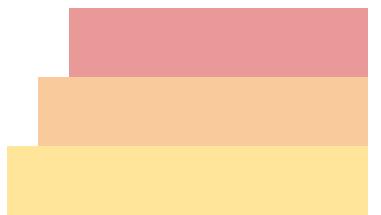


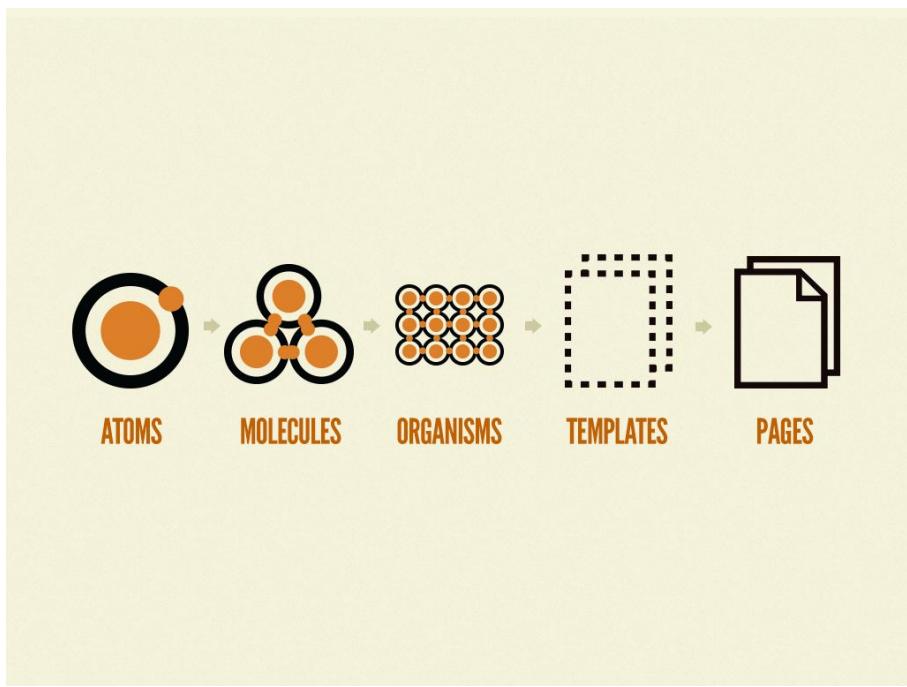
Web Fundamental: Design Systems

September 07 2021

Design System: a collection of reusable parts that can be assembled to build an application.







Atomic Design: Brad Frost

SEARCH THE SITE

LABEL

ENTER KEYWORD

INPUT

SEARCH

BUTTON

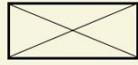
Atomic Design: Brad Frost

SEARCH THE SITE

ENTER KEYWORD

SEARCH

Atomic Design: Brad Frost



[Home](#) [About](#) [Blog](#) [Contact](#)

[SEARCH THE SITE](#)

ENTER KEYWORD

Atomic Design: Brad Frost



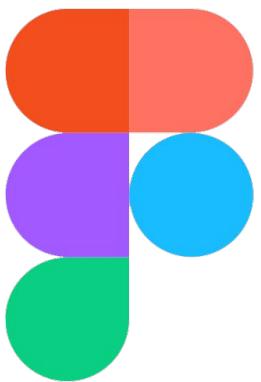
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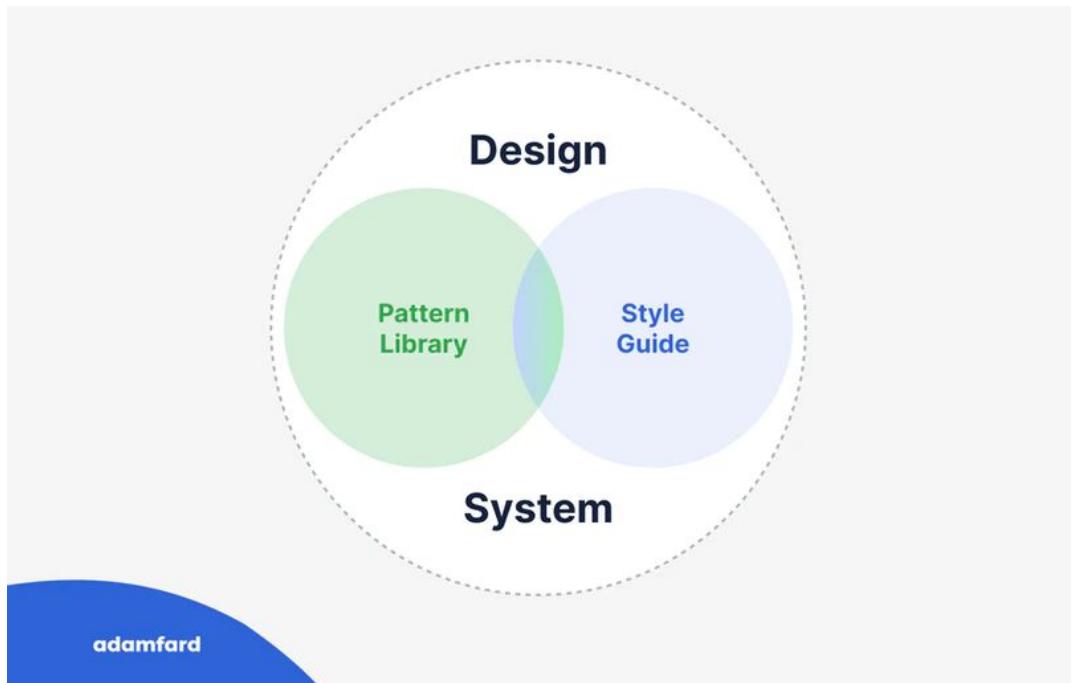
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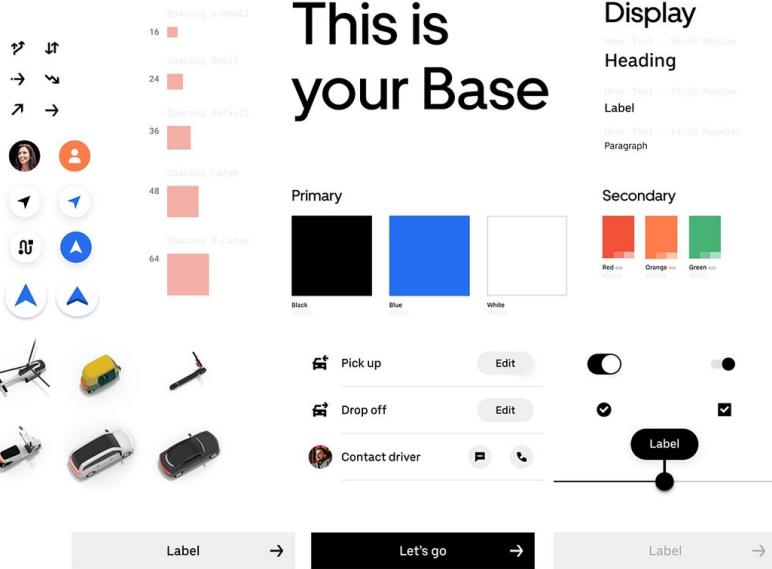
www.designsystemsforfigma.com

<https://www.designsystemsforfigma.com/>

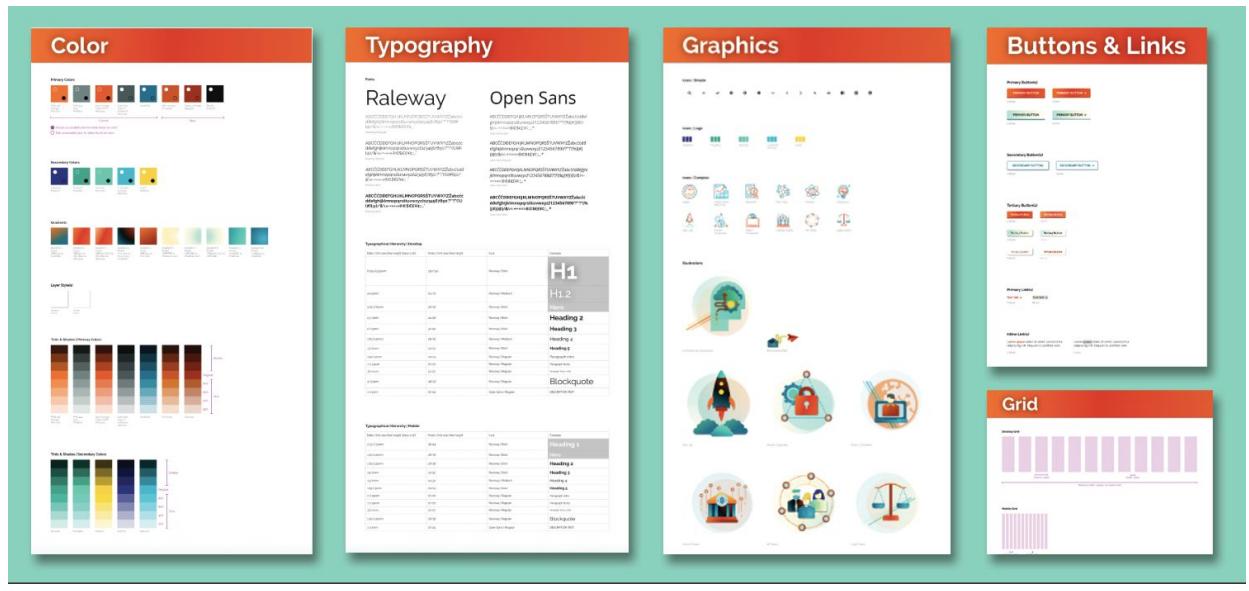


Figma





Uber pattern library

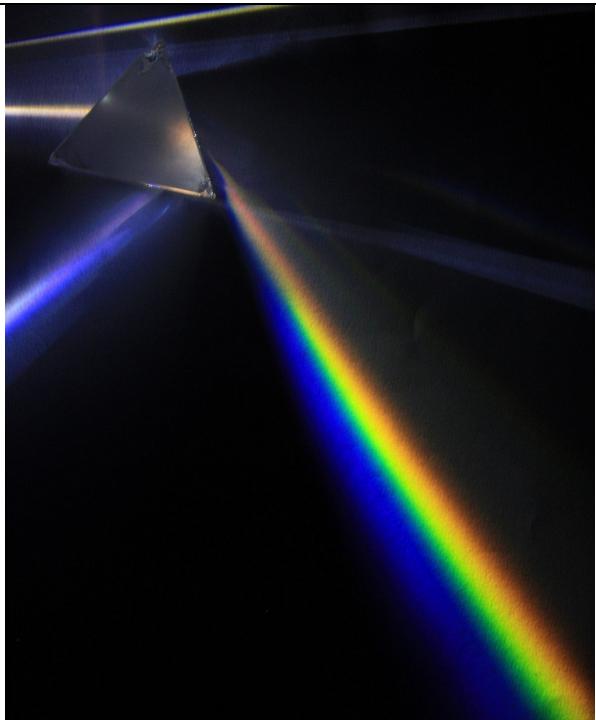


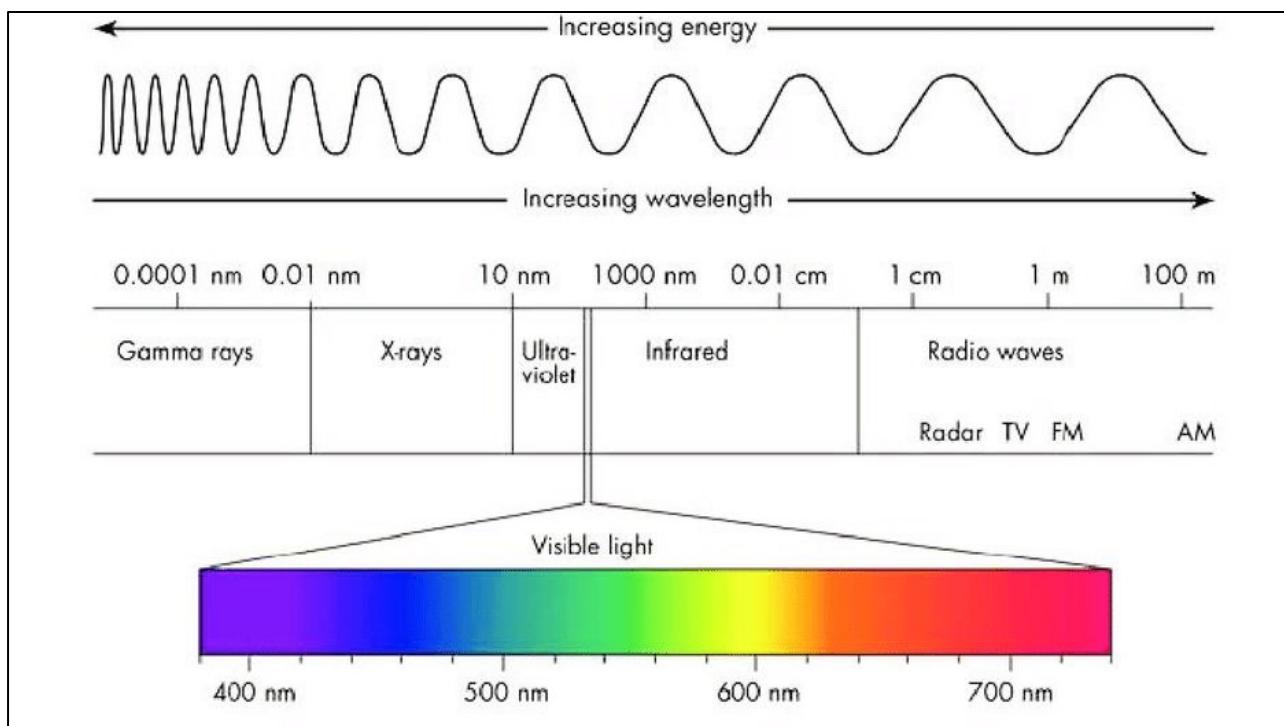
Uber pattern library

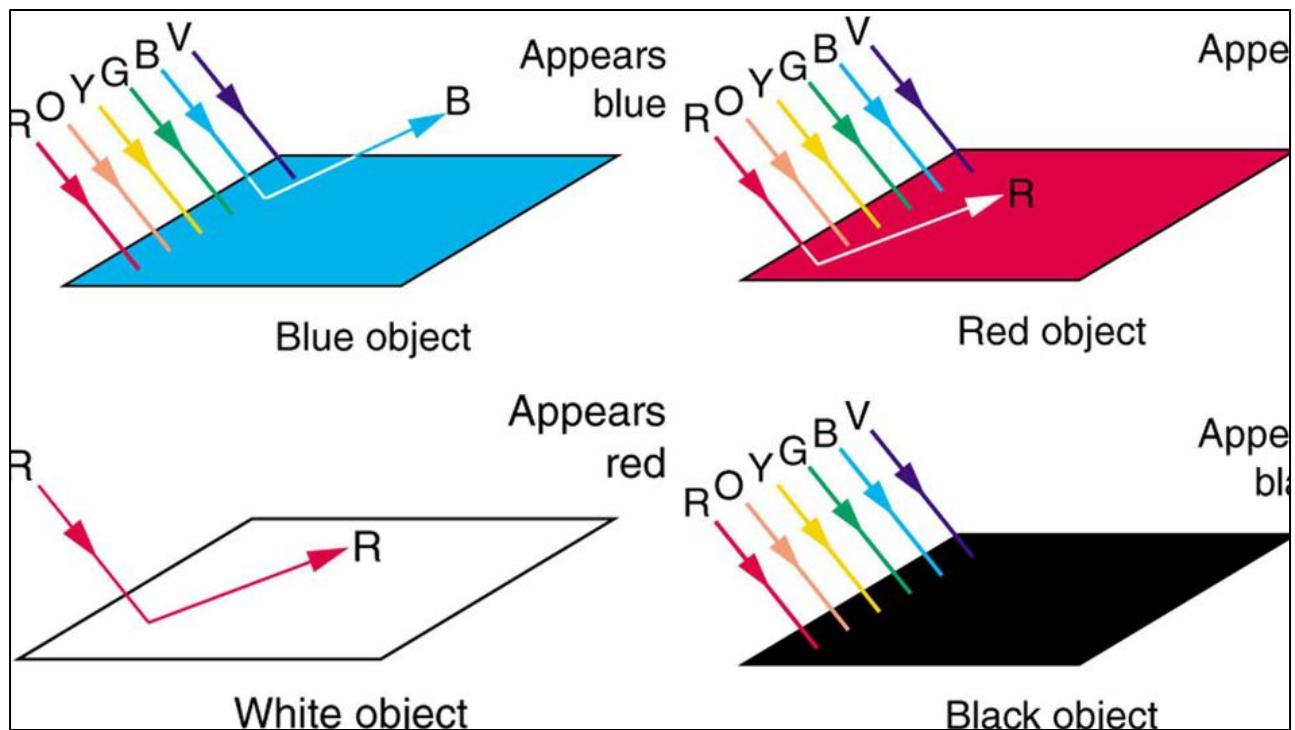
Part II: Web Design 101

Part 2: Color

The Science

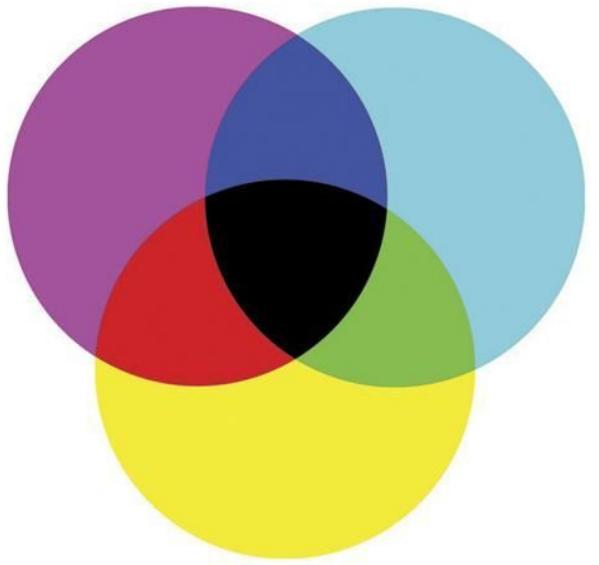








Additive color mixing



Subtractive color mixing

Additive: light is produced

Subtractive: light is absorbed

RGB vs. CMYK

RGB means Red, Green, Blue.

Additive Color Mixing

Optimized for Screens

0 to 255

color(255, 255, 255)

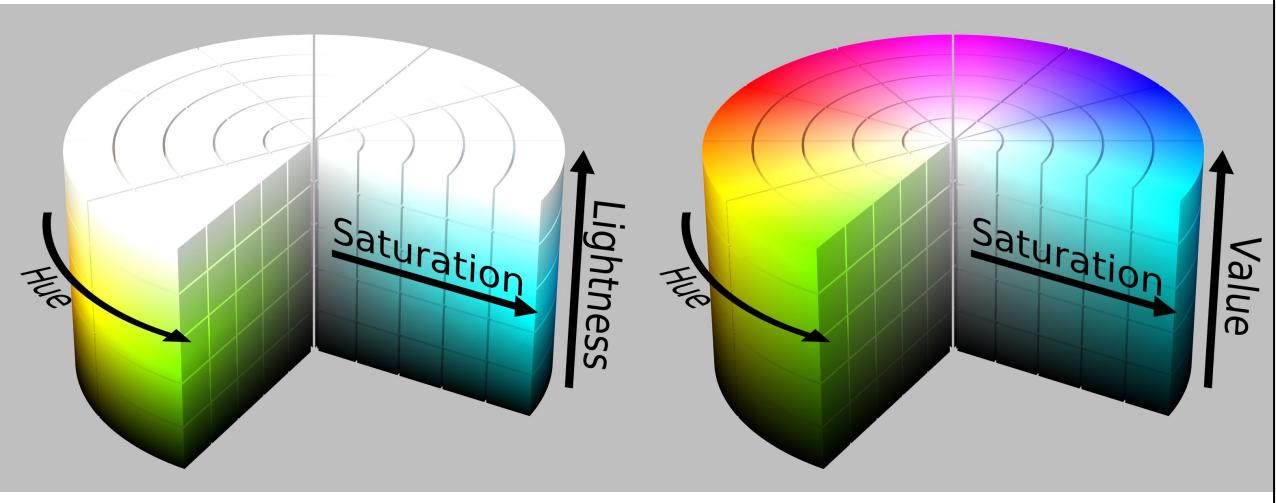
CMYK means Cyan, Magenta, Yellow, Black

Subtractive Color Mixing

Optimized for Printing

0% to 100%

C 50%, M 20%, Y 10%, K 70%



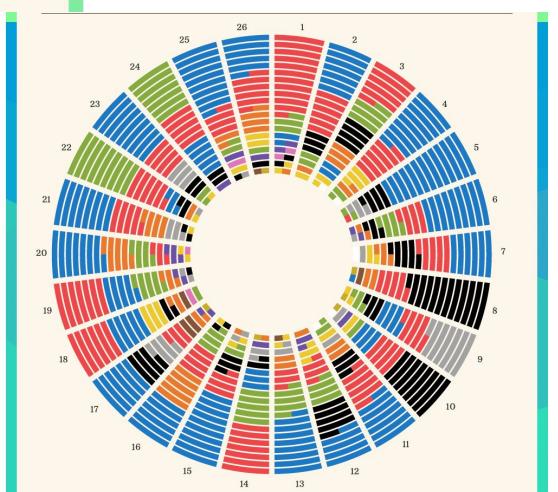
Alternate systems developed for computer graphics

HSV Hue Saturation Value

HSL Hue Saturation Lightness

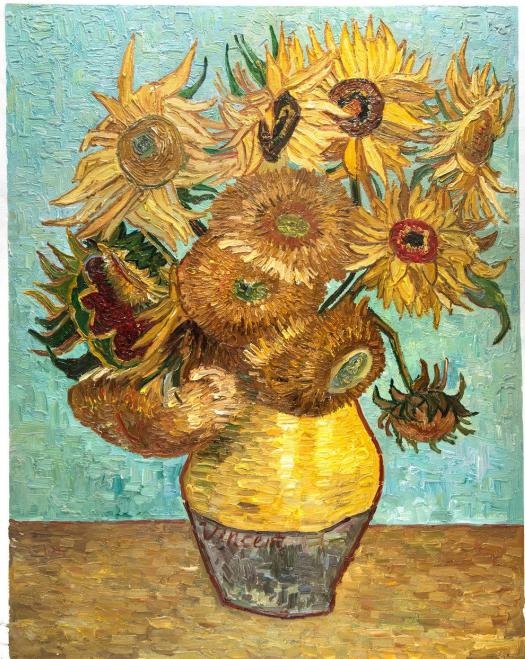
01. Industries

- | | | | |
|-------------------------|-------------------------------|----------------------|----------------------------|
| 1. Restaurants | 8. Apparel & Accessories | 15. Heavy Equipment | 22. Real Estate |
| 2. Banking | 9. Auto & Truck Manufacturers | 16. Home Improvement | 23. Software & Programming |
| 3. Beverage | 10. Broadcasting & Cable | 17. Hotels & Motels | 24. Specialised Chemicals |
| 4. Airlines | 11. Consumer Finance | 18. Oil & Gas | 25. Comms Services |
| 5. Comms Equipment | 12. Department Store | 19. Food Retail | 26. Courier |
| 6. Computer Services | 13. Electric Utilities | 20. Pharmaceuticals | |
| 7. Consumer Electronics | 14. Food Processing | 21. Publishing | |



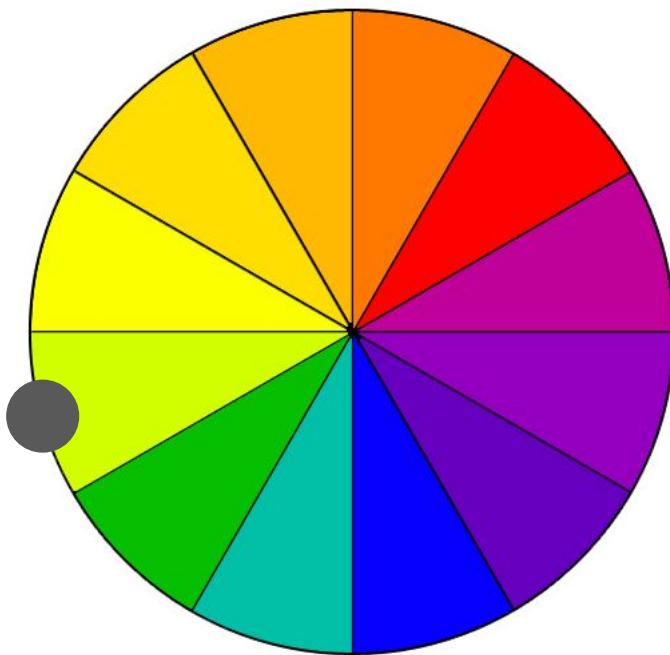
Color Theory!

Some colors just look better together.

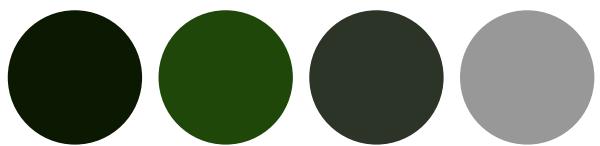
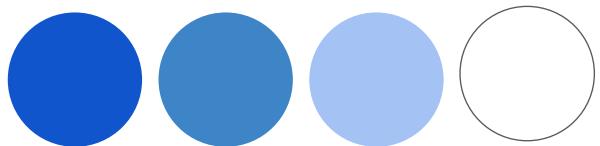




Monochromatic



monochromatic





ALL PRODUCTS 100% BIO DEGRADABLE

BEANIES

SCARVES

GLOVES

EXCLUSIVES

Le Bonnet
AMSTERDAM

OUR WORLD

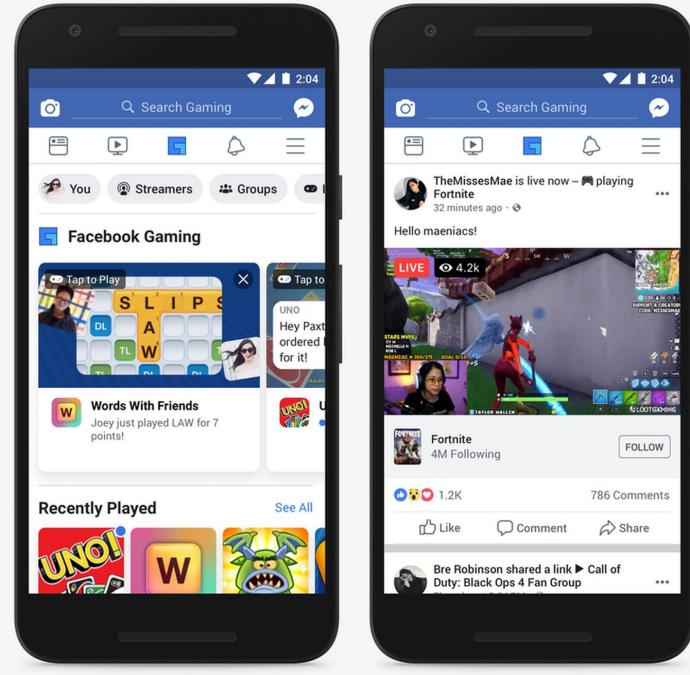
ACCOUNT

CART(0)

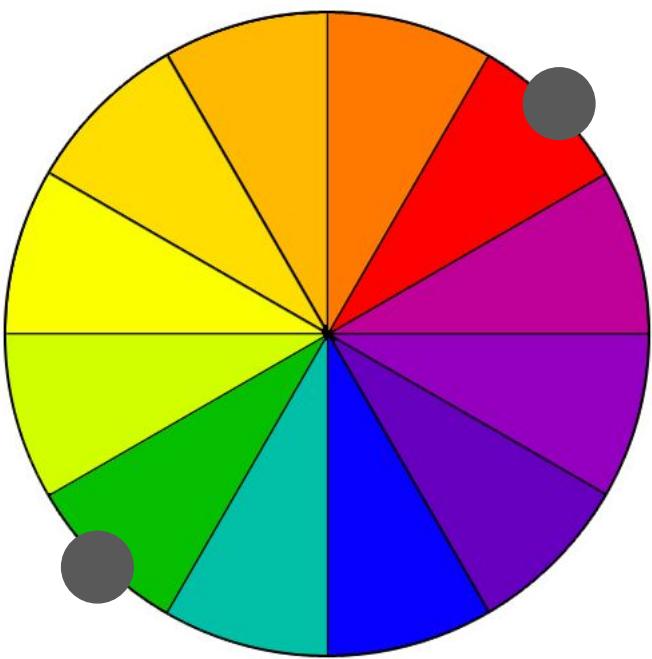


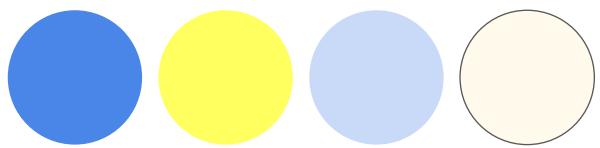
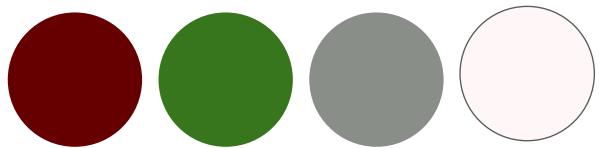


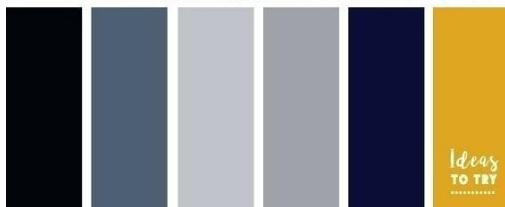
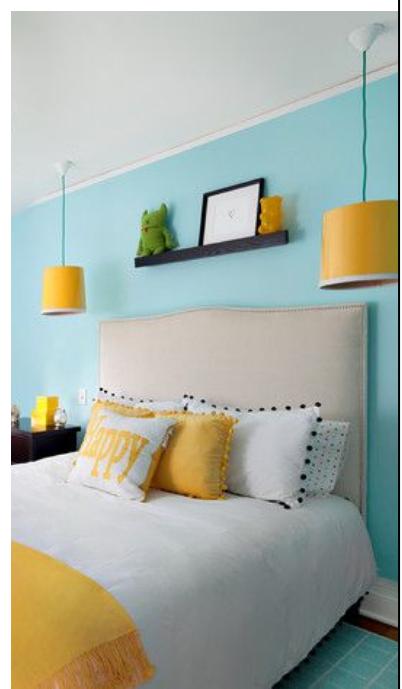




Complementary











Refresh your state of mind.

Functional gum and mints to energize, calm and focus you in the moment.

[SHOP](#)

TIME

FAST COMPANY

BuzzFeed

SHARK TANK

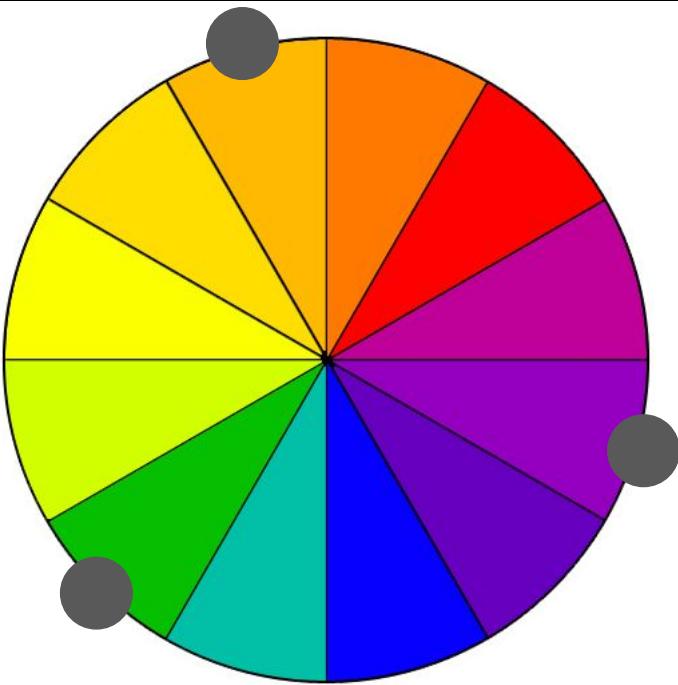
THE NEW YORKER

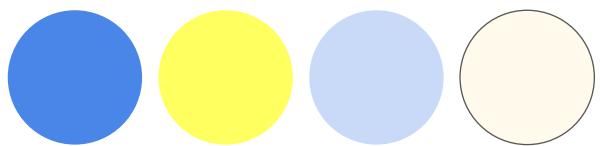
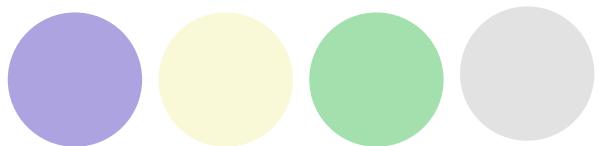


COLOR CURATION: HOOKAGENCY.COM/COLOR



Triadic





AD

0

IT'S NOT PANTS.

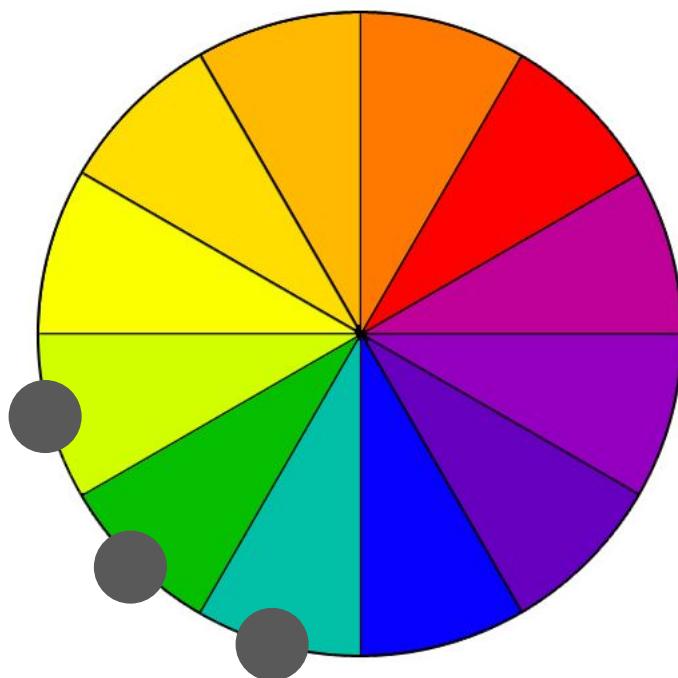
IT'S A STATE OF MIND.

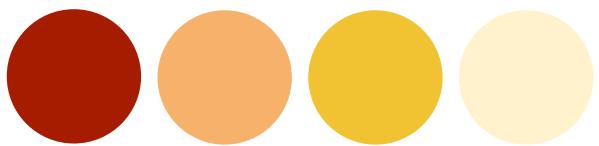
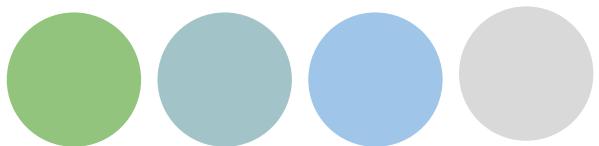
SHOP

FIND YOUR SIZE



Analogous

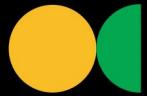




Madies

QUÉ GUSTO

ESP / ENG

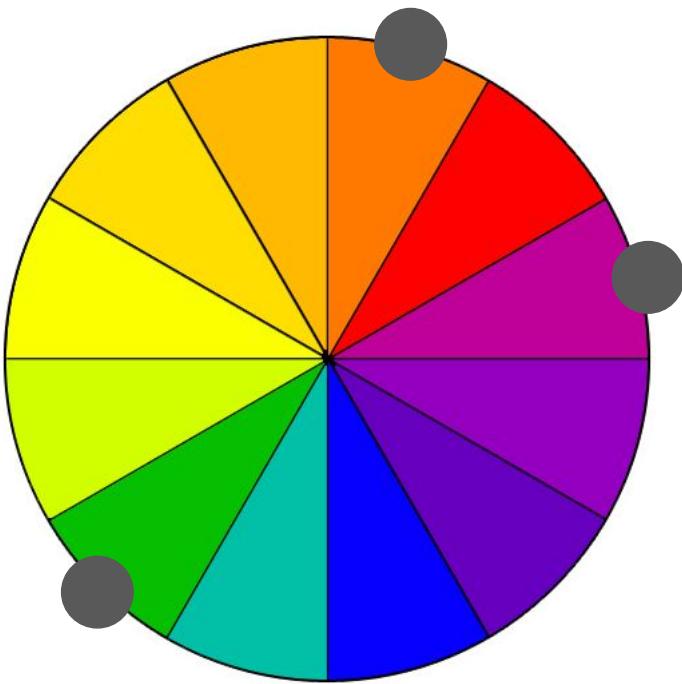


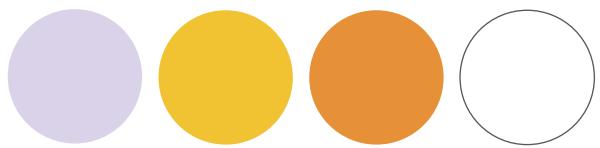
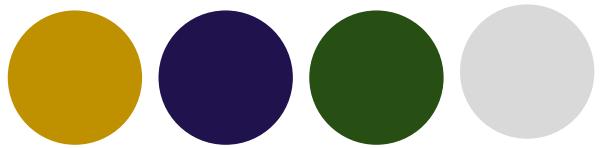
Crunchy Fruit Snack —

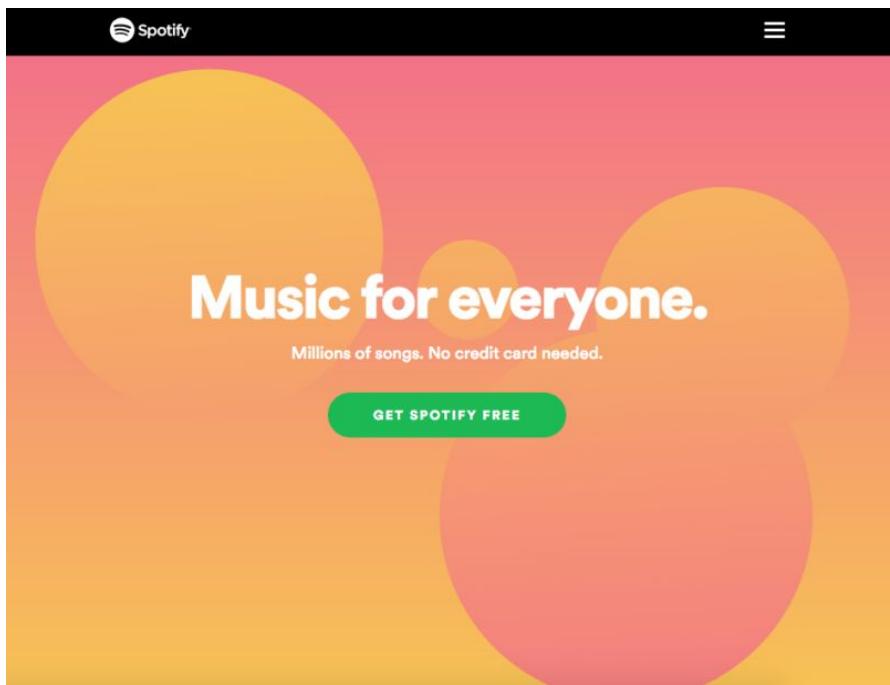
Just Like That



Split
Complementary









Color associations are kind of trivial and ridiculous because they're very culturally dependent **but** red/yellow/green are pretty much universal in UX design

Tips

1 or 2 main colors

1 or 2 accent colors

At least 1 neutral – TONE YOUR NEUTRALS!

Type

Typeface

Karla Roboto Archivo Baskerville Times New Roman Playfair Display

Font

Roboto Thin Light Normal **Medium** Bold Black

Title: Font Hierarchy

Heading

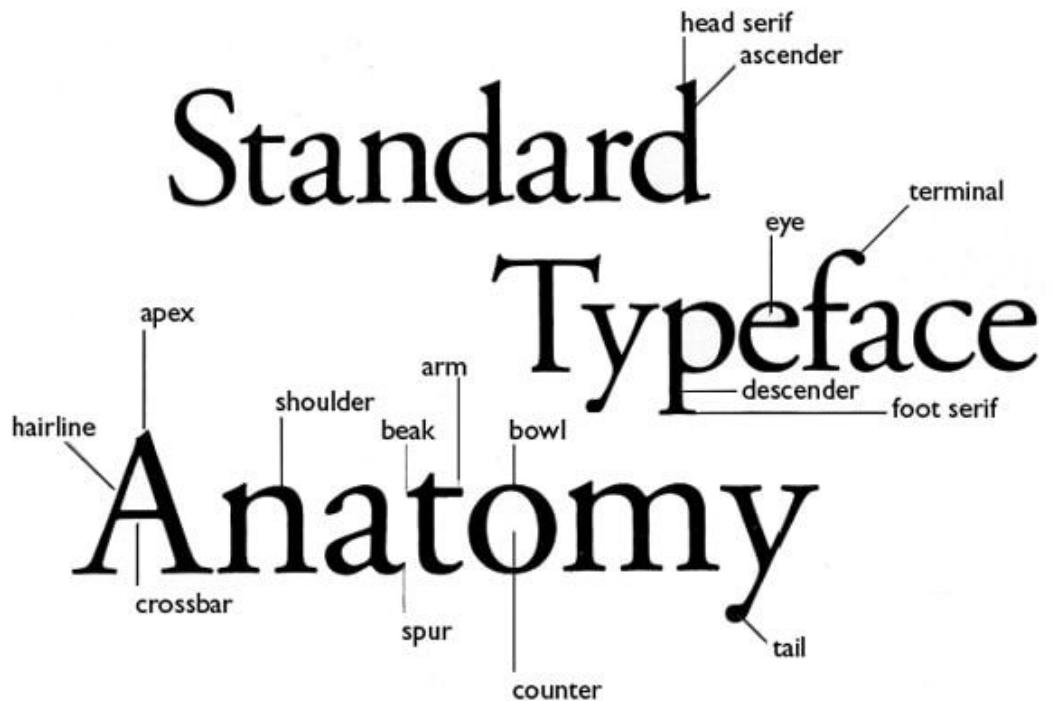
Subheading

Body

Anatomy

AaBbCc

Serifs



<https://designmodo.com/letterform/>



<https://designmodo.com/letterform/>

Crimson Text
is a **serif**
typeface.

<http://printingcode.runemadsen.com/lecture-typography/>

American Typewriter

is a **Slab-Serif**

typeface

<http://printingcode.runemadsen.com/lecture-typography/>

Delicious is a
sans-serif
typeface.

<http://printingcode.runemadsen.com/lecture-typography/>

Snell Roundhand
is a **Formal**
script typeface

<http://printingcode.runemadsen.com/lecture-typography/>

Cup and Calon
is a Display
typeface

<http://printingcode.runemadsen.com/lecture-typography/>

Adobe Caslon is
Proportional

Courier New is
Monospaced

<http://printingcode.runemadsen.com/lecture-typography/>

Spacing

Without kerning

AWAY

With Kerning

AWAY

-43

-43

-57



tracking

tracking

tracking

t r a c k i n g



"The only way to keep
your health is to eat what
you don't want, drink
what you don't like, and
do what you'd rather not"

-Mark Twain

"The only way to keep
your health is to eat what
you don't want, drink
what you don't like, and
do what you'd rather not"

-Mark Twain

LEADING





Font Rules

Leading: About 150% - 180% of font size

Line Length: About 70 characters (9 - 12 words)

Font Size: Try not to go below 14pt font

Left Align for Readability

Font Systems

Building a Hierarchy

Size

Color

Typeface

Font

KISS (Keep it Simple, Stupid)

Title

Heading

Subheading

Body

Title

Heading

Subheading

Body

Title

Heading

Subheading

Body

Title

Heading

Subheading

Body

Font Mixing

Opposites Attract (i.e. serif and sans-serif mix well)

X-Height

BORROW, BORROW, BORROW