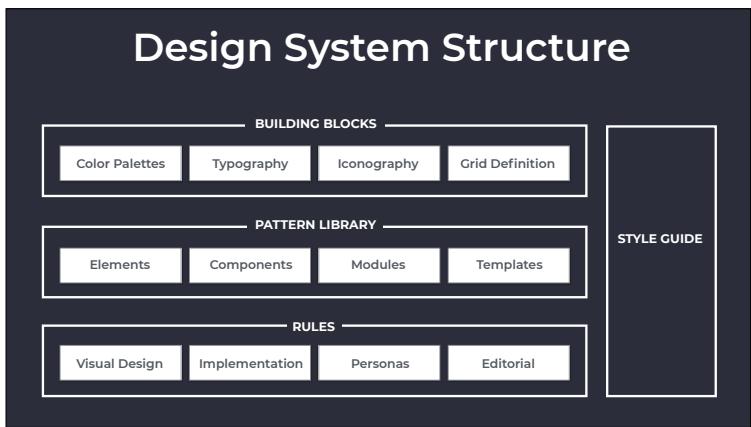


<https://medium.com/ux-power-tools/50-things-you-probably-forgot-to-design-7a288b0ef914>



- “Design Systems” is a relatively new term
- Reflects the maturity or pattern libraries and style guides



## Building a Design System

A design system is a collection of reusable components, guided by clear standards, that can be assembled together to build any number of applications.

Unlike pattern libraries, a design system goes beyond the assets and components you use to build a digital product.

<https://polaris.shopify.com/>

**Pattern Library**

**Organize and Maintain**

Reusable elements, including visual design elements like color, typography, icons and layouts which are persistent across the app. It also includes UI components like buttons, links, forms, navigation, tables, and other repeated modules.

**Form Elements**

**Buttons**

**Example**

**Notes**

Buttons are categorized by style (standard, primary, and primary inverted) and size (regular and large). Regular buttons are 12px high with a font size of 14px. Large buttons are 30px high with a font size of 18px. We don't use

Making sure your site or app is consistent and easy to maintain are two of the biggest headaches.

**Shopify Polaris**

Our design system helps us work together to build a great experience for all of Shopify's millions.

**Write it**

Use a consistent language to design a more thoughtful product experience.

**Get visual**

Find a new way we approach the visual elements of our interface with purpose.

**Build something**

Use a consistent set of visual blocks as you develop new products and features.

**REACT COMPONENTS**

Browse the source code and latest releases on GitHub

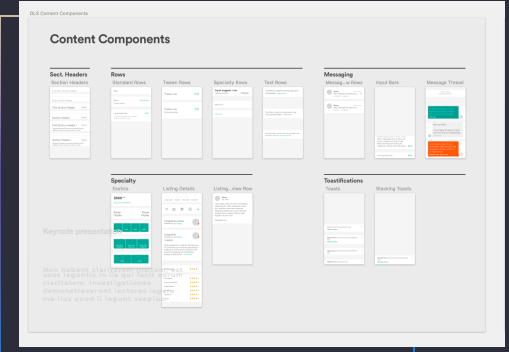
**UI KIT**

Download the Sketch UI kit and color palettes

**POLARIS TELESCOPE**

Explore Polaris in Sketch

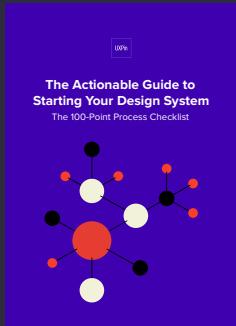
<https://polaris.shopify.com/>



<https://airbnb.design/building-a-visual-language/>

Airbnb's design system is promoted as "conversational," laid out in an article by Airbnb Design Language System Lead Karri Saarinen. Saarinen points out that design systems exist to ensure they can manage chaos and create better products.

## Build a Design System



Available on Google Drive: <https://drive.google.com/open?id=1FI37HEqR9GRNtchEHh1LS7wnm0wPsdqZ>

<http://atomicdesign.bradfrost.com/>



**Atomic Design**  
By Brad Frost

## 01 Find a common pain

Where are things breaking down? Where are the biggest pain points for the team? A design system doesn't exist in a vacuum, it needs to solve problems for everyone.

- Hours spent doing QA because the design has morphed into something unrecognizable.
- Inconsistencies create an awkward User Experience and an unstable interface.

Who will be using this design system?  
Primary, Secondary, Tertiary stakeholders

## 02 Frame the challenge

The design system isn't the challenge. The goal is to develop a specific, realistic plan that creates consistency across the product and will speed up the turn around of product development.

- Write it in a language all the stakeholders will relate to. Every designer wants a design system. It's probably not a design or dev problem, it's probably a communications and time management problem.

## 03 Do your research

Research and collect ideas, inspirations, stories. Make a thorough audit of your current tools and a painfully honest assessment of your products.

- Look at the files you are working with. Are some people using Photoshop and others using Sketch? Some use Atom and others use Visual Studio. Does that cause unnecessary complications?
- Conduct a heuristic to gauge the users' experience.
- Inventory the CSS and the visual qualities of the elements help gauge how much of an undertaking this process might be.

## 04 Develop a plan

You've identified the common pain points. Sort out the insights into themes that you can prioritize and tackle.

- Inconsistent typography, colors require a clean style guide. Different forms and drop-downs point to the need for a pattern library.
- Break it up into projects and estimate the time and resources it will take to accomplish each. Be realistic.

Iterate based on priorities.

## 05 Start building

Find a tool and start drafting your design system.

- Tools: UX Pin, UX Power Tools, Sketch, Ether
- Checklists: UX Pin, DesignBetter.co

Just start!!!! Scale and grow your system as your company grows.

# 06 Create a visual design language

The visual design language is the core of a design system. Consider the role each of these 4 main design elements plays in every component on the screen.

1. Color
2. Typography
3. Sizing and spacing
4. Imagery

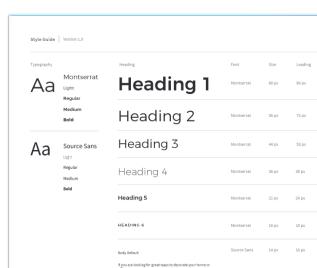
## 1. Color

- A brand should have 1-3 primary colors.
- Include a range of tints—a color mixed with white—and shades—a color mixed with black
- Carefully select accent colors for error messaging, highlighting, body copy, etc.



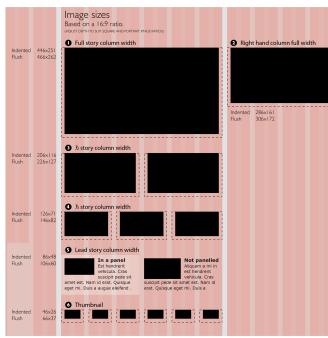
## 2. Typography

- Most design systems include just 2 fonts: 1 font for headings and 1 for body copy. One monospace font for code is included in full design systems.
- Keep the number of fonts low; it's not only a best practice of typographic design, and it also prevents performance issues caused by excessive use of web fonts.



## 3. Sizing & Spacing

- The system you use for spacing and sizing looks best when you have rhythm and balance.
- A 12 column grid is used because it's easier to break up into other sizes with 6, 4, 3 and 2 columns.



Example: [http://www.bbc.co.uk/guidelines/futuremedia/desed/visual\\_language.shtml](http://www.bbc.co.uk/guidelines/futuremedia/desed/visual_language.shtml)

## 4. Imagery

- The system you use for spacing and sizing looks best when you have rhythm and balance.
- A 12 column grid is used because it's easier to break up into other sizes with 6, 4, 3 and 2 columns.

### 7. Imagery

**Our image style**  
We have a strong heritage of using imagery.  
Where possible, try to use images that complement a colour in our colour palette.  
For example, if we're using orange, try to use an image which is similar to one of our colours.  
This will make the image stand out and link visually with the rest of the creative.



Marine Stewardship Council (MSC)  
<https://www.slideshare.net/MSCCecolabel/msc-style-guide>

# 07 Create a pattern library

Unlike the visual audit you've already conducted (which looked at the visual qualities of your design elements), this step in the process looks at the actual components of your UI.

- Collect all of the parts and pieces of your UI currently in production. That means every button, form, modal, and image.
- Assess the differences and inconsistencies across the elements. Select the best pattern and estimate the time and resources to correct the elements "out of pattern."

The screenshot shows a section titled "Elements inside tables" with three rows: Buttons, Badges, and URLs. It also shows a section titled "Add-on classes" with a credit card form example.

<https://ux.mailchimp.com/patterns>

## Share your 08 vision

Don't do it alone. Work with others to strengthen your team. Narrow thinking will create a very rigid system that will break, not feel and scale.

- Recruit the engineer to bridge the design-code gap. The most effective design systems have both design and code components.
- Product managers are always looking forward. Work with them to see the value in creating a system as a strong foundation for future projects.
- Publish your progress. Seek out feedback.

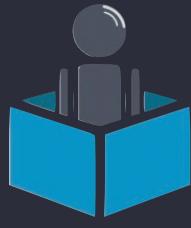
Sell. Sell. Sell.

Seek out participants, feedback. Not “be open to it” ... seek it out!

## Selling Design Systems

Not Everyone Loves  
Design Systems.

They don't get it. What's the value?  
Won't it take too long? Won't it go stale?  
Aren't those for big companies? Isn't  
your job just to make things look pretty?  
Why do you need a system for that?



Don't box  
me in

Pre-defined styles and code hurts designers' AND developers' confidence and they worry they won't get a chance to shine. But that's up to the employee and their manager. (Analogy: School Uniform)



Waste of  
time and  
money

From the business side, managers struggle to understand the value since staff should always be able to use everyone's else code and look at the design to see what to do. Business managers have a strong sense of fantasy.