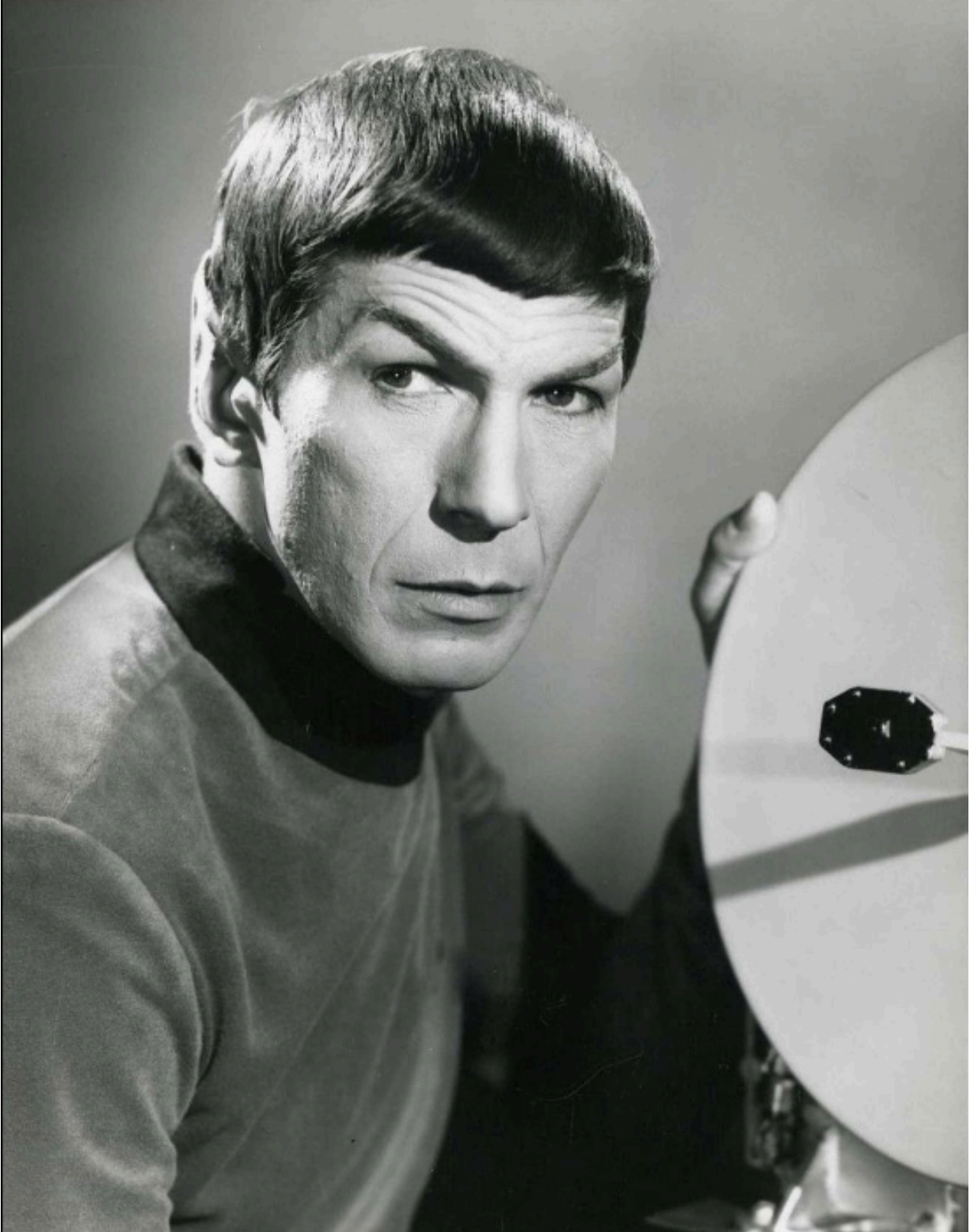


The developer mind set

Logic + Creativity

Logic



As you develop your skills as a dev you wont notice

it, but the way your brain is wired will change. You will develop new neural pathways in your brain that will quite literally change the way you think and see the world to some varying degree. The life style of a developer in this field is problem/solution. (for other areas of computer science it is if/than). With that said, the problem solution mind set will help you as a developer and in the business over all.

When your client, boss or you, task you/yourself to deploy a project, the 1st question you must ask yourself is: What is the most efficient plan of attack?

How can you deploy said project the most efficient in such a way that both you and the client/boss/yourself can get what they want, and at the same time you deploy and finish said project in the most efficient way in terms of time. Ending in the result of the utmost quality work, done in a time efficient manner. Both you and the client benefit as they get quality work done, and you reach your bottom line (getting paid or reaching the goal) as quickly as possible given the reward presented.

In some cases as a developer you may not have the solution and you may have to find that solution before you can plan the project. This is part and

parcel to the work we do. It is part of the challenge and the rush. If a client/boss or your self have an idea and want to implement that idea into reality you may need to “figure it out”. This consists of what I explained before in one of the first classes, Resourcefulness. The ability to seek out and find the solutions to a problem before you even know what they are, or even in some cases before you even know how to even do it, starting with the problem.

In the eyes of the client, they have the problem and you are the solution.

From your point of view they present you with that problem and you must either already know or find the solution and deploy it to alleviate the problem they had.

The last assignment is a good test of that ability. As your prof however, I am inclined to help with this as this is your first time tasked with such a problem. It is beneficial for you to execute this project in the most efficient way possible and it is like putting together a puzzle.

You have a 3 tiered project consisting of:

Typography Redesign/Rebrand Implementation

You cannot finish one without the others done. In other words, you have a puzzle and have to put this puzzle together in the most efficient way possible to conserve time. As a developer, your time is priceless as is your expertise. So how will you execute this in the most efficient way?

Logic would dictate that to some varying degree:

You can't implement this project (Finish the website) without the the design mockups for the design class.

You can't finish the typography aspects without first doing the redesign and you definitely cant finish the website with out the typography figured out.

And you cannot finalize the typography or the website without the redesign.

Things/plans can change along the way yes but the most logical solution is to do the redesign and whilst doing the redesign figure out the typography to gauge what works best with your new design. By the

time you have the redesign finished, you will also have the typography finished, effectively getting them both done at the same time. At that point you could most easily get the website done.

All the while keeping in mind not to do a redesign in such a way that goes too far beyond your expertise level rendering it unimplementable. In the industry you *could* outsource such work if you are self employed. But in the class or office it is up to you to deploy your own work. This is another aspect of the mindset of the developer. It is advantageous to plan ahead and always be a step ahead. Planning ahead will make the deployment of projects much more smooth.

The aspects of what we do is both left and right brained. Logic and creativity melded together, employing and deploying both of these aspects of yourself into the planning and the work will end result in a “flow state” that will allow you to whiz through the work and achieve more and more success the better able you are to align these aspects of your mind.

Now is your chance to build this up on this final assignment. This is where we get to the next aspect.

Creativity.

Creativity



Development is a space where you can exercise your raw creative power, that creative energy can result in many projects that wow the visitors. Being able to couple logic with creativity can make up some really innovative stuff. Depending on the client/ boss you may find that you might be limited in creative potential visually, but if that creative energy is tempered in a sense, it can be harnessed in other ways other than just the typical “visual” aspects.

That creative energy can result in more efficient user interfaces, layouts, graphics. Something that speaks to the user in ways so subtle that they don't even realize the effect it may have over them. Other ways may include (but not limited to) coding aspects, workarounds, patches even hacking/anti hacking.

Creativity is not limited only to graphics and colours. It expands into everything we do, even the logic. Creativity will help you *in* logic. It will help you figure out more and more effective ways to deploy projects. Your creative mind will separate you from your competition and leave your clients wondering how the heck you figured that problem out the way you did. Creativity does not only have to be thought of in the sense of visual but can also extend into implementation aspects, complementing the logic.

When it comes to design, there is good design and bad design. Lets look at some analogous examples and practical examples examples.

If you are a fan of cars. You can look at a car and say to yourself "that looks clean". Sound design and function all rolled into one machine. But sometimes you see a monstrosity and think to yourself "how the heck could anyone think that looks good!?"



VS



Which one of these choices would you rather drive?
Both options at base could probably be bought at



Which fashion website would you rather browse through?

This is part of the argument presented as far as creativity goes. As much as beauty is in the eye of the beholder, there still is a (arguably) quantifiable reasoning behind what works and what does not. The combination of both logic and creativity will have you better equipped to create better, more effective projects, both on the back end and the front end.

Good design is the result of knowing *what* it is, *how* it works and *why* it works. Once you have these 3 things down you can let your imagination run wild and push the boundaries.

Good development is the result of implementing the above stated, plus making it al work both in its form and function.