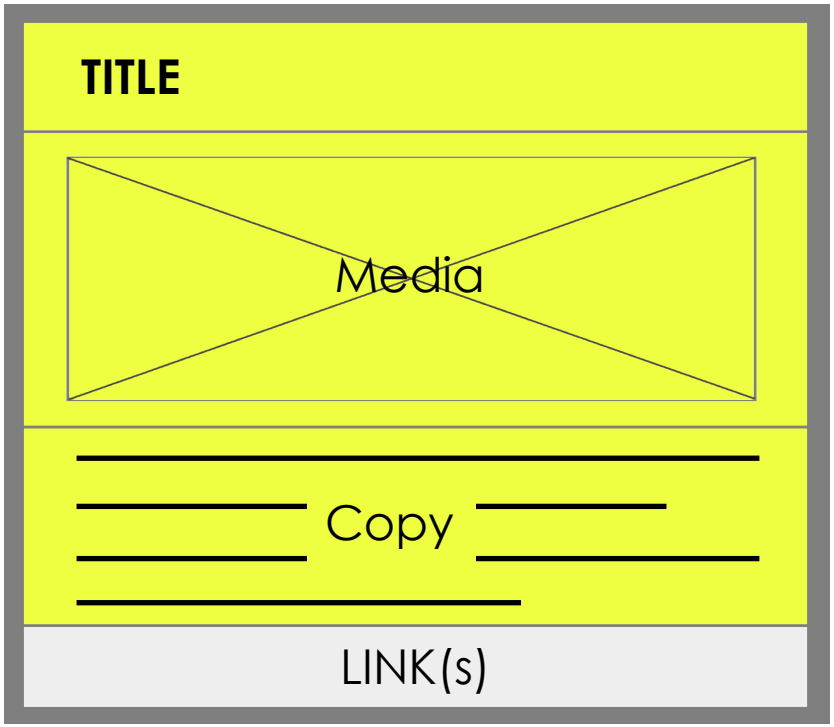
Cards and Decks

For fun and profit

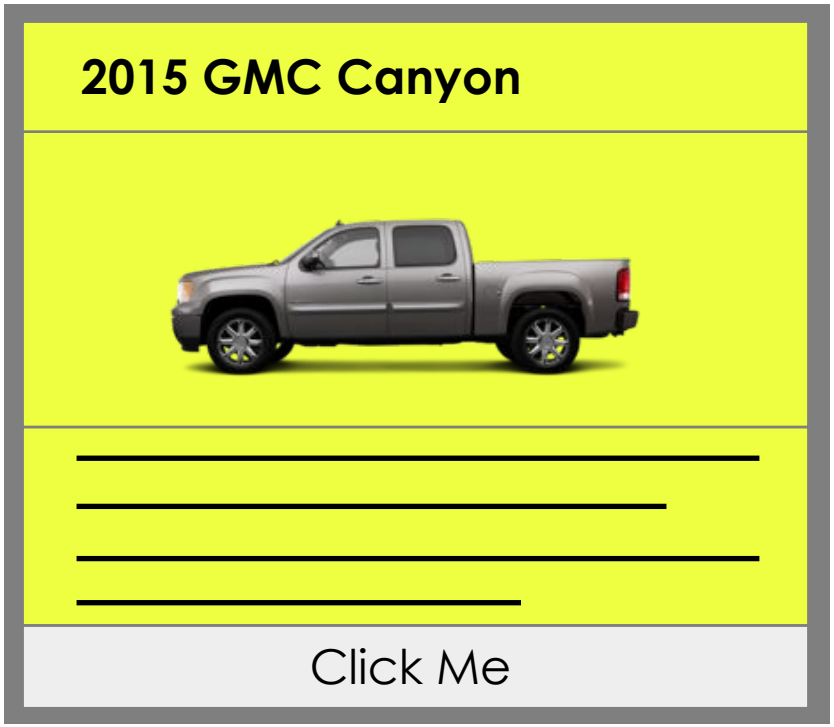
Physically, Cards Are Structured Content



Cards contain "buckets" for certain types of data.

Cards share the same structural markup.

Thematically, Cards Are Well Behaved



The default card layout is both **familiar** and **Responsive**

… and therefore future-proof

Philosophically, Cards have a Purpose

2015 GMC Canyon

Some Awesome Deal

Click Me

Generally,
A Card has a **focused** message and a **single** desired action

Cards Arrange & Style Content

2015 GMC Canyon

Some Awesome Deal

Click Me

Theme "A"

2015 GMC Canyon

Click Me

Some Awesome Deal

Theme "B"

Cards Arrange & Style Content

2015 GMC Canyon

Click Me

Specials Detail - Theme "A"

Cards Arrange & Style Content

2015
GMC
Canyon

Click Me

Specials Detail - Theme "B"

Cards Arrange & Style Content

2015 GMC Canyon

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Click Me | Click Me

Cards Arrange & Style Content

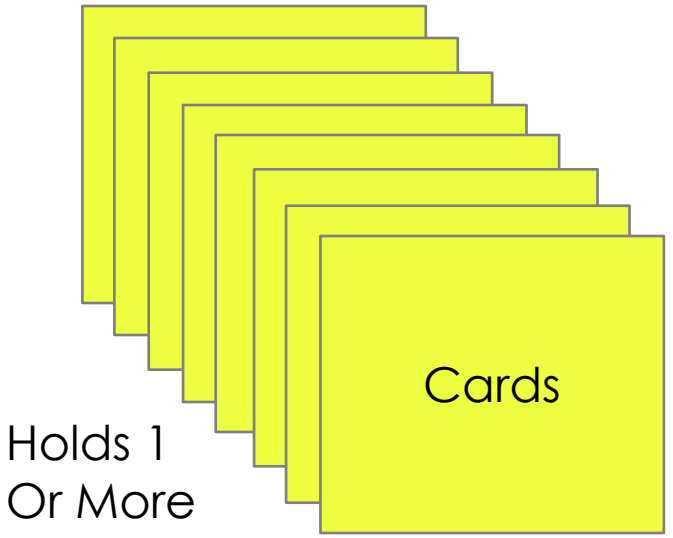
2015 GMC Canyon

Click Me

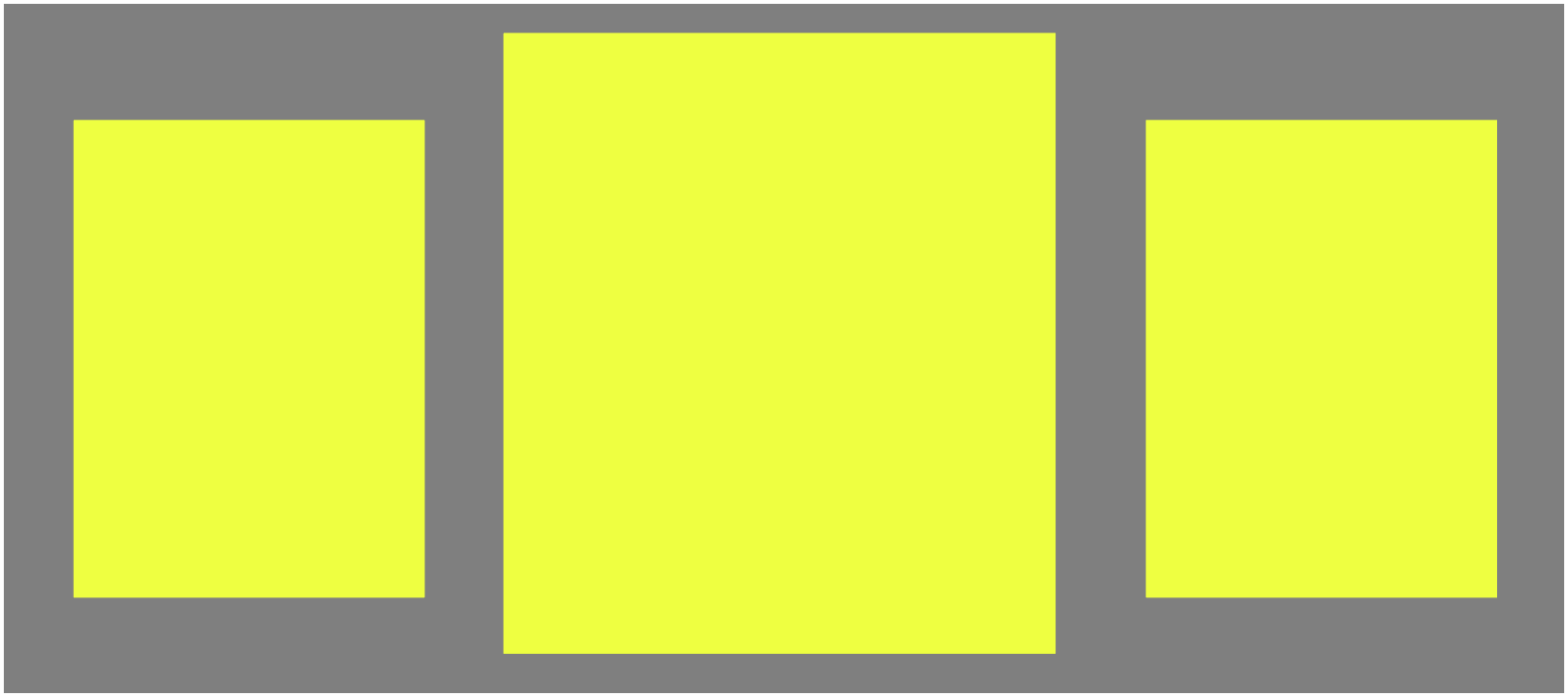
Click Me

Decks

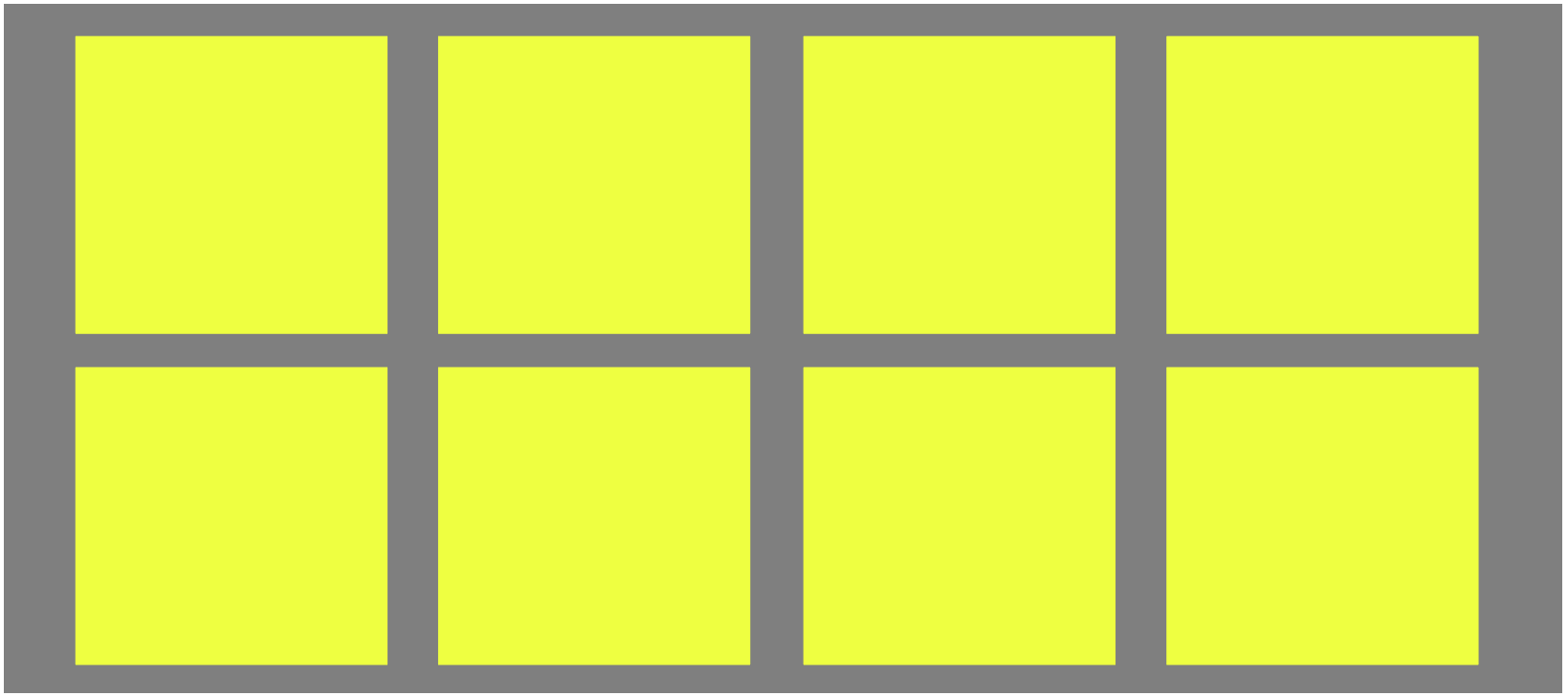
A Deck



Decks Arrange Cards

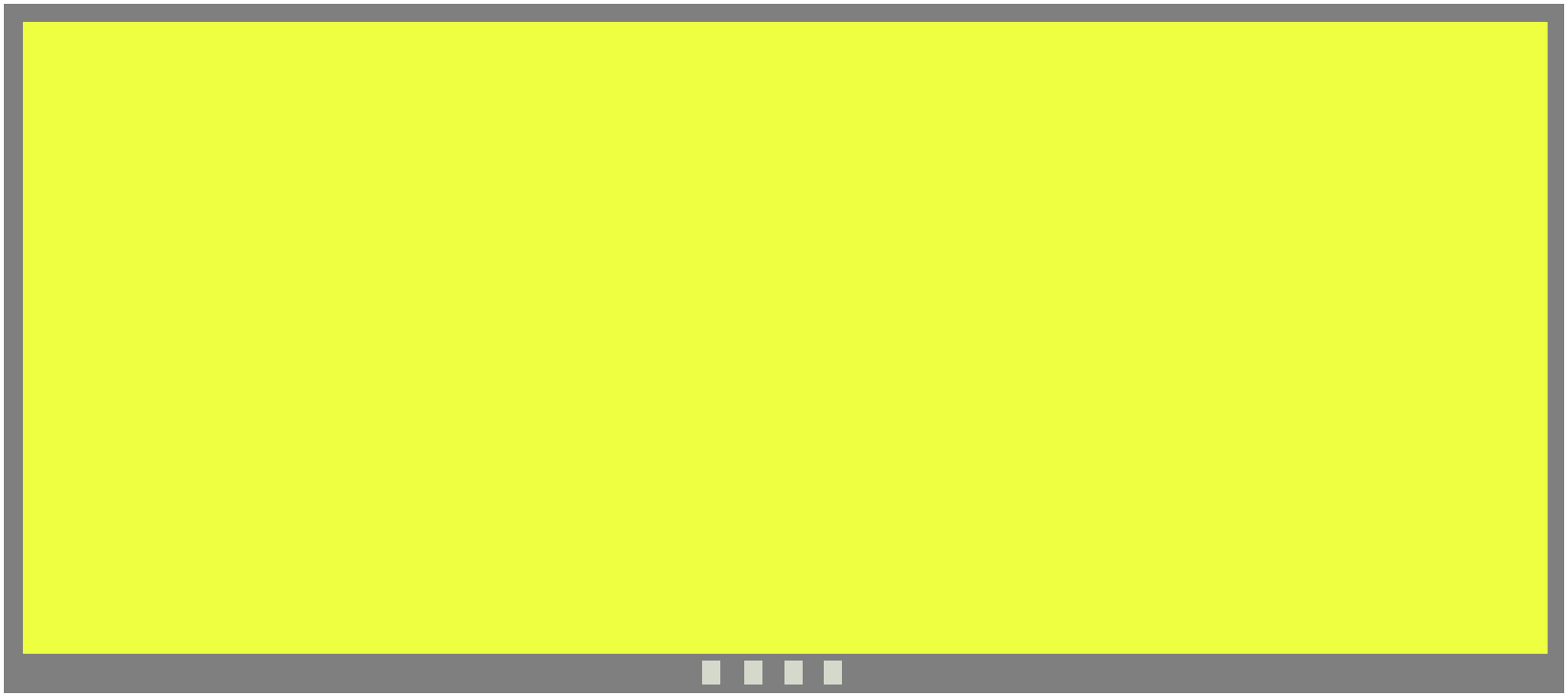


Decks Arrange Cards



Decks Arrange Cards

Decks Arrange Cards



General Responsibilities

- **A Deck knows what types of cards it contains**
  - *Inventory, Specials, Facebook Posts, etc.*
- **A Card knows what type of data it is displaying**
  - *Vehicle, Blog Post, Tweet, etc.*
- **Both are aware of their context**
  - *Page, Intent*

***Themes** take it all into account, providing **layout** and **style** to Decks and Cards. based on content type, context, and size given.*

When It All Works Together …

Model Showroom

Sub topic 1 ✕ Sub topic 2 ✕ Sub topic 3 ✕ Sub topic 4 ✕ Sub topic 5 ✕

Differentiation Becomes Trivial

Our 2015 Models Are In Stock!

Sub topic 5 ×

Sub topic 5 ×

Sub topic 5 ×

Sub topic 5 ×

Sub topic 5 ×

Canyon

Canyon

Sierra 2500 HD

Canyon

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Canyon

Structurally (for the devs)

Cards and Decks

- Consistent Markup
- Consistent Data Contract
- Core Layout System
  - Card Layout Options
  - Deck Layout Options

Structured Content

- Service Driven
- Stored in CMS
- Widget Independent

Thematically (for the designers)

Base

- Font Ramp, Colors
- Contextual Taxonomy for Cards and Decks
- HTML5 Elements
  - Inherited Properties

Theme/Design

- Colors, Fonts, Spacing, Component Styling
- Animations
- Flourishes
- Transitions