

MULTIPACK PRESENTS: THE DESIGN PROCESS

Styleguides for the Web

Paul Robert Lloyd

20 November 2010

- Today I will be talking about what are styleguides and how they can be used during the design process.



University of Wales
Prifysgol Cymru



- Clearleft works with a lot with big organisations with their own internal development teams.
- Some of this may not apply if you design and develop websites on your own.
- Want to start a discussion about how to maintain the quality of work throughout the lifetime of a project.

The Auteur Theory of Design



- At this years dConstruct conference, John Gruber talked about his Auteur Theory of Design.

“

The quality of any collaborative creative endeavour tends to approach the level of taste of whoever has control.

—John Gruber

- e.g. Microsoft (Steve Balmer/Bill Gates) and Apple (Steve Jobs).
- John spoke about this in the context of the film industry.
- Typically not the director who has overall control, but the meddling studio directors.

Final Cut



- A director who does have overall creative control of a film is deemed to have 'Final Cut'.
- No director enjoyed this during the studio era.
- As a film is made in the editing room, Alfred Hitchcock created storyboards, and filmed so could only be edited one way.
- Perhaps web designers can learn something from this lesson.

What is a styleguide?

- The way creative control is often wielded is with styleguides.
- Typically used by branding agencies.

Visual design guidelines

- Logo (including spacing and variations)
- Colours
- Fonts
- Copy-writing guidelines, tone of voice
- Illustrations, icons
- Photography

- Basically a toolkit, providing components you can piece together within the constraints of the guidelines.

Skype

“This is a guide to the basic elements that make up Skype. Have a read, it will help you get to know us a little better”

The image shows a collection of screenshots from a Skype branding guide. On the left, there are several examples of the 'Take a deep breath' slogan with different cloud shapes. In the center, a page titled 'So, how are clouds made?' explains the logo's construction using circles, with a diagram showing overlapping circles and a color palette for the 'Yellow Set', 'Green Set', and 'Orange Set'. On the right, a page titled 'Illustrations. Business.' displays various blue icons related to business communication.

Seriously though, it should still look like a cloud... or at least, cloudish.

It's not that difficult, but in case you missed what we're getting at, we have some examples below of good clouds and, well, rubbish ones.

01 They don't get better than this. Clouds with a nice balance between big and small circles are ace.

02 Our logo is fine as it is. It doesn't need reinventing. If using a logo within a cloud, do not eliminate our logo cloud shape.

03 Cubist clouds. Unless they are icon clouds straight edges.

04 We need clouds. There's a fine line looks like a cloud flowers or sheep.

So, how are clouds made?

The Skype logo is constructed from a series of circles, and following that lead, our clouds are to be constructed with the same process.

Circles maketh the cloud. Use circles, any size, any placement and shape. Just make sure it looks like a cloud.

01 Yellow Set
CMYK 0/10/100/0
RGB 255/205/0
HEX #FFCD00
CMYK 0/5/90/0
RGB 255/231/46
HEX #FFE72E
CMYK 0/0/75/0
RGB 255/244/96
HEX #FFF460
CMYK 0/0/35/0
RGB 255/249/184
HEX #FFF9B8

02 Green Set
CMYK 55/5/100/0
RGB 135/200/10
HEX #87C80A
CMYK 35/0/90/0
RGB 177/211/74
HEX #B1D34A
CMYK 20/0/95/0
RGB 214/223/50
HEX #D6DF32
CMYK 15/0/55/0
RGB 222/231/145
HEX #DEE791

03 Orange Set
CMYK 0/60/100/0
RGB 255/115/0
HEX #FF7300
CMYK 0/45/100/0
RGB 249/156/2
HEX #F99C1C
CMYK 0/15/90/0
RGB 255/213/13
HEX #FFD531
CMYK 0/0/80/0
RGB 255/245/14
HEX #FFF35F

Note: For goodness sake, don't ever do what we just did to the logo. Unless for instructional purposes, like this one... agreed?

20 24 45

- Skype branding guidelines take this approach to the next level.
- Gives details on how to combine different brand elements.

Putting it
all together



It's all here now: type, illustration,
photography and strapline.

skype™

- Here is an example where the different pieces have been brought together.
- Alongside 'How We Look' guidelines, they also have ' How We Think' which focuses on messaging and tone of voice.

GVL3

- Closest I've seen to a web style guides is GVL3, the latest design guidelines for the BBC's digital services.
- Mobile and IPTV to follow.
- Accepting that the web is as much interaction design as it is visual design, program was renamed GEL.
- Based on nine founding design principles.

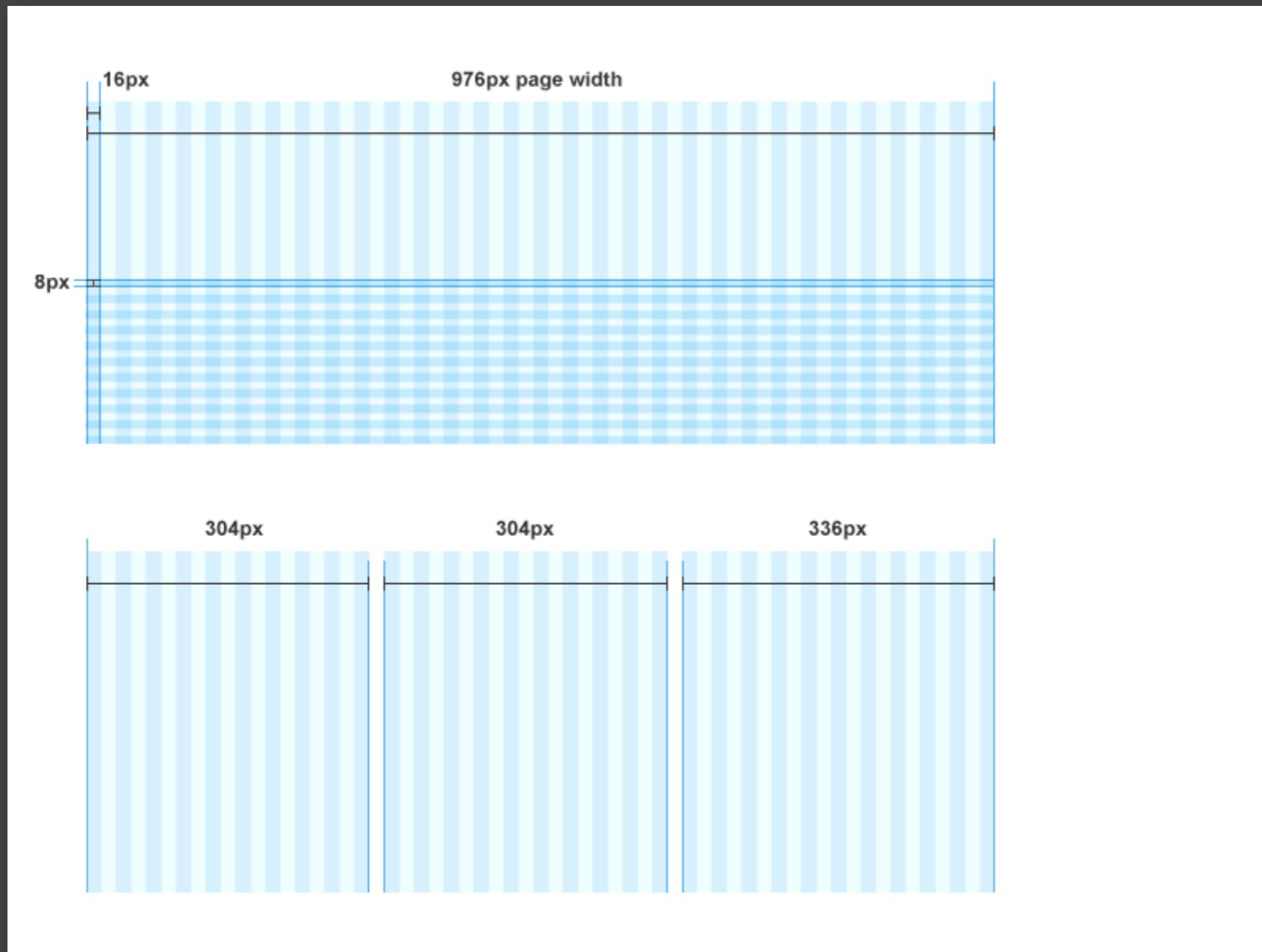


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Foundations

Universal Grid & Baseline

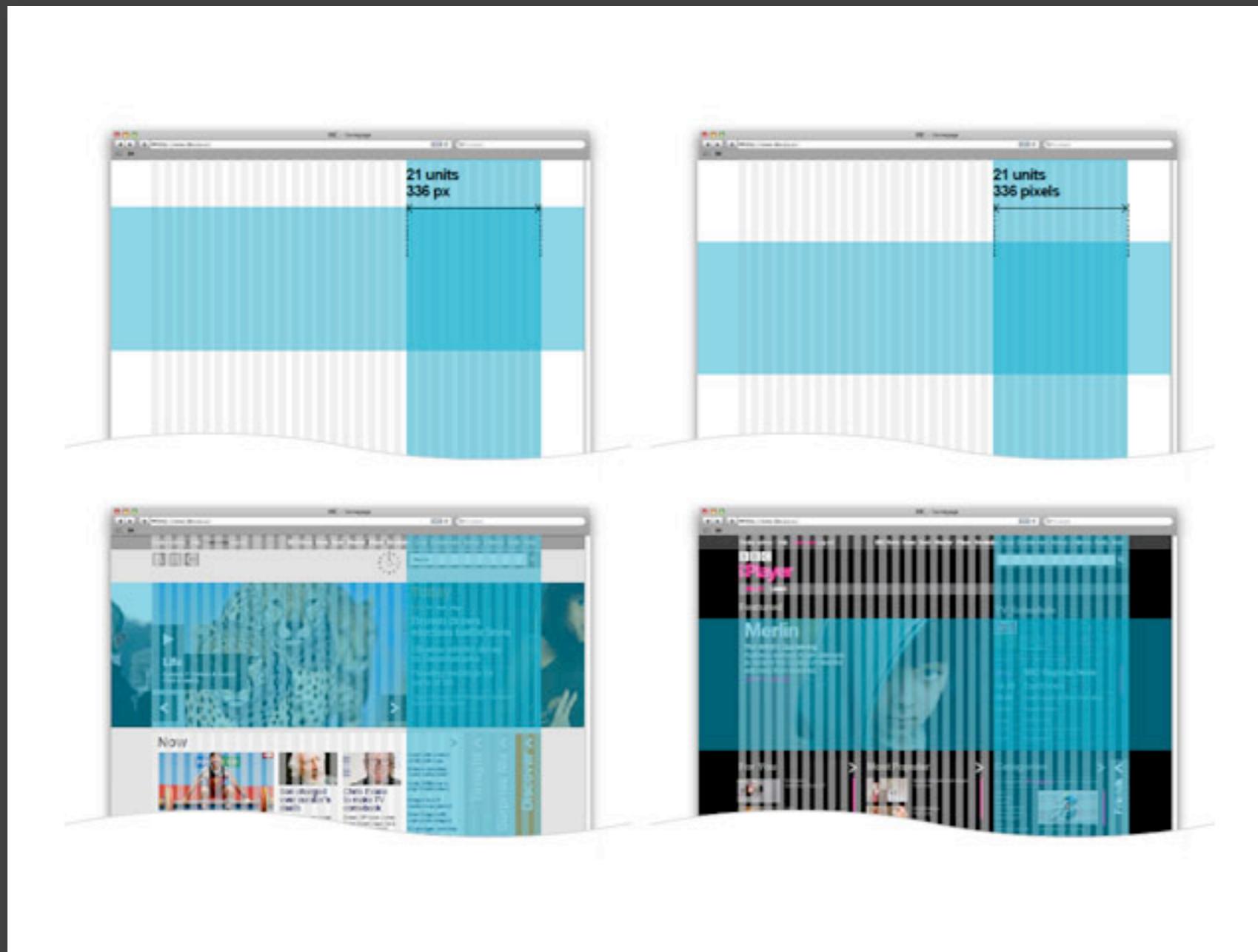
The universal grid is divided into $61 \times 16\text{px}$ vertical units which can be further divided into columns. An 8px baseline grid helps with vertical alignment of page components.



- 61 column grid; flexibility at the expense of global consistency?

Missing: Persistent Right Hand Column?

“We’re looking to create the effect of interwoven vertical and horizontal bands, making a feature of the right hand column across the site”



- The original announcement made reference to a persistent right-hand column, but doesn't feature in final guidelines.

Typography

GEL uses bold typography to create stronger hierarchies and drama across the site. **We're moving away from Verdana** to Helvetica Neue / Arial as the BBC's default web font for both headers and body copy.

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

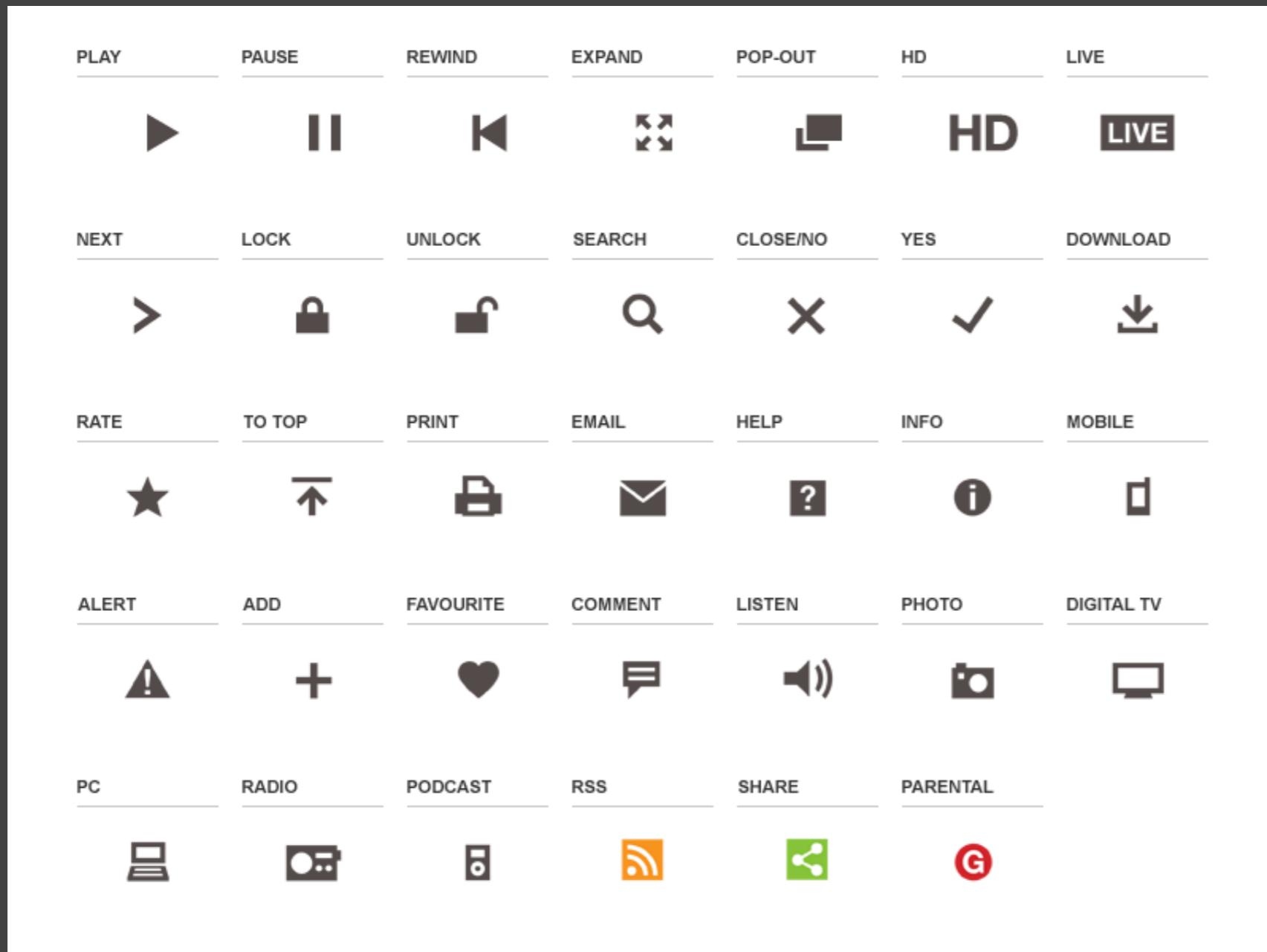
Gill sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

- Verdana has been banished! Also sees a return to Gill Sans (which seems much neglected by the corporation of late).

Iconography

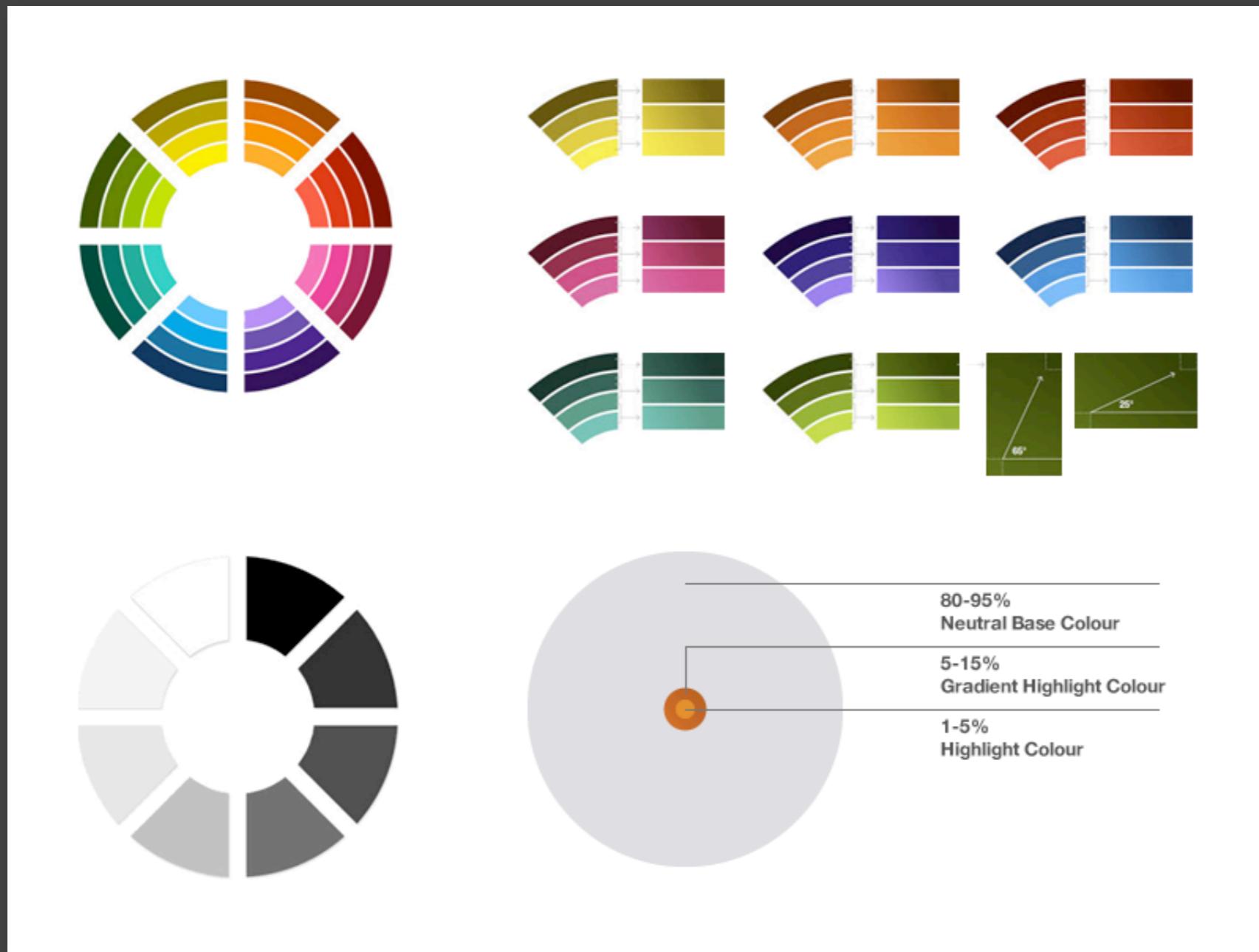
A new set of icons to work in harmony with the new visual language. The default size is 13px and icons can be used with or without a flat button container. They can be any colour unless otherwise specified.



- A set of icons were created based on the proportions of Gill Sans.

Missing: Highlight Colour Palette?

“We've developed a highlight colour palette for non-branded areas of the site (eg the homepage, search). Pages will have a predominantly neutral palette with colour being provided by large and dramatic imagery”



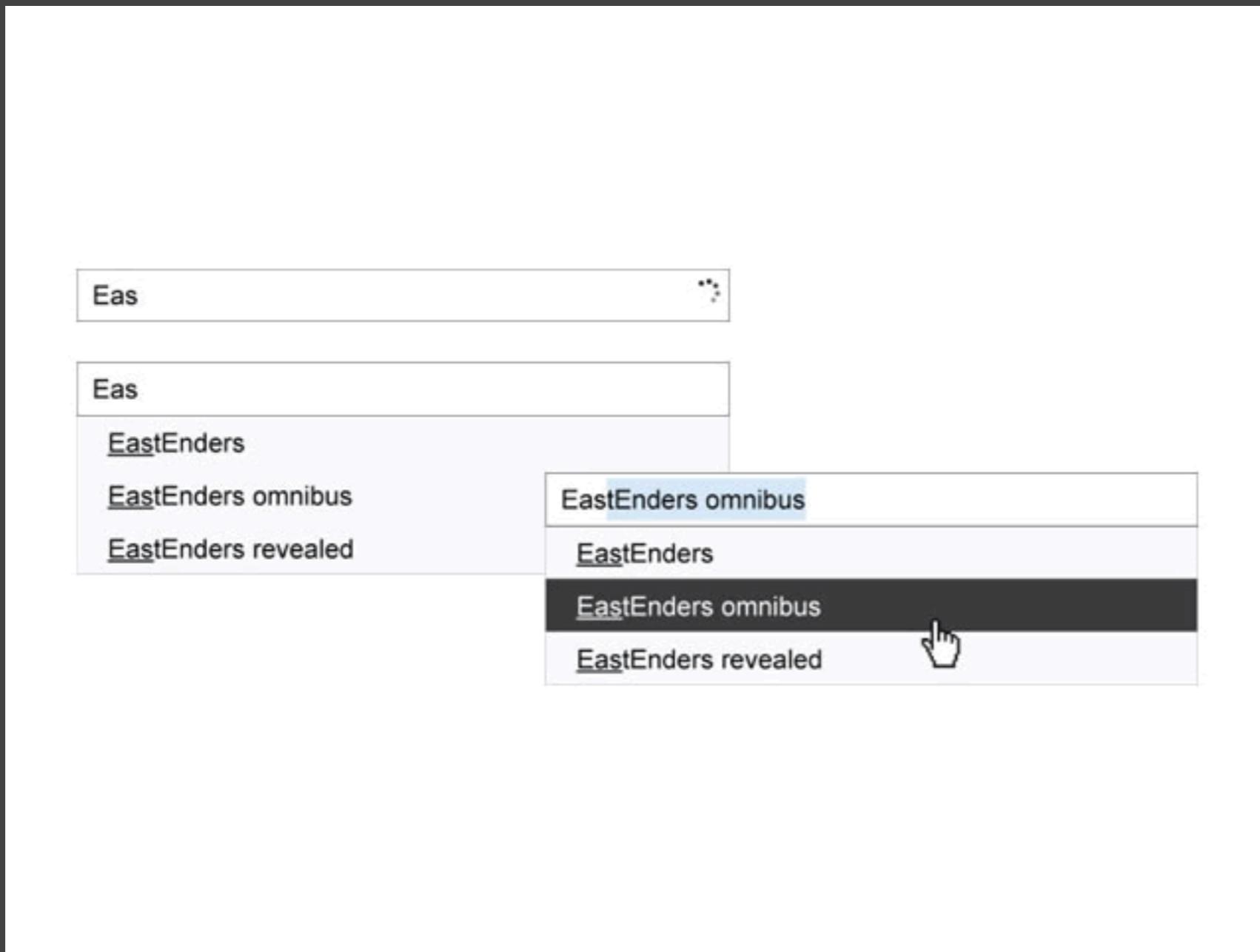
- Announcement spoke of a highlight palette, but yet to appear in the guidelines.
- May be added once some non-branded areas of the site get redesigned.

Design Patterns

- What makes a styleguide for the web different is the need to define behaviours
- Lots of design patterns are documented across the web
- First time I've seen it as part of organisations brand documentation

Auto Suggest

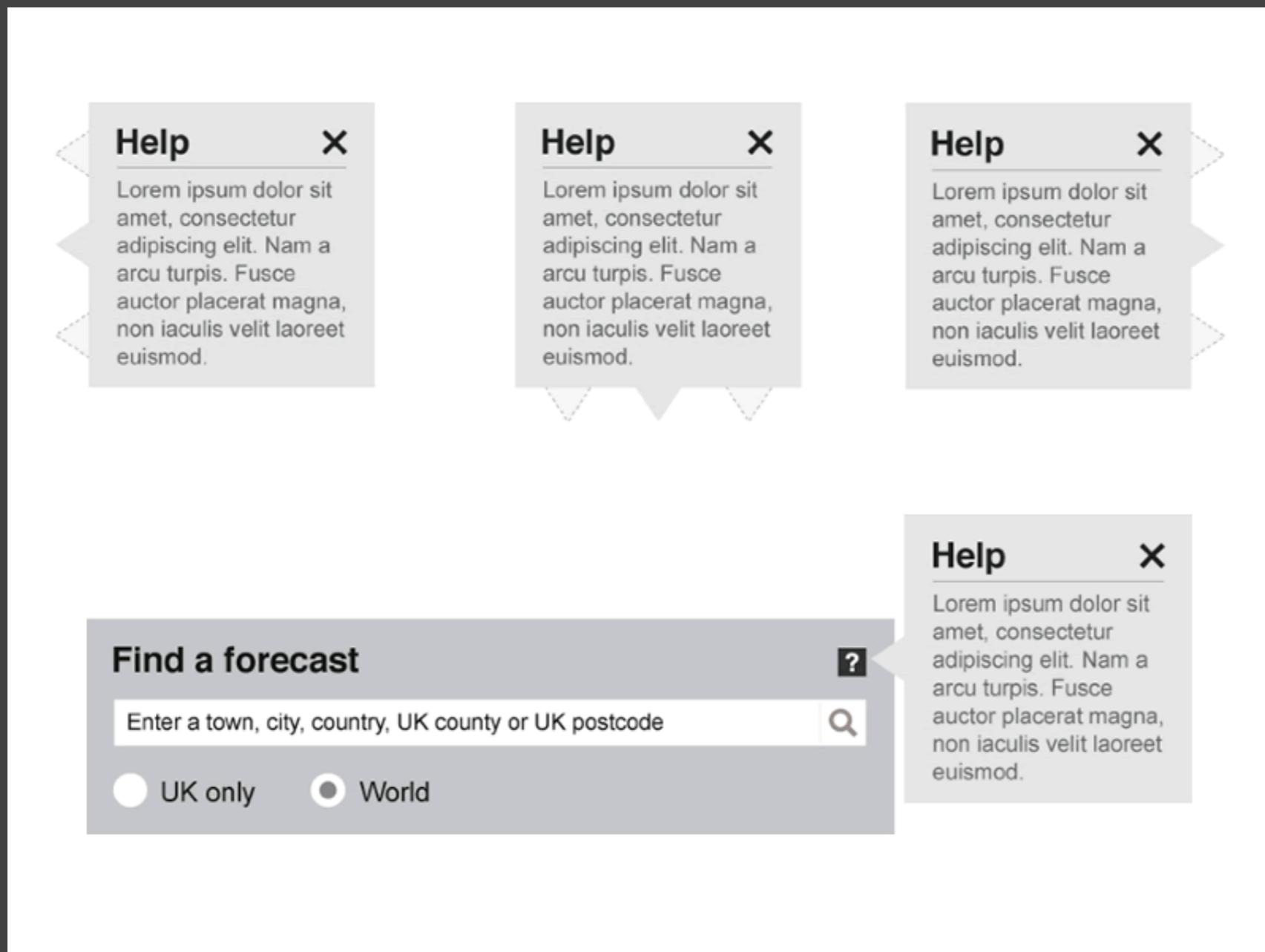
An autosuggest component attempts to predict suitable words or phrases when typing into a form field.



- Even the smallest elements of a design require documenting

Tool Tips

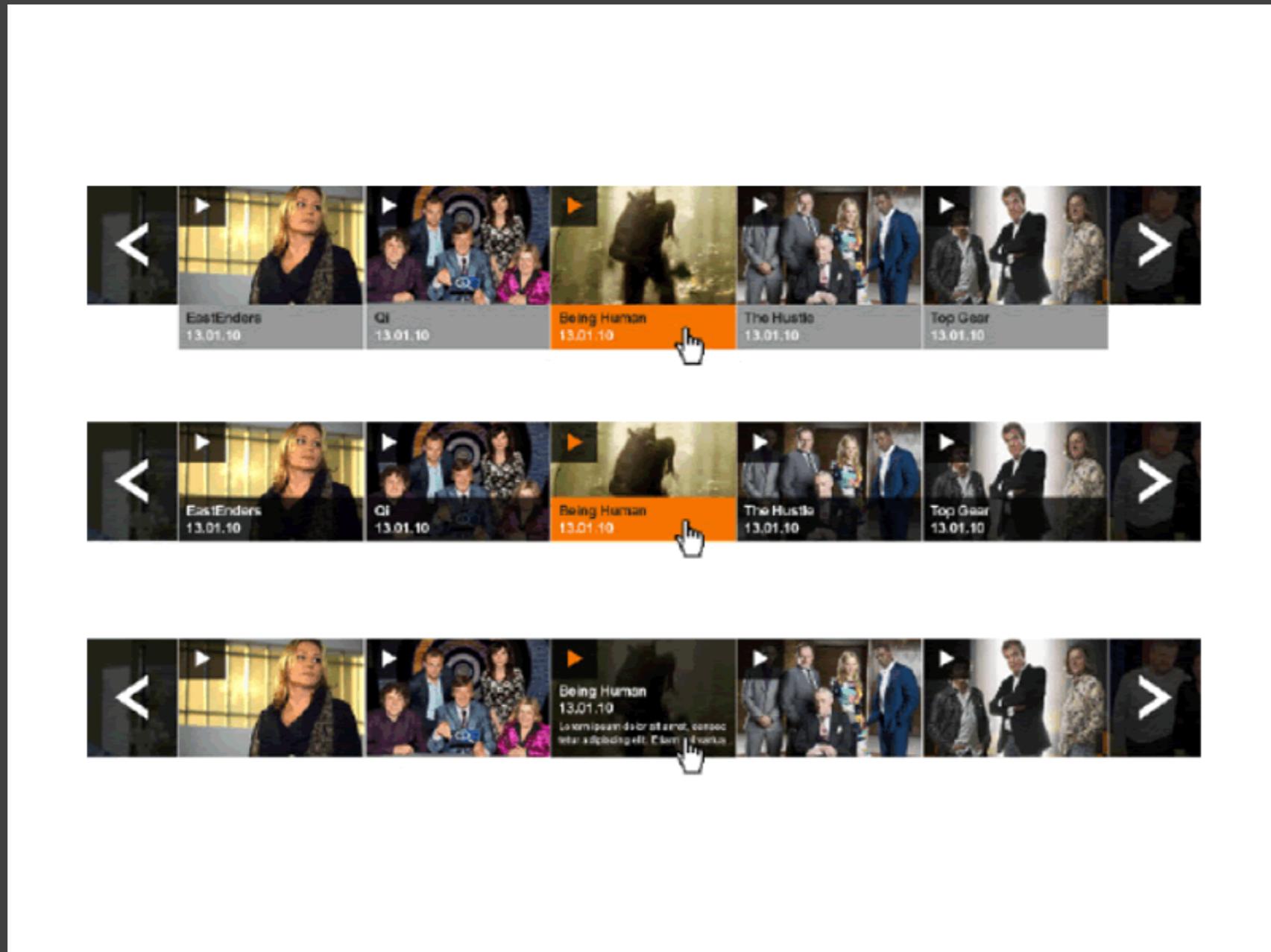
Tooltips are triggered when a user clicks or rolls over an item on a page, providing additional information or contextual help about a page element.



- The quality shows—I noticed the context aware tooltips on the BBC News site and was pleasantly surprised.

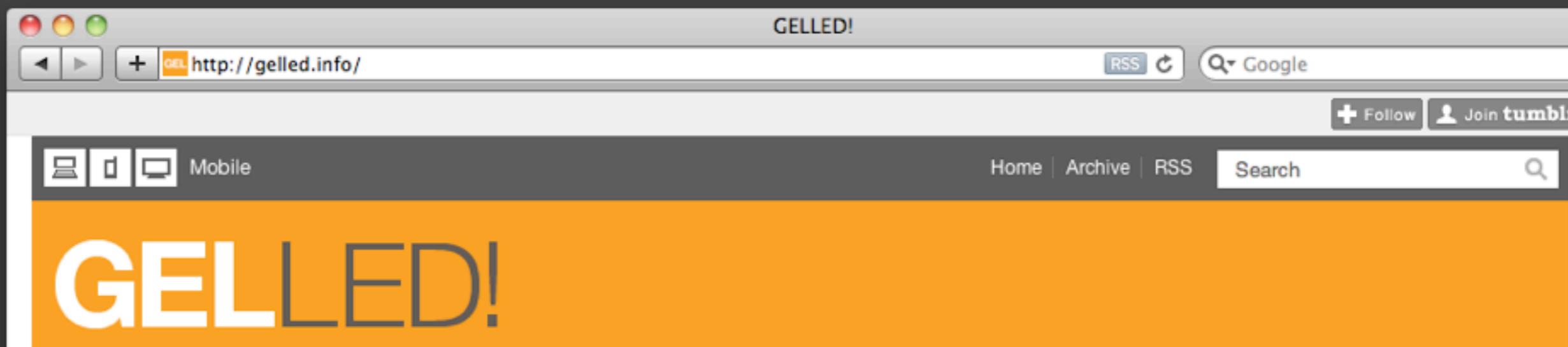
Crouses

The carousel enables the user to scroll through a group of visual elements.



- Carousels can be implemented in any number of ways, but design patterns document the consistent behaviours.

<http://gelled.info>



GEL (Global Experience Language) is the user experience and visual design language for designers creating the next generation of digital services for the BBC. This website spots when new 'gelled' services launch, and tracks how well the new guidelines have been implemented.



3 November 2010

History - The Battle of Britain

Launched: September 2010

Commemorating the 70th anniversary of the Battle of Britain and [a season of programmes](#) that ran across BBC One, BBC Two and BBC Four in September, this site explores the key events with clips from over 50 years of BBC television and radio programmes.



- I've been writing about 'gelled' sites that have launched at <http://gelled.info>
- Hope to build into a useful resource, with background information, possibly interviews too.

Responsive Design

- Content out, not canvas in
- Components of design become more important

- Hot topic this year
- If we are to think less about fixed layouts, so individual components need to become focus of the design.

Styleguides during the design process

Marketing Department to Visual Designer



- I say marketing department, but may be from branding agency or legacy branding guidelines

Brand Styleguide

- Font Usage
- Colours
- Accessibility and usability considerations

- Font usage: Are those listed appropriate. Can we use @font-face?
- Are colours provided as HEX? Are they suitable for on screen use (i.e. contrast).
- Positioning of logos may not be appropriate for online.

Visual Designer to Frontend Developer





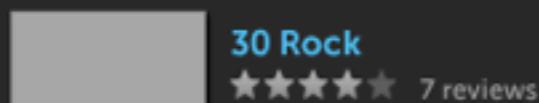
Keep a ‘crib sheet’ of all the different elements/patterns you need to design for—including behaviours.

Crib Sheet

- **Grid** Columns, baseline, key divisions
- **Typography** Headings, body copy, captions, lists, tables
- **Colour** Primary and secondary palettes, gradient ranges
- **Messaging** Success messages, error handling
- **Form Elements** Buttons, text inputs, menus, checkboxes
- **Links & Navigation** Hover, active, disabled and selected states
- **Images** Dimensions, margins, placement, usage

- Preparing for this presentation actually forced me to start listing these!
- Reinforces the point that there is much more to web design than a single flat visual.

All A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

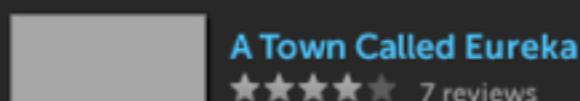


30 Rock
★★★★★ 7 reviews



A musical interlude for Columbo
Columbo

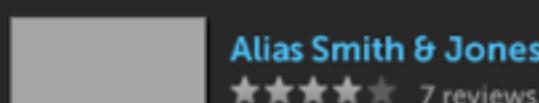
a:link a:hover
a:link a:hover



A Town Called Eureka
★★★★★ 7 reviews



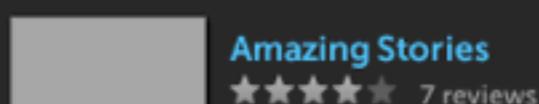
George Wendt from Cheers is
interrogated by Columbo
Columbo



Alias Smith & Jones
★★★★★ 7 reviews



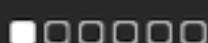
An exclusive interview wth Tony
Shalhoub
Monk



Amazing Stories
★★★★★ 7 reviews



30 Rock Season 3 Trailer
30 Rock



[View all shows »](#)

Section Title (h1)

Second Level Heading (h2)

Lede paragraph (p.lede) is working nine to five in the fourth season of the Emmy award winning series The Office: An American Workplace. The hugely successful US spin-off comedy is available from 29th June 2010 from Universal Playback.

Third Level Heading [Linked](#) (h3)

Article body text [linked](#) (div.prose > p) is executively produced by Gervais and Merchant. The Office: An American Workplace takes a painfully funny look at the interactions of the cubicle jockeys at Dunder Mifflin paper supply company in Scranton, Pennsylvania. Golden Globe winner

Module Heading (h2)

Third Level Heading [Linked](#) (h3)

Standard body text [linked](#) (p) just gets better and better! If you've not seen it, watch earlier paragraphs.

Forth Level Heading [Linked](#) (h4)

Caption text [linked](#) (p.caption) is for dates and meta information

» [Follow on link](#)

» [Follow on link \(to shop page\)](#)

SHOP ITEM

SHOW

80x45

- Started doing this for some recent projects.
- Here is the page I created for Universal Playback.
- Here I've documented all the individual navigation states...

Second Level Heading (h2)

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Standard body text [linked](#) (p) is the irascible, arrogant, highly intelligent and tortured character of Dr Gregory House is the Chief of Diagnostic Medicine at the fictional Princeton-Plainsboro Teaching Hospital and his character is based, in no small part, on the classic fictional detective Sherlock Holmes.

Caption text [linked](#) (p.caption) is for dates and meta information like the 15 June 2010

FORTH LEVEL HEADING (a.show, a.genre) IS USED FOR LINKED HEADINGS SUCH AS FOR GENRES AND SHOW TITLES

Pullquote (blockquote p) is
finding its withdrawal
symptoms become more
and more severe, his
directives for his patients
are more harsh and risky
than usual...

[a:link](#) [a:hover](#)

Citation text [linked](#) (p.caption)

ARTICLE IMAGE
LARGE THUMB

ARTICLE IMAGE
SMALL THUMB

Module Heading (h2)

Third Level Heading [Linked](#) (h3)

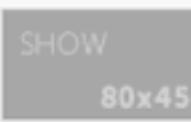
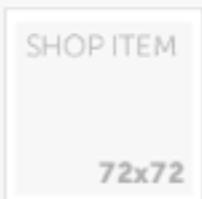
Standard body text [linked](#) (p) just gets better and better! If you've not seen it, watch earlier paragraphs.

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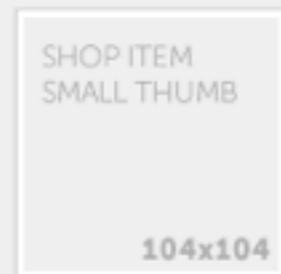
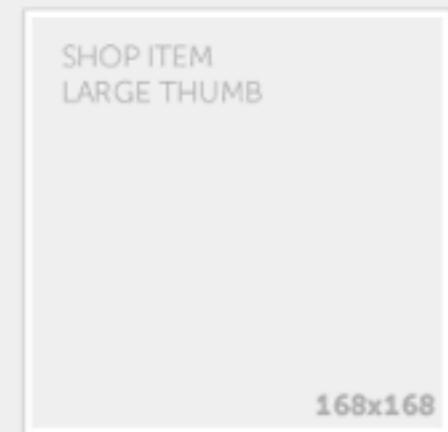
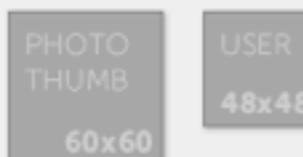
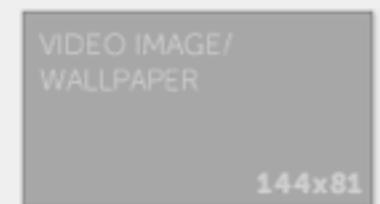
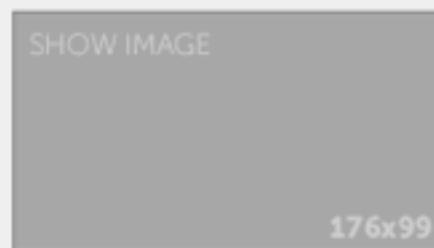
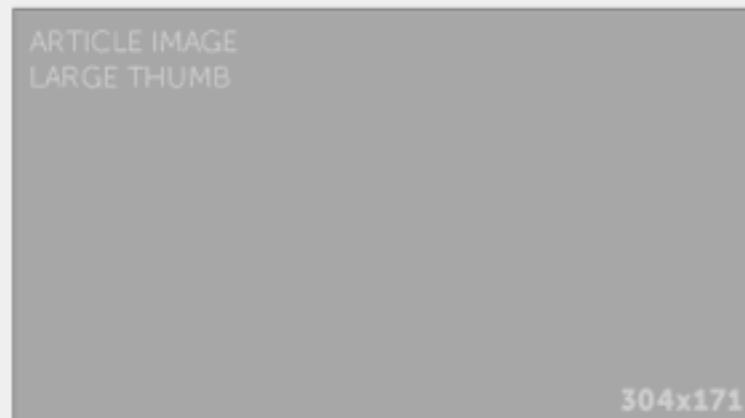
Caption text [linked](#) (p.caption) is for dates and meta information

» [Follow on link](#)

» [Follow on link \(to shop page\)](#)

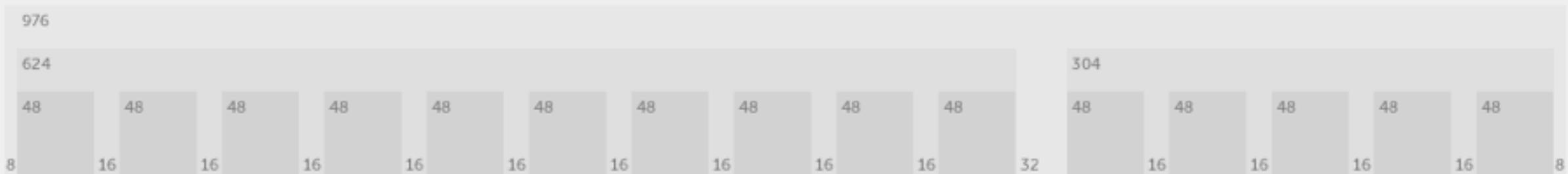
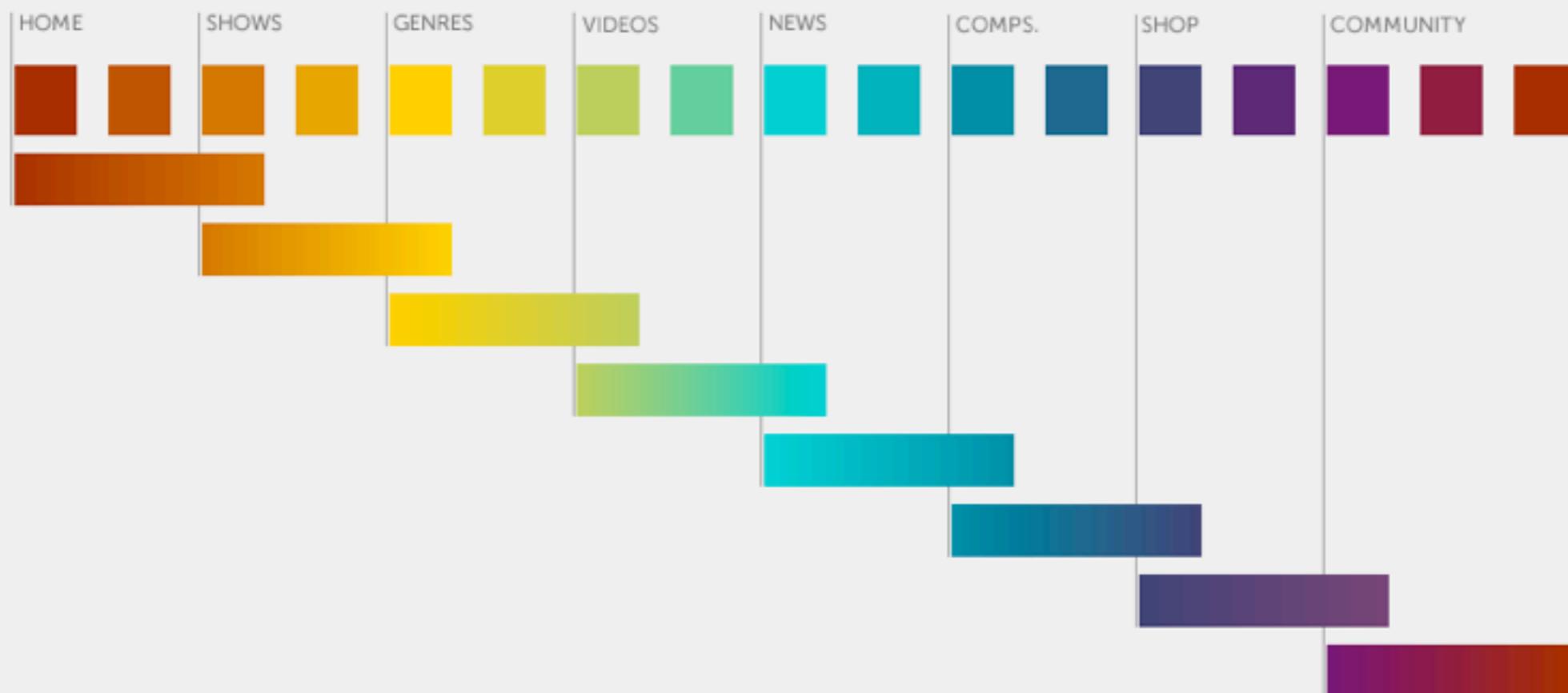


- Prose styles...



All Action & Adventure Comedy Crime Drama Horror Sci-fi & Fantasy

- Image sizes used as well as page navigation elements.



Register

- There was a set colour palette, from which gradients were created to distinguish sections of the site.
- No colour values, as Andy opens these in Fireworks and so can use the colour picker.

Page Title Can Wrap To Many Lines (h1)

SECOND LEVEL HEADING (h2)

Lede paragraph. [Sweetened](#) imported dried cantaloupe chunks are a must for all those tropical fruit lovers. Taste one slice and you'll think you're eating the freshest melon you can find. For the almond connoisseur, these are nonpareil supreme 18/20 raw almonds, some of the finest out there!

First Level Heading

Le Harve Rounded Bold, 32px/32px, #542100

Second Level Heading

Le Harve Rounded Black, 21px/20px, #542100,
Uppercase, 2px spacing

Lede Paragraph

Verdana, 14px/20px, #666

THIRD LEVEL HEADING (h3)

Body copy. A one-and-a-half ounce handful of almonds is a leading source of vitamin E and magnesium and offers protein, fiber, potassium, calcium, phosphorus and iron. Almonds are also the leading source of monounsaturated fat among America's most consumed nuts. Of the 14 grams of total fat found in one ounce of almonds, about 64 percent is monounsaturated. This 'good' fat plays a role in helping [almonds](#) lower harmful cholesterol just as effectively as expensive drugs.

Third Level Heading

Le Harve Rounded Bold, 16px/16px, #c51,
Uppercase, 2px spacing

Prose

Verdana, 12px/20px, #666

Links
#07b

:hover
Underline, #059

:active
Underline, #c51

Forth Level Heading (h4) ([Link](#))

Caption. These are truly supreme in size! For the almond connoisseur, these are nonpareil supreme 18/20 almonds dry roasted, some of the finest out there! These are truly supreme in size! For the almond connoisseur, these are nonpareil supreme 18/20 almonds dry roasted, some of the finest out there!

Forth Level Heading

Verdana, Bold, 12px/20px, #666

Body Copy

Verdana, 11px/20px, #666

Blockquote. Received the almonds just as you said, quick service will bring me back, but it's the quality and size of the almonds that really were the eye opener.these nuts are huge and have the taste that goes along with it.thank you

Blockquote

Georgia, 14px/20px, #930

Citation

Lede paragraph. As you can imagine, the NutsOnline family loves all varieties of

Citation

Verdana, Bold 11px/20px, #666

Lede Paragraph (Sidebar)

- For the latest project, started to think about giving these guides more structure, and a consistent notation style.

certain nuts may reduce the risk of coronary heart disease. Wow! This is great. And you thought for something to taste good, it had to be unhealthy.

Blockquote. Your nuts are the best I've ever had. So many varieties from which to choose. The delivery service is even better.

— Citation

Blockquote (Sidebar)
Georgia, 18px/20px, #930

Citation (Sidebar)
Verdana, 11px/20px, #666

Favorites



Buttons

Le Harve Rounded Bold
Large: 18px/32px
Small: 14px/24px

SEARCH

NOTIFY ME

Cart Buttons

Le Harve Rounded Bold
Large: 18px/32px
Small: 12px/18px

ADD TO CART

ADD TO CART

SEARCH

ADD TO CART

SEARCH

ADD TO CART

Icons

Nutritional feature

Certified Kosher

Certified Kosher Dairy

Certified Gluten Free

Certified Organic



Have a hand over meeting
between the visual designer
and developer before build.

Follow up with regular design
reviews.

- As there is only so much you can document in a file, having a hand over and regular design reviews is essential.



Current Section

> Sub-section

> Selected Sub-section

Page

Page

Selected Page

> Sub-section

Home > Section Name > Sub-section Name > Page Title

Prose Styles

This paragraph is set in an introductory page style, and should appear at the top of a page, appearing only once. The main page header of this guide is an h1. Please reserve h1 for individual page titles only.

h1 top-level heading

colour: #016

font-size: 36px

font-family: Calibri, Trebuchet, Arial, sans-serif

line-height: 1

p.lead lead in text

colour: #034EA2

font-size: 16px

font-family: Calibri, Trebuchet, Arial, sans-serif

line-height: 1.5

h2 second-level heading

colour: #014

font-size: 16px

font-family: Calibri, Trebuchet, Arial, sans-serif

font-weight: bold

line-height: 1.5

text-transform: uppercase

h3 third-level heading

colour: #406078

font-size: 16px

font-family: Calibri, Trebuchet, Arial, sans-serif

font-weight: bold

line-height: 1.5

h4 forth-level heading

colour: #444

font-size: 12px

font-family: Arial, Helvetica Neue, Helvetica, sans-serif

font-weight: bold

line-height: 1.5

HEADING STYLES

The secondary header above is an h2 element, which may be used for any form of important page-level header. More than one may be used per page. Consider using an h2 unless you need a header level of less importance, or as a sub-header to an existing h2 element.

Third-Level Heading

The header above is an h3 element, which may be used for any form of page-level header which falls below the h2 header in a document hierarchy. More than one may be used per page.

Forth-Level Heading

The header above is an h4 element. For all headers below third-level, follow the guidelines listed above. Only use lower header levels when necessary.

PARAGRAPH STYLES

This is the main body text style. Some example text in this style follows: The University of Wales was founded in Wales in 1893 as a federal university with three foundation colleges: University College Wales (now Aberystwyth University), which had been founded in 1872 and University College North Wales (now Bangor University) and University College South Wales and Monmouthshire (now Cardiff University) which were founded following the Aberdare Report in 1881.

p body copy

colour: #333

font-size: 13px

font-family: Arial, Helvetica Neue, Helvetica, sans-serif

line-height: 1.846

p.caption captions

colour: #666

- If working with external developers, this can be difficult, so you may need more detailed guidelines.
- This is the styleguide I created for University of Wales.
- Tried to use CSS notation to bridge the gap between visual and code.

Channel 4 News Styleguide

Primary Listing Types

BREAKING NEWS ARTICLE

CATEGORY / LOCATION

BREAKING: Title of breaking news article

12:00 • 1 Jan 2010 • Article Author



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus aliquet cursus risus et tincidunt. Duis rhoncus pretium fringilla suspendisse. Pellentesque fringilla eros in tellus bibendum at consequat.

LEAD NEWS ARTICLE WITH RELATED LINKS

CATEGORY / LOCATION

Title of lead news article with related links

1 Jan 2010 • Article Author

Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Phasellus
aliquet cursus risus et tincidunt. Duis



CATEGORY / LOCATION OR BLOG NAME

font-family: Trebuchet MS
font-size/line-height: 11px/12px
font-weight: Normal
letter-spacing: 5px
colour: #555

Second Level Heading Link

font-family: C4 Headline
font-size/line-height: 21px/24px
font-weight: Normal
colour: #005989

Datestamps and bylines

based on: Caption
font-size/line-height: 11px/12px

Body Copy

font-family: Trebuchet MS
font-size/line-height: 12px/16px
font-weight: Normal
colour: #333333

› Article Link

based on: Body Copy
colour: #005989

Large Article Link

font-family: Trebuchet MS
font-size/line-height: 14px/16px
font-weight: Bold
colour: #005989

SEE ALL LINK

font-family: Trebuchet MS
font-size/line-height: 12px/16px
font-weight: Bold

- Created a number of similar pages for Channel 4 News, of which this is one example.

“

When we take a design all the way through code, it means that we have spent the time testing the solutions proposed by our strategy, IA and visual design work.

—Mule Design

- Mule design wrote recently about providing flat image comps as the final deliverable.
- I've been advocating within Clearleft that our final deliverables should be HTML.
- However, I think as an industry we should all take a stand (much as we do regarding spec work).



Provide a boilerplate; the very basic HTML elements styled as specified in the design.

- In the absence of being able to do that, provide the bare minimum of code.
- Have a common HTML boilerplate prepared to which you can quickly add styles with CSS.
- Yet to try this, but hope to when I'm next faced with this problem.

Working with external developers





Create a ‘pattern portfolio’; components of the design broken down into modulised chunks of HTML code.

- Rather than provide templates, take a modular approach.
- Allows additional pages to built from these components.
- A good way to check patterns are being used consistently.

NBC Playback - Pattern Portfolio

The screenshot displays a web application interface for NBC Playback, featuring a dark header bar with the title "Base Styles". Below the header is a browser-like toolbar with standard controls (back, forward, search, etc.). The main content area is organized into several sections:

- Grid Layout:** A row of four identical card components, each containing a small thumbnail, the text "Today is Jack's Birthday", and a "BUY" button.
- Large Article Image:** A large, semi-transparent gray box labeled "ARTICLE IMAGE LARGE THUMB" with a "304x171" dimension indicator at the bottom right.
- Card Details:** A card for "HOUSE MD Season 5 Promo" with 345,000 views, a description about new clips and the song "Love Me Dead" by Ludo, and a "SHOW 80x45" button.
- Rating and Reviews:** A section for the show "Trauma" with a "Not yet rated" status and a "56 reviews" link.
- Video List:** A section titled "Video List" containing a grid of eight video thumbnails, each labeled "VIDEO IMAGE/WALLPAPER" and "144x81". Below each thumbnail is the text "Today is Jack's Birthday" and "30 Rock".
- Module Heading:** A section with an "h2" heading "Module heading (h2)" and a search bar with a magnifying glass icon and a "Search" button.
- Text Content:** A section with an "h3" heading "Third Level Heading linked (h3)", followed by standard body text: "Standard body text linked (p) just gets better and better! If you've not seen it, watch earlier paragraphs."
- Links:** Two blue links: "Browse all titles »" and "Browse all titles » Fourth Level Heading".
- Caption Note:** A note at the bottom right: "Caption text linked (p caption) is for dates and meta".

- Example of our pattern portfolio for Universal Playback.

Nuts Online - Pattern Portfolio

The screenshot shows a web browser window with the title "Nuts Online" at the top. The address bar displays the URL "http://another-secret-url.com/". The page content is a pattern portfolio for Nuts Online, featuring a navigation menu with "Home", "Lorem", "Ipsum", and "Dolor" items. Below the menu, there is a "LEVEL ONE HEADING" section with three facet filters: "Facet 1", "Facet 2", and "Facet 3". A large amount of placeholder text ("Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas vestibulum lorem non erat mollis molestie tristique elit vulputate. Duis eget nunc eu lacus ornare malesuada. Maecenas ullamcorper justo sit amet urna porta hendrerit adipiscing dolor pharetra. Maecenas aliquet elit rutrum dolor rutrum posuere.") is present. The main content area features a "LEVEL TWO HEADING" section with four product cards, each labeled "168 x 112". Each card includes a "Lorem ipsum dolor" title, a brief description, a price of "\$2.69/lb", and a green "ADD TO CART" button. Below this section, another "LEVEL TWO HEADING" section is shown with one product card labeled "108 x 72". The overall design uses a light gray background with dark gray and white grid patterns for the products.

Home > Lorem > Ipsum > Dolor

Level one heading

Facet 1

Facet 2

Facet 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas vestibulum lorem non erat mollis molestie tristique elit vulputate. Duis eget nunc eu lacus ornare malesuada. Maecenas ullamcorper justo sit amet urna porta hendrerit adipiscing dolor pharetra. Maecenas aliquet elit rutrum dolor rutrum posuere.

Facet 1

Facet 2

Facet 3

168 x 112

168 x 112

168 x 112

168 x 112

LEVEL TWO HEADING

Sort by: Popularity A-Z Price

LEVEL TWO HEADING

108 x 72

LEVEL TWO HEADING

- Example of our pattern portfolio for Nuts Online.

Nuts Online - Pattern Primer

The screenshot shows a web browser window with the title "Nuts Online Pattern Primer". The address bar contains the URL "http://nope-still-secret.com/". The page content is a pattern primer example. On the left, there is a large gray box containing the text "168 x 112". Below this is a section titled "Lorem ipsum dolor" with the text "Product 1, Product 1, Product 1, Product 1, more...". To the right of this is a code snippet for "category.html":

```
<div class="category">
<h3 class="longprimer">
<a class="summary" href="#" rel="bookmark">

<span>Lorem ipsum dolor</span>
</a><!-- ./summary -->
"
```

Below this is a section titled "p.html" with the text:

```
<p class="longprimer">Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas vestibulum lorem non erat mollis molestie tristique elit vulputate. Duis eget nunc eu lacus ornare malesuada. Maecenas ullamcorper justo sit amet urna porta hendrerit adipiscing dolor pharetra. Maecenas aliquet elit rutrum dolor rutrum posuere. Proin dolor leo, mollis ut rutrum ut, dapibus venenatis urna. Nulla purus est, interdum sed commodo at, pharetra eget velit.</p>
```

At the bottom, there is a form field with the placeholder "Firstname Lastname, Town or City, State". To the right of the form is a code snippet for "hreview.html":

```
<div class="hreview">
<blockquote class="summary">
<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas vestibulum lorem non erat mollis molestie tristique elit vulputate. Duis eget nunc eu lacus ornare malesuada. Maecenas ullamcorper justo sit amet urna porta hendrerit adipiscing dolor pharetra. Maecenas aliquet elit rutrum dolor rutrum posuere. Proin dolor leo, mollis ut rutrum ut, dapibus venenatis urna. Nulla purus est, interdum sed commodo at, pharetra eget velit.</p>
"
```

Below this is a link labeled "hreview.html".

- Jeremy has taken this one step further, proving code snippets for each component.
- This approach seems to very much in the spirit of Alfred Hitchcock.

Communication

- If I have learnt anything, communication is key.
- The techniques shown here are only part of the equation.
- Need to communicate with clients and developers to help maintain the quality of design.

Community

- As a community need to share, not only how we generate ideas, but also how we share these with clients, and how we communicate with those developing our designs.

I want your feedback:

- <http://paulrobertlloyd.com>
- [@paulrobertlloyd](https://twitter.com/paulrobertlloyd)
- paul.lloyd@me.com

- This is very much work in progress, so I would love your feedback on some of the ideas I've shared today.

Thank you.