HOW SMART TEAMS CREATE & TRAIN WRITERS

@ScottKubie
SOMEONE HAS TO DO THE WRITING
WRITING FOR OUR DESIGNS
- e.g. microcopy, onboarding flows

WRITING ABOUT WHAT WE’RE DESIGNING
- e.g. project updates, commit messages, emails to coworkers

WRITING TO SUPPORT OUR DESIGNS
- e.g. marketing emails, change logs

WRITING ABOUT CAPITAL-D DESIGN
- e.g. design criticism, theory books, scholarship

WRITING TO CREATE A DESIGN
- e.g. scenarios, creative briefs, storyboarding

WRITING TO GUIDE A DESIGN PRACTICE
- e.g. style guides, design principles

WRITING ABOUT PRACTICING DESIGN
- e.g. how-to articles, case studies, industry books for practitioners

WRITING THAT IS LITERALLY THE PRODUCT
- e.g. magazines, newspapers, white papers

WRITING & DESIGN
TYPES OF UX CONTENT

INTERFACE  FACILITATES EXPERIENCE

PRODUCT   SUPPORTS EXPERIENCE

MARKETING  FRAMES EXPERIENCE
There's more writing than writing
12 TIPS FROM 12 YEARS OF TEACHING WRITING
Writing is scary!
This is the wrong place to start the writing.
PREPARE  COMPOSE
EDIT       FINISH
Garbage in is garbage out
TOOLS
BEAT
RULES
JARGON IS
Even Einstein had to learn to tie his shoes.
TOURS
TRAINING
Stealing is natural.
FIDELITY IS FREEING
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GOOD WRITING WORKS!
CRITIQUES ARE CRITICAL
People want to help
Writing is Study

How

What

Garbage in is Garbage out

Tools Beat Rules

Jargon is

Even Einstein had to learn to tie his shoes

Training

Stealing is Natural

Fidelity is freeing

Fidelity is freeing

Fidelity is freeing

Good Writing Works!

Critiques are Critical

People want to Help
12 TIPS FROM 12 YEARS OF TEACHING WRITING
THANK YOU!!

WEBSITE
http://Kubic.co

TWITTER
@scottKubie
@designerswrite