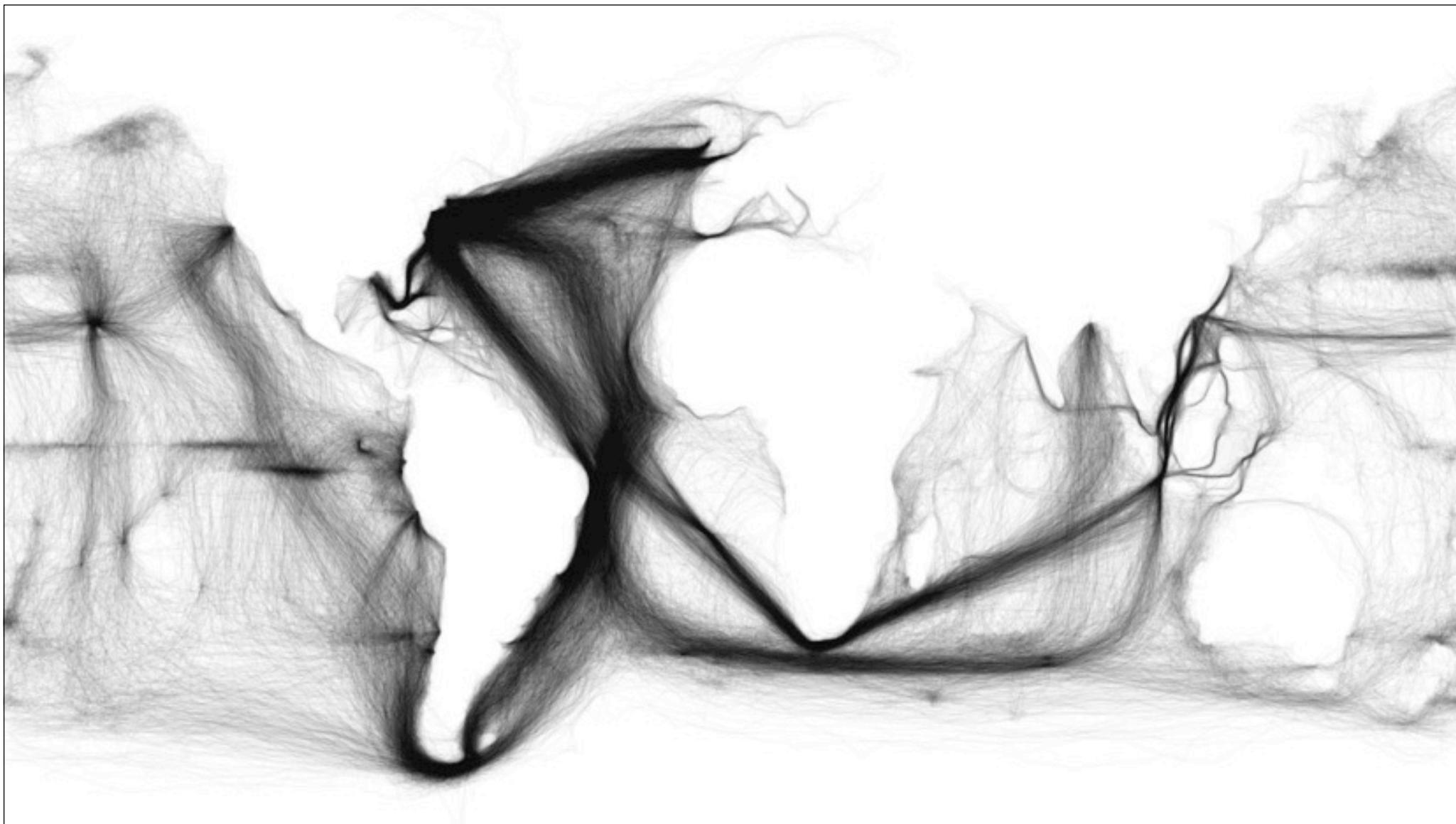
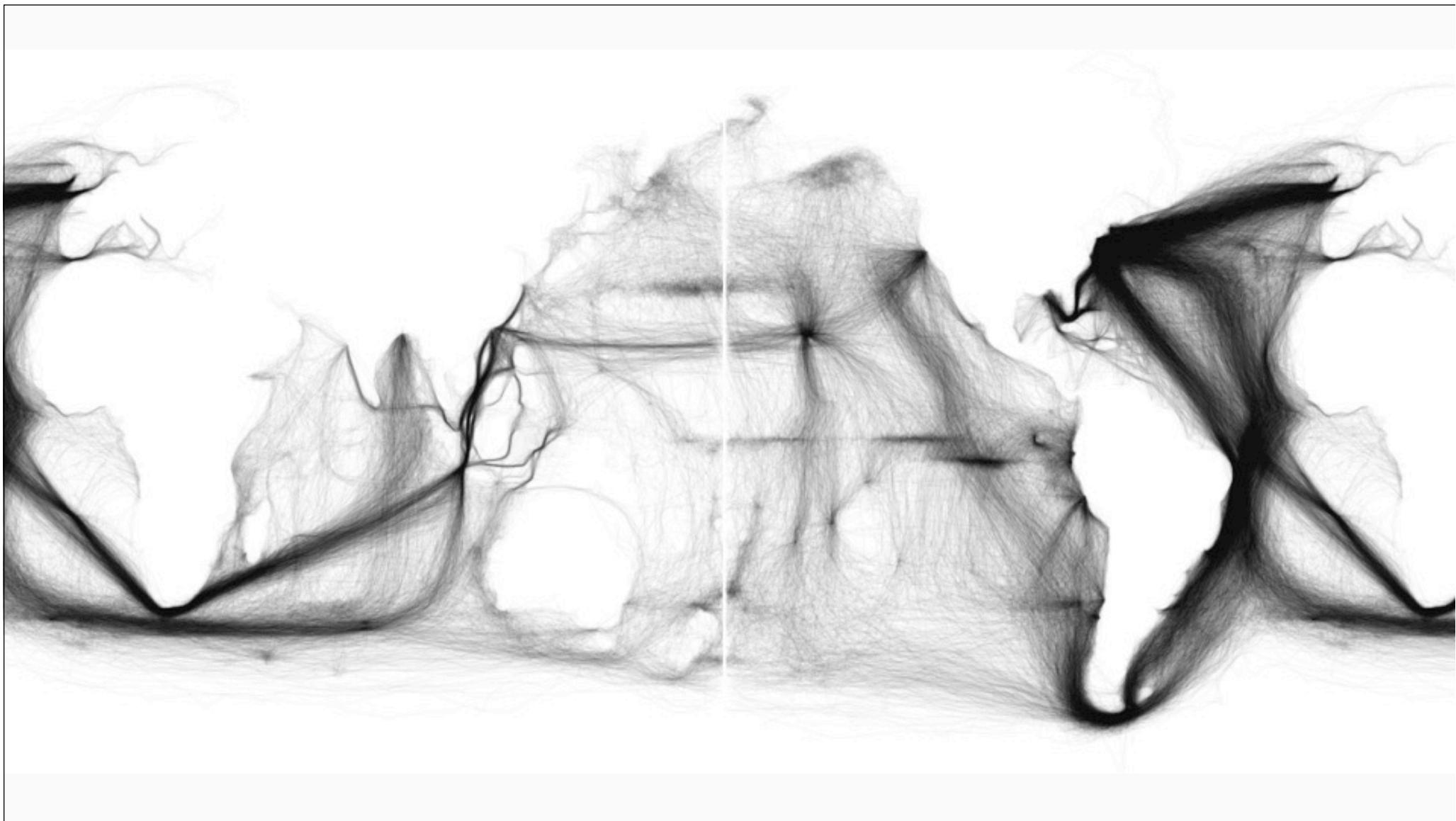
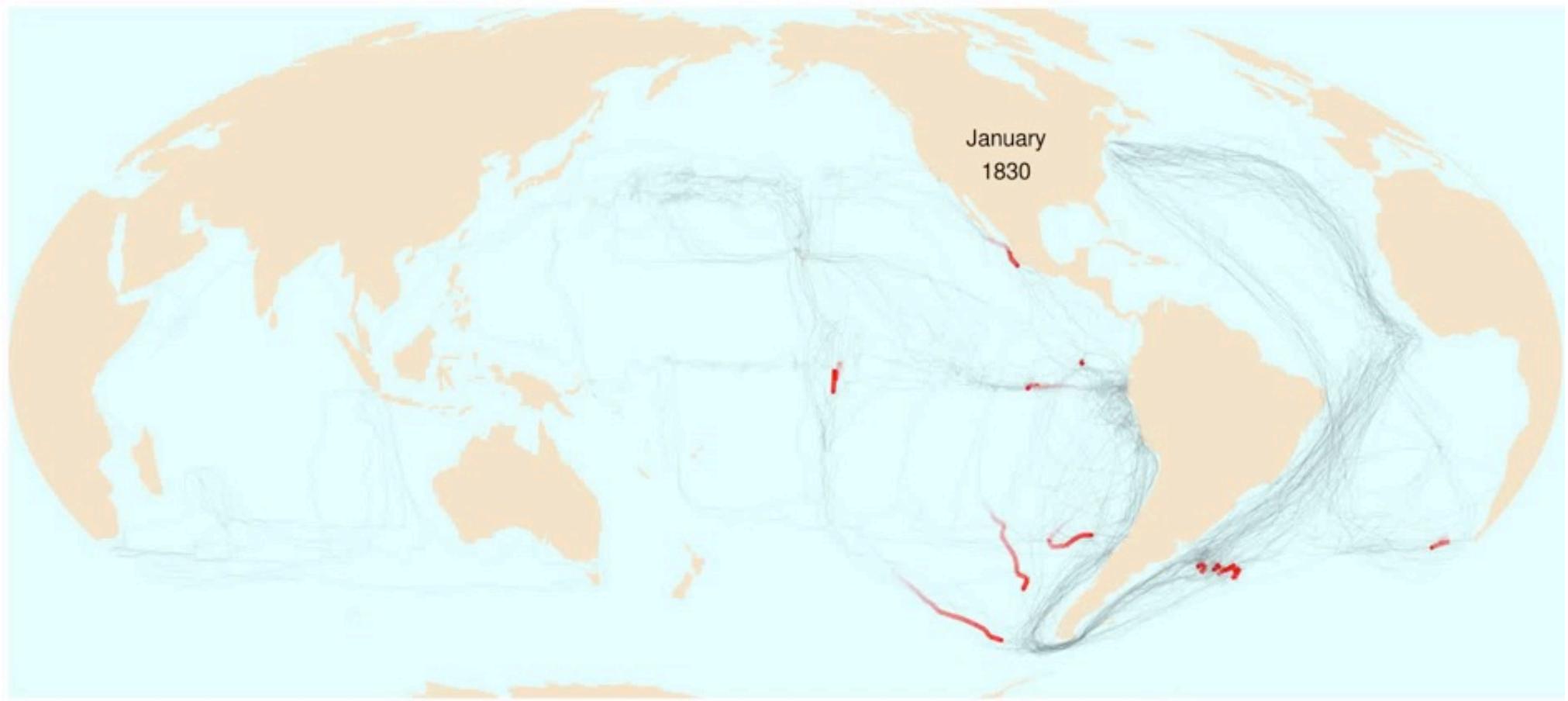

Responsive Design: Beyond Our Devices

Ethan Marcotte
@beep / @RWD









Source: sappingattention.blogspot.com.au/2012/11/reading-digital-sources-case-study-in.html

“Where are we going?”

Mobile is (still) exploding

7.9B mobile devices worldwide
3.7 exabytes/month of mobile data



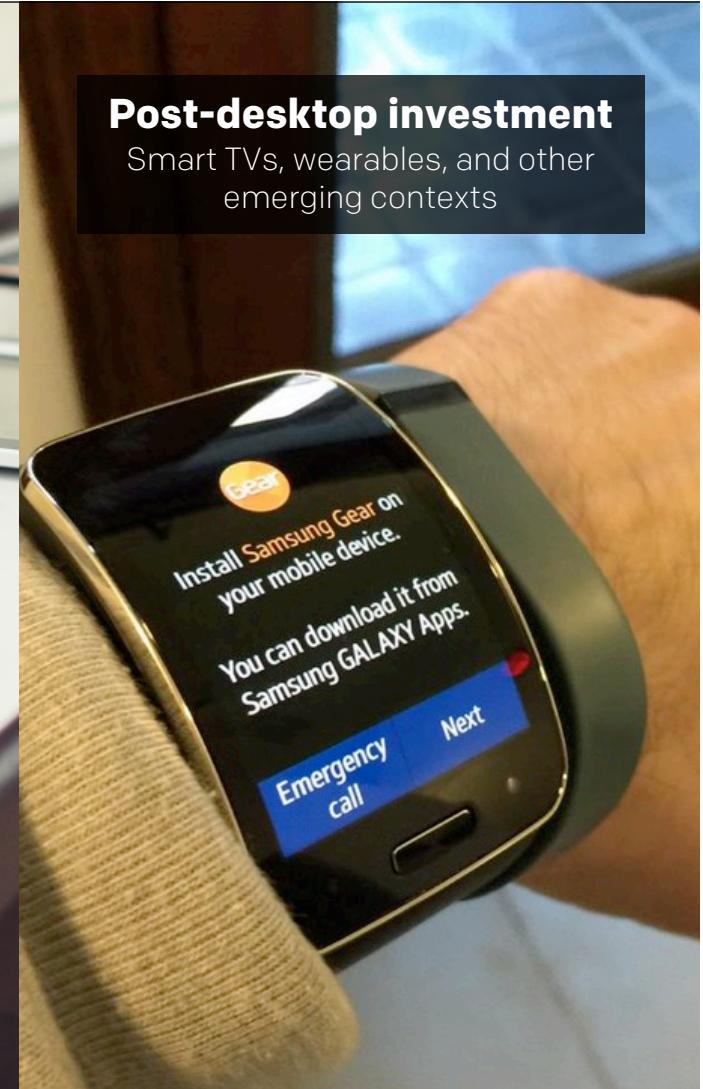
The rise of tablets

Over 1B tablet users globally
80 new tablets introduced in 2011



Post-desktop investment

Smart TVs, wearables, and other emerging contexts



Sources: cisco.com; emarketer.com; Images: flic.kr/p/qMSaVr; flic.kr/p/gjn3St; twitter.com/elefontpress

MOVING FROM
PAGES TO
PATTERNS



Show more

Here's how you can make a difference.

BP: Your Delaying Tactics are Harming the Gulf

BP continues its campaign of deception and denial, even as evidence of the catastrophic effects of the 2010 oil spill continues to roll in.

[Take Action](#)



Audubon Mural Project

Muralists are taking to the streets in Julia James Audubon's old neighborhood to spread the word about birds and climate change with paint.

[View the Murals](#)



Are You Cardinal Club Material?

Join the elite ranks of our bird-saving monthly donors.

[Give Today](#)



“

I traded the control I had in Photoshop for a new kind of control—using flexible grids, flexible images, and media queries to build not a page, but a network of content that can be rearranged at any screen size to best convey a message.

—

TRENT WALTON

“Redefined”

a network of content
rearranged at any screen size
convey a message





John J. Audubon's Birds of America

Alphabetical



John J. Audubon's Birds of America

The life's work of both a lover and observer of birds and nature.

John James Audubon's *Birds of America* is a portal into the natural world. Printed between 1827 and 1838, it contains 435 life-sized watercolours of North American birds (Favell edition), all reproduced from hand-engraved plates, and is considered to be the archetype of wildlife illustration. Nearly 200 years later, the Audubon prints are coming to life once again, thanks to our vibrant digital library. Roam around below and enjoy one of the most treasured pieces of Audubon's grand and wild legacy. Each print is also available as a free high-resolution download.

Alphabetically



American Avocet



American Bittern



John James Audubon

The story of John James Audubon is one of triumph over adversity; his accomplishment is destined for the ages.

Here's how you can make a difference.

BP: Your Delaying Tactics are Harming the Gulf

BP continues its campaign of deception and denial, even as evidence of the catastrophic effects of the 2010 oil spill continues to roll in.

[Read more](#)

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Our email newsletter shares the latest p

 **Audubon**

National Audubon Society

Our mission is to conserve and restore natural ecosystems, focusing on birds, other wildlife, and their habitats for the benefit of humanity and the earth's biological diversity.

[Home](#)
[News](#)
[Features](#)
[Birds](#)
[Conservation](#)
[Get Outside](#)
[Magazine](#)

I thought I'd redesign
some patterns...
but **patterns**
redesigned me.

The Toast - A willing foe, a... | Mallory Ortberg, Author at ... | How I Pray - The Toast - T... | +

the-toast.net

Search The Toast

✉ f t

the TOAST

A WILLING FOE, AND SEA ROOM.

Love the Toast?
SUPPORT US

ACTIVE NOW

1 Link Roundup!

2 On Money, Anxiety, and Marriage

3

4



By Margaret de Silva 1 hour ago in HEALTH

the-toast.net

Search the site



The TOAST

LITERATURE AND LUXURY

Join the Team!

SEARCH

View our latest news stories



By [The Toast](#) 11 hours ago | 100 comments

ARTICLES NOW



1
Last Roundup



2
Winter Flowers
and Flowers from
Ella Terry



3



4

[By **John Green** | Published on April 27, 2012](#)

"The women often had to crawl out along their bunks as men into the rooms?" (Mr. Garrison's Brother George Wilkes)

Green provides details on several incidents, referencing with Wagner and other abolitionists' accounts how British and French abolitionists demanded African slaves be freed in compensation payments from compensated slaveholders.



Meet "the teaser"



1
[A Day In The Life Of A Teaser](#)

2
[Predictions I Still Believe In If We Don't Change Course](#)

3
[The White House, Today, And Tomorrow](#)

4
[Owl Faces In Order](#)

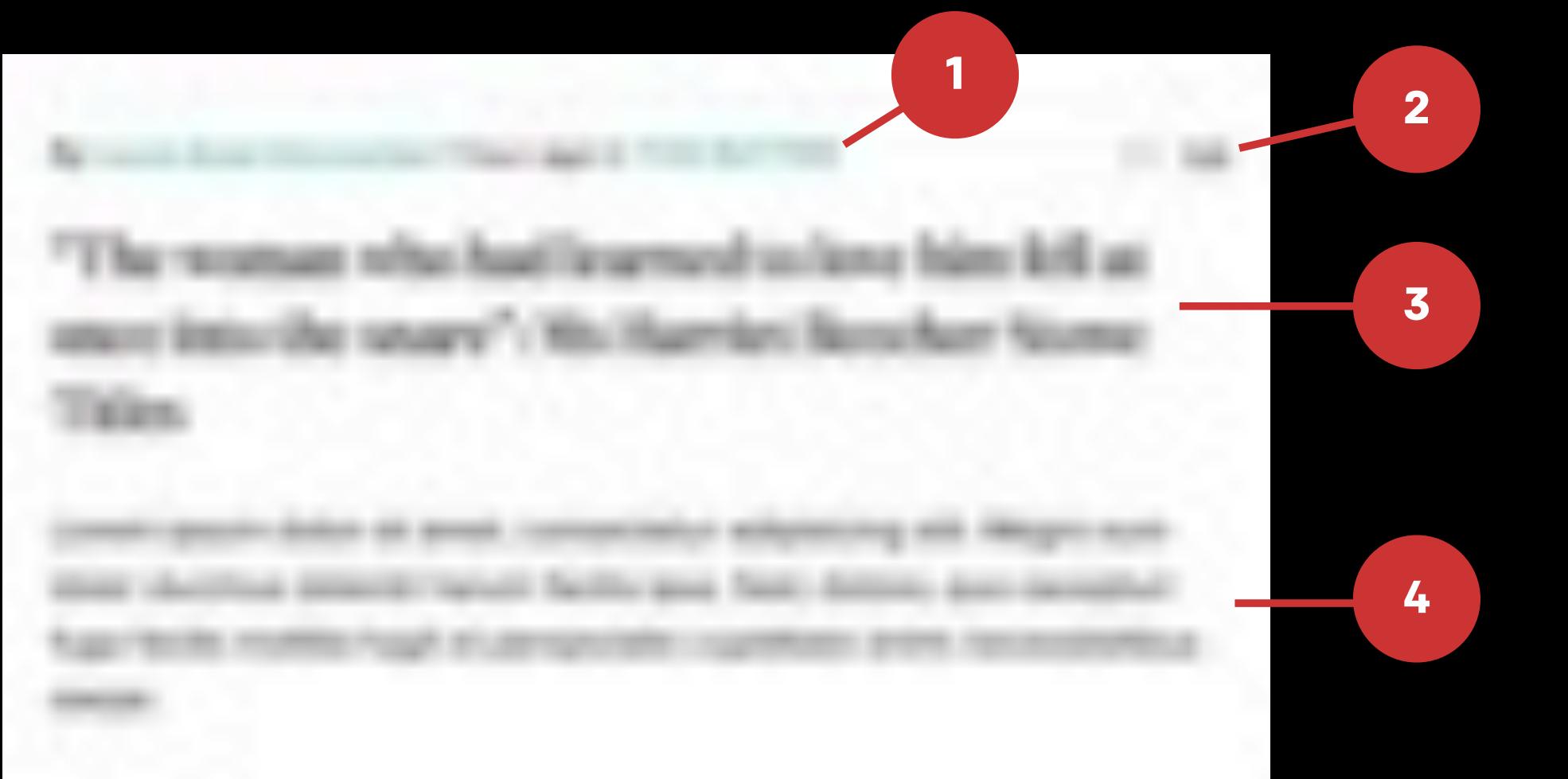


Dirtbag Ethan Frome



Dirtbag Athena





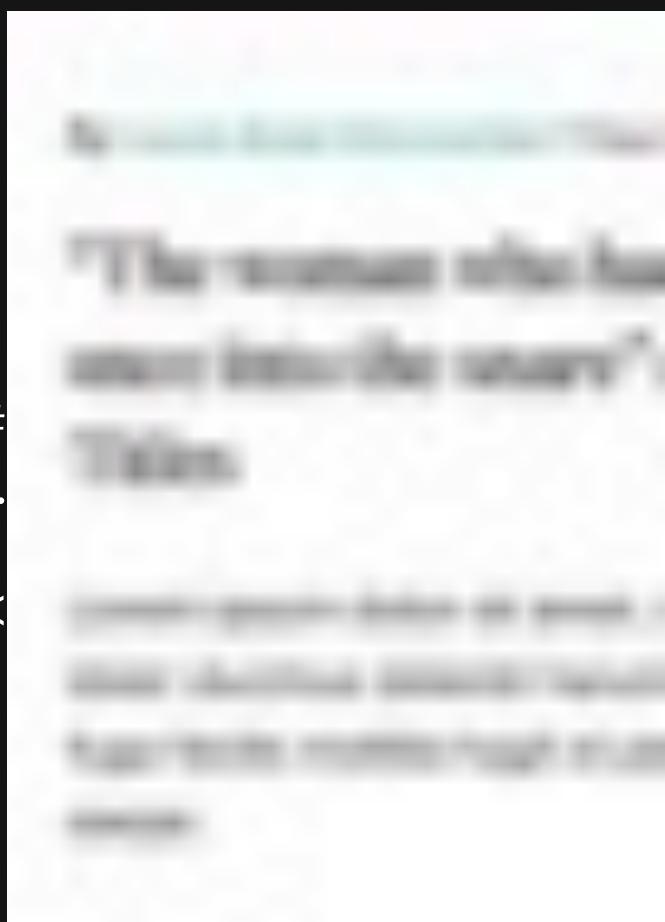
1

2

3

4

```
<div class="teaser">
  <p class="article-byline">By <a href="#">...
  <a class="comment-count" href="#">126 ...
  <h1 class="article-title">...</h1>
  <p class="teaser-excerpt">Lorem ipsum...<
</div>
```



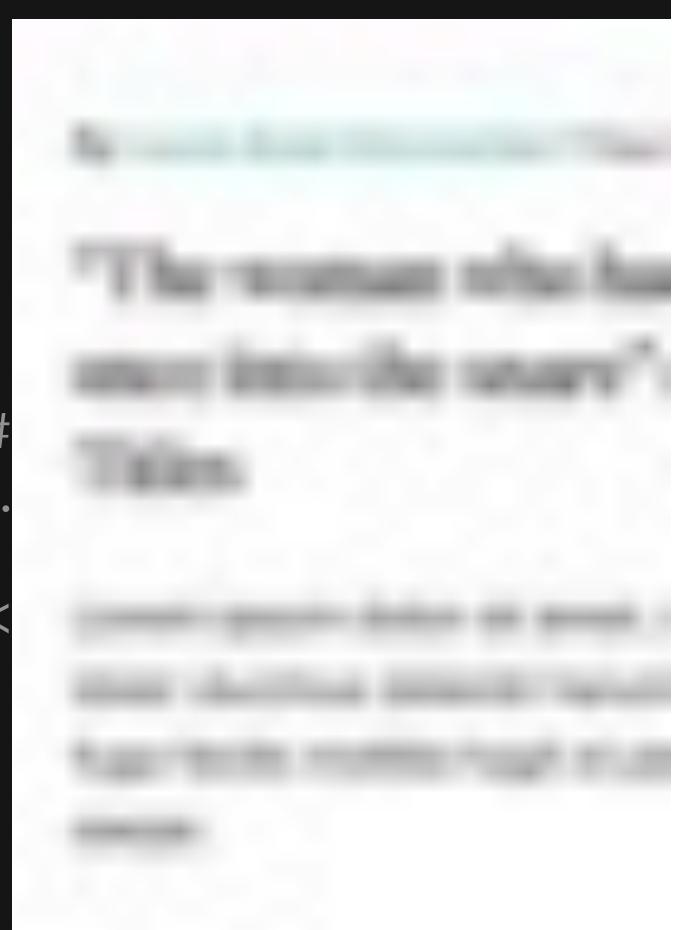
1

2

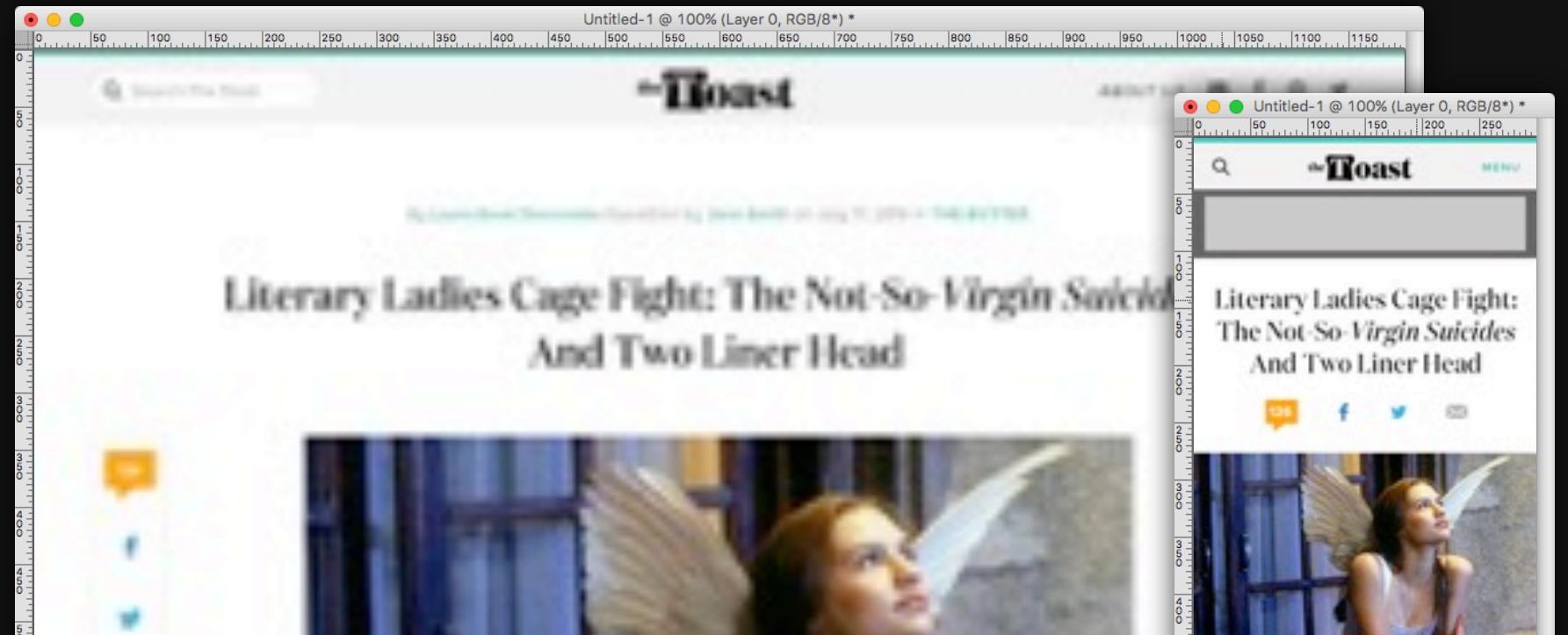
3

4

```
<div class="teaser">
  <p class="article-byline">By <a href="#">...
  <a class="comment-count" href="#">126 ...
  <h1 class="article-title">...</h1>
  <p class="teaser-excerpt">Lorem ipsum...
</div>
```



“What if someone **doesn’t**
browse the web like I do?”



“What if someone **doesn’t**
browse the web like I do?”

```
<div class="teaser">
  <p class="article-byline">By Author Name</p>
  <a class="comment-count" href="#">126 comments</a>
  <h1 class="article-title">Article Title</h1>
  <p class="teaser-excerpt">Lorem ipsum dolor sit amet, consectetur...</p>
</div>
```

“What if someone **doesn’t**
browse the web like I do?”

```
<div class="teaser">
  <p class="article-byline">By Author Name</p>
  <a class="comment-count" href="#">126 comments</a>
  <h1 class="article-title">Article Title</h1>
  <p class="teaser-excerpt">Lorem ipsum dolor sit amet, consectetur...</p>
</div>
```

“What if someone **doesn’t**
browse the web like I do?”

```
<div class="teaser">
  <p class="article-byline">By Author Name</p>
  <a class="comment-count" href="#">126 comments</a>
  <h1 class="article-title">Article Title</h1>
  <p class="teaser-excerpt">Lorem ipsum dolor sit amet, consectetur...</p>
</div>
```

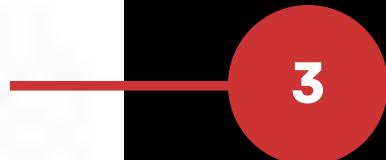
DESIGN THE
PRIORITY
NOT THE
LAYOUT



1



2

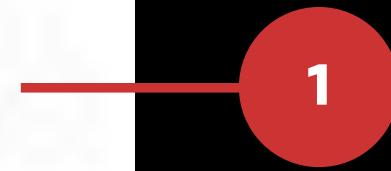
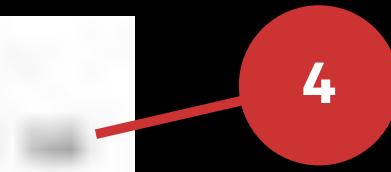


3



4

The new administration has been
seen from the start as the dawn of the
new.

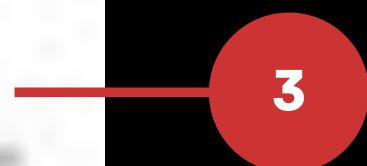
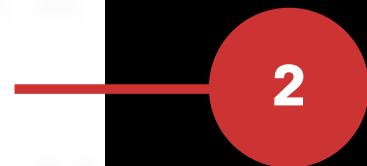
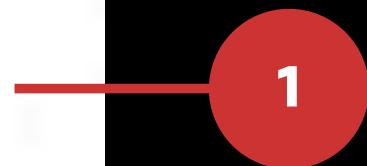


"The answer who had turned to face him before
went into the study". Mr. Ellerby from Mrs. Dalloway

By [John Maynard Keynes](#)

When you have done one thing well, you tend to lose your desire to do it again. When you have done one thing well, you tend to lose your desire to do it again.

—John Maynard Keynes



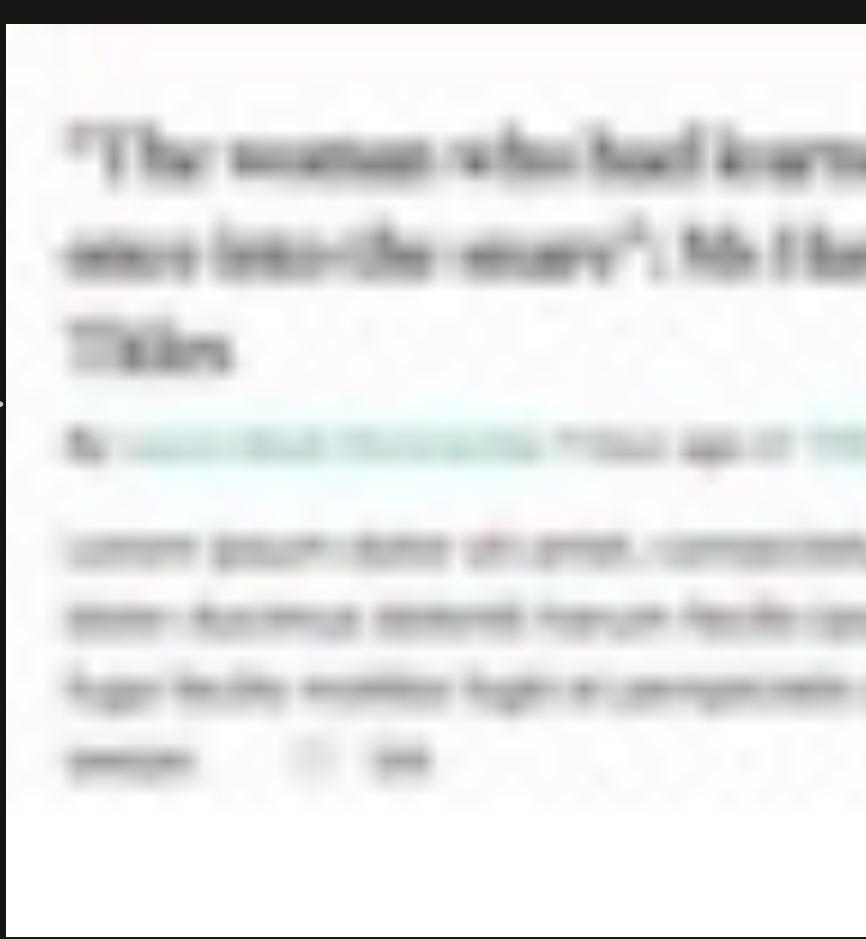
1

2

3

4

```
<div class="teaser">
  <h1 class="article-title">...</h1>
  <p class="article-byline">By <a
    <p class="teaser-excerpt">Lorem
      <a class="comment-count" href="
    </p>
  </div>
```



.teaser-hed

.teaser .article-title

.teaser .article-byline

```
.teaser-hed {  
    display: flex;  
    flex-direction: column-reverse;  
}
```

.teaser-hed

.teaser .article-title

.teaser .article-byline

```
.teaser-hed {  
    display: flex;  
    flex-direction: column-reverse;  
}
```

.teaser-hed

.teaser .article-byline

.teaser .article-title

```
.teaser-hed {  
    display: flex;  
    flex-direction: column;  
}  
.teaser .article-title {  
    order: 2;  
}  
.teaser .article-byline {  
    order: 1;  
}
```

.teaser-hed

.teaser .article-byline

.teaser .article-title

?

```
var doc = document.body || document.documentElement,
    s = doc.style;
if ( s.webkitFlexWrap == '' ||
    s.msFlexWrap == '' ||
    s.flexWrap == '' ) {
    doc.className += " supports-flex";
}
```

```
.supports-flex .teaser-hed {  
    display: flex;  
    flex-direction: column-reverse;  
}  
.supports-flex .teaser .comment-count {  
    position: absolute;  
    top: 1.1em;  
}
```

"The answer often had turned to how him & I as
they left the room"). He (he) then has "no
titles".

As [the answer](#) now appears

more clearly than at first, it seems striking that, when he
has turned away from both you and others and returns
to his wife, she has high expectations of him.

???

Baseline
structure &
layout

!!!

Conditionally
enhanced
layout

**class generated
by JavaScript**



```
.supports-flex .teaser-hed {  
    display: flex;  
    flex-direction: column-reverse;  
}  
.supports-flex .teaser .comment-count {  
    position: absolute;  
    top: 1.1em;  
}
```

The @supports directive

```
@supports ( display: flex ) {  
  .teaser-hed {  
    display: flex;  
    flex-direction: column-reverse;  
  }  
  .teaser .comment-count {  
    position: absolute;  
    top: 1.1em;  
  }  
}
```

“Support” doesn’t mean
“getting the same
experience.”

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headlines

Now
54°F

15:00 62°F 18:00 60°F 21:00 52°F

Somerville

The splinter is coming / The Republican race is a real life Game of Thrones plot

As Donald Trump pivots from the 'chaos candidate' to a walking, talking politician, Ted Cruz schemes in the wings, plotting his convention takeover. What fresh plot twists await Republican voters?

177

'Greedy political hooligans' / Cruz under fire over delegate carve-up



Trump, cliques, success / Secretive Hollywood club's culprits for demise

Utah / Why online voting in state that Cruz swept was so flawed



Facebook / A plan to take over the world

120



'Uber got off really lightly' / Drivers' union hopes dashed by two big setbacks

Turkey / Merkel to launch EU aid program for Syrians

headlines

Now
54°F

15:00 62°F | 18:00 60°F | 21:00 52°F



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Facebook / A plan to take over the world

120



Rearview rehinged / How Prince's early years formed his legend

Prince / More details of plane



Obama in London / President urges young people to reject pessimism

UK / Skeptics pour scorn on

'Uber got off really lightly' / Drivers' union hopes dashed by two big setbacks

5

Texas / Parking lot shooting trial to lift lid on Mexico drug cartel

7

Peru / Discovery of 4,500-year-old female mummy

Turkey / Merkel to launch EU aid program for Syrians

Bangladesh / Academic hacked to death by 'Islamic militants'

San Diego / Pit bull kills newborn baby in bed

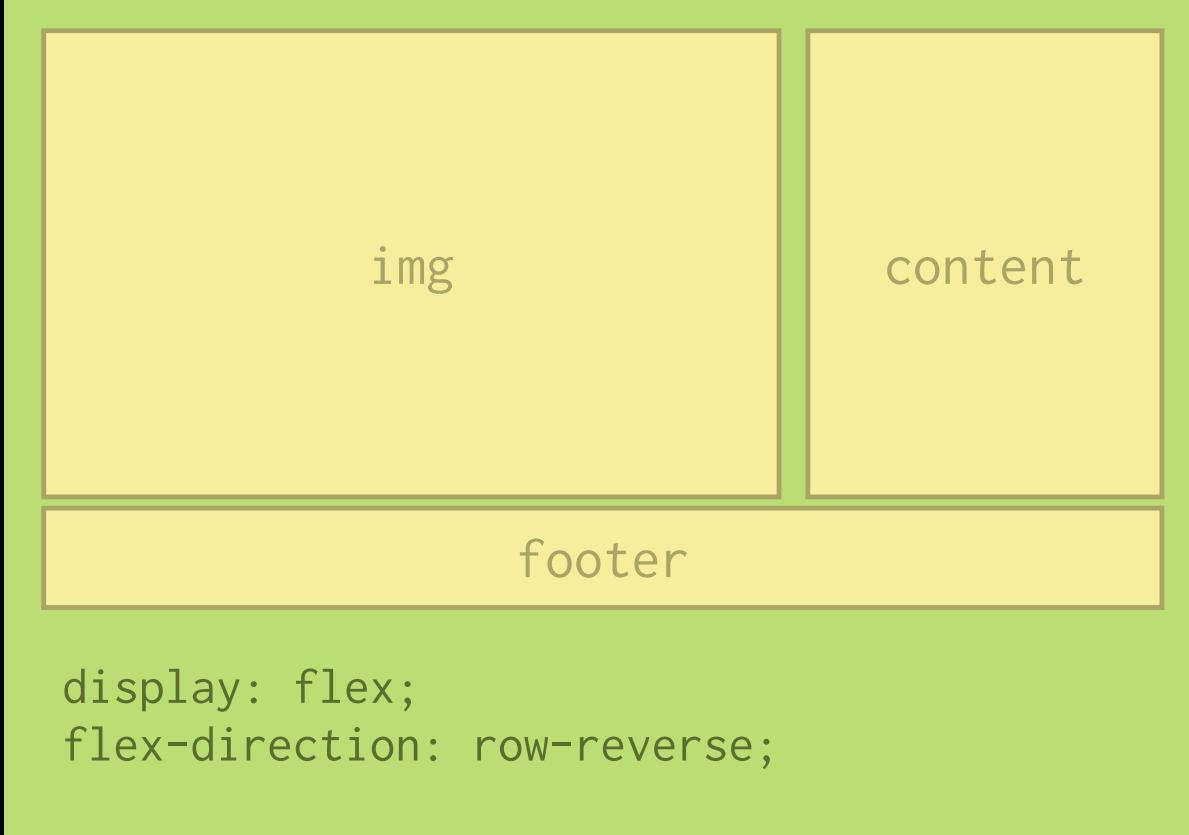
Latest Election Minute

A diagram illustrating a web page layout structure. It consists of three main horizontal sections. The top section is labeled "content" and the middle section is labeled "img". A thin red vertical line is positioned between the "content" and "img" sections. Below these two sections is a horizontal red line that serves as a baseline. The bottom section is labeled "footer". All sections are rendered in a light yellow color against a black background.

content

img

footer





```
display: flex;  
flex-direction: row-reverse;
```

The splinter is coming / The Republican race is a real life Game of Thrones plot

As Donald Trump pivots from the 'chaos candidate' to a walking, talking politician, Ted Cruz schemes in the wings, plotting his convention takeover. What fresh plot twists await Republican voters?

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Utah / Why online voting in state that Cruz swept was so flawed

News, sport and opinion fr... +

www.theguardian.com/us

C 22 6 120

Conditionally enhanced layout (.has-flex .has-flex-wrap)



Tease the Game of Thrones plot

As Donald Trump pivots from the 'chaos candidate' to a walking, talking politician, Ted Cruz schemes in the wings, plotting his convention takeover. What fresh plot twists await Republican voters?

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Rearview rehinged / How Prince's early years formed his legend

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Latest Election Minute



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Facebook / A plan to take over the world

120

Turkey / Merkel to launch EU aid program for Syrians

Bangladesh / Academic hacked to death by 'Islamic militants'

San Diego / Pit bull kills newborn baby in bed

The baseline, foundational experience



Somerville



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Facebook / A plan to take over the world

120



Rearview rehinged / How Prince's early years formed his legend

Prince / More details of plane emergency and cancelled gigs

39



A WELL-CRAFTED
RESPONSIVE DESIGN IS
**DEVICE-
AGNOSTIC**

trentwalton.com/2014/03/10/device-agnostic/

DEVICE- AGNOSTIC

“

There's more to devices than the size of their screens. A device-agnostic approach also takes into account infinite combinations of screen resolution, input method, browser capability, and connection speed.

DEVICE- AGNOSTIC

HOSTILE BROWSERS
TINY SCREENS
SLOW NETWORKS
TOUCH INPUTS

DEVICE-
AGNOSTIC

“

Like cars designed to perform in extreme heat or on icy roads, websites should be built to face the reality of the web's inherent variability.

DEVICE- AGNOSTIC



60%
OF THE WORLD'S MOBILE
CONNECTIONS ARE
SUB-3G

Source: ericsson.com/res/docs/2015/ericsson-mobility-report-june-2015.pdf

Image (cc) Miranda Harple, Yenkassa.com — flic.kr/p/dne4zn

“

We don't disable JavaScript just to test how a site works with JavaScript disabled.

We do it to test how a site works in non-ideal net / browsing conditions.

—

SCOTT JEHL

@scottjehl

non-ideal

“Mobile”

“Tablet”

“Desktop”

“Mobile”

“Tablet”

“Desktop”

“Mobile”

touch

small screen

2G / 3G

in motion

“Tablet”

wifi

middle screen

touch

seated or in motion

“Desktop”

wide screen

wifi

mouse

seated

keyboard

Emphasize Conditions & Features, Not Devices

INPUT METHOD	Touch	Keyboard/ Mouse	Hybrid	Speech	Joystick/ Analog
SCREEN SIZE	Small	Mid-Range	Wide		
NETWORK SPEED	Slow (EDGE/GPRS)	Medium (3G)	Fast		
NETWORK CONDITION	Spotty, high latency	Reliable, stable	Primarily Offline		

Emphasize Conditions & Features, Not Devices

INPUT METHOD	Touch	Keyboard/ Mouse	Hybrid	Speech	Joystick/ Analog
SCREEN SIZE	Small	Mid-Range	Wide		
NETWORK SPEED	Slow (EDGE/GPRS)	Medium (3G)	Fast		
NETWORK CONDITION	Spotty, high latency	Reliable, stable	Primarily Offline		

Emphasize Conditions & Features, Not Devices

INPUT METHOD	Touch	Keyboard/ Mouse	Hybrid	Speech	Joystick/ Analog
SCREEN SIZE	Small	Mid-Range	Wide		
NETWORK SPEED	Slow (EDGE/GPRS)	Medium (3G)	Fast		
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Emphasize Conditions & Features, Not Devices

INPUT METHOD	Touch	Keyboard/ Mouse	Hybrid	Speech	Joystick/ Analog
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Emphasize Conditions & Features, Not Devices

INPUT METHOD	Touch	Keyboard/ Mouse	Hybrid	Speech	Joystick/ Analog
SCREEN SIZE	Small	Mid-Range	Wide		
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INPUT METHOD	Touch	Keyboard/ Mouse	Hybrid	Speech	Joystick/ Analog
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The Toast - A willing foe, a... +

the-toast.net

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✉ f 🐸

the TOAST
A WILLING FOE, AND SEA ROOM.

Love the Toast?

SUPPORT US

ACTIVE NOW

1 2

Which Classic Hollywood Movie Couples Are Most Likely To Make It: A Worst-to-Best Ranking

How To Respond When You Suspect Someone Is Flirting With You

By Marissa Levien 6 hours ago in MOVIES

This image is a screenshot of the website 'the TOAST'. At the top, there's a navigation bar with a search bar and social media links. The main header features the word 'TOAST' in large, bold, black letters with a white outline, and the subtitle 'A WILLING FOE, AND SEA ROOM.' below it. To the right of the header is a call-to-action button 'SUPPORT US' in orange. Below the header, there's a section titled 'ACTIVE NOW' with two numbered items. Item 1 shows a man (Jack Lemmon) looking at a woman (Barbra Streisand) who is wearing a large, elaborate hat. Item 2 shows a man in a top hat and suit. At the bottom left, there's a caption by Marissa Levien about movies. The overall layout is clean and modern with a focus on entertainment content.



Search The Toast

Search



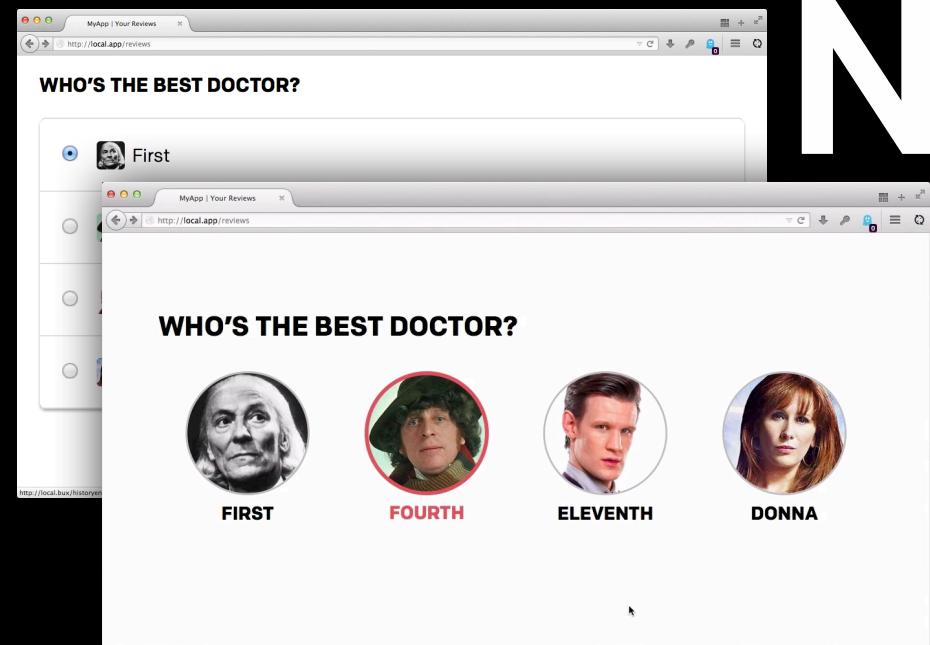
Which Classic Hollywood Movie Couples Are Most Likely To Make It: A Worst-to-Best Ranking

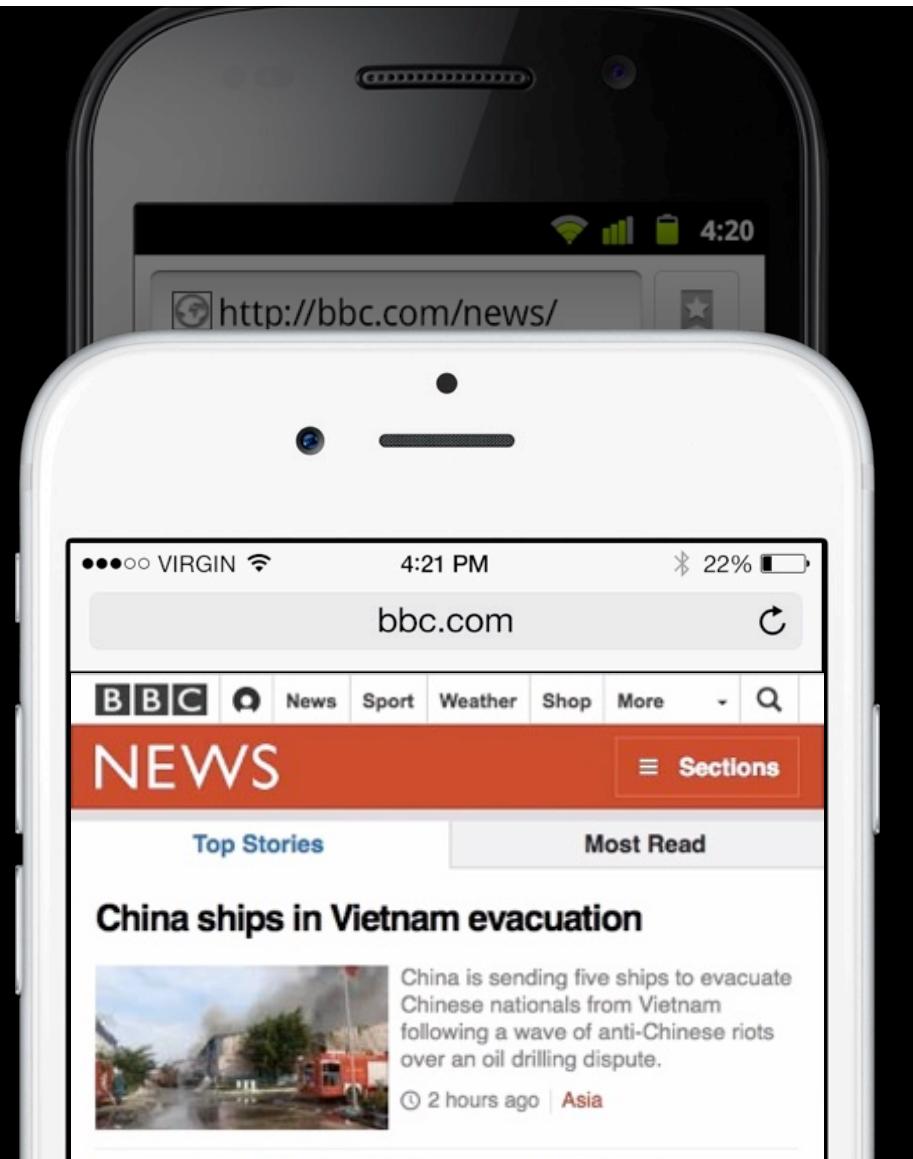
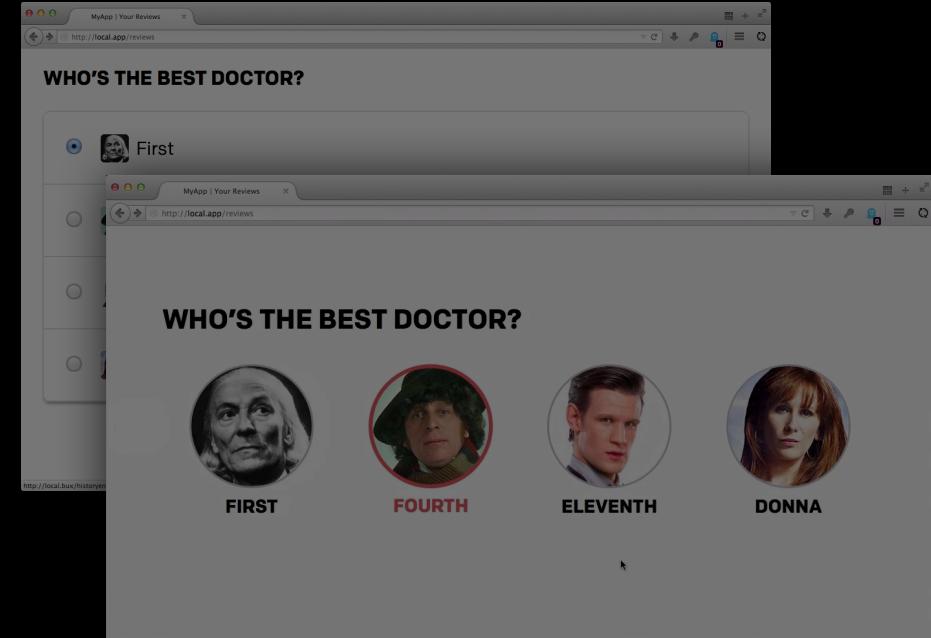
By [Marissa Levien](#) 6 hours ago in [MOVIES](#)

Eliza Doolittle and Henry Higgins (as played by Audrey Hepburn and Rex Harrison), *My Fair*

DESIGN FOR THE
NON-IDEAL

DESIGN FOR THE NON-IDEAL





The Toast - A willing foe, a... | Mallory Ortberg, Author at ... | How I Pray - The Toast - T... | +

the-toast.net

Search The Toast

the **TOAST**
A WILLING FOE, AND SEA ROOM.

SUPPORT US

ACTIVE NOW

1 Link Roundup!

2 On Money, Anxiety, and Marriage

3

4

By Margaret de Silva 1 hour ago in HEALTH

Device-agnostic design patterns should be as responsive **and** as resilient as possible

Building a
responsive layout
isn't the hard part.

The hard part is
documenting and
communicating how, why,
and when our responsive
designs adapt.

THE RISE OF THE STYLE GUIDE

THE RISE OF THE PATTERN LIBRARY

- __ (words) __ / -

A screenshot of a web browser window displaying the Starbucks Style Guide. The browser has three tabs open: "Style Guide", "Buttons | Style Guide", and "Promo B | Style Guide". The main content area shows the "Style Guide" page with a large heading "Style Guide" and a note "Last Updated: May 20, 2014". Below this, there are three main sections: "Inline Block Based Grid Framework", "Float Based Grid Framework", and "Regions", each with a list of links.

Style Guide

Last Updated: May 20, 2014

Inline Block Based Grid Framework

- [How To Use](#)
- [Examples](#)

Float Based Grid Framework

- [How To Use](#)
- [Litmus Test](#)

Regions

- [Borders](#)
- [Keyline](#)
- [Prefix & Suffix](#)
- [Push & Pull](#)

starbucks.com/static/reference/styleguide/

The Ushahidi Platform Patt... X The Ushahidi Platform Patt... X The Ushahidi Platform Patt... X +

github.ushahidi.org/platform-pattern-library/assets/html/front-end-guidelines/introduction/ C D Q I U S L E M

Ushahidi Platform Pattern Library

HOME BASICS FRAGMENTS MODULES BLOCKS LAYOUTS

Introduction

- Installation/Set Up
- Adding Packages
- File Structure
- How to Apply to the Platform
- Syntax and Formatting
- Grid
- Breakpoints & Media Queries
- Variables
- Mixins
- Helpers
- Icons

Read Direction

Introduction

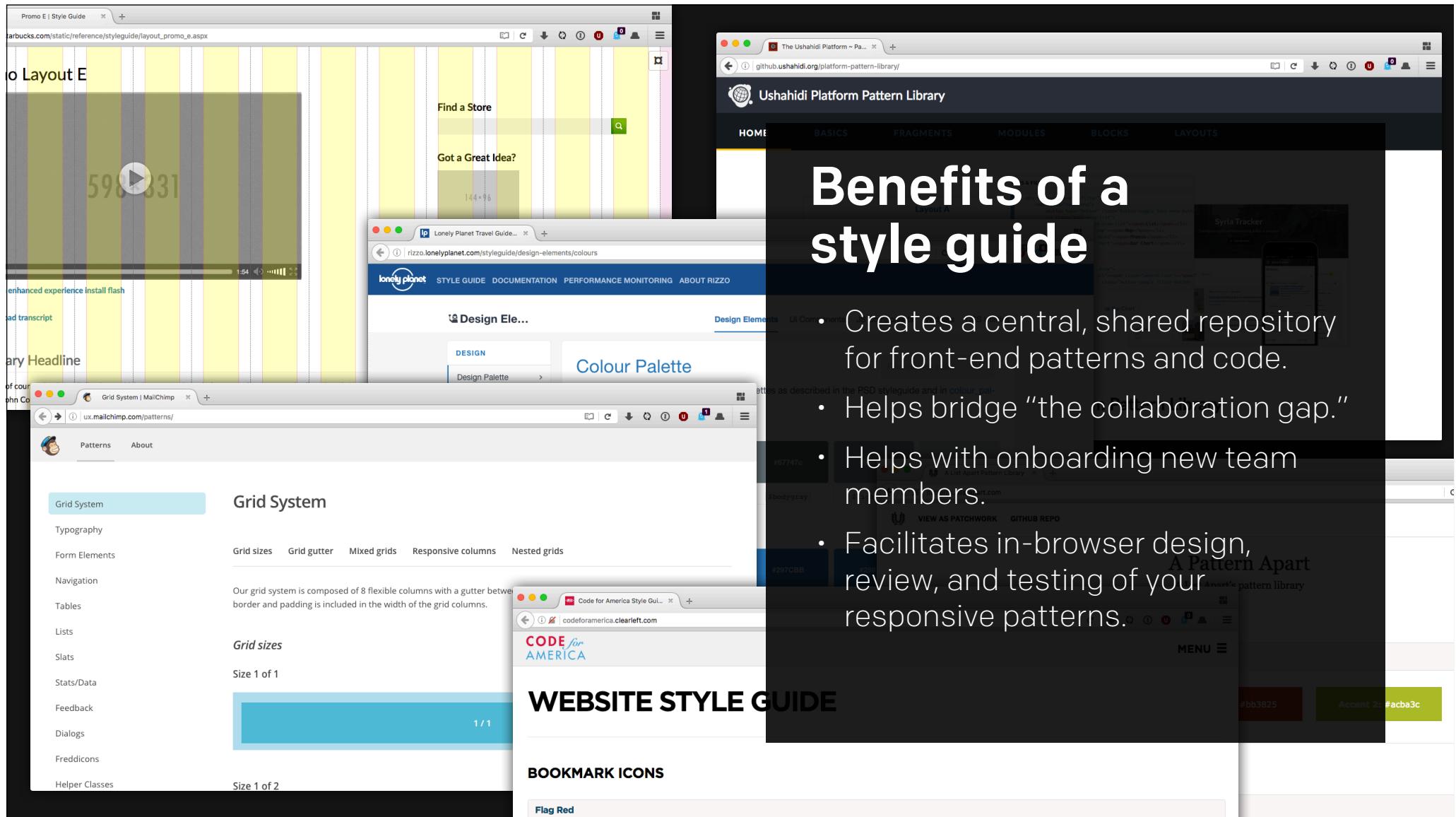
These guidelines are influenced and inspired by <http://sass-guidelin.es/> and <http://cssguidelin.es/>. They provide rules for writing consistent, maintainable code across multiple developers and deployers.

Harry Roberts sums it up well in CSS Guidelines:

A coding styleguide (note, not a visual styleguide) is a valuable tool for teams who:

- build and maintain products for a reasonable length of time
- have developers of differing abilities and specialties
- have a number of different developers working on a product at any given time
- on-board new staff regularly
- have a number of codebases that developers dip in and out of

github.ushahidi.org/platform-pattern-library/



Benefits of a style guide

- Creates a central, shared repository for front-end patterns and code.
- Helps bridge “the collaboration gap.”
- Helps with onboarding new team members.
- Facilitates in-browser design, review, and testing of your responsive patterns.

Creating Your Style Guide

STEP 1:

The Visual Inventory

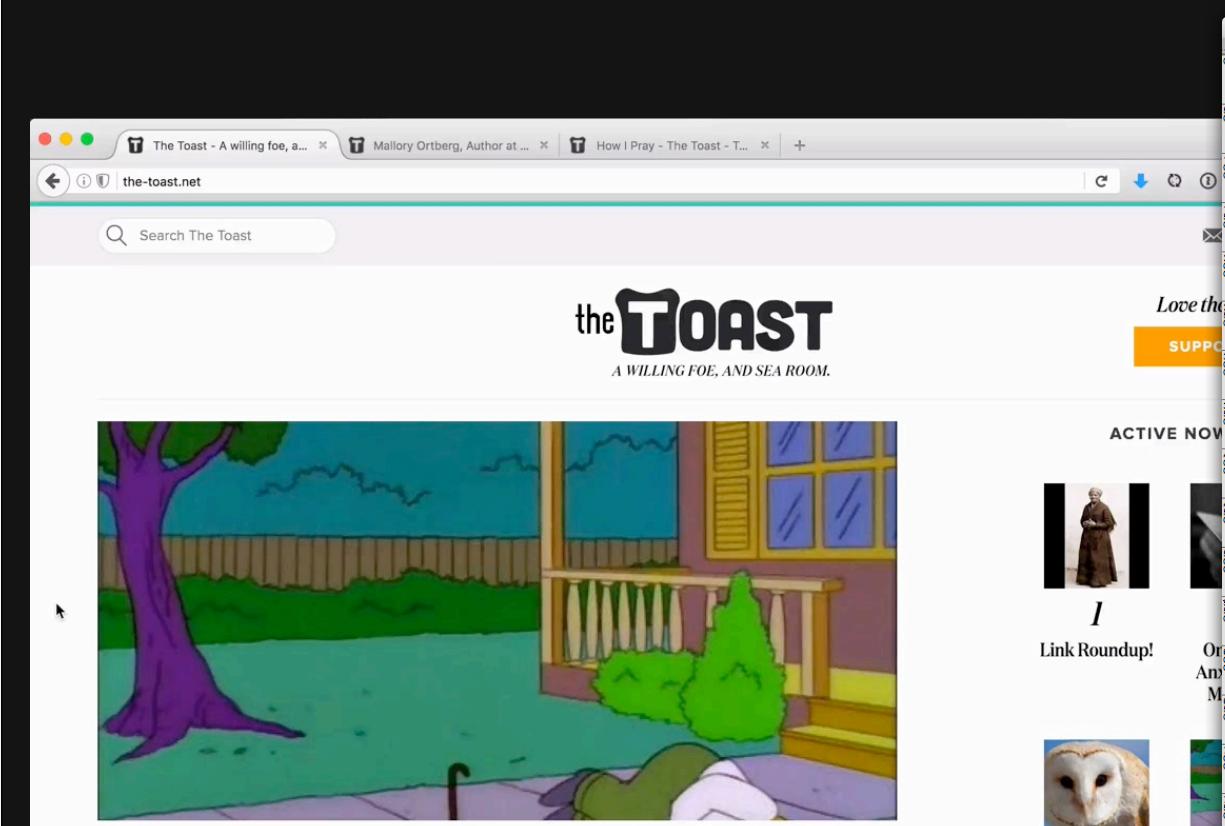
STEP 2:

Pattern Naming & Organizing

STEP 3:

Translating Inventory into HTML & CSS

STEP 1: The Visual Inventory



The image shows a web browser window with three tabs open. The active tab displays the website 'the-toast.net'. The page features the 'the TOAST' logo with the tagline 'A WILLING FOE, AND SEA ROOM.' Below the logo is a colorful illustration of a purple tree, a green lawn, and a house with yellow shutters. To the right of the illustration, there's a sidebar with buttons for 'Love the TOAST?', 'SUPPORT', and 'ACTIVE NOW'. A small image of a person in a brown coat is shown next to the 'ACTIVE NOW' button. Below this is a section titled 'Link Roundup!' featuring a small image of a barn owl.

Ten Knitting Patterns for Crafty

Which Classic Hollywood Movie Couple Make It: A Worst-to-Best Ranking

MOST POPULAR *Love the Toast?* 

arts and crafts 

the TOAST 

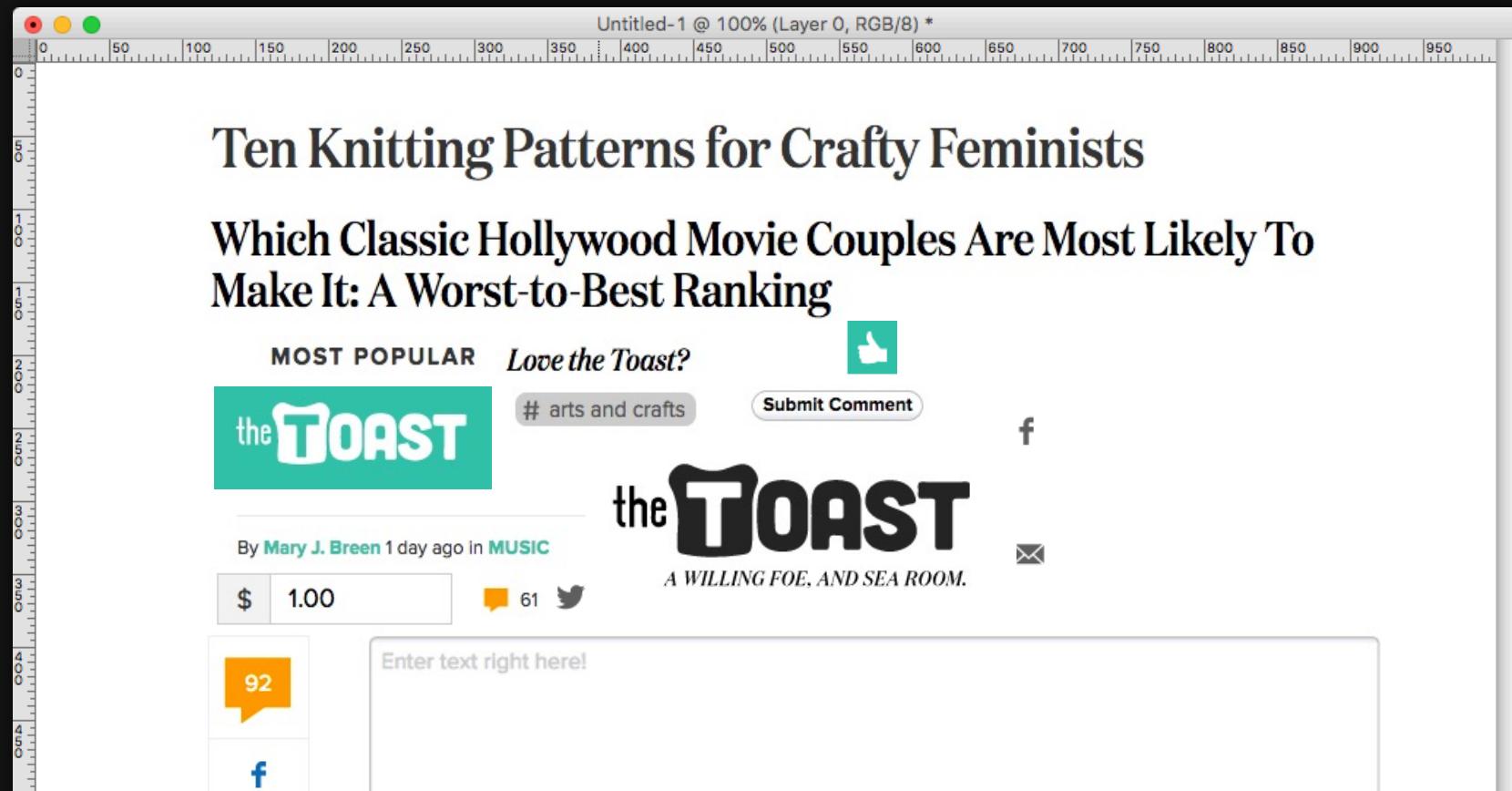
By Mary J. Breen 1 day ago in MUSIC

\$ 1.00 

Enter text right here!

92 

STEP 2:
Pattern Naming & Organizing



STEP 2:

Pattern Naming & Organizing

The screenshot shows a digital workspace with a dark background and a light gray ruler at the top. The ruler is labeled "Untitled-1 @ 100% (Layer 0, RGB/8) *". The workspace contains several sections:

- LOGOS:** Displays two versions of the "the TOAST" logo. The first is a black and white version with the text "A WILLING FOE, AND SEA ROOM." below it. The second is a teal version.
- TYPOGRAPHY:** Displays two examples of typography. The first is a large, bold serif font reading "Ten Knitting Patterns for Crafty Feminists". The second is a large, bold sans-serif font reading "Which Classic Hollywood Movie Couples Are Most Likely To Make It: A Worst-to-Best Ranking".
- MOST POPULAR:** Shows the text "Love the Toast?" followed by a small button with "# arts and crafts".
- ICONS:** Shows icons for social media sharing: a thumbs-up icon, a Facebook "f" icon, an envelope icon, a Twitter bird icon, and a speech bubble icon with the number "61".
- FORMS:** Includes a text input field with placeholder text "Enter text right here!", a search bar with the placeholder "Search The Toast", and a "Submit Comment" button.

STEP 3:

Translating Inventory into HTML & CSS

Pattern Library: [The Toast — 2015 Redesign](#)

ARTICLE INFO (BYLINE, DATE, CATEGORY, SPONSOR (OPTIONAL), TITLE)

EXAMPLE

VIEW SOURCE

By Author Name Unlimited Characters Illustration by Illustrator Name Unlimited Characters Month DD, YYYY in CATEGORY/SERIES

Style Guide Automation

A screenshot of a web browser window displaying a style guide. The title bar shows the URL `styleguide.devbproto.com/styleguide/`. The page content includes a logo for "Styleguide", a subtitle "A set of visual elements and guidelines for Devbridge project.", and a navigation menu with tabs: General (highlighted), Form Elements, Headings, Modules, Navigation, and Undefined. At the bottom, there is a footer with a link to `github.com/devbridge/Styleguide`.

db Styleguide

styleguide.devbproto.com/styleguide/

Styleguide

General

Form Elements

Headings

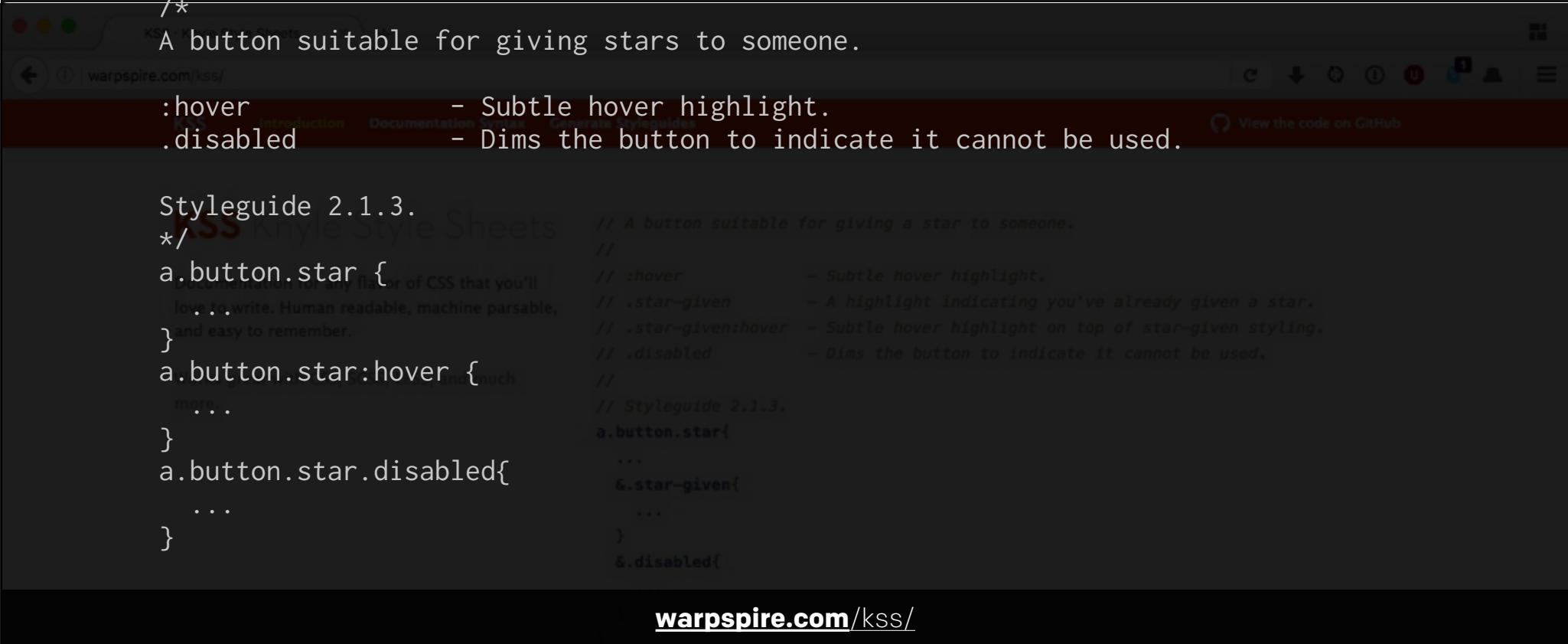
Modules

Navigation

Undefined

github.com/devbridge/Styleguide

Style Guide Automation



A screenshot of a web browser displaying a CSS file for a style guide. The file includes comments explaining the purpose of each selector and its properties.

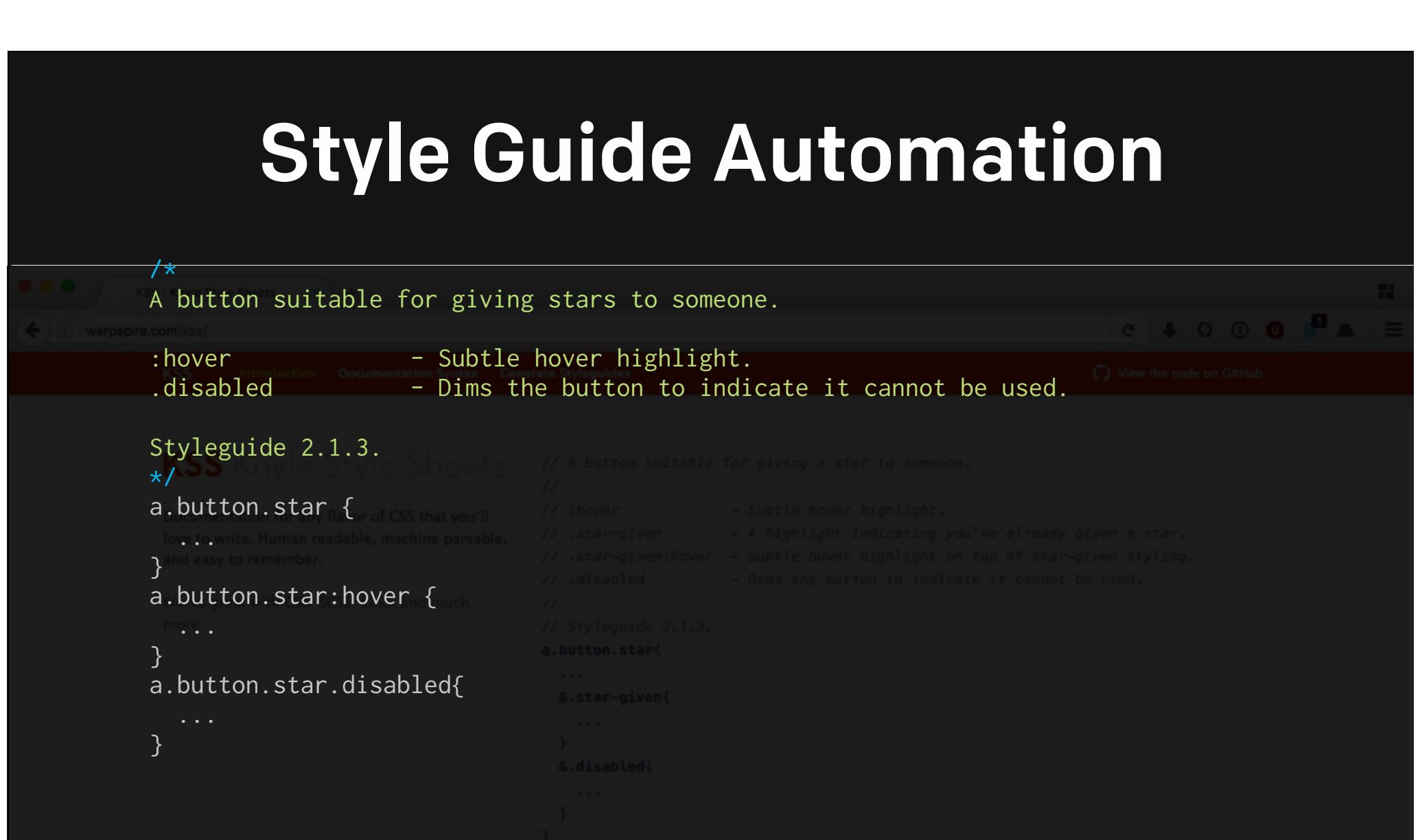
```
/*
A button suitable for giving stars to someone.

*:hover           - Subtle hover highlight.
.disabled         - Dims the button to indicate it cannot be used.

Styleguide 2.1.3.
*/
a.button.star { // A button suitable for giving a star to someone.
    ...
    // :hover           - Subtle hover highlight.
    // .star-given      - A highlight indicating you've already given a star.
    // .star-given:hover - Subtle hover highlight on top of star-given styling.
    // .disabled        - Dims the button to indicate it cannot be used.
    ...
    // Styleguide 2.1.3.
    a.button.star{
        ...
        &.star-given{
            ...
        }
        &.disabled{
            ...
        }
    }
}
```

warpshire.com/kss/

Style Guide Automation



A screenshot of a web browser displaying a style guide for a button. The page title is "KSS - Kyle Style Sheets". The URL is "warpshire.com/kss/". The content shows a CSS snippet for a star button:

```
/*
A button suitable for giving stars to someone.

:hover           - Subtle hover highlight.
.disabled        - Dims the button to indicate it cannot be used.

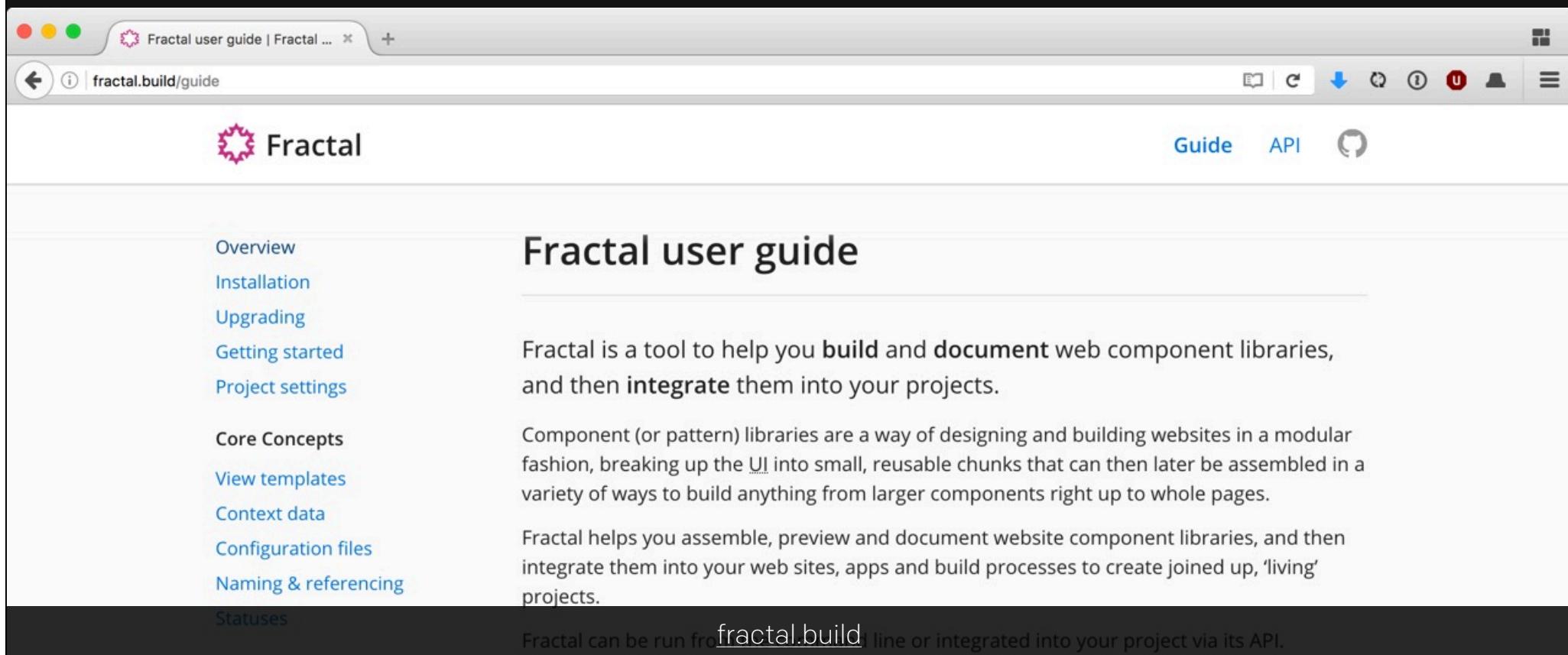
Styleguide 2.1.3.
*/
a.button.star {
    ...
}
a.button.star:hover {
    ...
}
a.button.star.disabled{
    ...
}
```

The CSS includes comments explaining the styles: ".hover" for a subtle hover highlight, ".disabled" for dimming the button, and ".star-given" for a highlight indicating a star has been given.

On the right side of the browser window, there is a sidebar with the following text:

- Documentation
- Documentation
- Create styleguides
- View the code on GitHub

Style Guide Automation



A screenshot of a web browser window displaying the Fractal user guide. The title bar shows the URL "fractal.build/guide". The page itself has a dark header with the Fractal logo and navigation links for "Guide" and "API". The main content area features a sidebar on the left with links like "Overview", "Installation", "Upgrading", "Getting started", "Project settings", "Core Concepts", "View templates", "Context data", "Configuration files", "Naming & referencing", and "Statuses". The main content area has a heading "Fractal user guide" and a paragraph explaining what Fractal is: "Fractal is a tool to help you **build** and **document** web component libraries, and then **integrate** them into your projects." Below this, another paragraph describes how it works: "Component (or pattern) libraries are a way of designing and building websites in a modular fashion, breaking up the **UI** into small, reusable chunks that can then later be assembled in a variety of ways to build anything from larger components right up to whole pages." At the bottom, a note states: "Fractal can be run from `fractal.build` line or integrated into your project via its API."

air/shots

dls ios ✕

iPhone 6 ✕

Pages and Flows

ZH-HANT ✕ EN ✕ FR ✕

ES ✕ RU ✕

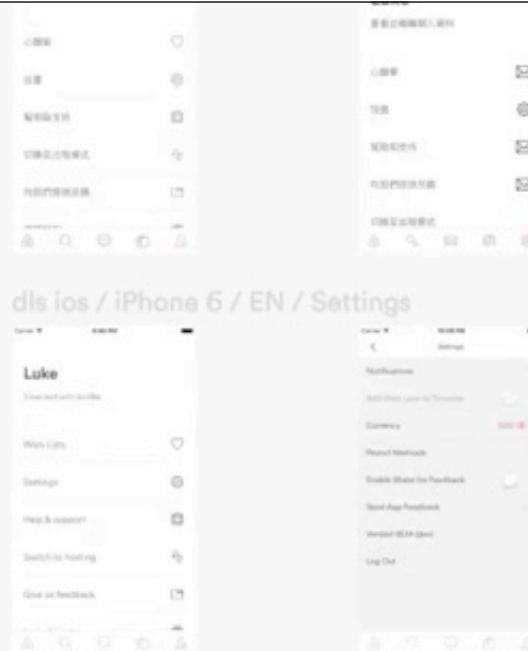
Showing 56 flows

Narrow your selection with the filters above.

Try out different combinations of Device Type, User Flow and Language.

If you leave a filter empty, you'll see all screens for that attribute.

You can save views by



Airbnb's "Airshots" utility — airbnb.design/the-way-we-build/

Style Guide Generator Rou... +

alistapart.com/blog/post/style-guide-generator-roundup

ARTICLES EVENTS TOPICS WRITE FOR US

A LIST APART

THE A LIST APART BLOG PRESENTS:

Style Guide Generator Roundup

by Susan Robertson · February 04, 2015

Ad via The Deck

JOB BOARD

Tanooki Labs is looking for a
Experienced Ruby on Rails
Developer.
Job listings via We Work Remotely →

Style guides are a living document of code that detail all the various elements and coded modules of your application. The term “pattern library” is often used when talking about these types of guides—Brad Frost has a [great piece](#) on differentiating between the various types of style guides. To learn more about creating style guides see either [Creating Style Guides](#) here on *A List Apart* or [Front-end Style Guides](#) by Anna Debenham.

In the past I’ve been quite old fashioned and done the HTML for style guides by hand, but with a new project I wanted to try out a style guide generator. Style guide generators bring at least some automation to the creation of your guide, so that you don’t have to do it all by hand.

8 comments

Share this on

STEP 1:

The Visual Inventory

STEP 2:

Pattern Naming & Organizing

STEP 3:

Translating Inventory into HTML & CSS

“

Modularity might appear to be a simple concept at first, but making it work for your team demands significant effort and commitment.

—

ALLA KHOLMATOVA

“The Language of Modular Design”, alistapart.com/article/language-of-modular-design

“

Modularity might appear to be a simple concept at first, but making it work for your team demands significant effort and commitment.

Language is fundamental to collaboration.
...In short, we should **start with language, not interfaces.**

—

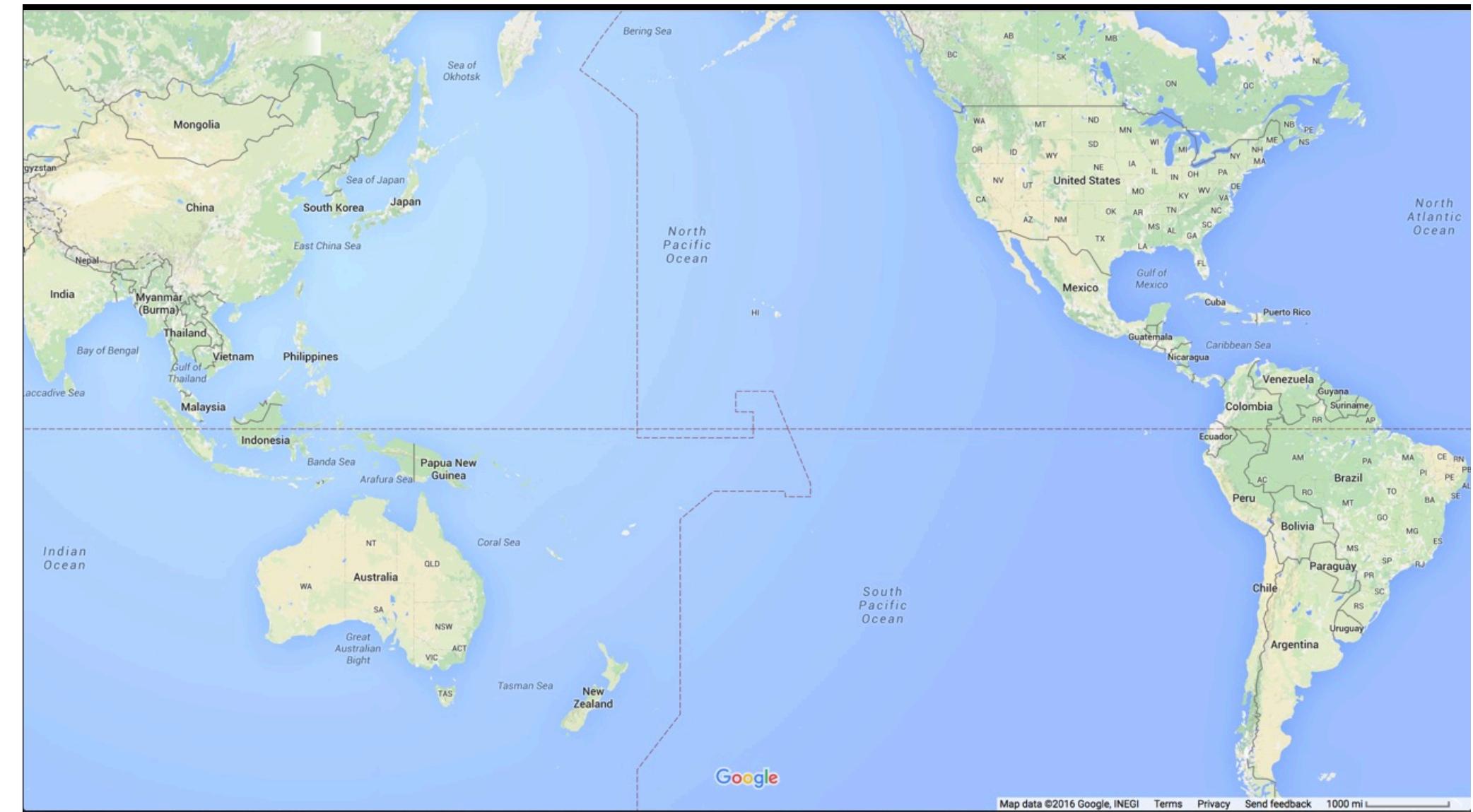
ALLA KHOLMATOVA

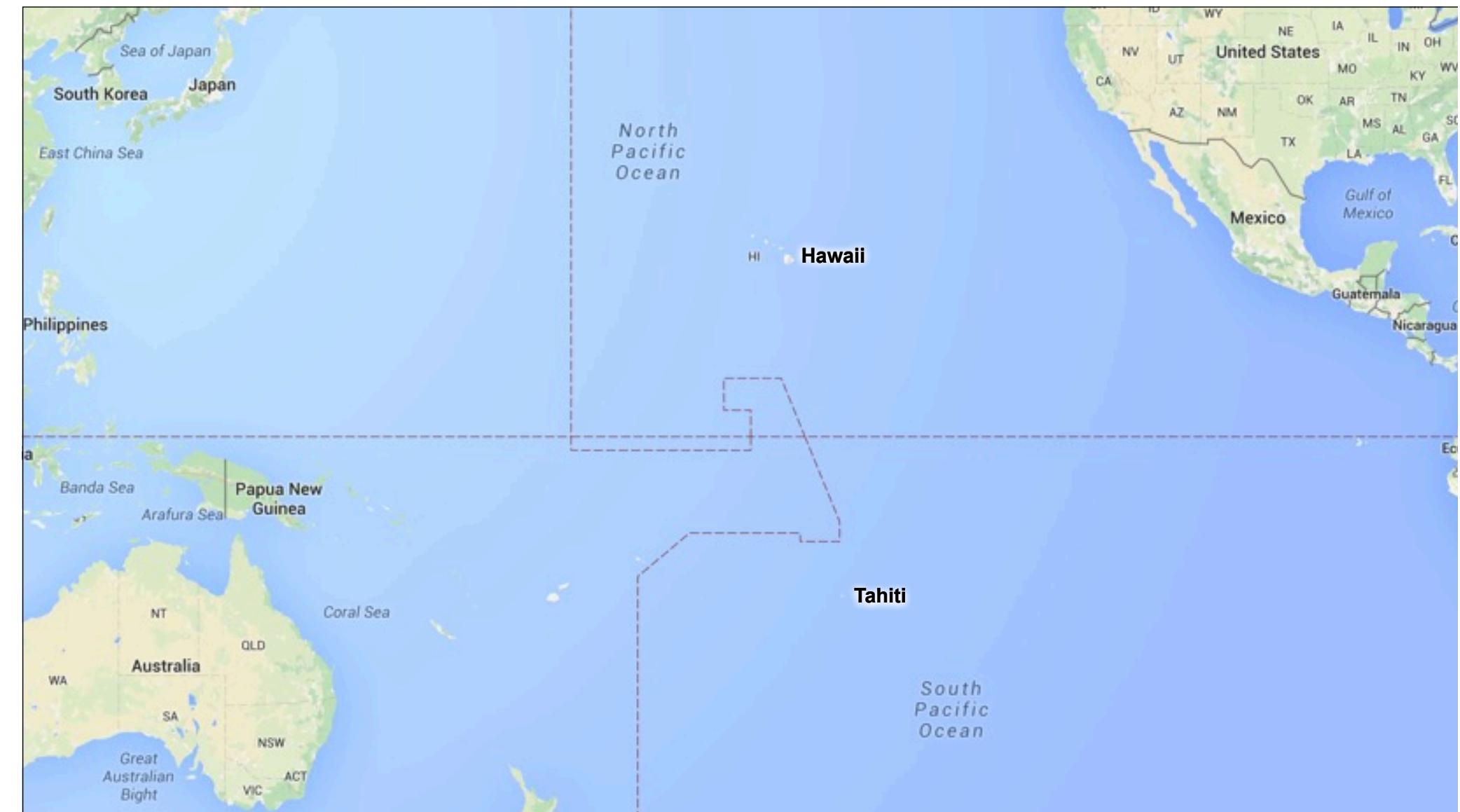
“The Language of Modular Design”, alistapart.com/article/language-of-modular-design

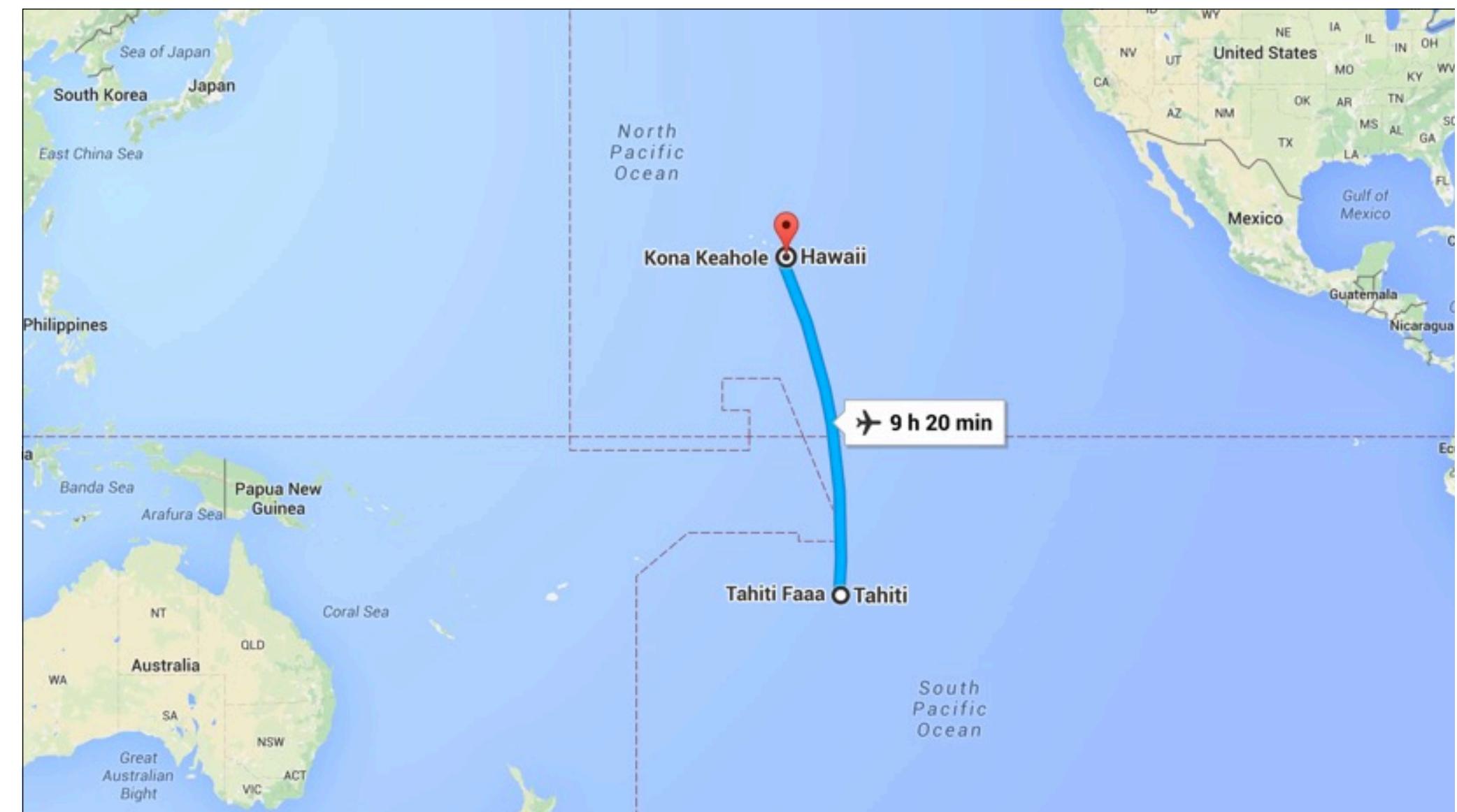
The Hōkūle‘a



Source: en.wikipedia.org/wiki/Hokulea









Pius "Mau" Piailug

Master Navigator

Source: samlow.com/screeningroom/navigators-filming.html



Source: nlm.nih.gov

The star compass





Source: youtube.com/watch?v=rAuVD_YKf6o



Source: pvs.kcc.hawaii.edu/ike/hookele/star_compasses.html

Pattern design challenges

- When to reuse an existing pattern and when to design a new one,
- How to make patterns distinct enough,
- How to avoid duplications with the patterns other designers and teams create,
- ...and so on.

Naming and language
create a shared
understanding around our
design patterns...

...which creates a more
consistent design.



G A Year in Search 2015 - Go X

https://www.google.com/trends/story/2015_US

Explore topics

A Year in Search 2015

ATOMS

MOLECULES

ORGANISMS

TEMPLATES

PAGES

“

We actually ended up making a group glossary for our project. “This is the definition for an atom, this is the definition for a molecule,” so we all knew how to think about those things.

—

DAN MALL

RWD podcast: “Radio Free Europe/Radio Liberty,” **responsivewebdesign.com**/podcast/rferl/

“

...the team struggled to map components to an atomic classification, which made collaboration within the project difficult. We'd pause to re-calculate proper classification before talking about a component.

—

TRENT WALTON

“Atomic Classification,” trentwalton.com/2016/02/26/atomic-classification/

“

[The team] totally bought into the core concepts of Atomic Design but when it came down to what each of those components were called, it didn't make sense to them.

...It was too hard to relate these different terms to the overall big picture.

—

JONO HERRINGTON

“How We Adapted Atomic Design”, createstopbecreative.wordpress.com

...It was too hard to relate these different terms to
the overall big picture.

A style guide's
success or failure often
hinges on the **words**
we use to talk about it.

TEMPLATES

COMPONENTS

ATOMS

ORGANISMS

PAGES

MOLECULES

MODULES

BLOCKS

A good style guide uses language and metaphors that are meaningful to **your** organization.

A good style guide uses language and metaphors that are meaningful to **your** organization.

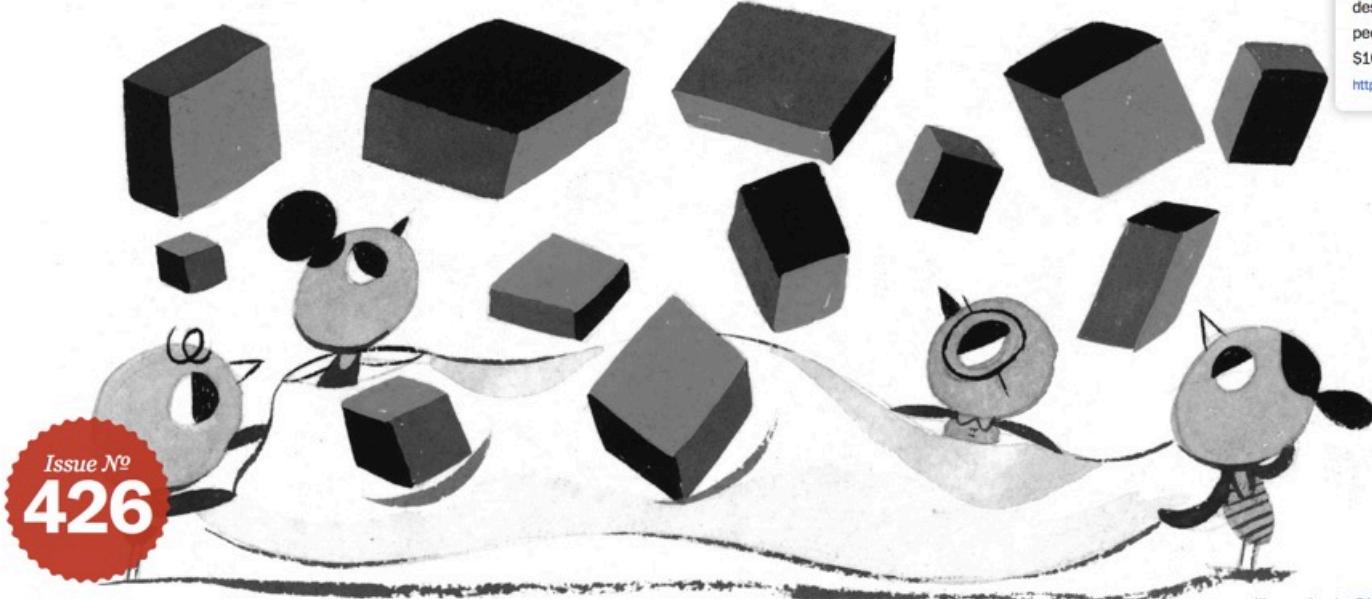
To the people responsible for maintaining it.



ARTICLES EVENTS TOPICS WRITE FOR US



A LIST APART



Brought to you by:

AN EVENT APART. 10 years of
design, code, and content for
people who make websites.
\$100 off with code AEAAIA.
<http://aneventapart.com>

Illustration by Ping Zhu

The Language of Modular Design

by Alla Kholmatova · August 11, 2015

Published in Process, Workflow & Tools

As many of us modern designers are shifting toward designing systems, one concept

alistapart.com/article/language-of-modular-design



As a group, review each module in your design system

Name things collaboratively, based on their high-level function

“

In the process of naming an element, you work out the function as a group and reach an agreement. It's not so much about giving something a great name (although, of course, that's an ideal to aspire to), but *agreeing* on the name.

—

ALLA KHOLMATOVA

“The Language of Modular Design”, **alistapart.com**/article/language-of-modular-design

“

[An effective name] determines how the element will be used and helps to ensure that it's used consistently by everyone.

—

ALLA KHOLMATOVA

“The Language of Modular Design”, **alistapart.com**/article/language-of-modular-design



ARTICLES EVENTS TOPICS WRITE FOR US



A LIST APART



Illustration by [Elliot Stokes](#)

From Pages to Patterns: An Exercise for Everyone

by [Charlotte Jackson](#) · November 03, 2015

alistapart.com/article/from-pages-to-patterns-an-exercise-for-everyone

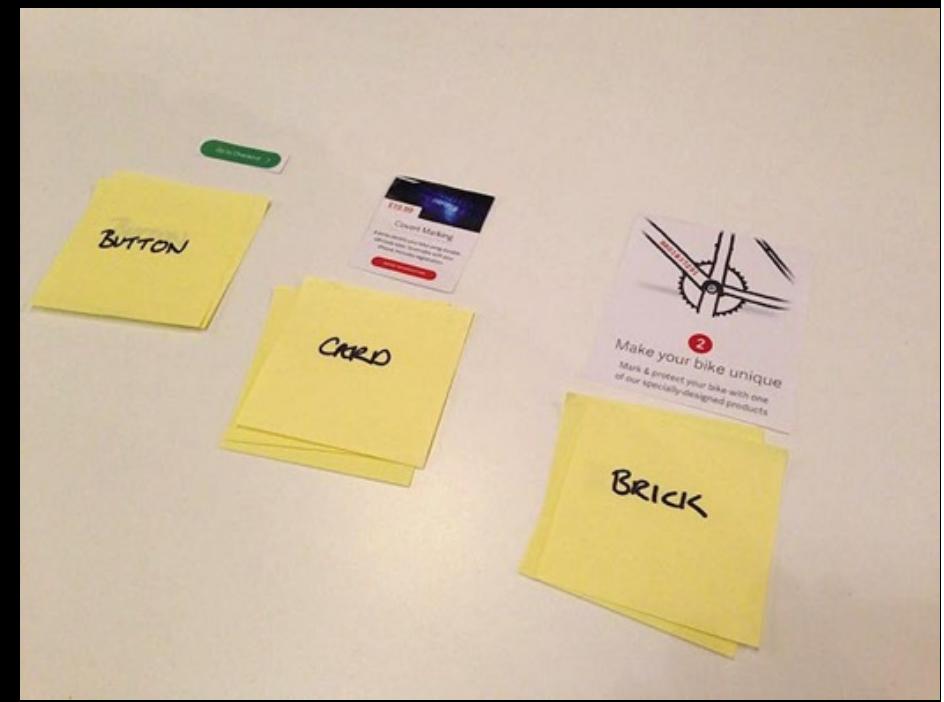
Visual Inventory of Patterns

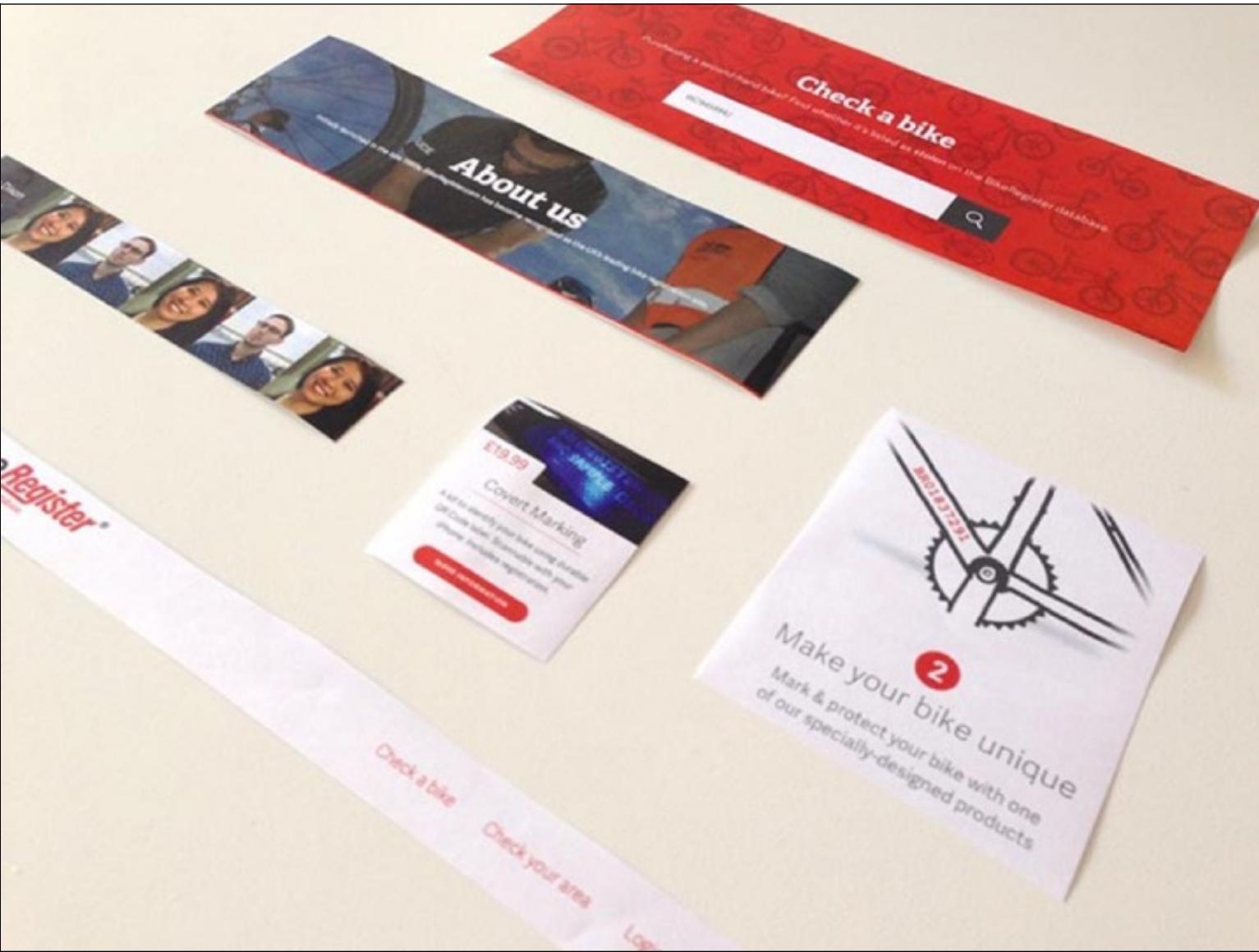


Visual Inventory of Patterns



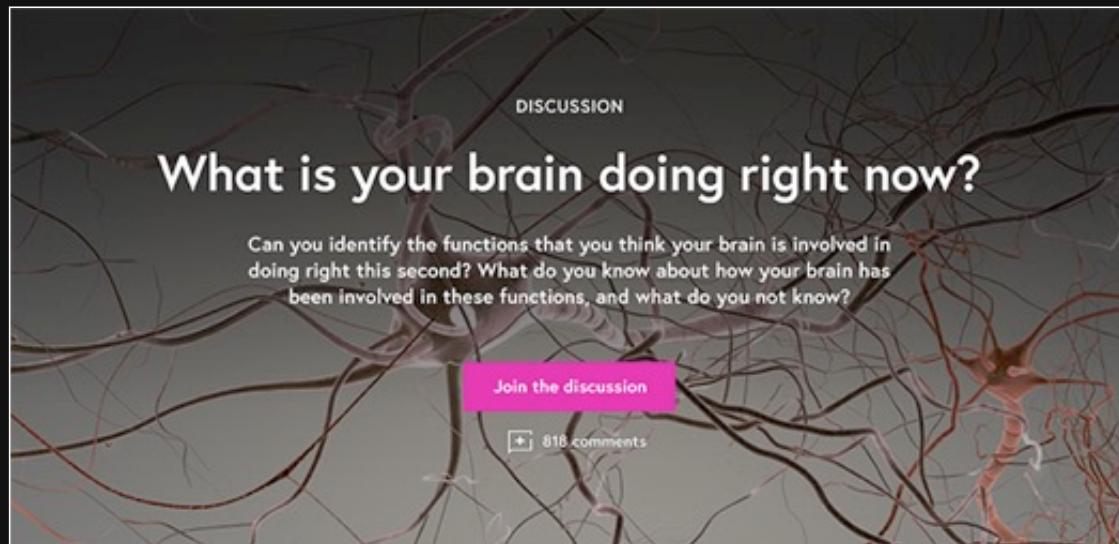
Naming Modules / Components







Module 1:
"course poster"



Module 2:
"discussion"

DISCUSSION

How can this be bad for your liver?

Please comment on whether this might be damaging to the liver, and why.



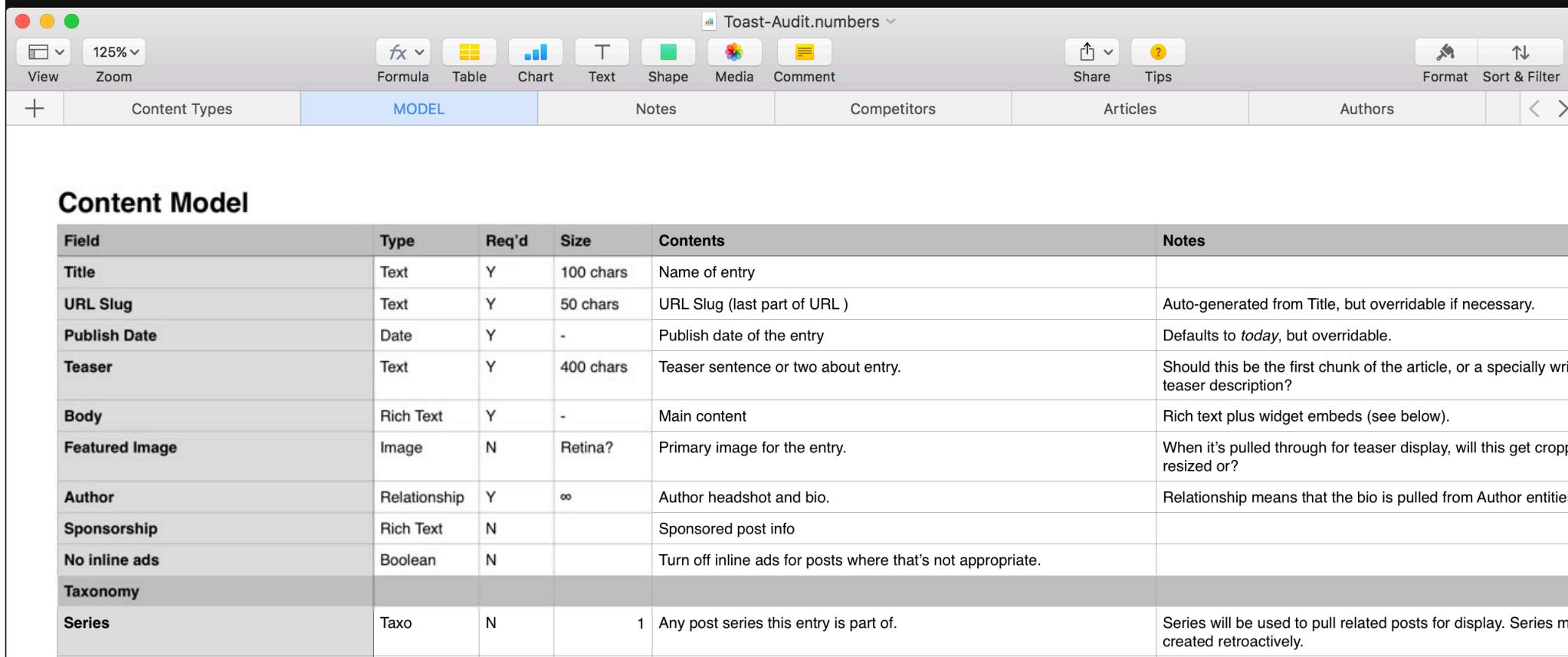
[Join the discussion](#)

 818 comments

Replacement module:
“billboard”

A good style guide
focuses on the **content**
and **functionality**
the patterns support.

From content model to design patterns



The screenshot shows a Numbers spreadsheet window titled "Toast-Audit.numbers". The top menu bar includes standard Mac OS X icons for zooming and viewing, along with tabs for "View", "Zoom", "Formula", "Table", "Chart", "Text", "Shape", "Media", "Comment", "Share", "Tips", "Format", and "Sort & Filter". Below the menu is a toolbar with icons for each of these functions. The main content area is a table titled "Content Model". The table has a header row with columns for "Field", "Type", "Req'd", "Size", "Contents", and "Notes". The body of the table contains 11 rows, each defining a field and its properties. The "Contents" column often includes a brief description or note about the field's purpose.

Field	Type	Req'd	Size	Contents	Notes
Title	Text	Y	100 chars	Name of entry	
URL Slug	Text	Y	50 chars	URL Slug (last part of URL)	Auto-generated from Title, but overridable if necessary.
Publish Date	Date	Y	-	Publish date of the entry	Defaults to <i>today</i> , but overridable.
Teaser	Text	Y	400 chars	Teaser sentence or two about entry.	Should this be the first chunk of the article, or a specially written teaser description?
Body	Rich Text	Y	-	Main content	Rich text plus widget embeds (see below).
Featured Image	Image	N	Retina?	Primary image for the entry.	When it's pulled through for teaser display, will this get cropped or resized?
Author	Relationship	Y	∞	Author headshot and bio.	Relationship means that the bio is pulled from Author entities
Sponsorship	Rich Text	N		Sponsored post info	
No inline ads	Boolean	N		Turn off inline ads for posts where that's not appropriate.	
Taxonomy					
Series	Taxo	N	1	Any post series this entry is part of.	Series will be used to pull related posts for display. Series may be created retroactively.

Content Model

Field	Type	Req'd	Size
Title	Text	Y	100 chars
URL Slug	Text	Y	50 chars
Publish Date	Date	Y	-
Teaser	Text	Y	400 chars
Body	Rich Text	Y	-
Featured Image	Image	N	Retina?
Author	Relationship	Y	∞
Sponsorship	Rich Text	N	
No inline ads	Boolean	N	
Taxonomy			

From content model to design patterns

[Mallory Ortberg](#) on July 17, 2015 in [Animals](#) 74 Comments



**Celebrities I Have Long Believed Are
Enchanted Dogs In Human Form** lorem
ipsum dolor sit (100 CHAR)

Enchanted dogs, trapped in human bodies, who have become

What goes in this metadata? At the top of the block or somewhere in the middle?

Large image, fills the whole column

Headlines 100 characters always

Long teaser, 400 characters. Can this be conditionally loaded based on the popularity/

From content model to design patterns

The screenshot shows a web browser window with the title bar "Patterns & Modules: The T...". The address bar contains "the-toast.net/patterns/". The main content area displays the heading "Pattern Library: The Toast — 2015 Redesign". Below this, there is a large, empty white space representing the content model. A black rectangular box contains the text "ARTICLE INFO (BYLINE, DATE, CATEGORY, SPONSOR (OPTIONAL), TITLE)". At the bottom left, there is a link "EXAMPLE". On the right side, there is a green button labeled "VIEW SOURCE". At the very bottom, a footer bar contains the text "By Author Name Unlimited Characters Illustration by Illustrator Name Unlimited Characters Month DD, YYYY in CATEGORY/SERIES".

The goal is to integrate your design language into your company culture.

1. Helps define CSS architecture at the design stage
2. Involves more users in the design process
3. Enables the entire team to maintain modularity

The goal is to integrate your design language into your company culture.

1. Helps define CSS architecture at the design stage
2. Involves more users in the design process
3. Enables the entire team to maintain modularity
4. Helps your team articulate **design principles**

From pages to
patterns to **principles**

A screenshot of a web browser window showing the Vox Media website. The browser has multiple tabs open, including "About Vox Media - Vox Me...", "Eater", "Polygon", and "March Madness 2015". The main content area features the Vox Media logo at the top left, followed by a large, semi-transparent graphic of the word "VOX" in white, overlaid on a background image of a city skyline at night. Below the graphic, the word "MEDIA" is partially visible in yellow. At the bottom of the page, there is a black footer bar containing the text "voxmedia.com / eater.com / polygon.com / sbnation.com".

The Vox Media logo consists of the word "VOX" in a bold, white, sans-serif font, with "MEDIA" in a smaller, yellow, sans-serif font positioned below it. Above the "VOX" text, there is a stylized graphic element composed of several overlapping triangles in yellow and orange.

Below the main logo, the word "MEDIA" is partially visible in a yellow, sans-serif font.

The footer bar at the bottom of the page contains the following text in white:

voxmedia.com / eater.com / polygon.com / sbnation.com



Vox Product's pattern design principles

- » Uniqueness
- » Reusability
- » Clarity
- » Responsiveness
- » Accessibility

“

Our core design principles: ***unified, universal, iconic, and conversational.***

ALEX SCHLEIFER

“The Way We Build” — airbnb.design/the-way-we-build/



Paris

June 12 - 16

The City of Light shines like a beacon for art, cuisine, and stylish esteem.

[View Guidebook](#)

Popular homes

[See all](#)

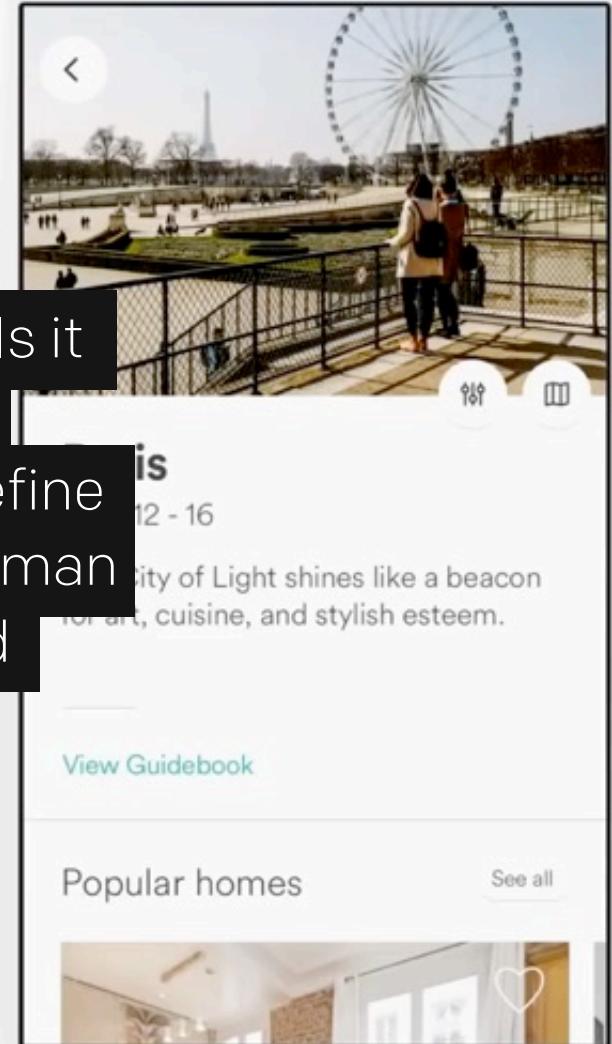


“

Universal and **Unified** define the system's approach we apply when defining patterns. Is it part of a greater whole? Does it work across devices? **Iconic** and **Conversational** help define the character of the system — its unique human qualities that tie back to our community and brand values.

ALEX SCHLEIFER

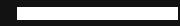
“The Way We Build” — airbnb.design/the-way-we-build/



Combine design **patterns**
with design **principles** to
create a design **system**.

Design principles are
a compass to guide your
responsive design.

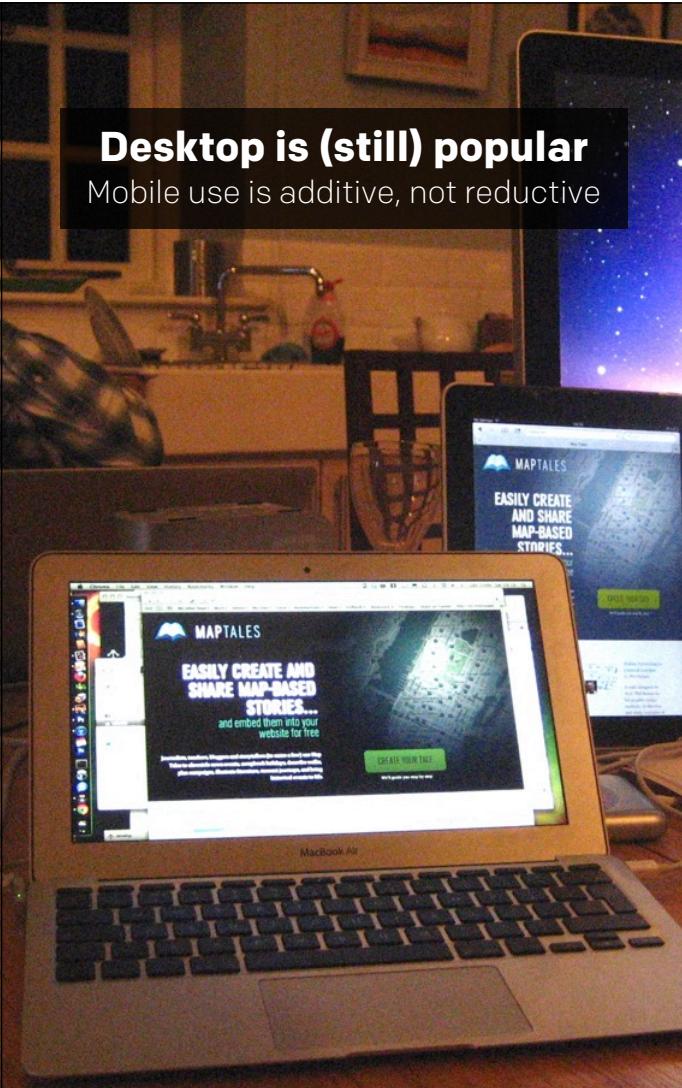
“Where are we going?”



The web doesn't evolve in
a single, straight line.

Desktop is (still) popular

Mobile use is additive, not reductive



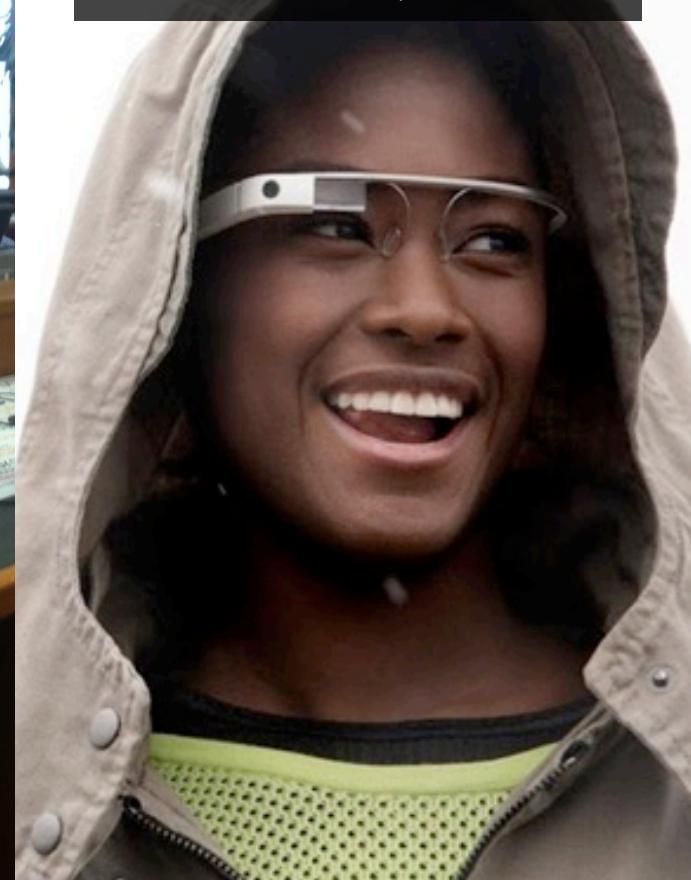
The decline of tablets

Flat year-over-year growth

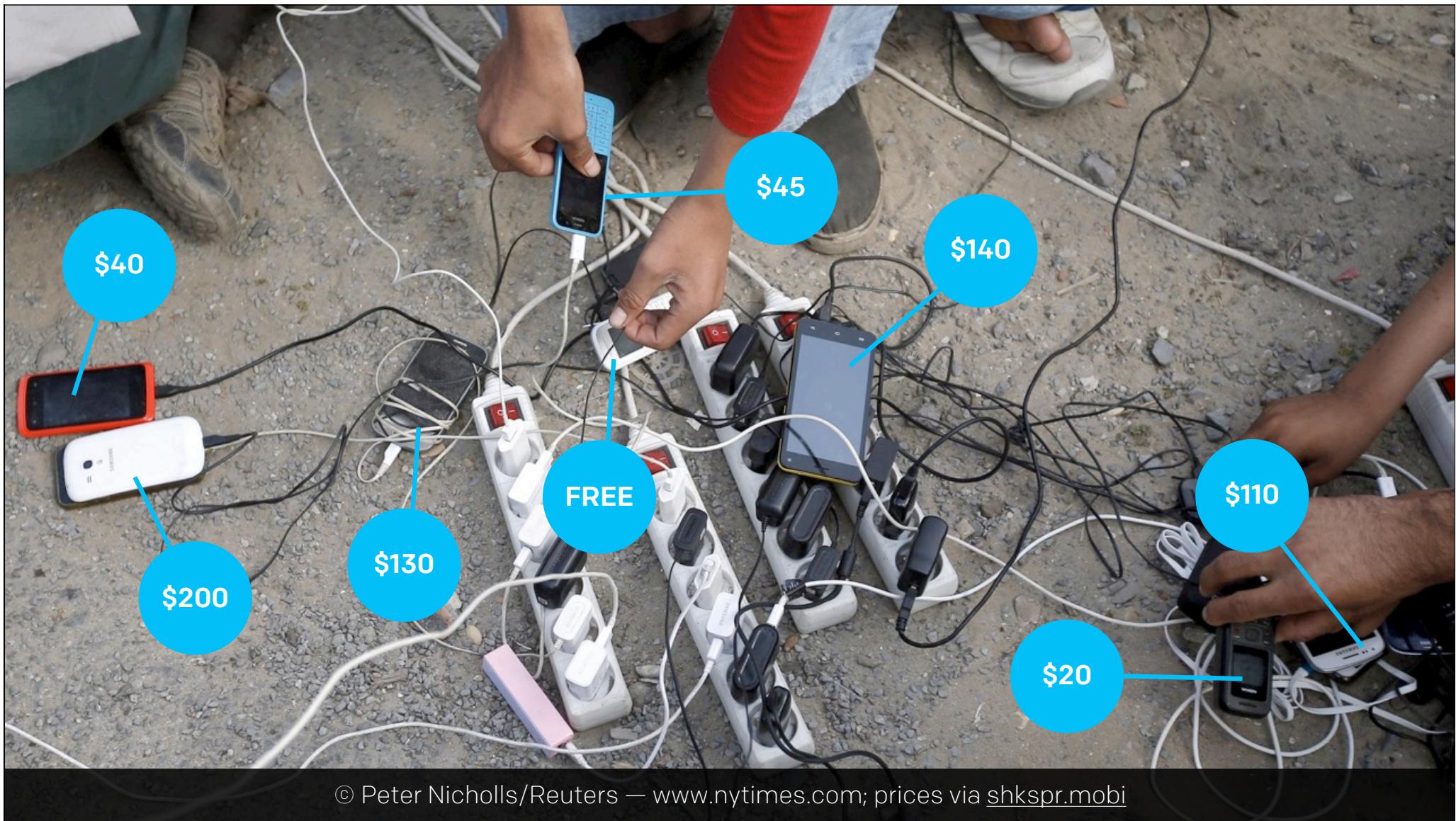


Post-desktop uncertainty

New contexts have yet to stabilize



Sources: comscore.com; ben-evans.com, recode.net; reuters.com; Images: flic.kr/p/aP9wYV; flic.kr/p/ew5meG; engadget.com



the 'next billion'

“

There is a failure of global imagination in the rich world, an inability to understand the nuances of life lived by people with limited means.

Some of the 'next billion' to come online are taking boats across the Mediterranean, the South China Sea, elsewhere. They will have smartphones.

—

AN XIAO MINA

@anxiaostudio (source 1; source 2)



"They will have smartphones."



Let's design for them.



"Searching for Signals"

© John Stanmeyer
National Geographic

Thank you.

Ethan Marcotte
@beep / @RWD



Thank you.

My new book, available now
from A Book Apart:

beep.fm/x/p4

Ethan Marcotte
@beep / @RWD

