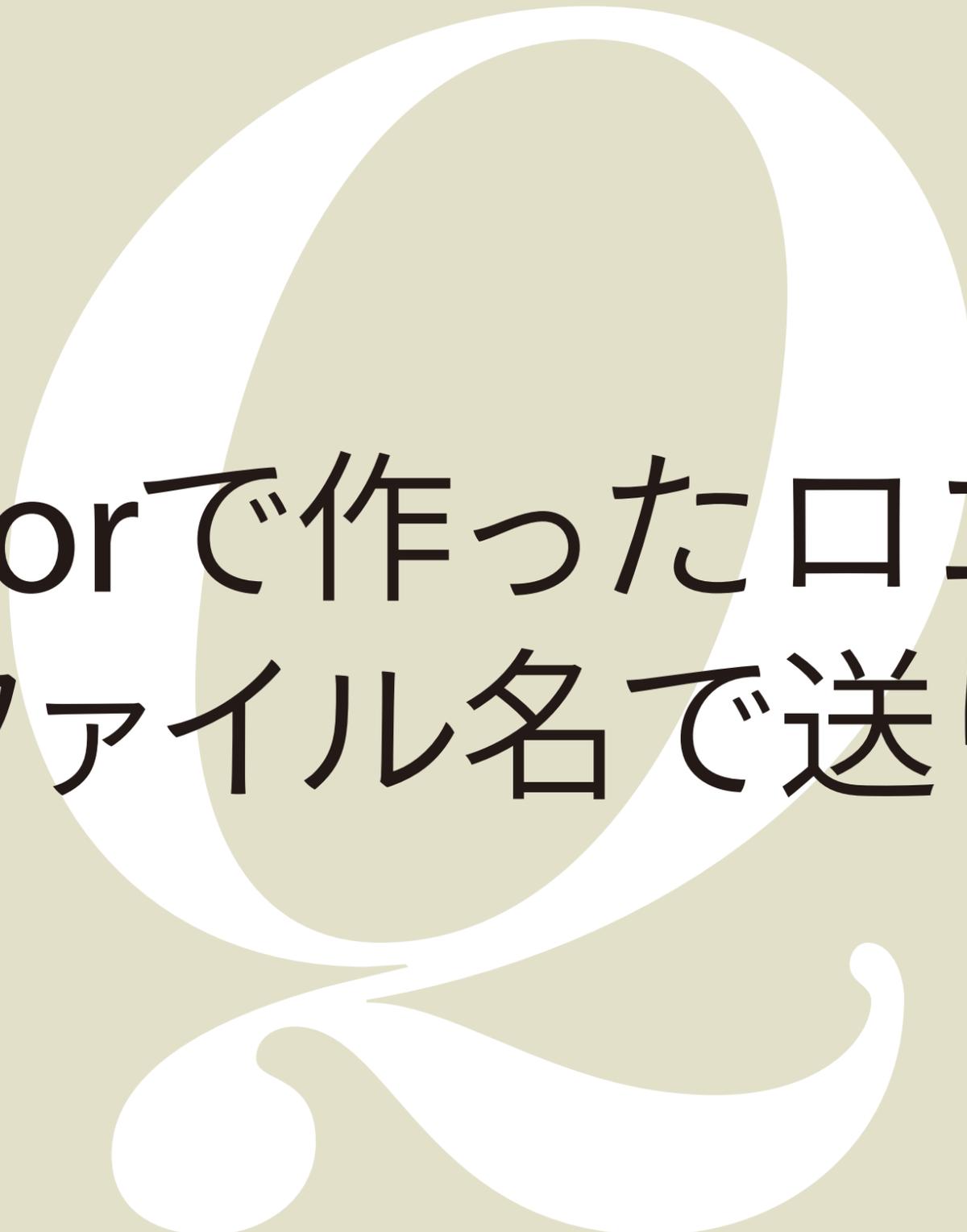
# 魚の目

世の中の流れを敏感に感じる



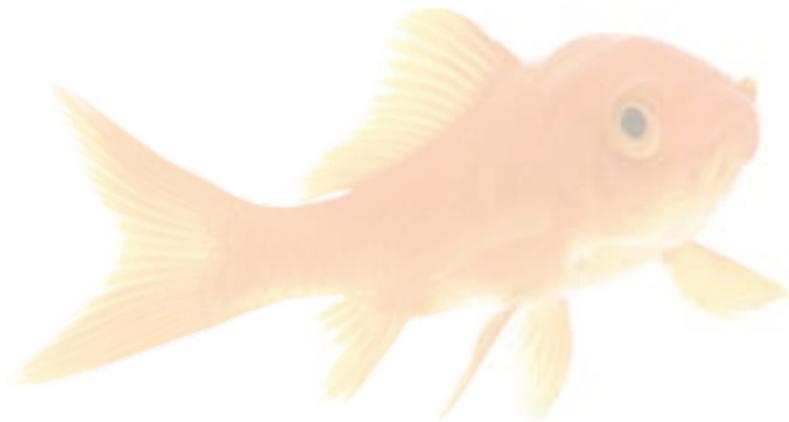
# 3つの目を持つ





Illustratorで作ったロゴデータ、  
どんなファイル名で送りますか？

# 4つの目



# 星の目

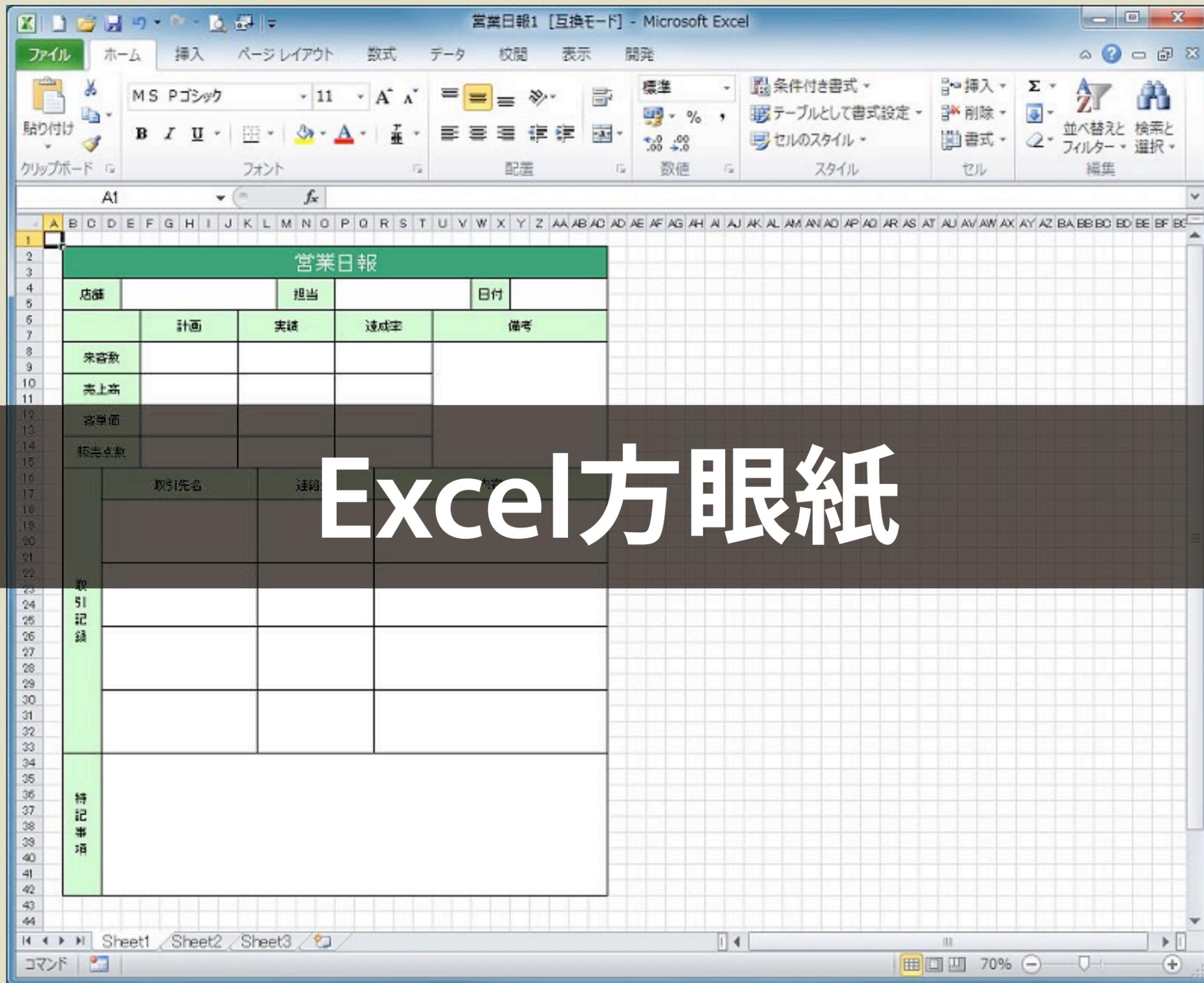
- 地球規模で考える
- 100年単位で考える

得意なツールに固執しすぎない









# Excel方眼紙





# Wordで表計算



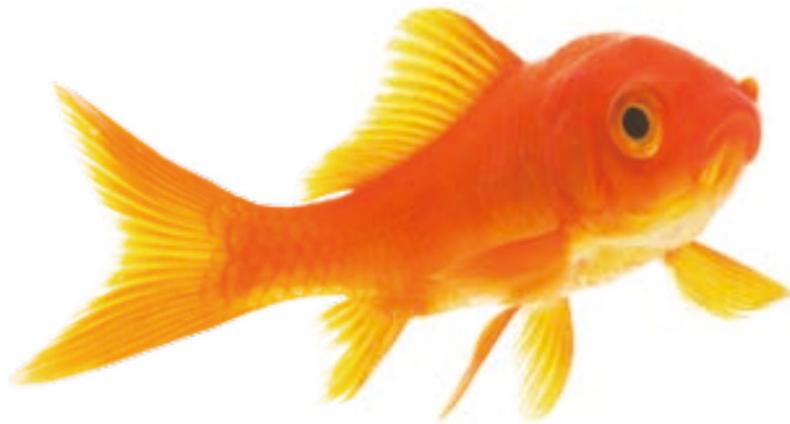
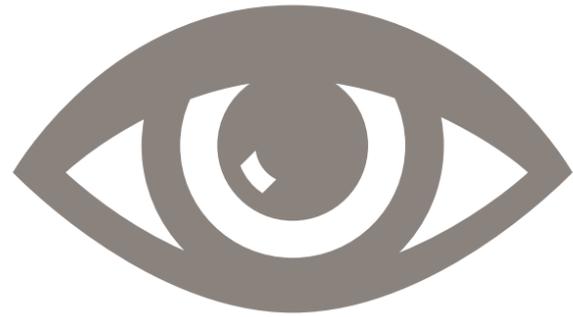
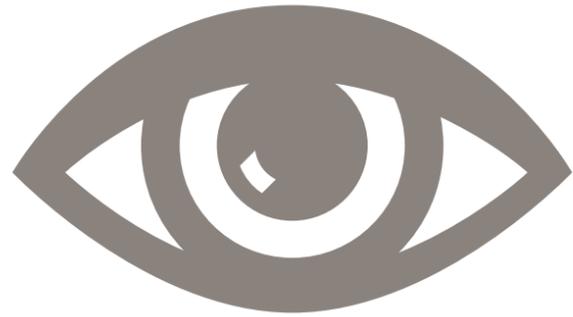
それぞれが存在しているのには意味がある



クリエイティブ系も同様

3つの目でアプリを検証する

# 3つの目を持つ



ウェブ制作で  
キャンプを作るなら

ウェブ制作で  
キャンプを作るなら





- 画像アセット
- リンク (+レイヤーカンパ)
- アートボード
- デバイスプレビュー
- Design Space

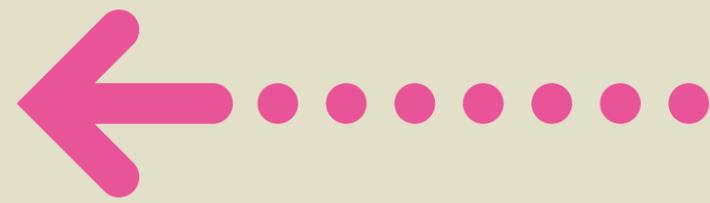


やっぱり  
違うかも



- 画像アセット
- リンク (+レイヤーカンパ)
- アートボード
- デバイスプレビュー
- Design Space





読み込み可能に





# そもそもそもそもカンパを作っても...

**GIVE A PINEAPPLE**  
 Aloha Pineapple is happy to offer our pineapple, our sweet 100% Hawaii-grown, fresh pineapple for shipment to the 48 contiguous United States. We use FedEx 3-day shipping from our plantation. This service guarantees delivery within 3-5 days from the shipment date, not two days from the order date. With this service we are having pineapples sit in Hawaii over the weekend. All prices shown include shipping. Give it the sweet delicious taste of the islands to

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**WE'D LOVE TO SHOW YOU AROUND**  
 We pride ourselves on teaching both visitors and local residents about Hawaii's unique agricultural heritage through exciting, memorable, and hands-on experiences. Throughout the year, Aloha Plantation offers educational tours for schools and small groups. It's a great way for students to learn about the history and future of the crops we grow in our island home—and best of all, it's fun!

**PLAN A TOUR**

**GIVE A PINEAPPLE**  
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**IT'S ALL IN THE ALOHA**  
 Aloha pineapple, the fruit is perfectly ripe in the field for only 48-72 hours. Once picked, pineapples will not ripen further. Since quality is our main concern, we focus our harvesting efforts entirely on that 3-5 day window. We are the only pineapple growers in Hawaii with employees solely dedicated to assessing sweetness and consistency in the weeks prior to harvest. As a result, our Aloha pineapples always contain the love of the islands.

**WHAT'S HAPPENING?**  
 Outside, sweet on the inside—was given its English name for its resemblance to a pine cone. Christopher Columbus brought this native of South America back to Europe as one of the exotic prizes of the New World. In later centuries, sailors brought the pineapple home to New England, where a fresh pineapple displayed on the porch meant that the sailor was home from foreign parts and ready to welcome visitors.

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**Our Pineapples**

**IT'S ALL IN THE ALOHA**  
 Although it takes a full 18 months to grow a Aloha pineapple, the fruit is perfectly ripe in the field for only 48-72 hours. Once picked, pineapples will not ripen further. Since quality is our main concern, we focus our harvesting efforts entirely on that 3-5 day window. We are the only pineapple growers in Hawaii with employees solely dedicated to assessing sweetness and consistency in the weeks prior to harvest. As a result, our Aloha pineapples always contain the love of the islands.

**WHAT'S HAPPENING?**  
 Did you know - The pineapple—fierce on the outside, sweet on the inside—was given its English name for its resemblance to a pine cone. Christopher Columbus brought this native of South America back to Europe as one of the exotic prizes of the New World. In later centuries, sailors brought the pineapple home to New England, where a fresh pineapple displayed on the porch meant that the sailor was home from foreign parts and ready to welcome visitors.

**GROWN WITH ALOHA LOVE**  
 Ah, the sweet virtues of fresh, succulent Aloha pineapple!

**Hawaii Islands**

# CSS3

- 不透明度
- ドロップシャドウ
- 角丸
- グラデーション

# CSS3

- 不透明度
- ドロップシャドウ
- 角丸
- グラデーション
- ウェブフォント
- アイコンフォント

# CSS3

- 切り出して使うのは  
ビットマップ画像のみ
- ロゴなどはSVGで利用



- そもそも図形を描画するツールではない
- 所詮キャンプなので、  
マイクロインタラクションや  
画面遷移などに対応できない



- ワイヤーフレーム
- デザインキャンプ
- 画面遷移
- デバイスプレビュー

CSS Nite LP57

All About  
NO

再演版

2018.6.30 (土)

基本操作、ワークフロー、事例など、  
9セッションをとおして  
Adobe XDを全方位から  
ガッツリどっぴりと学べます。

再演版



# 座布団から考える クリエイティブのお作法



山路を登りながら

夜9時以降限定

藤森 禄郎

山路を登りながら

平日15時まで限定

山路を登りながら

山路を登りながら

管理番号 A12345

Business E-mail

DOWNLOAD NOW

山路を登りながら

情に棹させば流される。智に働けば角が立つ。どこへ越しても住みにくいと悟った時、詩が生れて、画が出来る。

- 整列させたい
- 文字が増減するかも
- フォントを変更したい
- 体裁を一括で変更したい
- 幅、高さをグリッドに合わせたい
- 特定の領域のみ伸縮したい

# チカラワザの弊害

## チカラワザの弊害

- 時間がかかる
- 手間がかかる
- ミスやモレが生じやすい

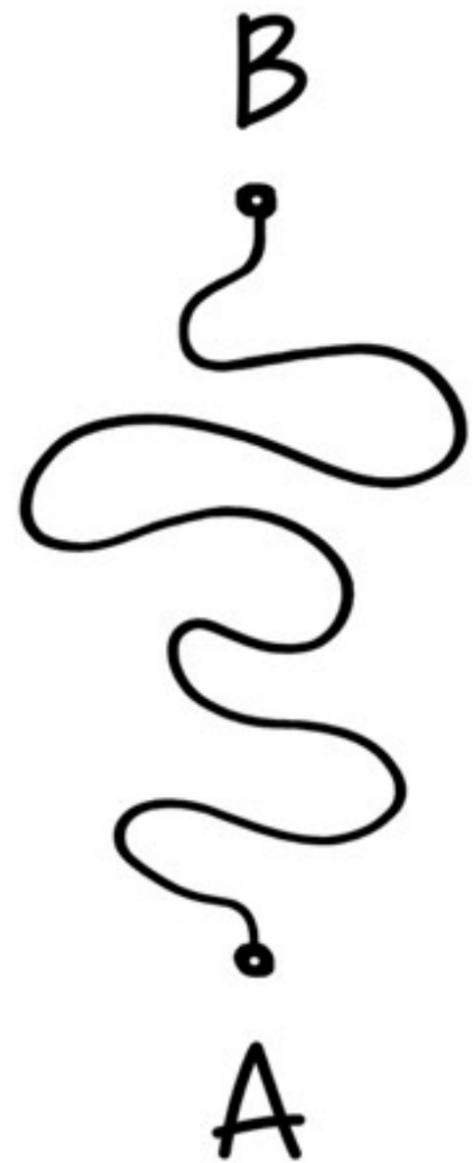
「先回りして考える」

まとめ

# 適切に使い分ける

得意なツールでなんでもやろうとしない





少しでも  
ラクできないか  
常に探求する





*Thanks*