Department of Industry Design System

Overarching principles

**Date** Monday 21 February, 2022  
**Written by** Michelle Sargent

**Status** Complete

| This is a draft introduction page of the design system for discussion and feedback.  It incorporates elements of the website governance framework with meeting notes and supplied materials.  This will guide the design language of the UI, plus style guide content. |
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### [Banner]

# Industry.gov.au design system

Our design system is made from interconnected patterns of repeating elements that combine to create a cohesive experience.

### [Content component — summary text]

# About our design system

Our digital front door guides users through an integrated and accessible experience, providing context to the breadth of news, stories, achievements, and engagement opportunities.

This modular approach brings to life our information architecture that prioritises critical and timely information, while also presenting information according to user needs and interests.

### [Cards]

| Foundations > These are our visual styles to create the look and feel of our department’s interconnected web presence. | Components > Components are reusable patterns for our content types. They are building blocks that come together to create modular page patterns. | Page patterns > These are distinct layouts that help to present information in order of timeliness and relevance, and to aid content discovery. |
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### [Content component — body copy]

# Our design system principles

Our design system is consistent, but flexible; integrated, but modular. Integrated to optimise page patterns for particular purposes and modular to meet various user needs. As our department and our work evolves we can more easily introduce new patterns or combine them in new ways.

## Our six governance principles from the website governance framework

We incorporate the six principles in our design system:

1. Information integrity
2. Content management
3. User focus
4. Digital first
5. Accessibility
6. Readability

## How this translates to our design system

To visually capture these six principles, we’ve defined key design system principles:

| **People first**  Our UI has no needless parts. Each element contributes to an accessible, scalable experience.  We place critical information in the user’s focus and guide them with hierarchy and curation, using intuitive text styles, interactions, component designs, and page patterns. | **Interconnected**  Our design system connects relevant, topic-based content with contextual navigation patterns and integrated hierarchy.  Hub, topic and sub-topic pages relate content and allow users to self-select, drill further into information, and discover interests along the way. | **Transparent**  Our page patterns emphasise critical information, then contextually weave in news, publications, and events.  We curate related content through modular cards and offer users intuitive navigation patterns to search for and explore topics of interest. |
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## 

## Tiles

Foundations | Components | Page patterns

## Related links

Australian Government style manual  [How people find information](https://www.stylemanual.gov.au/writing-and-designing-content/findable-content/how-people-find-information)

**Suggestions**

Outline or link to the process for new patterns (*“You can contribute to the design system by…”*)

Link to contact for team who maintains the design system.