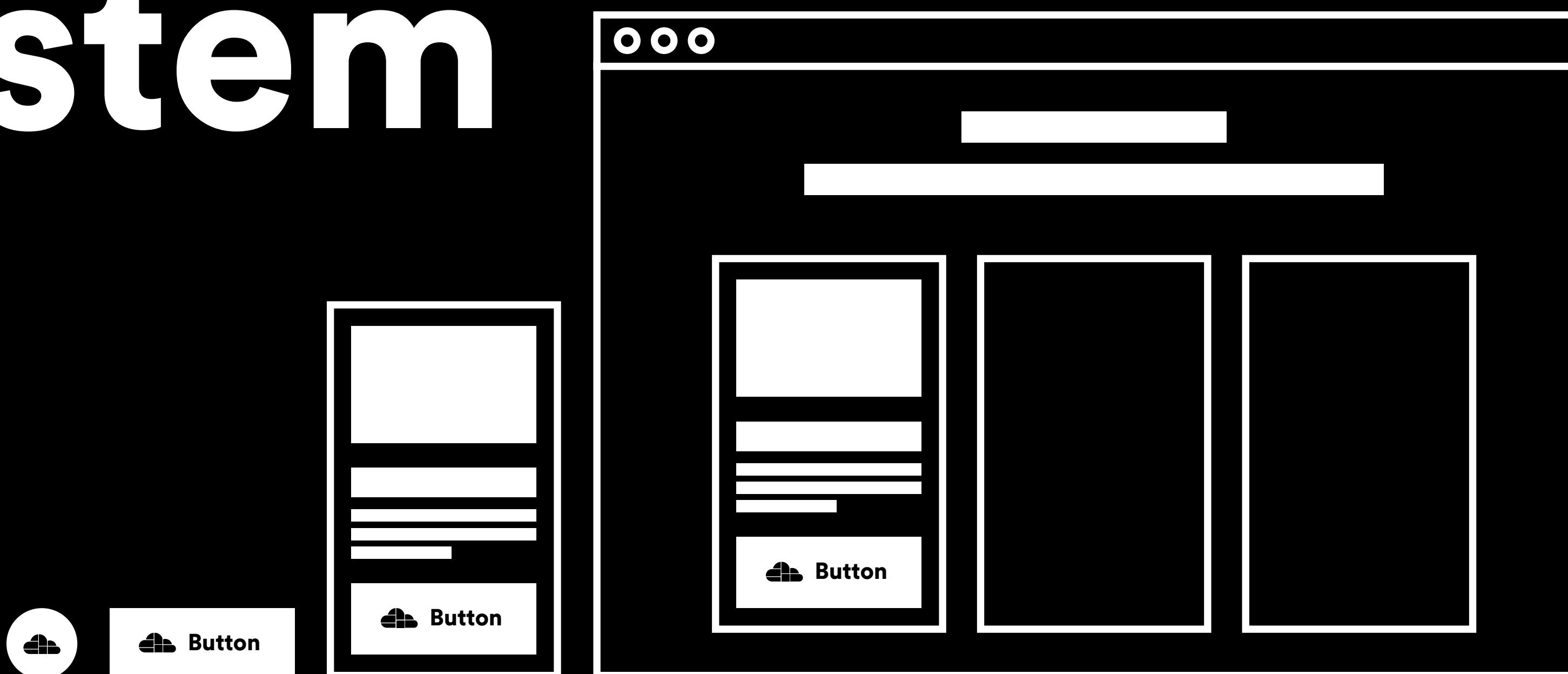


Design System





Gustavo Quinalha

SERRABITS

.UI/UX Designer
.Front-end Developer

@gustavoquinalha



O Que é Design System?

Princípios

Design Tokens

Components

Base Components

Desenvolvimento

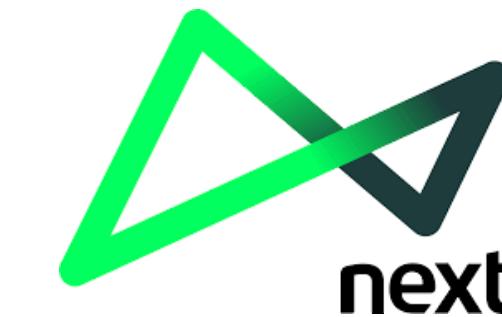


vivo

sky



ifood

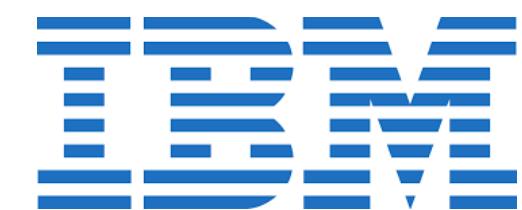
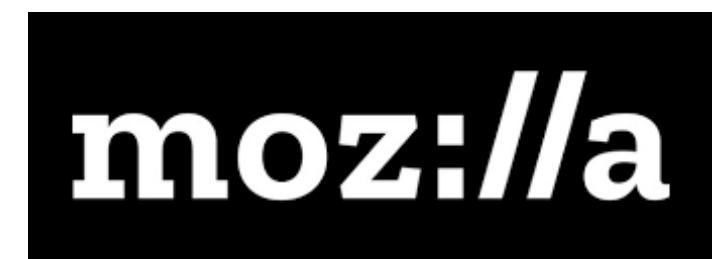


Claro

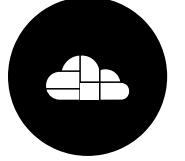


VAGAS

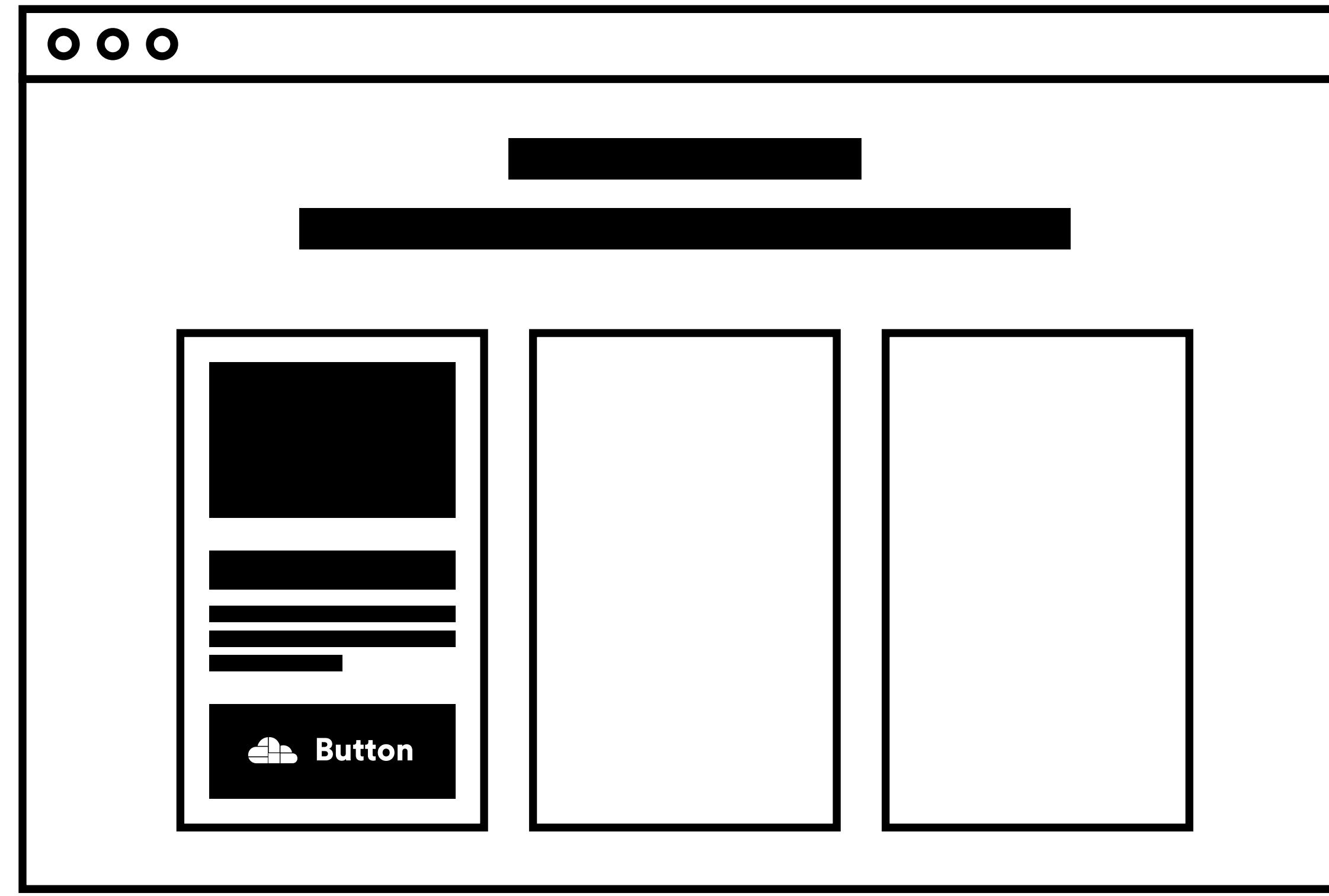
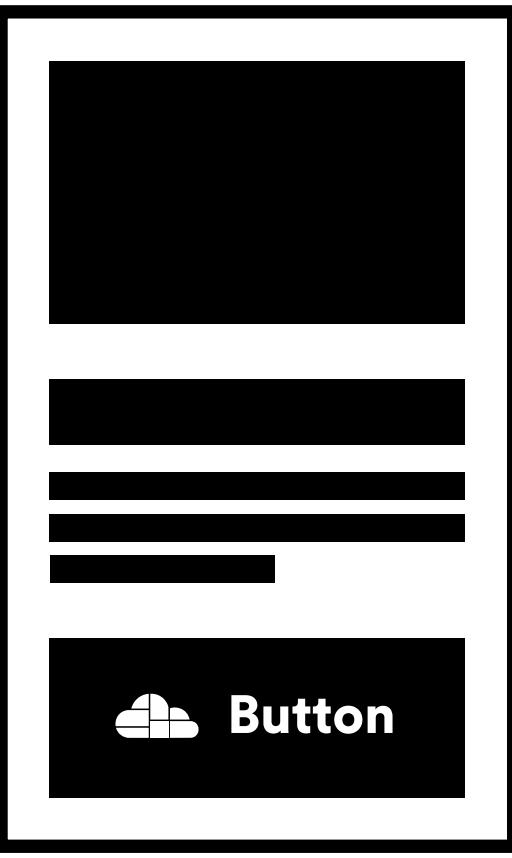




O Que é
Design System?



Cloud Button



**O Design System une equipes de produtos
em torno de uma linguagem visual comum.
Reduz a dívida de design, acelera o
processo de design e cria pontes entre as
equipes que trabalham em conjunto para
dar vida aos produtos.**

Design System

É o conjunto completo de padrões do projeto, documentação e princípios, juntamente com o kit de ferramentas de design e código para atingir esses padrões.

Pattern Library

É uma subclasse no sistema de design, é o conjunto de padrões de design para uso em uma empresa.

Style Guide

É outra subclasse no sistema de design. Uma documentação que descreve o próprio sistema de design: como os produtos devem parecer e se comportar, padrões de interface do usuário como tamanho de fonte, cores, botões e etc.

Problema

Uma grande empresa com vários desenvolvedores e designers trabalhando em features e produtos diferentes.

**Baixa
produtividade**

**Muita
inconsistência**

**Difícil
manutenção**

**Padrão e consistência
em todas as aplicações**

**Diminui a curva de
aprendizado do usuário**

**Linguagem comum entre
desenvolvedores e
designers**

**Facilidade de novas
implementações e
alterações**

**Foco maior na
usabilidade do
componente**

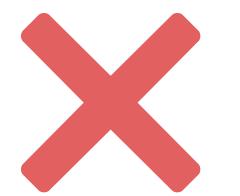
**Entrega mais rápida,
resultado mais rápido**



Design System
não é Atomic Design



Design System
não é Style Guide

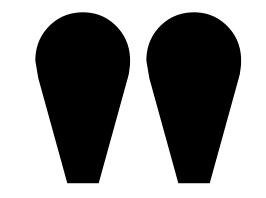


Design System
não é lib

Genérico

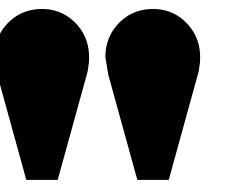
Modular

Composto



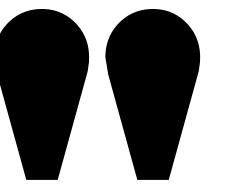
**Design System é
componente codado a
partir de semântica de
design.**

Thiago Hassu, MEIUCA



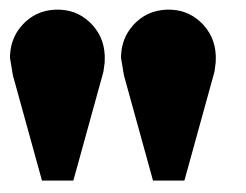
Design System é uma linguagem única para os desenvolvedores e designers afetando diretamente no usuário e nos objetivos da empresa.

Eu



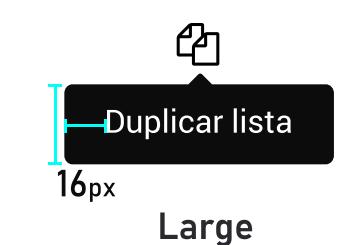
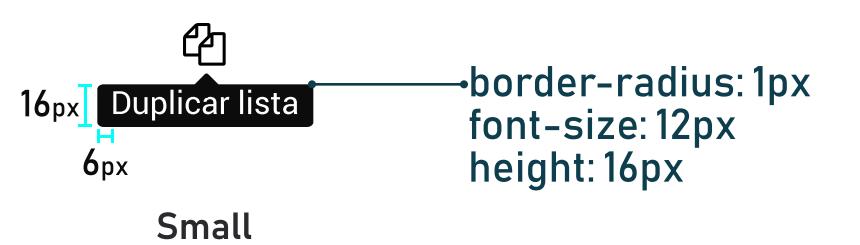
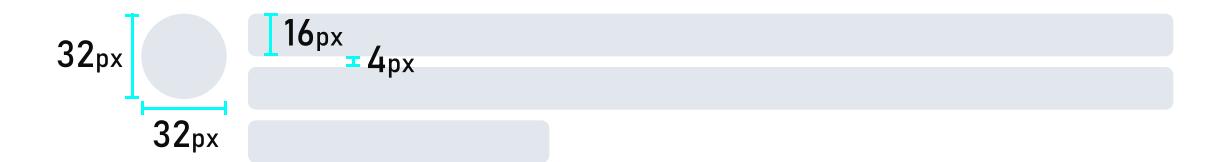
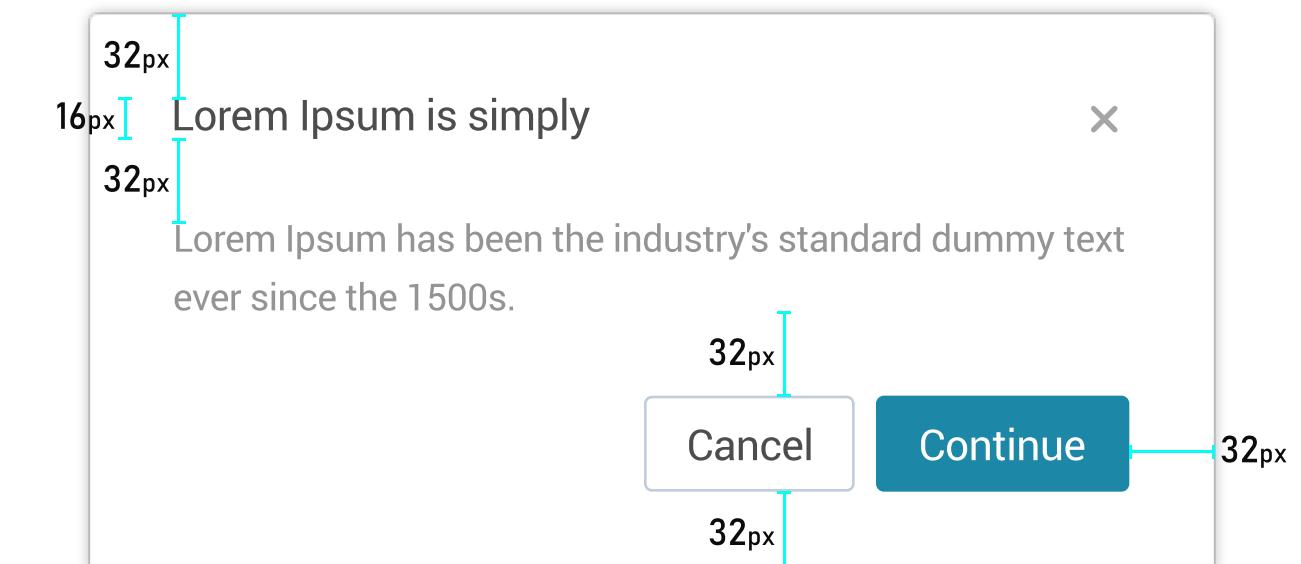
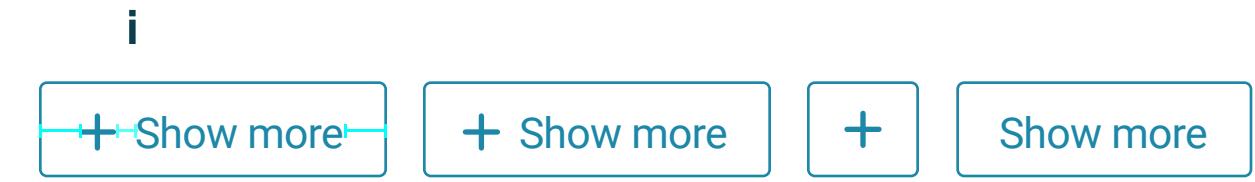
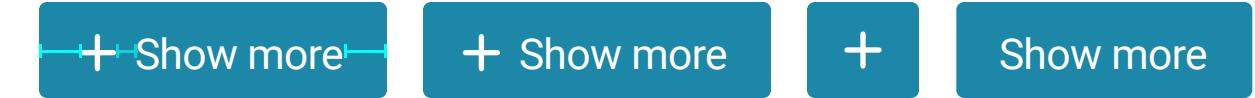
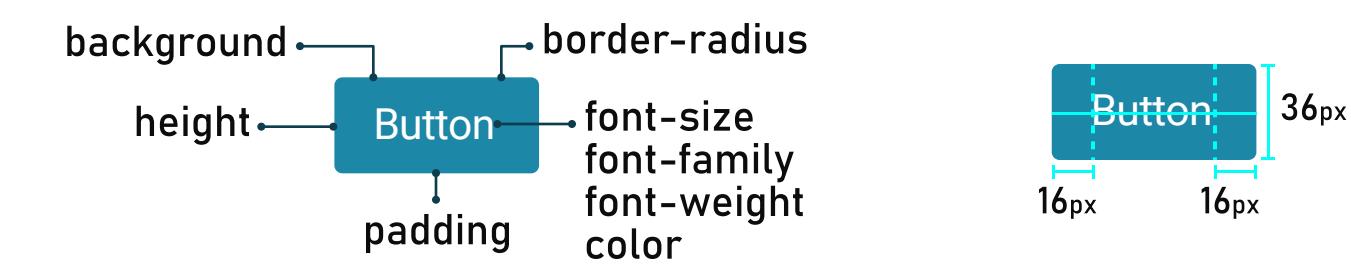
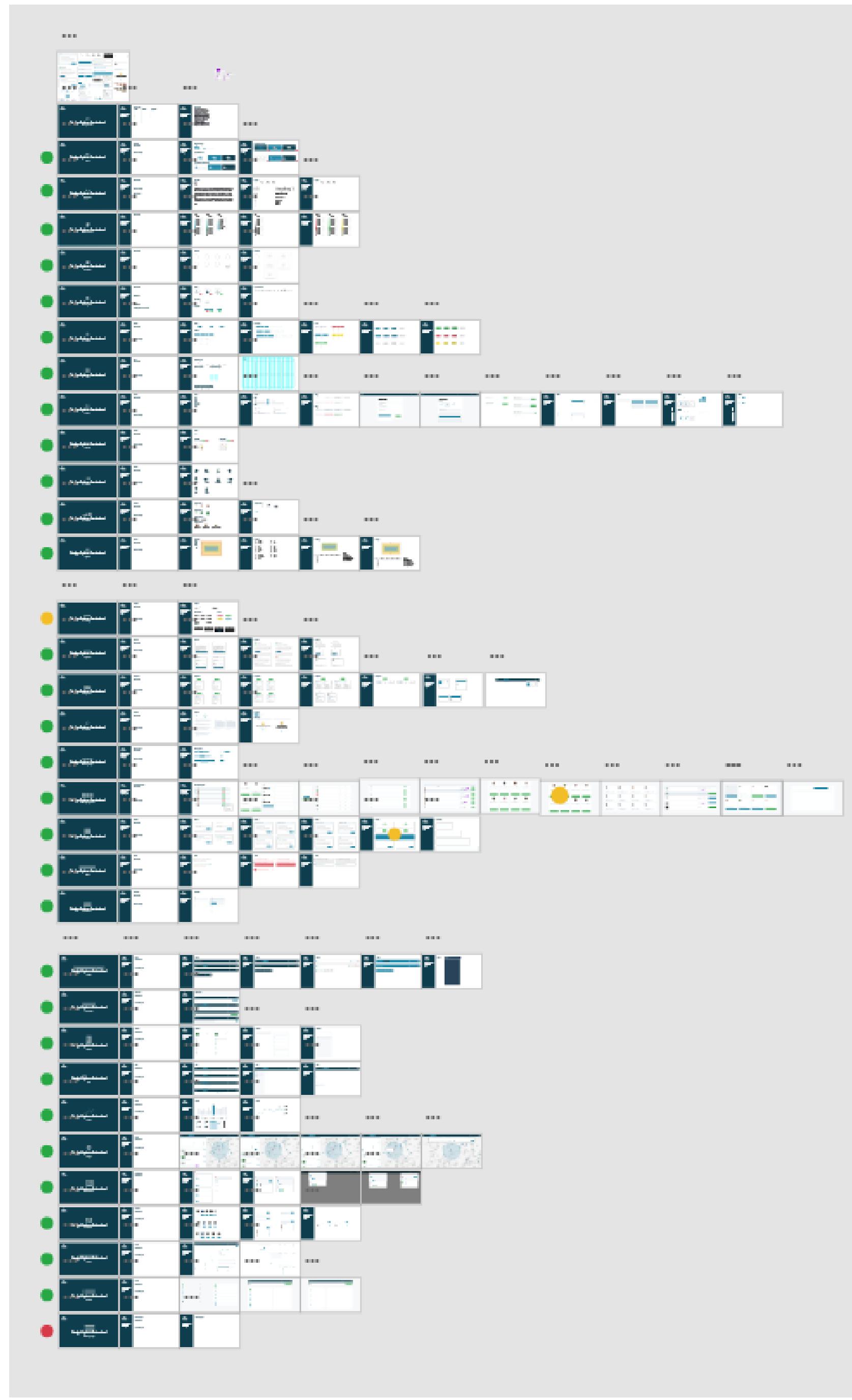
Design System é uma linguagem única para os desenvolvedores e designers afetando diretamente no usuário e nos objetivos da empresa.

Eu



**Design systems allow
designers to make
better decisions.**

<https://www.invisionapp.com/inside-design/design-systems/>



Princípios

Valor da marca

Propósito

Objetivos

IDENTITY

- Colors
- Fonts
- Images
- Sounds
- Voice and ton



PRINCIPLES

- Brand values
- Purposes
- Objectives



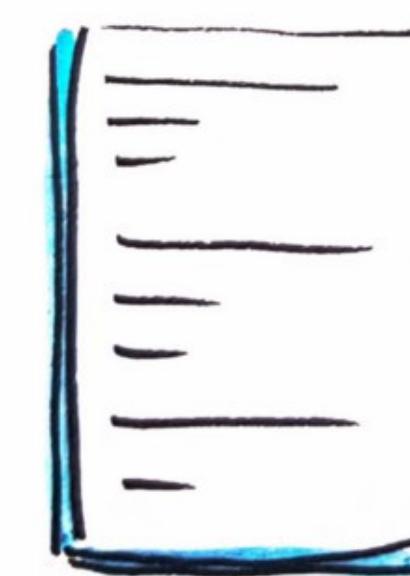
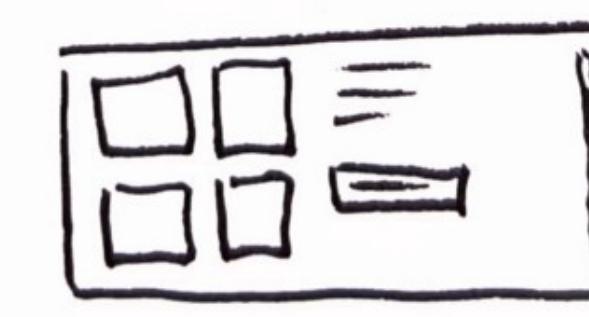
BEST PRACTICES

- Accessibility
- What is UX ?
- Trainings
- ...



COMPONENTS & PATTERNS

DESIGN + DEV

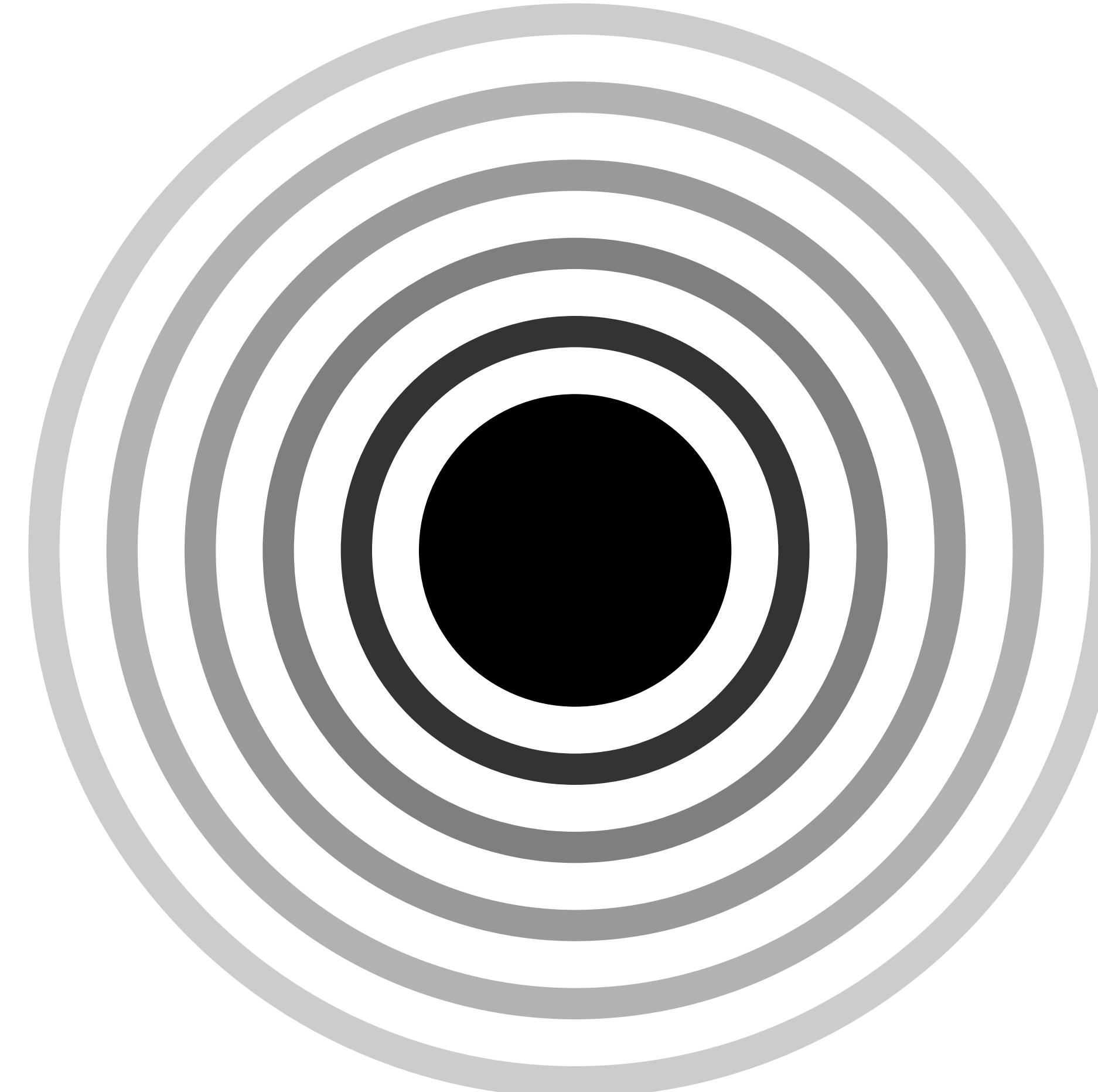


FUNCTIONAL
DOCUMENTATION



TECHNICAL
DOCUMENTATION

...
...



Pages

Templates

Components

Base Components

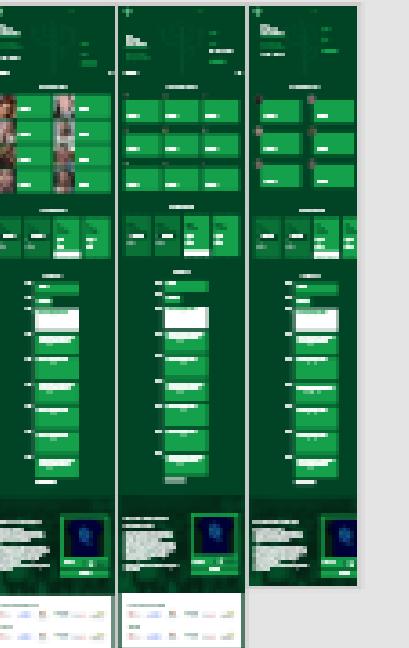
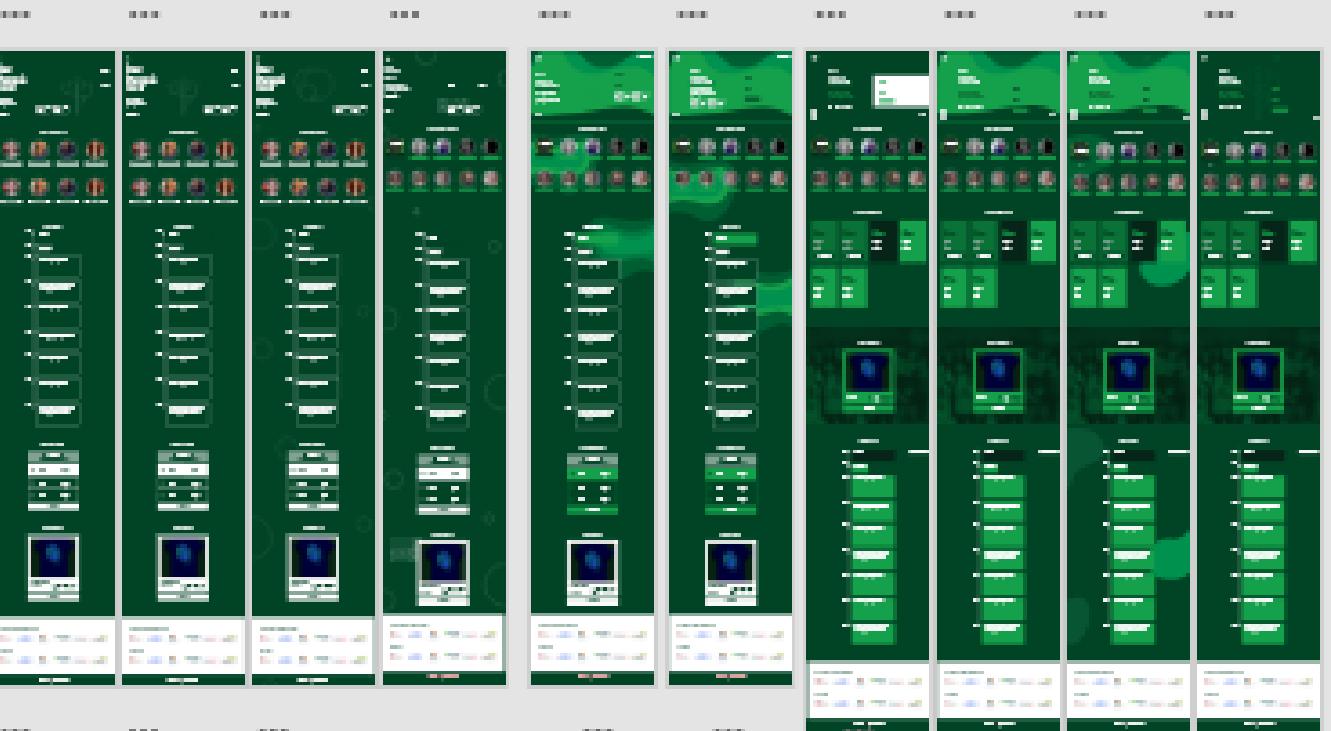
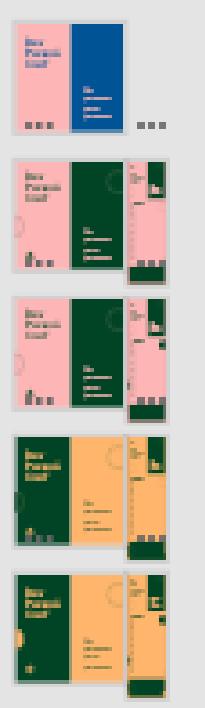
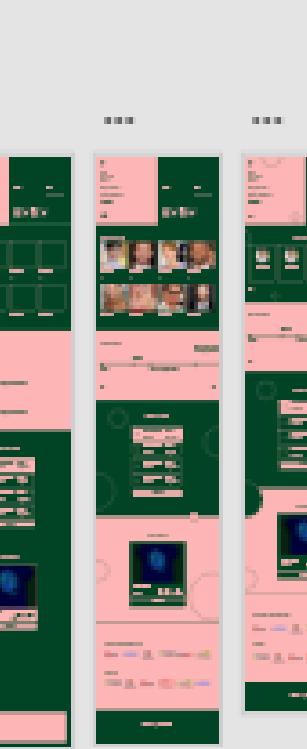
Design Tokens

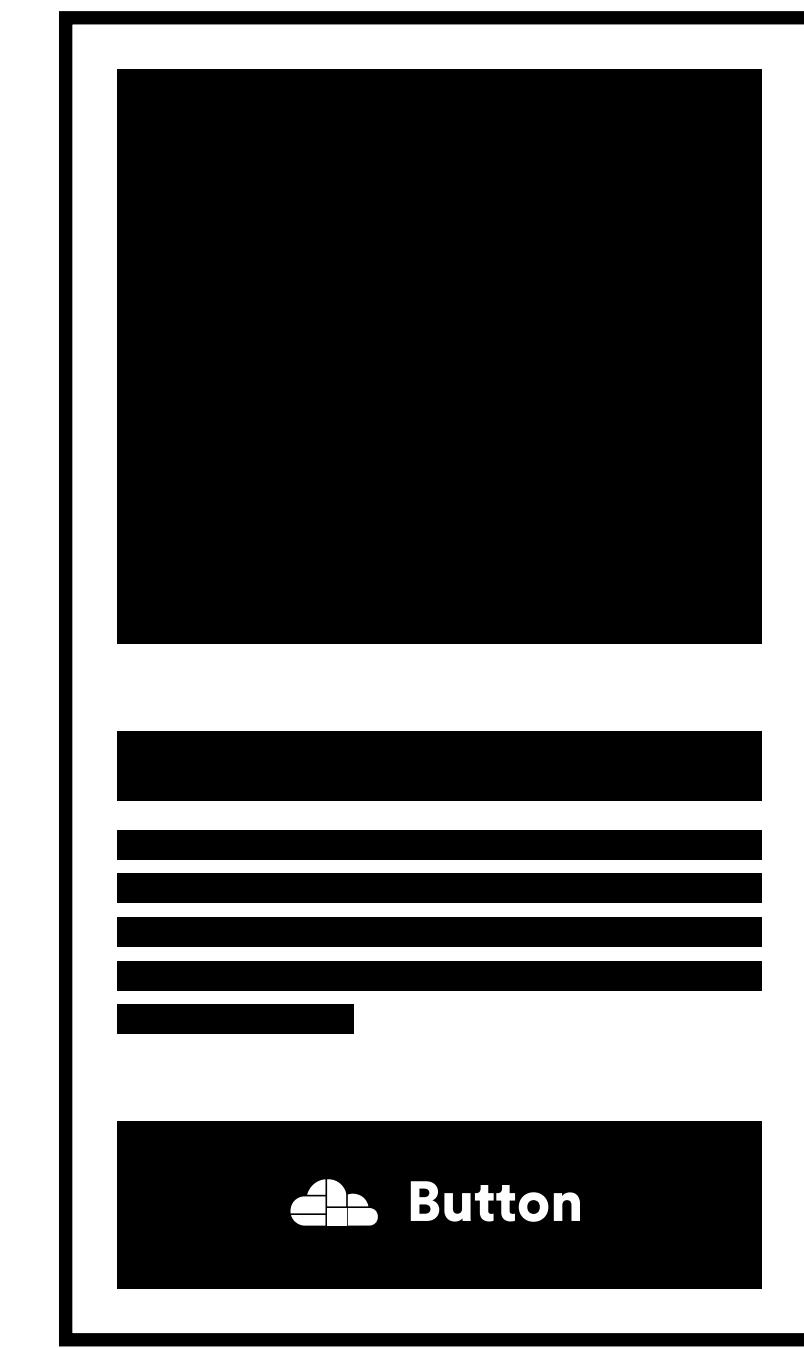
Principles

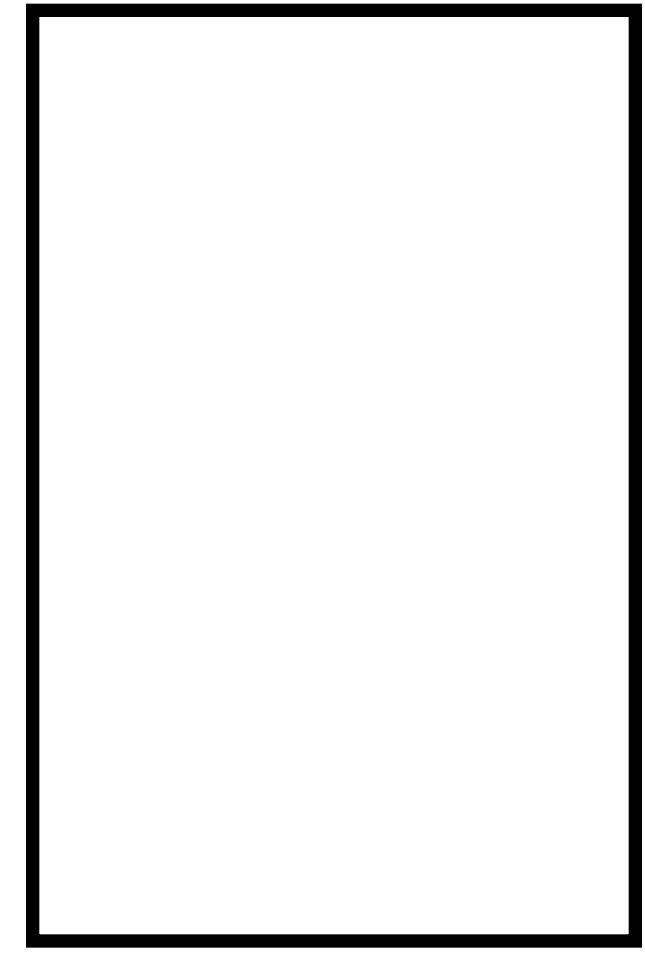
ψ ψ ψ

ψ

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Sofisticação

Simplicidade



Princípios de Design do Airbnb

1. Unificado

Cada peça faz parte de um todo maior e deve contribuir positivamente para o sistema em escala. Não deve haver recursos isolados ou outliers.

Autor:
Airbnb

Fonte:
airbnb.design/the-way-we-build/

2. Universal

[Edite essa página](#)

O Airbnb é usado em todo o mundo por uma ampla comunidade global. Nossos produtos e linguagem visual devem ser acolhedores e acessíveis.

3. Icônico

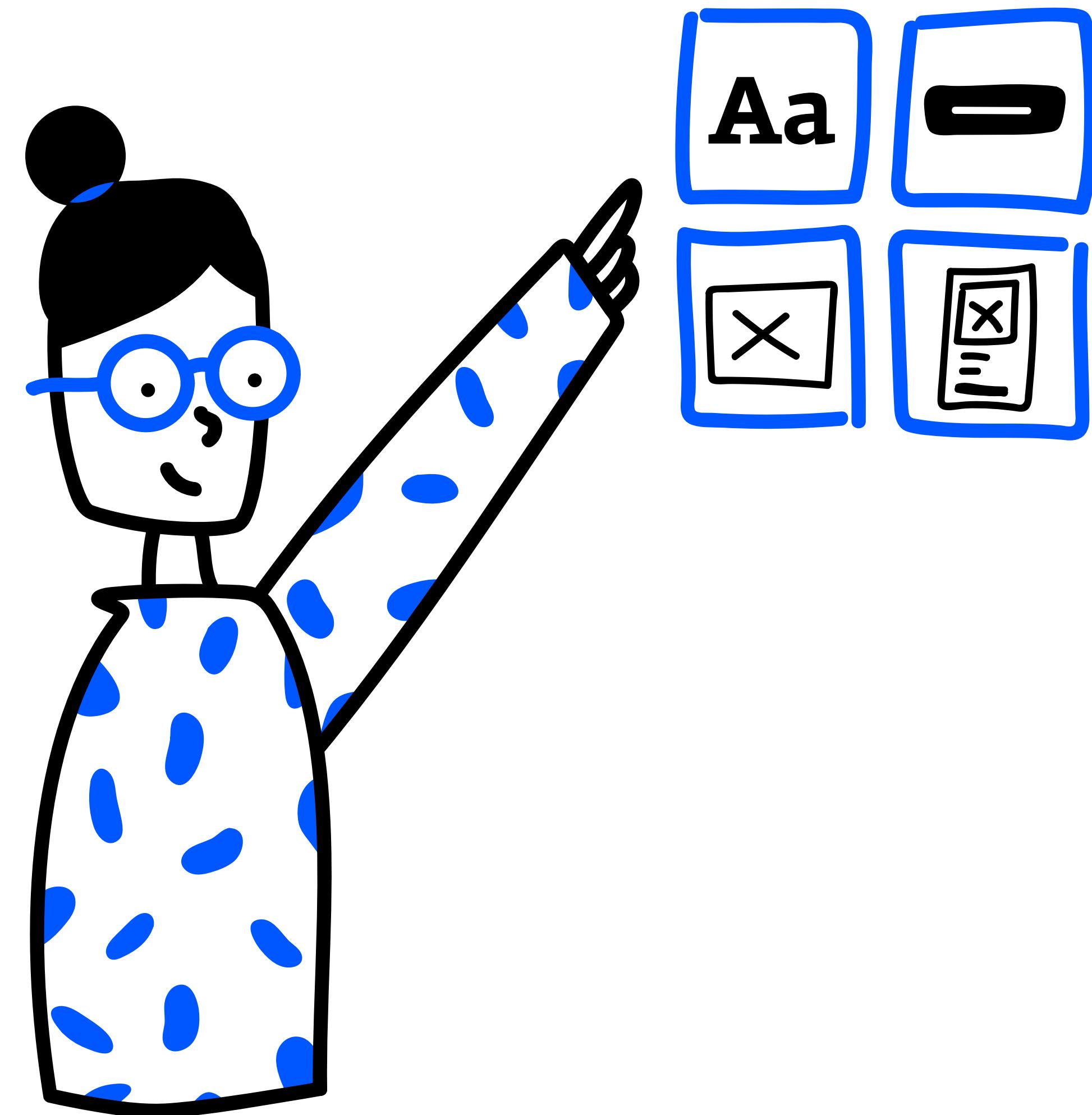
Estamos focados quando se trata de design e funcionalidade. Nosso trabalho deve falar com ousadia e clareza a esse foco.

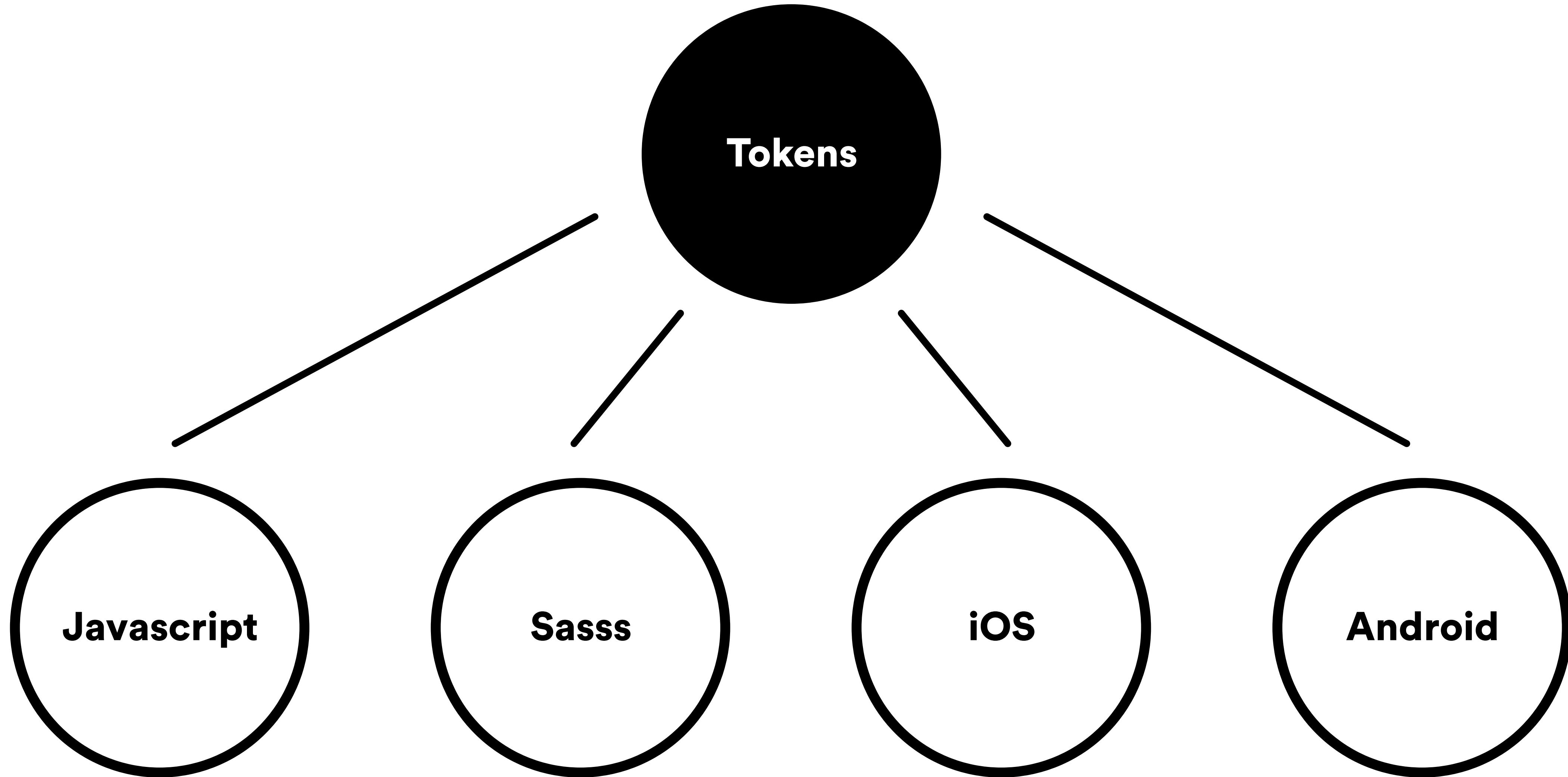
4. Conversacional

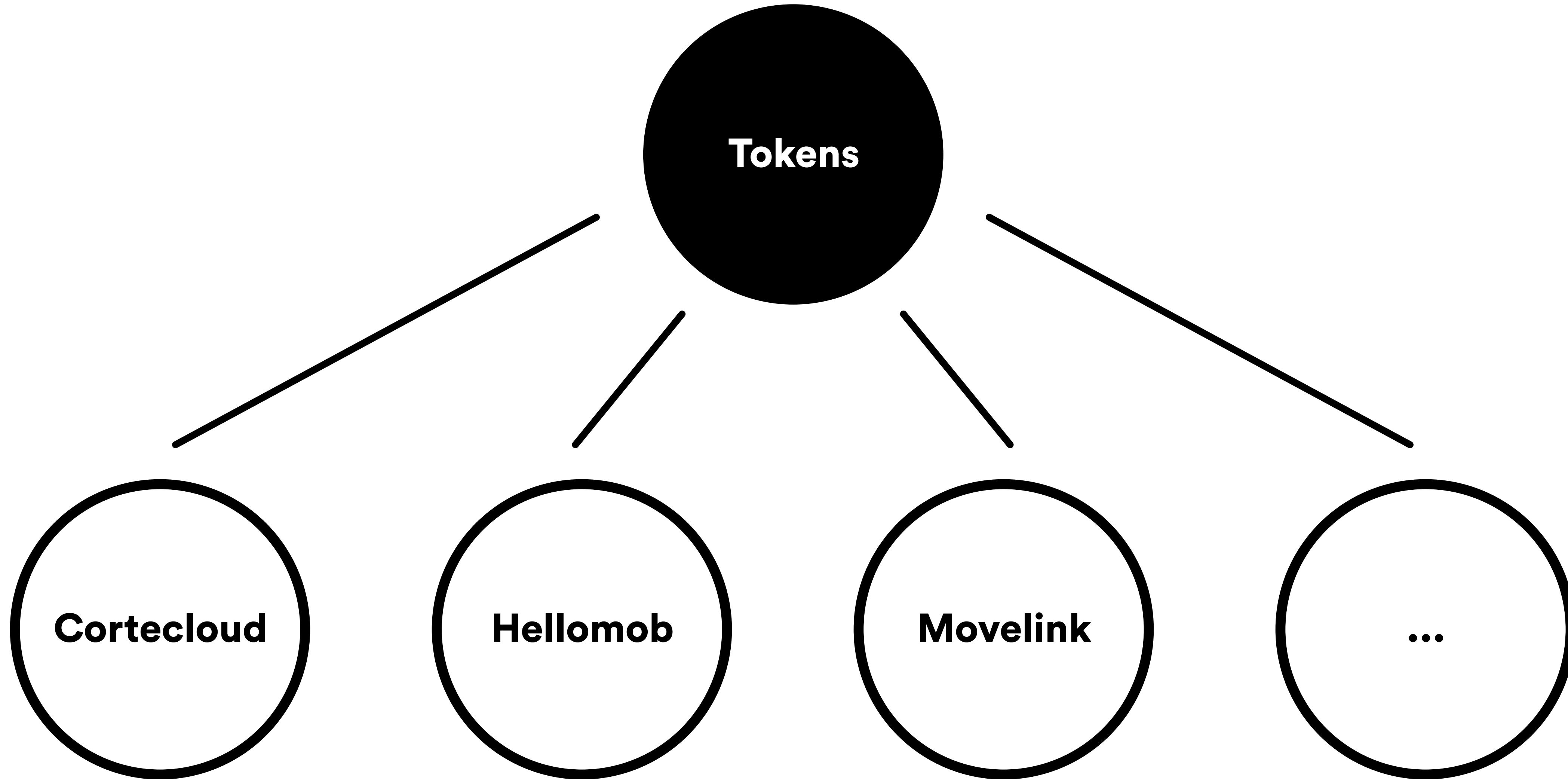
Nosso uso do movimento respira vida em nossos produtos e nos permite comunicar com os usuários de maneira fácil de entender.

Design Tokens

Variáveis semânticas de estilo







```
// Font Family  
$font-family-primary: 'Roboto', sans-serif;
```

```
// Font Sizes  
$font-size-x-large: 64px;  
$font-size-large: 48px;  
$font-size-medium: 32px;  
$font-size-small: 24px;  
$font-size-x-small: 16px;  
$font-size-xx-small: 14px;  
$font-size-xxx-small: 12px;  
$font-size-xxxx-small: 10px;
```

```
// Font-weight  
$font-weight-regular: 500;  
$font-weight-medium: 700;  
$font-weight-bold: 900;
```

```
// Line Height  
$line-height-x-small: .5;  
$line-height-small: 1;  
$line-height-medium: 1.3;  
$line-height-large: 1.5;  
$line-height-x-large: 2;
```



Shape

Radius Small

Color Brand Primary

Spacing Inset Squish Big

Font

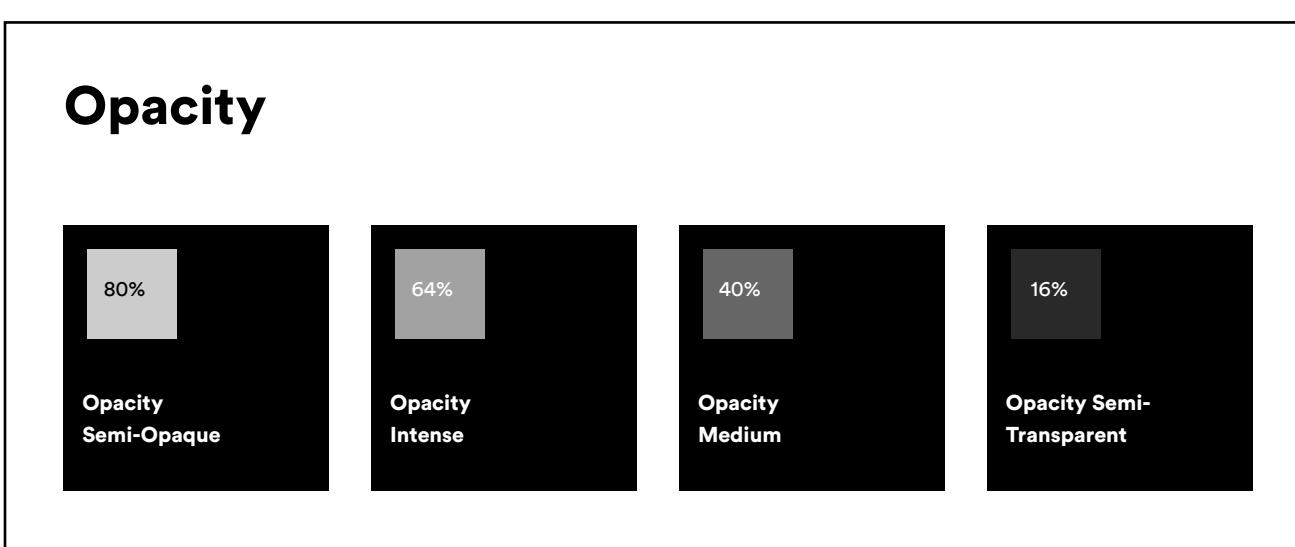
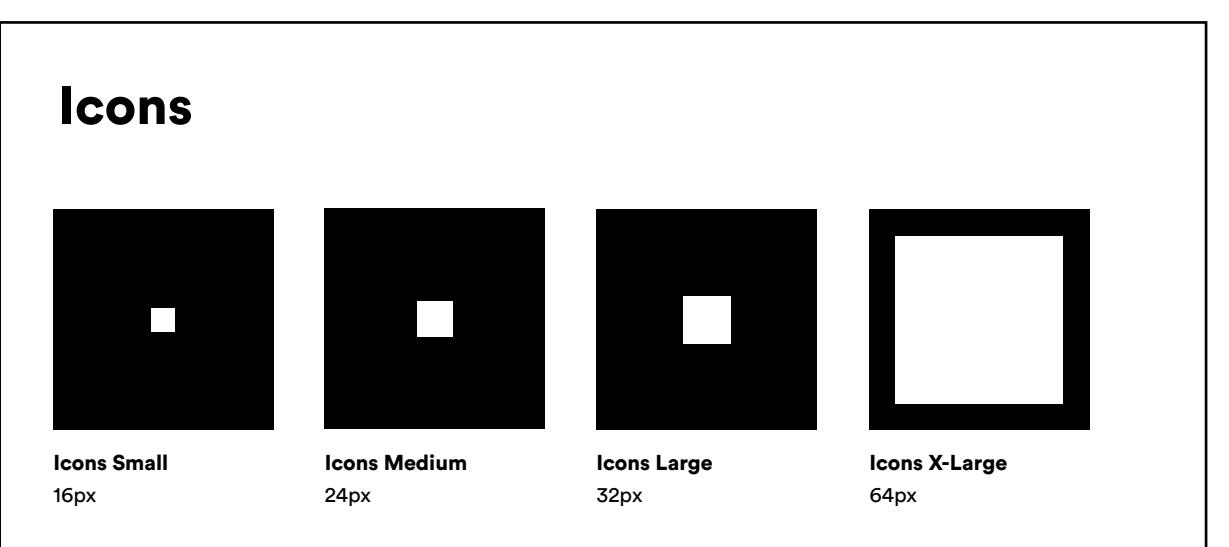
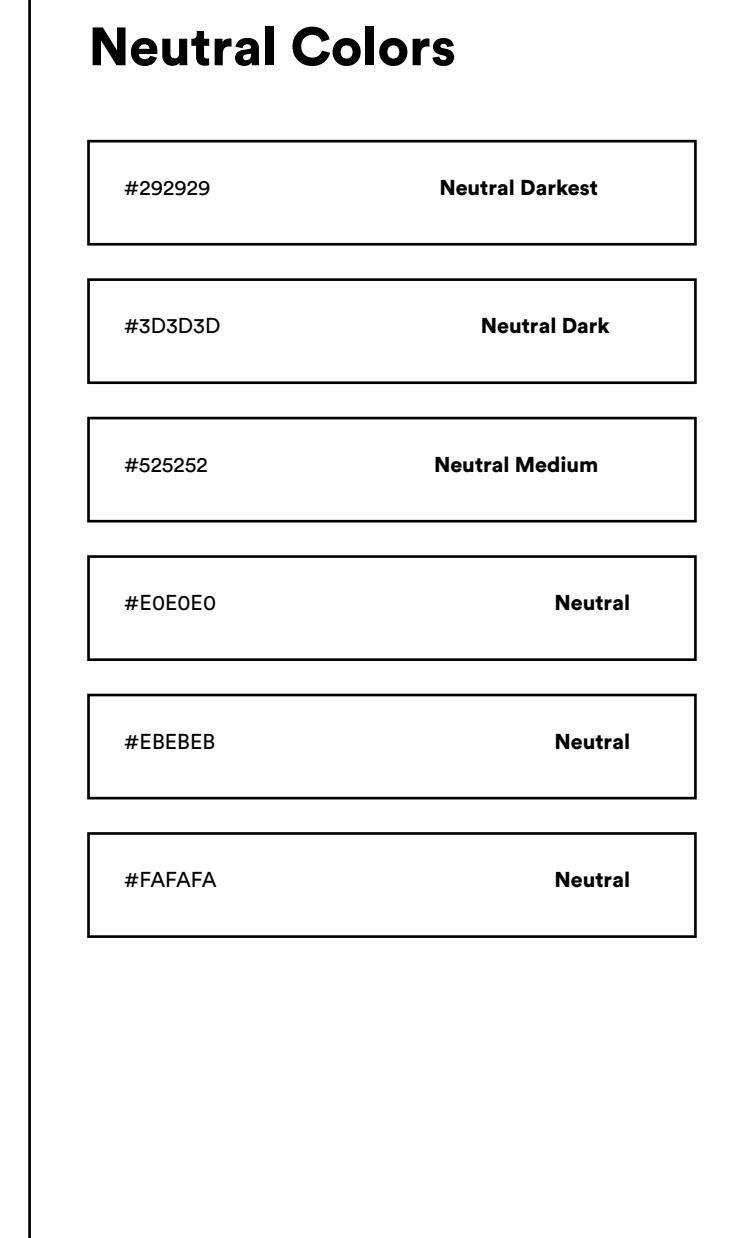
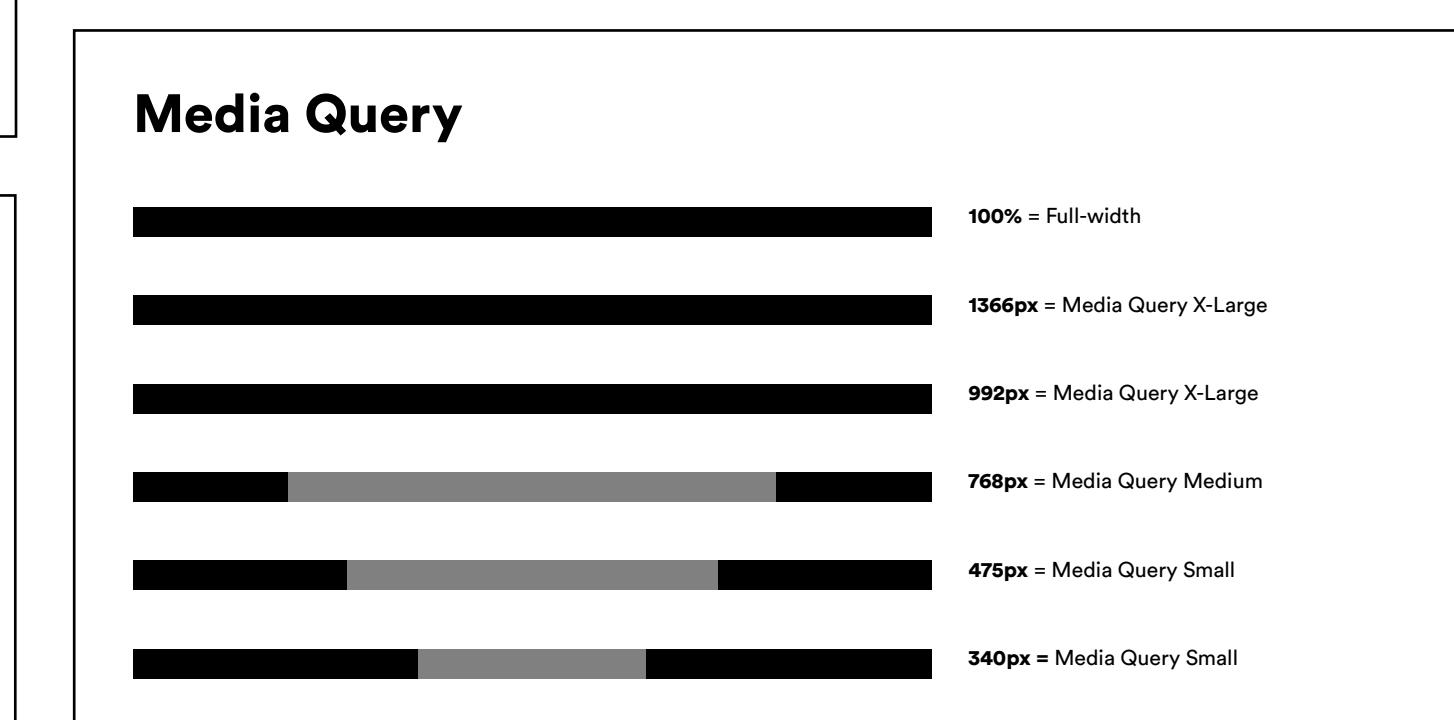
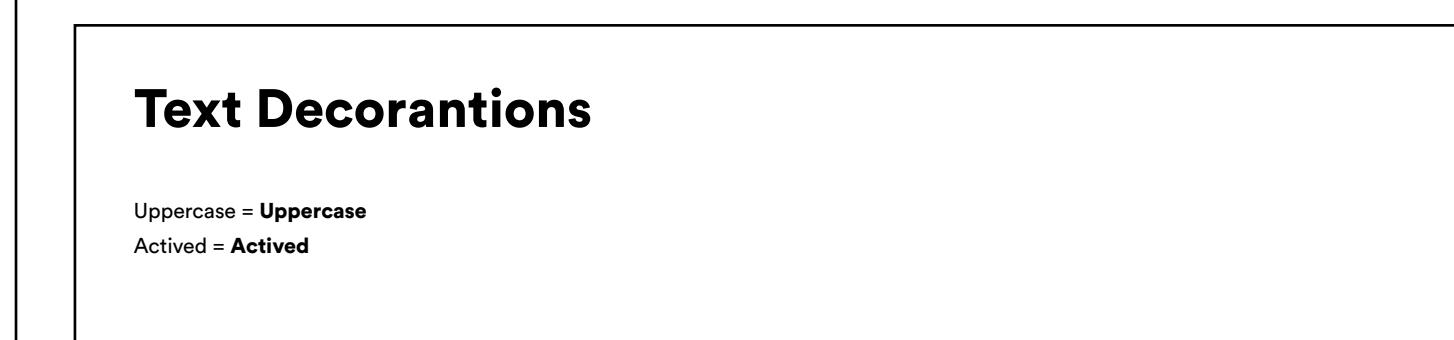
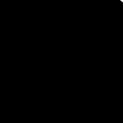
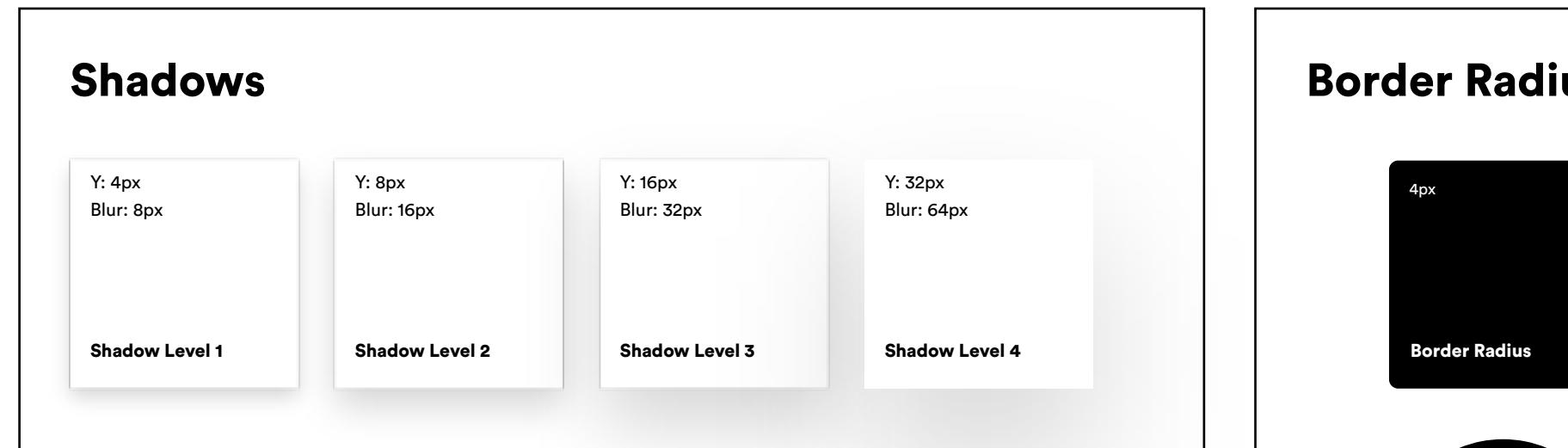
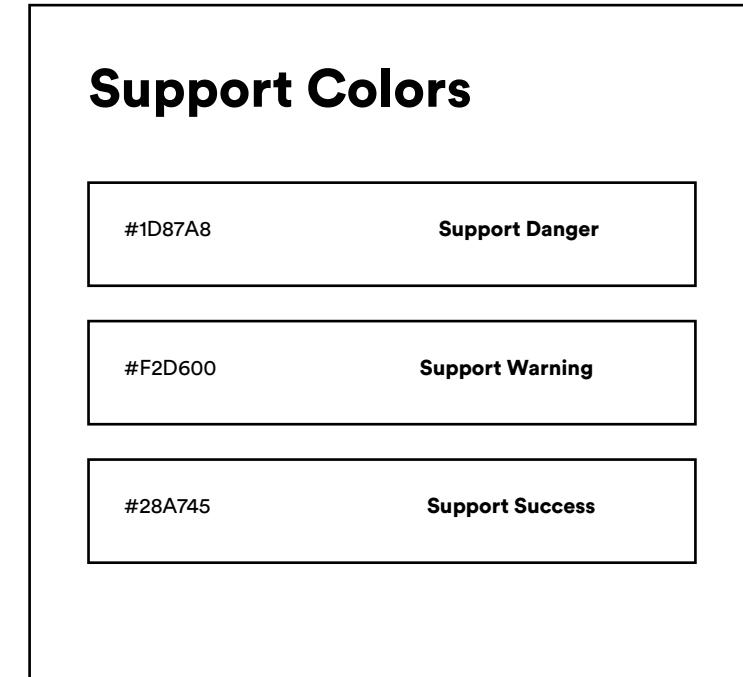
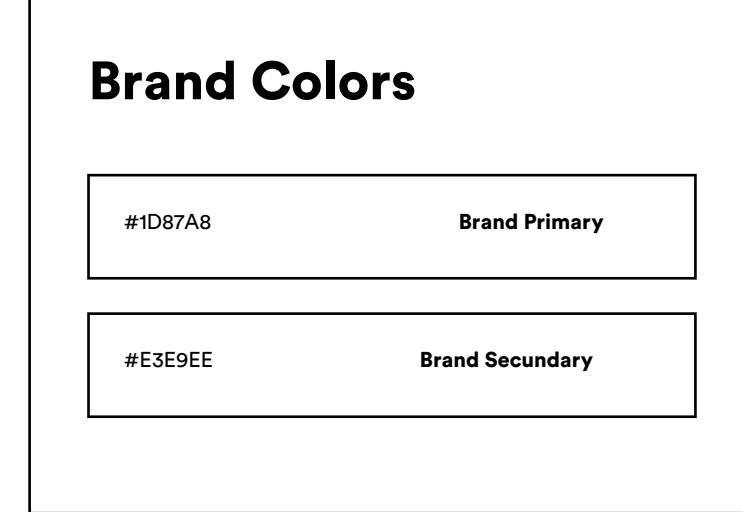
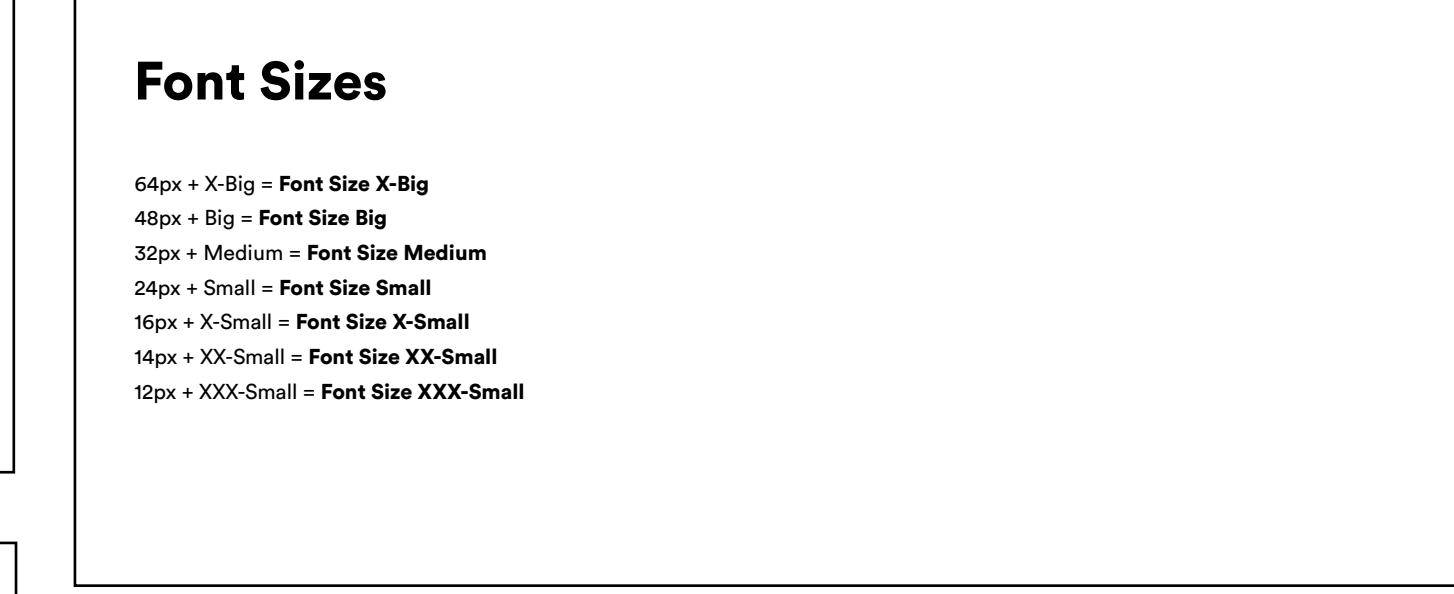
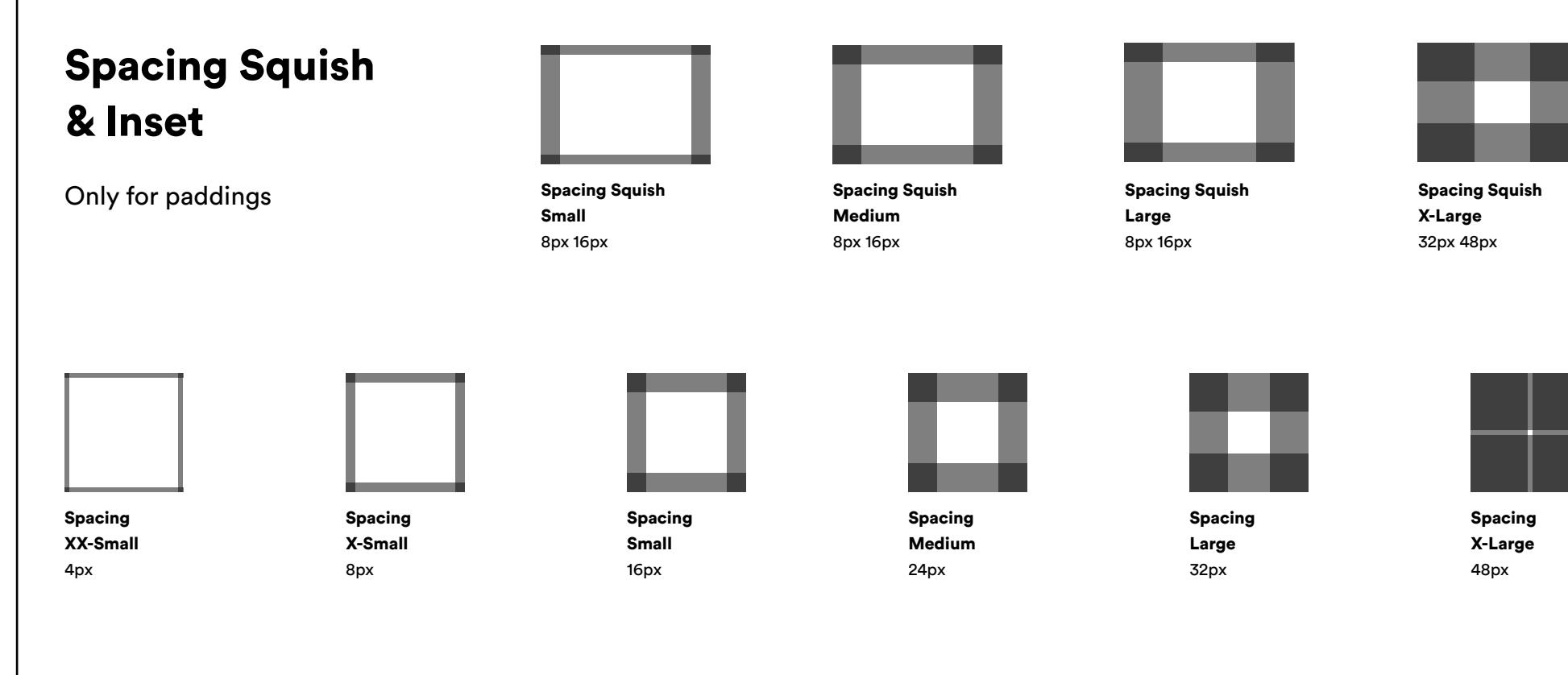
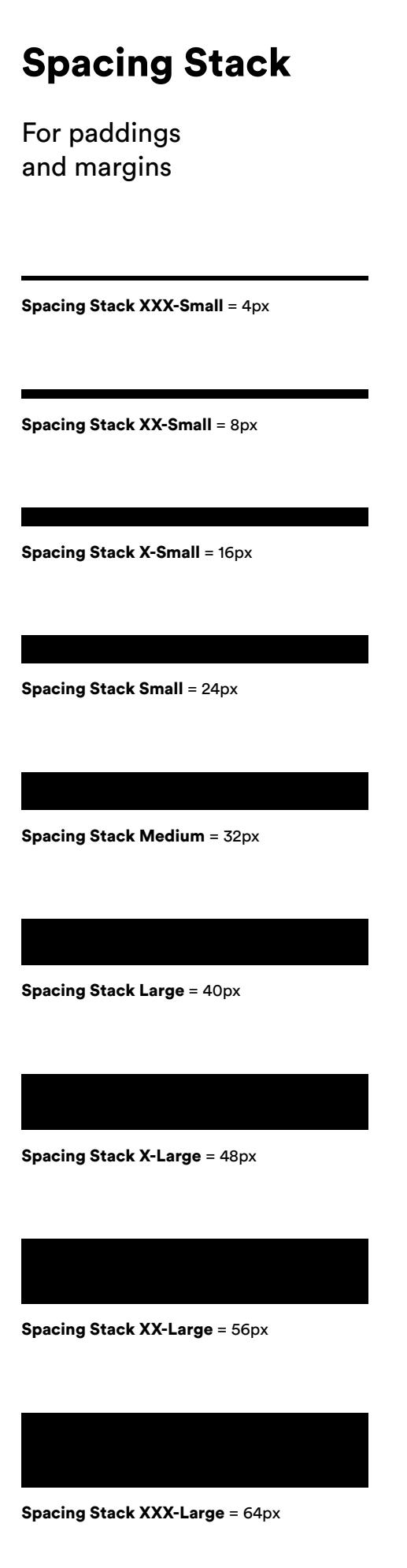
Font Family 01

Font Size X-Small

Font Weight Bold

**Planeje na marcenaria e
terceirize o serviço de
corte, borda e furação
na Central de Serviços
de preferência.**

Font Family 01
Font Size X-Big
Font Weight Bold
Line Height Rule 01



Search or jump to... / Pull requests Issues Marketplace Explore

salesforce-ux / theo Watch 40 Unstar 995 Fork 81

Code Issues 11 Pull requests 2 Projects 0 Insights

Theo is an abstraction for transforming and formatting Design Tokens

design-systems design-tokens

228 commits 1 branch 46 releases 20 contributors BSD-3-Clause

Branch: master New pull request Create new file Upload files Find File Clone or download

aputinski 8.1.2 Latest commit b7e46ef on 20 Feb

assets	Add README.md	2 years ago
bin	updated README.md to document new resolveMetaAliases option as well a...	5 months ago
lib	updated README.md to document new resolveMetaAliases option as well a...	5 months ago
.editorconfig	Initial commit	2 years ago
.gitignore	Add node_module import test	a year ago
.npmignore	Ignore tests/fixtures	2 years ago
.prettierrc	Only run value transforms once. Fixes #132	a year ago
.travis.yml	Remove eslint	6 months ago
CHANGELOG.md	Update CHANGELOG.md	4 months ago
CLI.md	updated README.md to document new resolveMetaAliases option as well a...	5 months ago
CONTRIBUTING.md	Update CONTRIBUTING.md	2 years ago
LICENSE.txt	Update license headers	2 years ago
README.md	updated README.md to document new resolveMetaAliases option as well a...	5 months ago
package-lock.json	8.1.2	2 months ago



TOKENS

● Font Family

Font Size

Line Height

Font Weight

Letter Spacing

Brand Colors

Media Query

Sizes

Box Shadow

Border Width

Border Radius

Icon Size

Opacity

+ New Token

Font Family

Font Family token

font-family-01

Font Family value

Roboto, sans-serif

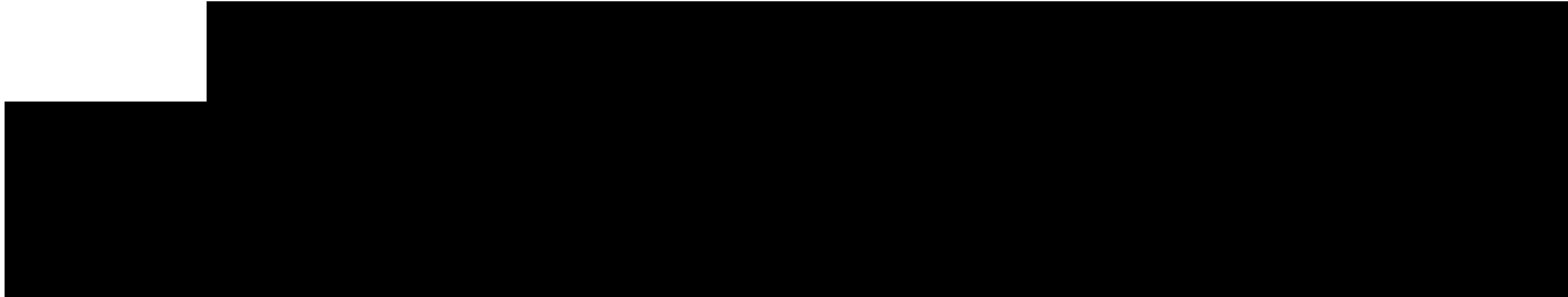
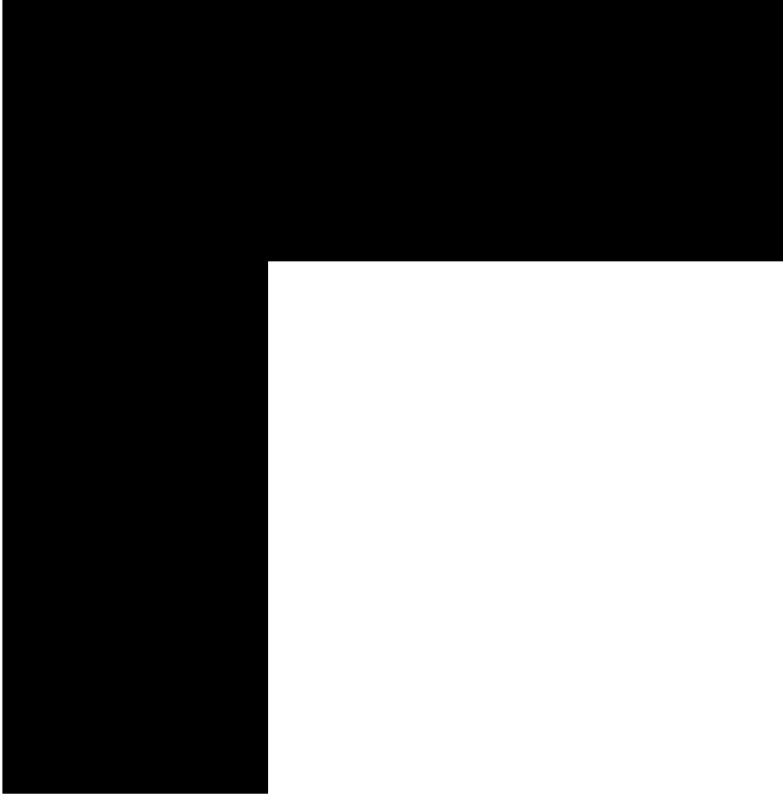
+ New Font Family

SASS

```
//Font Family  
$font-family-01: Roboto, sans-serif;
```

Export SASS

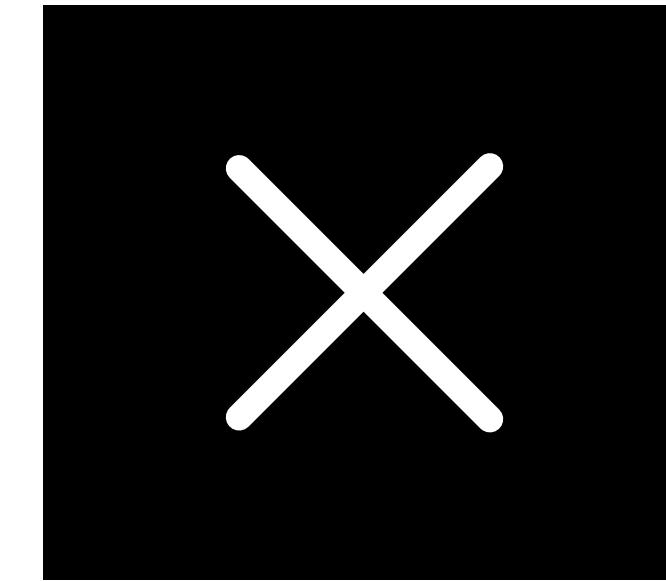
Components/ Base Components



Base components = Combináveis



Box-content



Image

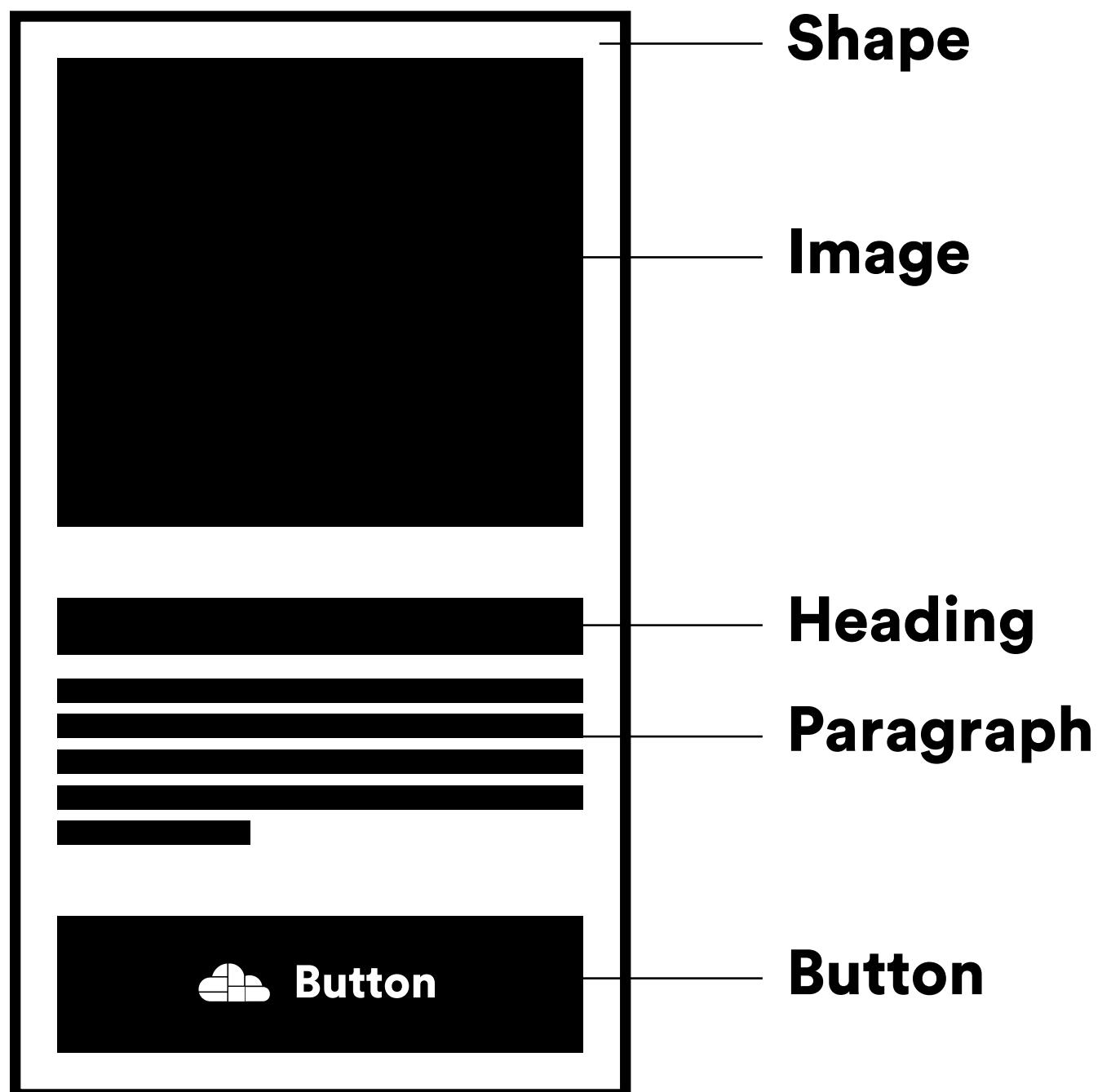


Typography

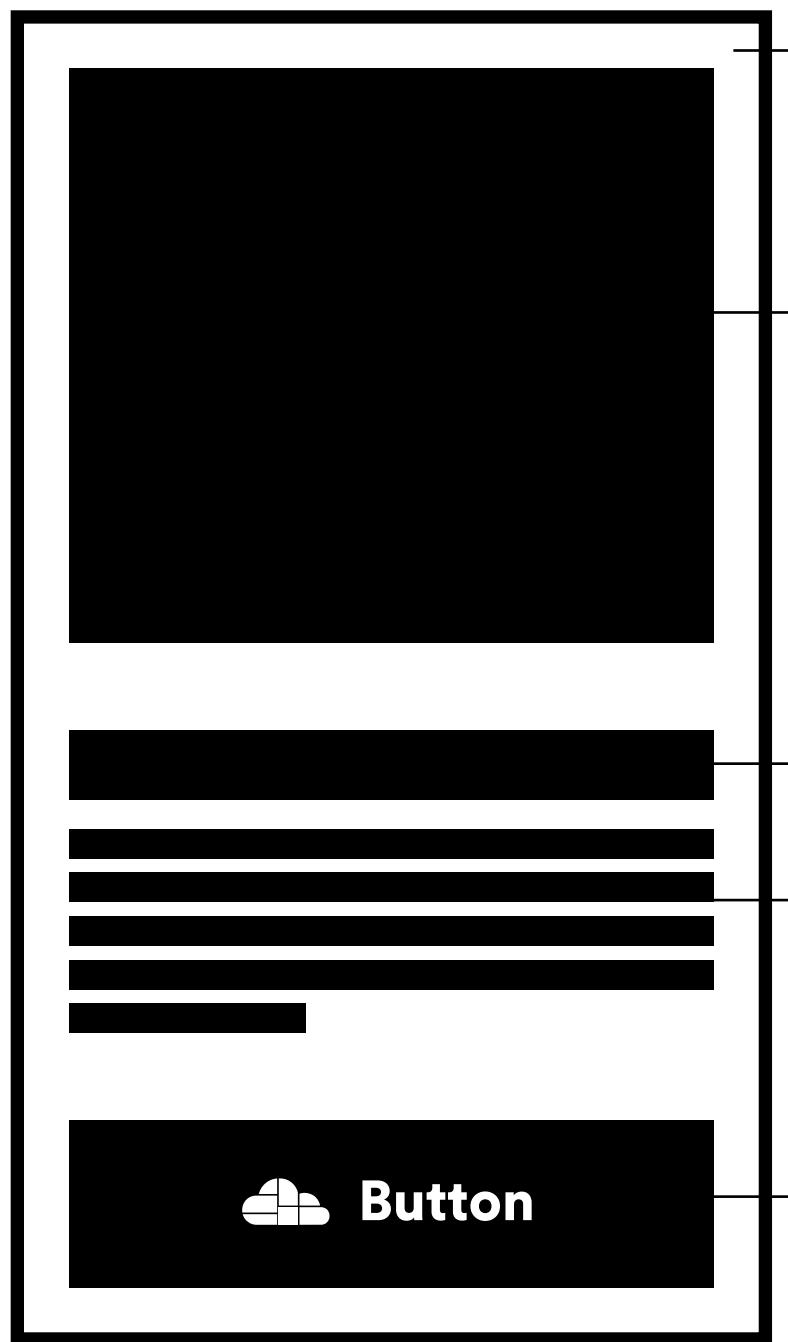


Button

Card Content



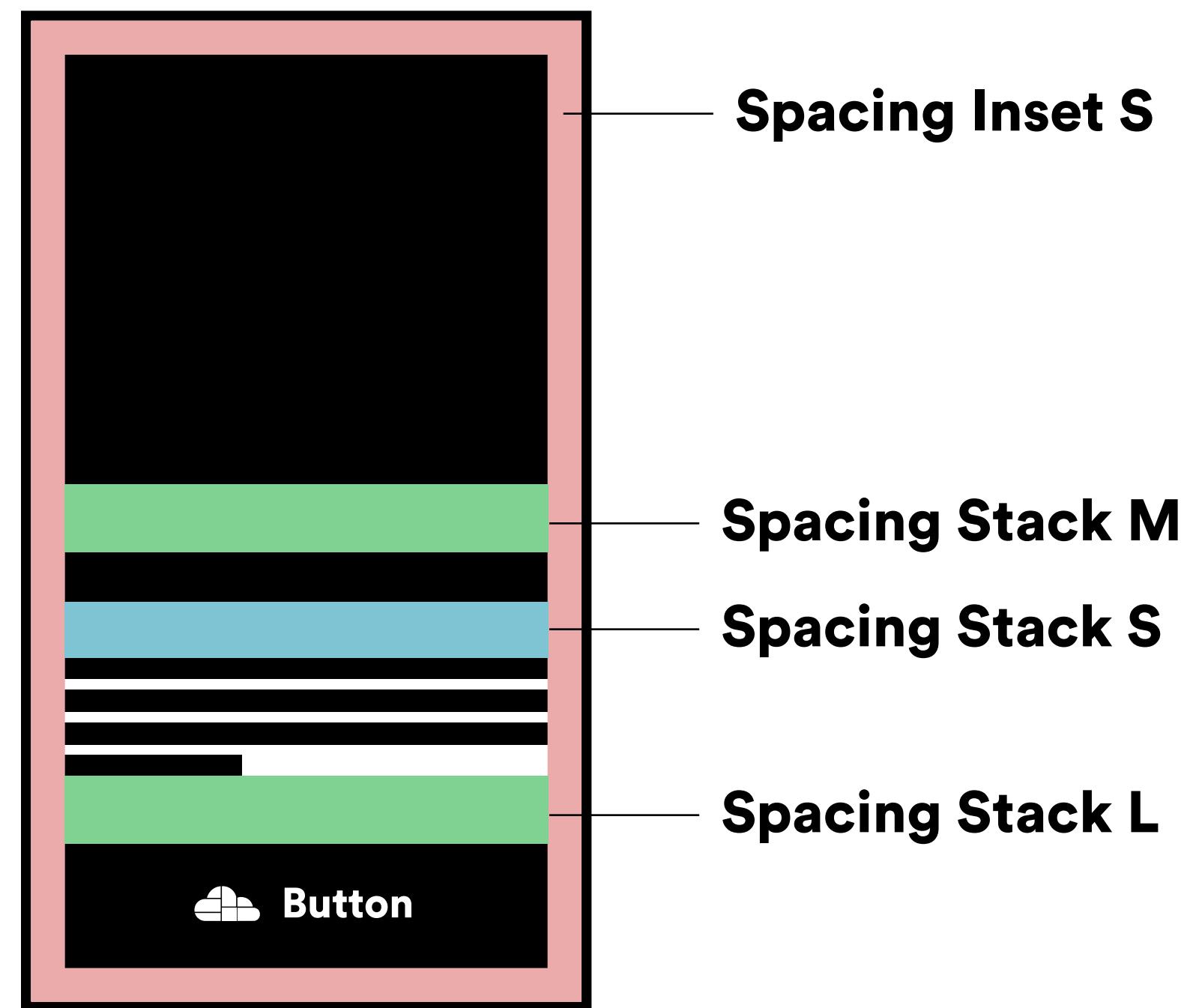
Card Content



Card Product



Card Content



O que + Semântica + Variável

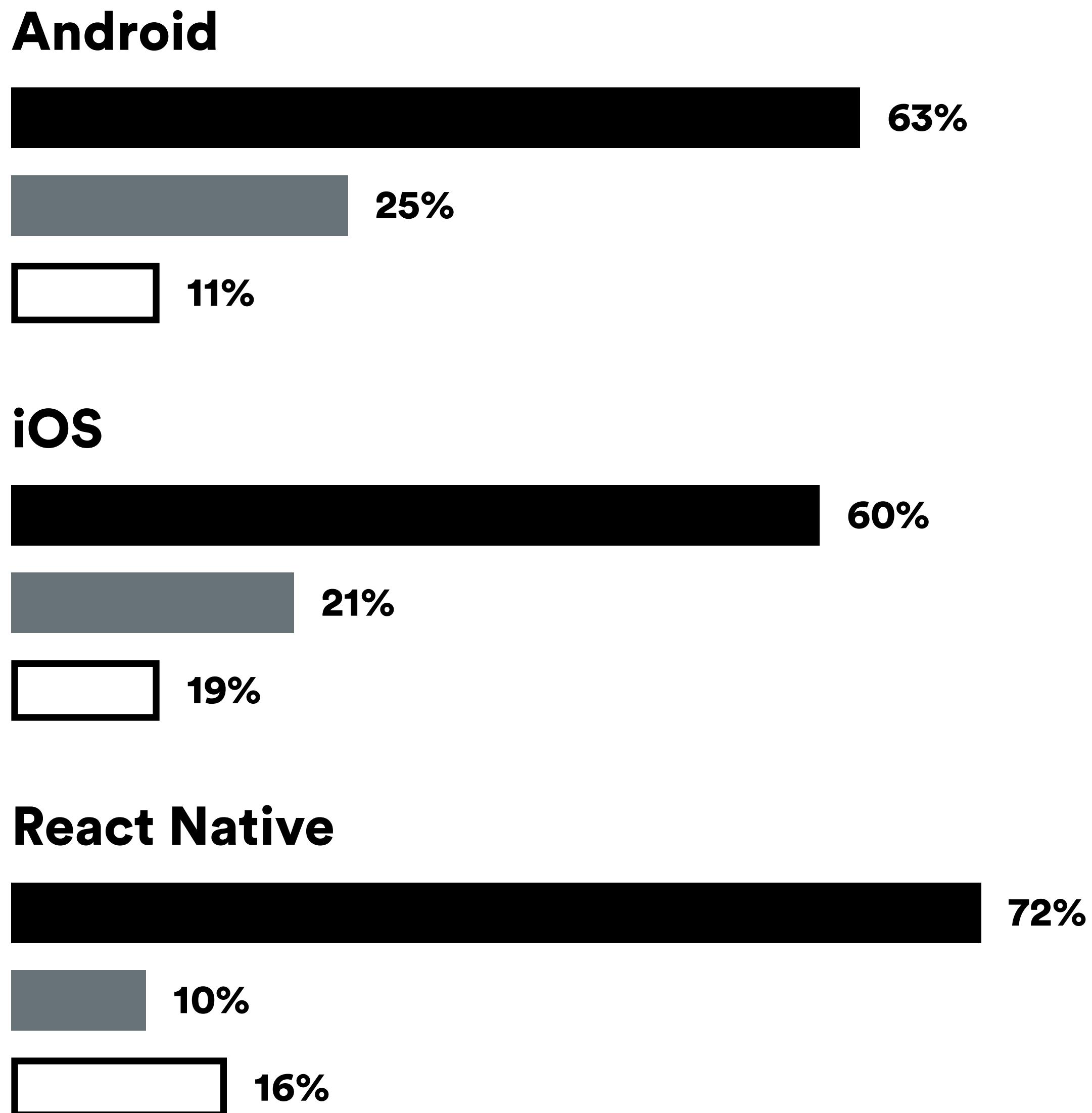
Base components	Button	Primary	Small
	Card	Image	Highlight

Tokens	Color	Brand	Primary
	Font	Weight	Bold

Base componentes: Semântica para deixar a função clara
Componentes: Semântica para indicar seu contexto

System utilization in Airbnb's native apps

- Core
- Team
- Not in DS



Design System Core

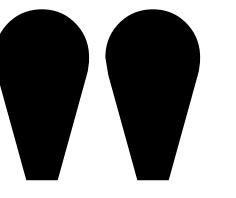
Componentes comuns a todos os produtos

Team Components

Reutilizáveis no mesmo produto/projeto

Not in DS

Uso pontual, baixa chance de ser reutilizável



**86% das principais
empresas do Vale do
Silício já possuem
Design System**

Dados do "The Design Genome Project" - by Invision

<https://vimeo.com/207360503>

Desenvolvimento

Inspiração

Empatia

Idealização

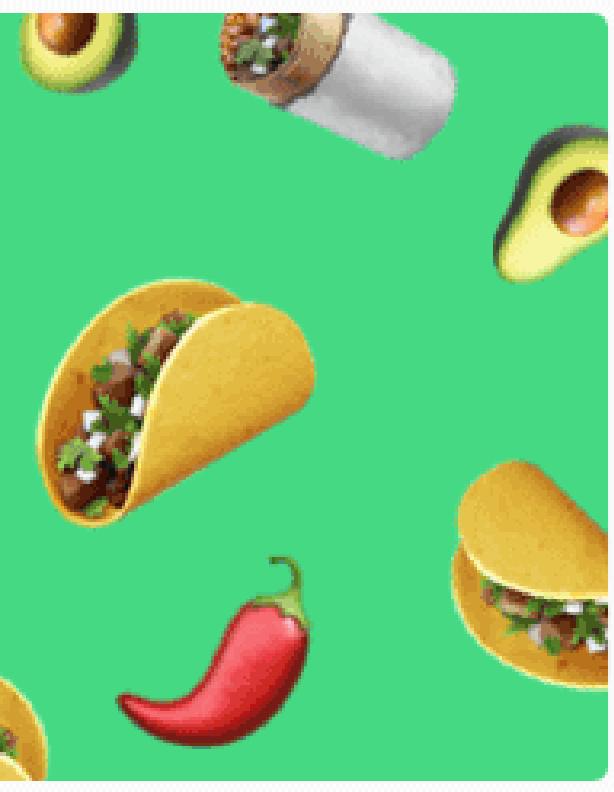
Definição

Implementação

Ideias

Protótipo

Teste



LETS DO IT

Ryan

What would you like?



Pizza Hut

Bonus RC Points •
Starting Sept. 20



Dewey's

\$2 Off •
Starting Sept. 20

Oh man,

There are no current deals happening right now. Instead, check out these upcoming ones. 🤘



Starbucks

Bonus RC Points •
Starting Sept. 20

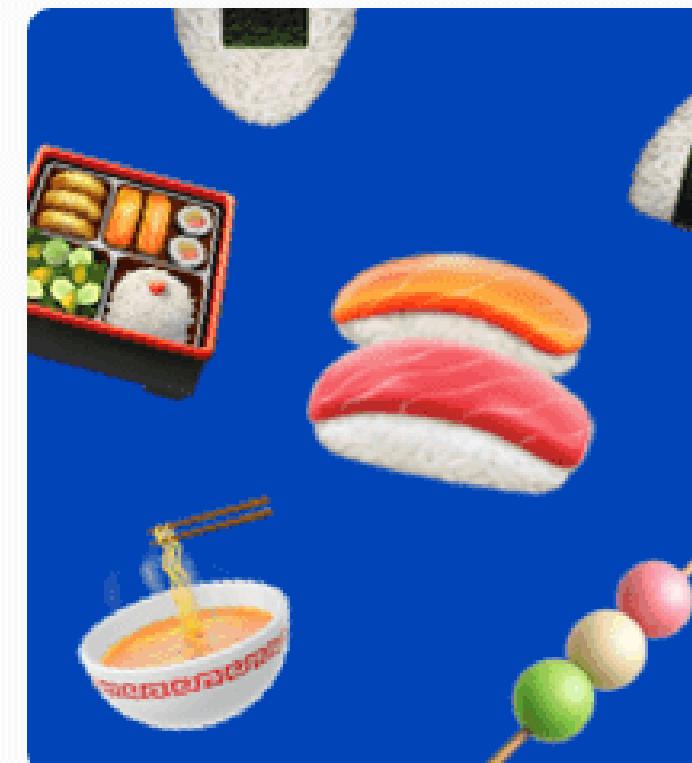


Isaac completed the run to Chick-fil-a
And earned \$3 plus some kudos



Details >

SAY THANKS



Make someone else's day while
you're on your way.



Get what you want — together.



Not seeing what you want?

Request a Run and see if someone can pick up your order. Go ahead, give it a try.

Inventário

CURRENT GOAL

South Korea

\$0



Design Protótipo boilerplate — editado 84,2% Compartilhar

teste - 8

H1. Headline

H2. Headline

H3. Headline

H4. Headline

H5. Headline

H6. Headline

APARÊNCIA

Opacidade 100%

Preenchimento

Borda

Tamanho 1 Traço 0 Espaço 0

Automático Manual

Repetição de grade

AJUSTE RESPONSIVO

Design



Filter

DESIGN SYSTEM

Status

Status

BASE

Classes

TOKENS

Typography

Typography

Color

Space

Shadow

Border

Breakpoint

Opacity

BASE COMPONENTS

Icon

Button

Grid

Form

Label

Avatar

Motion

Box content

Blackdrop

Scroll

COMPONENTS

Font Weight

Aa

Roboto regular

Aa

Roboto normal

Aa

Roboto bold

- Regular = **Font Weight Regular** - [\\$FONT-WEIGHT-REGULAR](#)
- Medium = **Font Weight Medium** - [\\$FONT-WEIGHT-MEDIUM](#)
- Bold = **Font Weight bold** - [\\$FONT-WEIGHT-BOLD](#)

Line Height

- .5 = **Line Height X-Small** - [\\$LINE-HEIGHT-X-LARGE](#)
- 1 = **Line Height Small** - [\\$LINE-HEIGHT-LARGE](#)
- 1.3 = **Line Height Medium** - [\\$LINE-HEIGHT-MEDIUM](#)
- 1.5 = **Line Height Large** - [\\$LINE-HEIGHT-SMALL](#)
- 2 = **Line Height X-Large** - [\\$LINE-HEIGHT-X-SMALL](#)

Typography

Font Family

Value	Token
'Roboto', sans-serif	\$font-family-01

Font Size

Value	Token
64px	\$font-size-x-large
48px	\$font-size-large
32px	\$font-size-medium
24px	\$font-size-small
16px	\$font-size-x-small
14px	\$font-size-xx-small
12px	\$font-size-xxx-small

Headings



Desenvolvimento



Filter

THEME

Colors

- Core
- Graph
- Annotations

Typography

Icons

BUTTONS

Primary

Secondary

Danger

Vibrant

Regular

Icon

More

Expand

FORMS

Input

Checkbox

Radiobutton

Select

Selectize

Switch

Save Settings

Knobs

Story

Action Logger

Notes

Text

Save Settings

Variant

Secondary

Size

Default

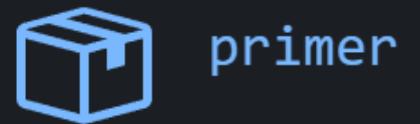
Full Width



```
</div>
<div class="Box-body">
  Box body
</div>
</div>
```

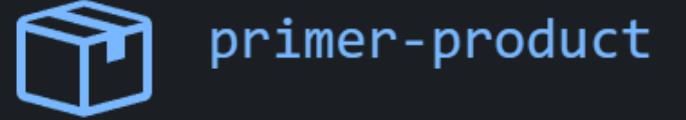
```
npm i primer@latest
```

Install only the packages you need.



primer

This package includes all 30 Primer modules from the core, product, and marketing packages



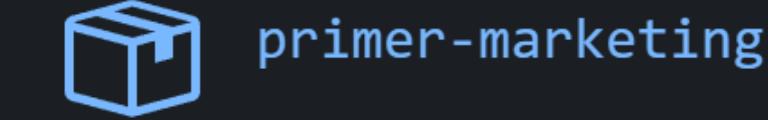
primer-product

The product package contains modules that are used on GitHub product websites



primer-core

The core package contains modules that are shared between GitHub product and marketing websites



primer-marketing

The marketing package contains modules that are used on GitHub marketing websites

Deploy

Probably the best Streaming Platform.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EUISMOD TEMPOR INCIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM.

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Booking

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Newsletter

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Input Text SUBMIT

I accept processing my e-mail address with the aim of receiving information about the Holo including marketing and sales information.

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New Album from Pharrell Williams

Recommended Albums

- High as Hope

Your Playlists

NEW PLAYLIST

Hot New Releases

Rank	Song	Artist
01	Only You	Bob Dylan
02	Pride (In the Name of...)	Jessie J
03	I Want to Hold Your Hand	Prince
04	SunDown	Rolling Stones
05	Billie Jean	Michael Jackson
06	Fortunate Son	Michael Jackson
07	What's Going On	Ariana Grande
08	When a Man Loves a Woman	Zara Larsson

Dashboard

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EUISMOD TEMPOR INCIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM.

Statistics

THIS WEEK \$ 8,389 Revenue

ITEMS SOLD \$ 8,389 Revenue

ITEMS SOLD \$ 8,389 Revenue

ADD A STAT

Hot New Releases

Rank	Song	Artist
01	Only You	Aerosmith
02	What's Going On	Aerosmith
03	What Tyah Say	Aerosmith
04	Good Vibrations	Aerosmith
05	Only You	Aerosmith
06	What's Going On	Aerosmith
07	What Tyah Say	Aerosmith
08	Good Vibrations	Aerosmith

Genres

- Blues
- Classical
- Country
- Dance
- Electronic
- Hip-Hop
- Jazz
- Latin
- Metal
- Party

R&B / Soul

You May Like to Try

- High as Hope
- High as Hope
- High as Hope
- High as Hope

Zara Larsson

2017 Only You + Remixes

Browse Music

PLAY ALL

New Releases

- FEATURE Starboy by The Week...
- FEATURE Starboy by The Week...
- FEATURE Starboy by The Week...

Your Music

Hot New Releases

Rank	Song	Artist
01	Only You	Bob Dylan
02	Pride (In the Name of...)	Jessie J
03	I Would Like Remix	Prince
04	Like a Rolling Stone	Bob Dylan
05	Little Red Corvette	Prince
06	I Want to Hold Your Hand	Prince

Browse Music

Home

Recommendations

New Releases

Top Charts

Radio

Feed

Your Music

Favourites

History

Artist Panel

Your Stats

Zara Larsson

2017 Only You + Remixes

Browse Music

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Your Music

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04	Like a Rolling Stone	Bob Dylan
05	Little Red Corvette	Prince
06	I Want to Hold Your Hand	Prince

New Releases

Recommended Artists

- Marvin Gaye
- Matoma

Your Music

Favourites

History

Artist Panel

Your Stats

9:41 Dashboard

Stats

Community

THIS WEEK

Hot New Releases

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03	I Would Like Remix	Prince
04	Like a Rolling Stone	Bob Dylan
05	Little Red Corvette	Prince
06	I Want to Hold Your Hand	Prince

New Releases

FEATURE Starboy by The Week...
Latest Release 14 songs, 1 hr 24 min

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Latest Release 14 songs, 1 hr 24 min

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Genres

- Blues
- Classical
- Country
- Dance
- Electronic
- Hip-Hop
- Jazz
- Latin
- Metal
- Party

Recommended Albums

- High as Hope

Only You + Remixes

By Zara Larsson 11 Tracks • 40:42

PLAY ALL

2017 Only You + Remixes

Browse Music

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Top Charts

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History

Artist Panel

Your Stats

Other Albums by Zara Larsson

- High as Hope
- What's Going On
- Only You
- Billie Jean
- Lush Life
- Little Red Corvette
- Sittin on the Dock of the Bay
- Lady Dynamite
- Whole Lotta Love
- Honky Tonk Women

Haven't found what you're looking for? Check out: [Similar Artists](#)

Test

> Dolore magna aliqua.

Choose your Plan

tempor
incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Free

Free subscription. Basic quality sound with ads. Limited play per month.

Free for a lifetime

Free

Free subscription. Basic quality sound with ads. Limited play per month.

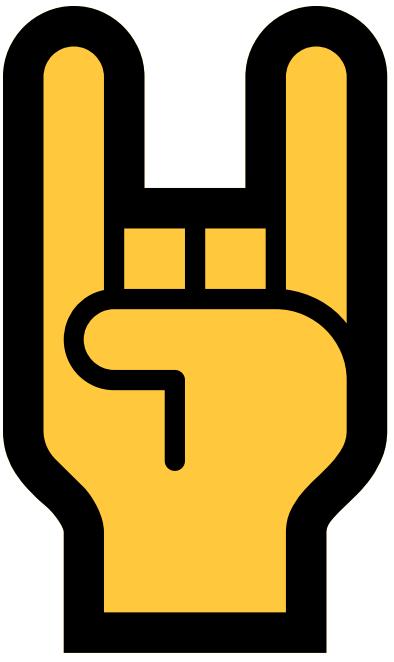
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valeu!!