

Design at Scale

Questions from the reading/last week?

Design System...

OFFERS

Scope of Offering

RELEASED AS

Outputs

DOCUMENTED AS

Site with Content at a URL

MADE BY

A team (and a community?)

**TO SERVE
AND SUPPORT**

Adopting Products

Design System...

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Adopting Products

Atomic Design

Why do we care about Atomic Design?

- Systems are hard to hold in your head at once
- We need ways to think about systems in smaller parts
- If we make the small bits good, and make the small bits play well with other small bits, we can put those bits together and trust the result

What is Atomic Design?

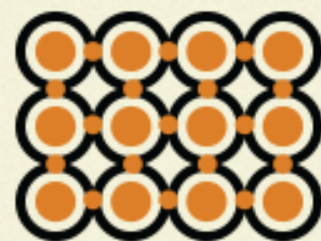
- atomicdesign.bradfrost.com
- It's just a design methodology that a lot of people (including me) like
 - A methodology is a system of methods used in a particular area of study or activity
- It's a way of thinking/reasoning about a certain topic
- It's a starting point to guide our thinking and set the tone of thought
- Ideally, by the end of this program, you will have your own way of thinking



ATOMS



MOLECULES



ORGANISMS



TEMPLATES



PAGES

Atoms

- The smallest functional units of an interface
- Often, these correspond to individual HTML elements
- Examples:
 - Icon
 - Label
 - Button

Molecules

- Groups of 2+ atoms
- Takes on its own, unique properties
- Examples:
 - `Input + Label + Button = Search Form`
 - `Icon + Label + Checkbox = Filter`

Organisms

- 2+ atoms/molecules/organisms functioning together as a unit
- Form distinct sections of an interface
- Examples:
 - Product grid on Amazon is a collection of product molecules

Templates and Pages

- Further abstractions that build upon atoms, molecules, & organisms
- Templates form a layout and information architecture of a page
- Pages are instances of templates with real data filled in
- Not as useful when building large scale apps
- Great for documents!

WHAT ABOUT STUFF



**THAT'S EVEN
SMALLER THAN AN ATOM**

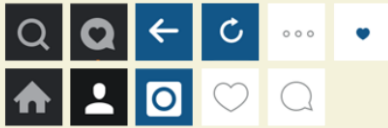
imgflip.com

Particles/Tokens/Primitives/Styles

- Discrete values shared across atomic structures
- Can be used independently or as part of an atom/molecule/organism
- Particles are *always* stateless and non-functional
- Examples
 - Color
 - Typography
 - Space



ATOMS



PHOTO

XXXXXX likes

thisistheusersinstagramhandle

2h

Lorem ipsum dolor sit amet, consectetur adipiscing

150 x 150

1080 x 1080



MOLECULES

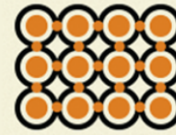


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♥ XXXXXX likes

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ORGANISMS



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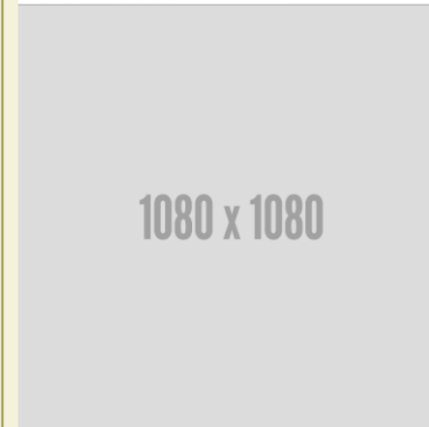
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TEMPLATES



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♥ XXXXXX likes

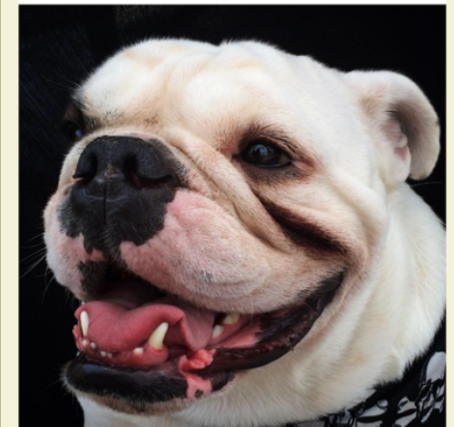
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PAGES



brad_frost 2h



♥ 41 likes

brad_frost Hi!



With atomic design thinking in mind...

Tighten Up Your Pitch: Personal Marketing Workshop

Thursday, October 18, 2018

[Learn More](#)

Tighten Up Your Pitch

Personal Marketing Workshop

How might we create a design system for the ALGA Chicago website?

- Things to consider:
 - How would we get **buy in**? (a design system's worst enemy)
 - What would be the scope of our offering?
 - What are the needs of the product/teams that this system would serve?

"Parts" Worksheet

Getting buy in: ask for forgiveness, not permission.

- Determine and document the particles/atoms/molecules/organisms and the rules that govern them
- Apply that work to the actual product by producing reference designs
- Focus on the need, not the want (for now)

How might we determine the particles/atoms/molecules/organisms for the ALGA Chicago website?

- Start by assessing what's there now
- Particles are often tied to CSS very closely
- Use a tool like [CSS Stats](#)

6 Unique Colors

Aa

#989b9b

Aa

#474b4f

Aa

#58c8dd

Aa

red

Aa

#F55D5C

#fff

4 Unique Background Colors



inherit

transparent



#1dafec



#2495c3

[Check out the full report here.](#)

Colors

- 3 neutral colors
 - #474b4f
 - #989b9b
 -
- 2 red colors
 - red
 - #F55D5C
- 1 blue color
 - #58c8dd

Background Colors

- black
- white
- #1dafec
- #2495c3

Type Sizes

- Gonna have to get our hands dirty
- Go-go-gadget web inspector
- Option + Command + I

The only time getting audited is actually a good thing

- Break out into teams of 2
- Each time gets a particular part of the site
- Get your `CMD + Shift + 4` (screenshot) game on

Team Review

- Think about these questions:
 - Is this similar to any other patterns?
 - If so, can they be consolidated?
 - Is this pattern a particle/atom/molecule/etc. and why?
 - Does this pattern even need to exist?

Write **EVERYTHING** down

- Once things are categorized, document them
- Include things like...
 - the shared name for the thing
 - when to use the thing
 - when *not* to use the thing
 - how to use the thing



Not quite... but it's still heckin' good!

Reference Designs

- Nathan Curtis:

Don't skimp and stay too atomic. Use reference designs to build belief in a system's promise and convince everyone you are headed in a direction worthy of everyone's invested time and attention.

- Use our new atomic elements to redesign the product

Thanks!