# Aesthetic Hacking

How to make an OK looking hackathon hack when your team

doesn't have a designer

# Agenda

There are many variations of passages of lorem ipsum dolor sit amet.

**01** Who am I?

**02** Why you should care

**03** General brand design tools and process

**04** Product design tools – web & mobile

**05** Pitching

**06** General resources

# Bec Martin

Hackathoner, judge, mentor, consultant, freelancer

**Coderbec.com**

# Why Think About Design?

A winning hack requires more than just a great idea or good technical execution

**Your Idea**

**Time usage**

**Creativity**

**Viability**

**Good Team Work**

**Pitch Presentation**

Winning Hack

# Project Process

All of this items, while optional, are a quick thing to get done at the beginning to get some momentum going with your team

## Colour Scheme

Think of your general brand 'thesis' – 'rustic/hipster/tech', and a brand name to match

## Logo

Plug your colour scheme into logo generator of your choice

## Socials

Churn out your social, get the cheap domain etc (optional)

## Execution

Choose the rest of your templates and get cracking

# General Brand Assets

This is a great way to get some early runs on the board and you don't need to spend money
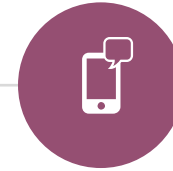
## Colours

coolors.co

Canva

## Logos

Logojoy*

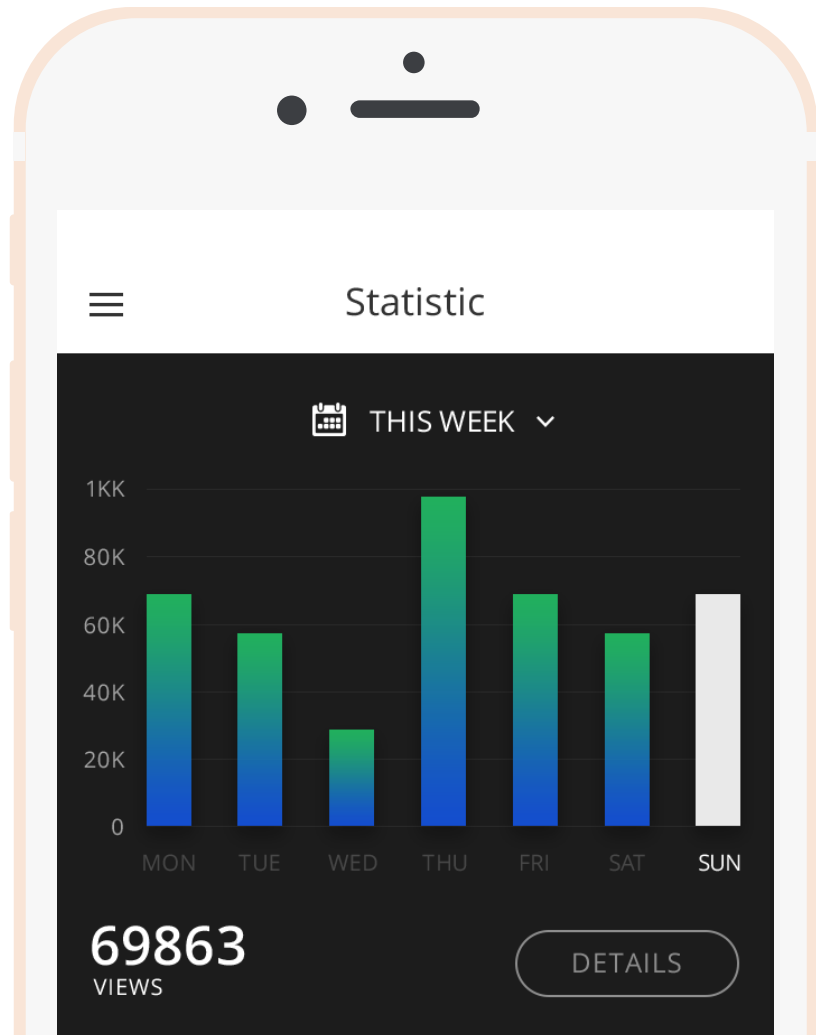Logomaster.ai*

brandmark.io*

Canva

## Mobile

appiconmaker.co

applypixels.com

* Tip: for a hackathon use the free account and screen shot the logo
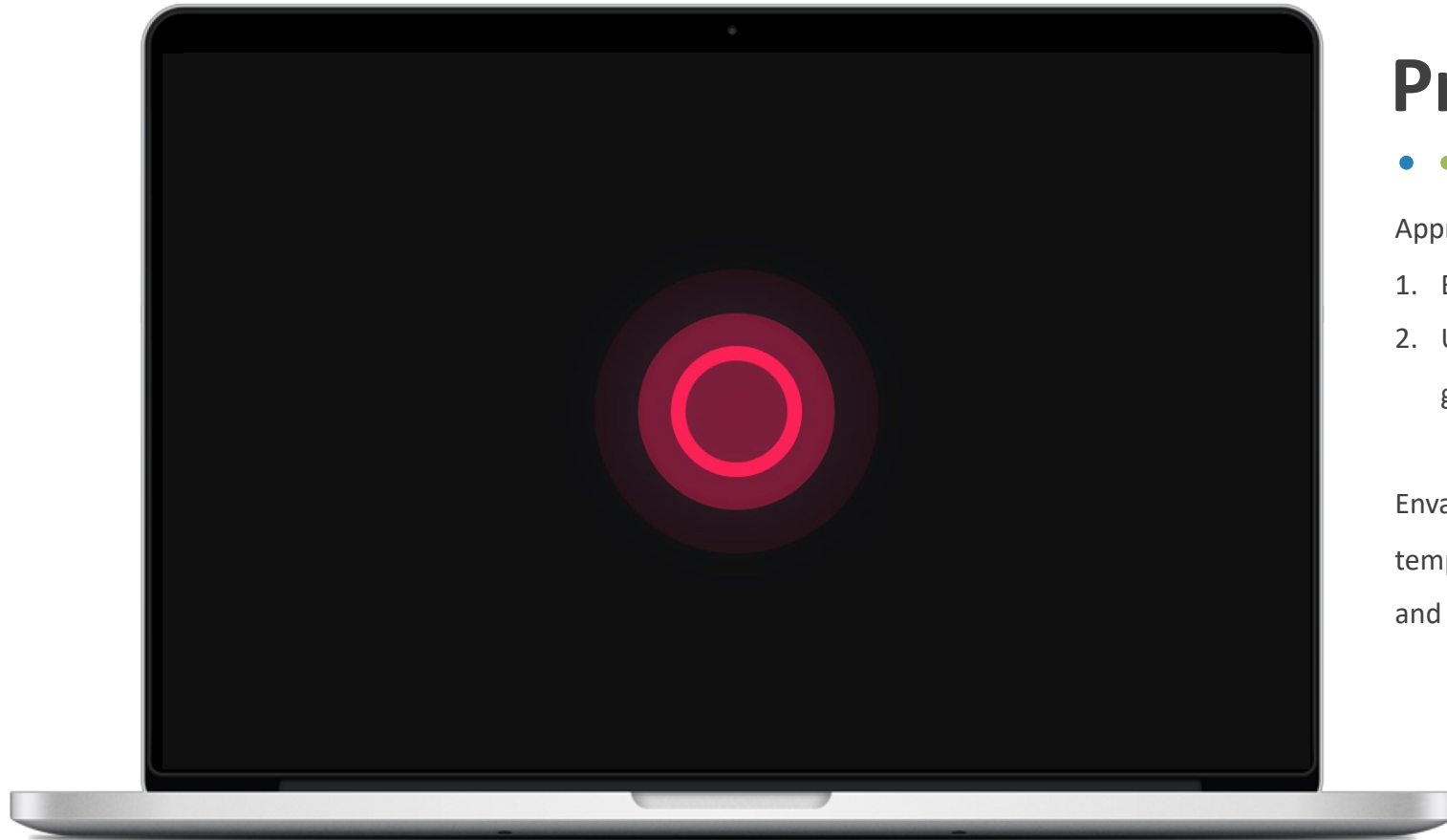
# Product Design - Mobile

There are several ways to quickly and systematically create high quality interfaces with a little bit more than standard UI elements

## Statistic

📅 THIS WEEK ⌄

1KK
80K
60K
40K
20K
0

MON   TUE   WED   THU   FRI   SAT   **SUN**

# 69863
VIEWS

( DETAILS )

## Prototype vs. Design Prototype

- If you are doing a clickable design prototype, use Invision and design kits

- If you are doing a working prototype use condecanyon (paid), cocoacontrols, OR

- Get basic functionality working first then pretty it up using inspiration from design kits (links at end)

# Product Design - Web

Approaches:

1. Build from scratch using Bootstrap
2. Use a template and modify it to match your brand guidelines

Envato Elements free section is a good resource, Google a template specific to your type of product, open up the CSS and change to match your brand guidelines.

# Pitching

Absolutely the most essential part not to start from scratch with. You can bring a level of professionalism to your pitch with minimal effort.

- **Peetch by Slidor** Amazing all purpose slide deck for pitches, with great documentation: http://peetch.slidor.fr/

- **Envato Elements** Free section available

- **Github/Product Hunt** Lots of other sources



Split Budget

- Marketing: 29%
- Research: 69%
- Sales: 75%
- Design: 30%
- Hiring: 29%

# Misc Resources

These are some resources you may want for reading later. Not recommended to try to implement all the advice if you're trying to get your hack done.

https://medium.com/business-startup-development-and-more/how-to-quickly-choose-a-good-enough-brand-name-for-your-startup-f8f75173c404

https://medium.com/refactoring-ui/7-practical-tips-for-cheating-at-design-40c736799886

https://code.tutsplus.com/articles/best-ios-app-templates--cms-29163
 (paid)

https://github.com/AndreiD/UltimateAndroidAppTemplate

https://support.invisionapp.com/hc/en-us/articles/115000536363-Free-UI-design-kits