

Михаил Колосков

Зачем продакшн технологии в дизайне



Михаил Колосков

- дизайнер интерфейсов Яндекс.Денег
- сторонник «дизайна в браузере»
- мейнтейнер **bem.design**



YESMINT



Необходимость

- живые стиль гайды
- системный подход к визуализации
- уровни стилизации



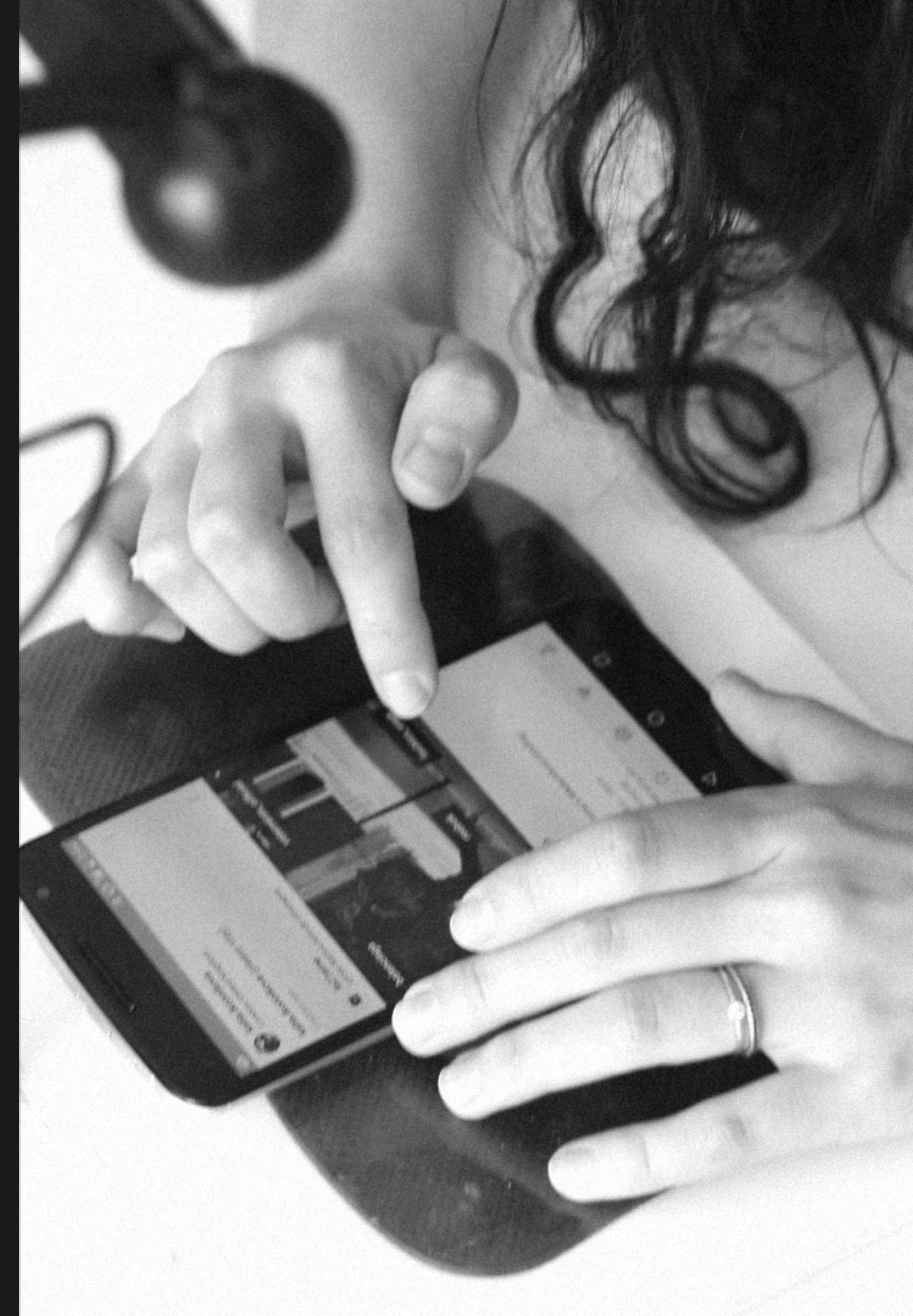


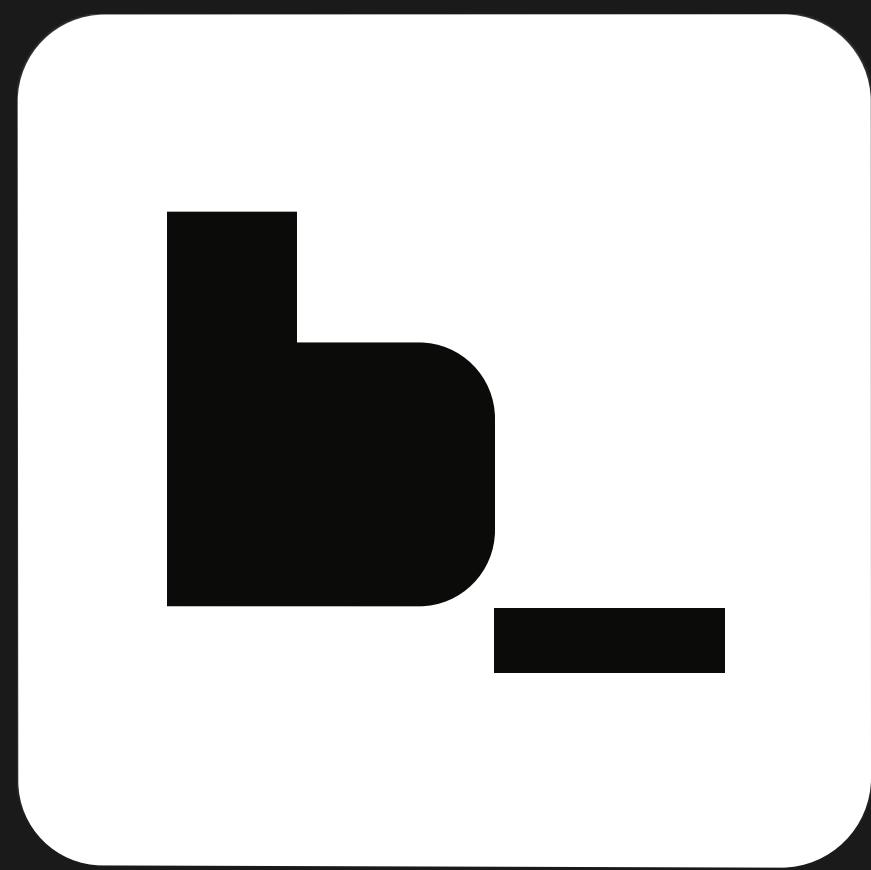
```
Project
  article-grids
  article-pattern
  article-style-guides
  card
  cc
  concept
  const
    _const.css
    _const.ru.js
    const.bemded.js
    const.bemded.js
    const.bemjson.js
    const.deps.js
    const.layouts.js
    const.layouts.ru.js
    const.lang.js
    const.lang.ru.js
    const.pre.js
    const.pre.js.map
    const.ru.html
    const.ru.js
  const-mode
  dialog
  esp
  face
  form
  grid
  icon-plus
  grid

demo_content.post.css | const.bemjson.js
content : [
  {
    elem : 'content',
    elemMods: { display: 'flex' },
    content: [
      {
        block : 'content',
        mix : { block : 'b-page', elem : 'content' },
        content : [
          {
            block : 'prototype-demo',
            content : [
              {
                elem : 'content',
                content : [
                  {
                    block : 'row',
                    content : [
                      {
                        elem : 'col',
                        elemMods : { sm : 10 },
                        content : [
                          {
                            blocks: 'text',
                            mods: { size: 'xxxl', weight: 'bold' },
                            mix: { block: 'decorator', mods: { 'indent-0': 'x1' } },
                            content: '!'
                          }
                        ],
                        elem : 'Manifest',
                        block : 'prototype-demo',
                        content: 'Этот блок позволяет гибко настраивать макеты'
                      }
                    ]
                  }
                ]
              }
            ]
          }
        ]
      }
    ]
  }
]
```

Тестирование

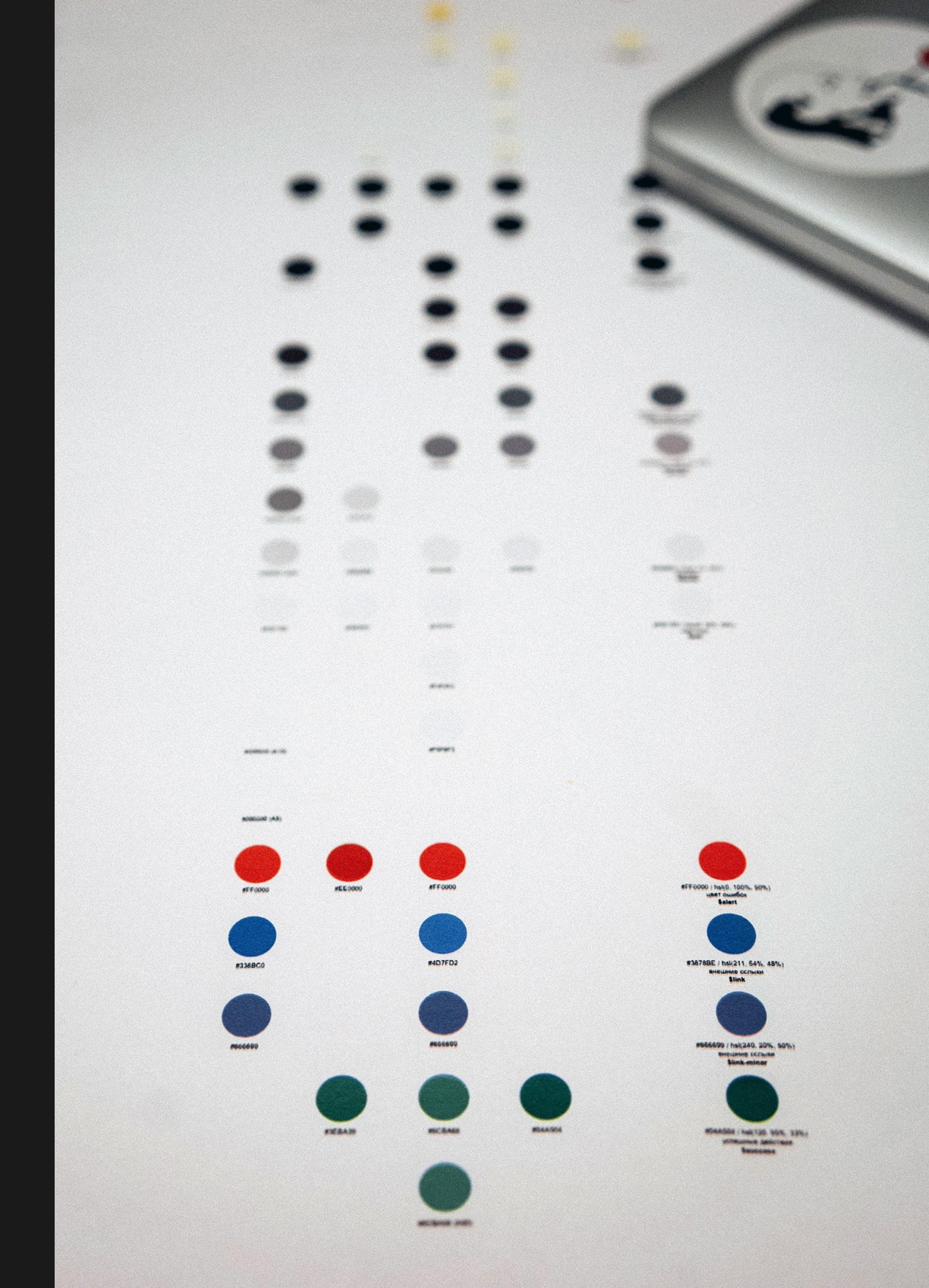
- **раннее тестирование в команде**
- **тестирование в лаборатории**

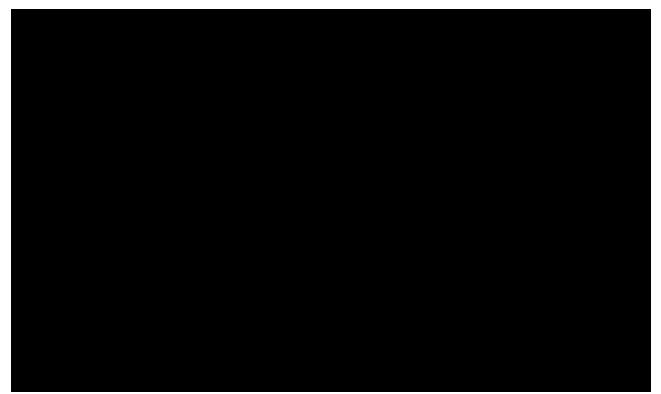




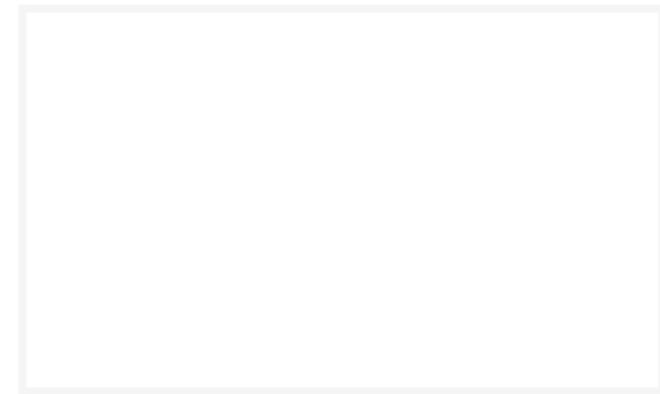
Уровень темы

- отступы
 - размеры
 - цвета





`$color-base`



`$color-essential`



`$color-project`



`$color-radical`



`$color-source`



`$color-path`



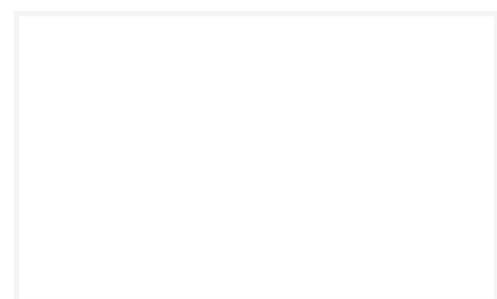
\$color-action



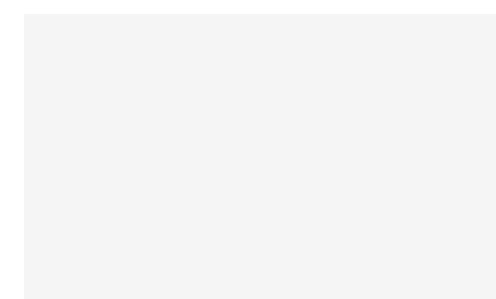
\$color-selection



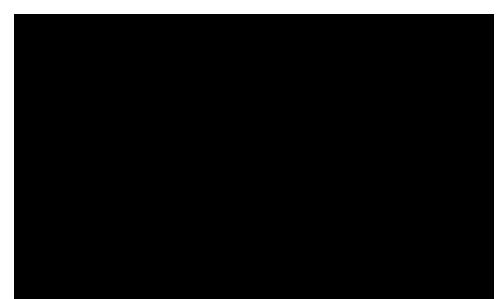
\$color-hover



\$color-default



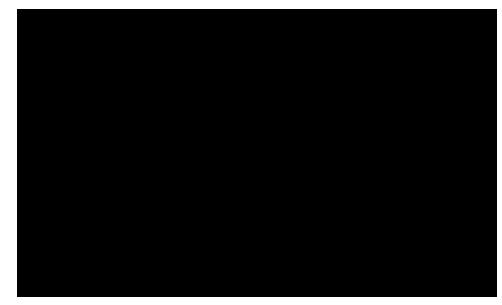
\$color-ghost



\$color-inverse

```
$color-base: #000000;  
$color-essential: #FFFFFF;  
$color-project: #FFCC00;
```

```
$color-action: color($color-project l(+15%));  
$color-selection: color($color-project h(-1) l(+31%));  
$color-hover: color($color-project h(+2) l(+40%));  
$color-default: $color-essential;  
$color-ghost: color($color-base a(4%));  
$color-inverse: $color-base;
```



\$color-typo-primary



\$color-typo-promo



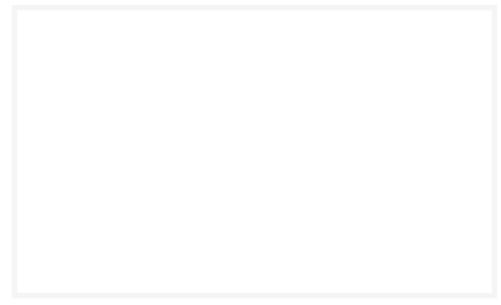
\$color-typo-secondary



\$color-typo-ghost



\$color-typo-disable



\$color-typo-inverse

```
$color-essential: #FFFFFF;
```

```
$color-base: #000000;
```

```
$color-typo-primary: $color-base;
```

```
$color-typo-promo: color($color-base a(80%));
```

```
$color-typo-secondary: color($color-base a(60%));
```

```
$color-typo-ghost: color($color-base a(40%));
```

```
$color-typo-disable: color($color-base a(30%));
```

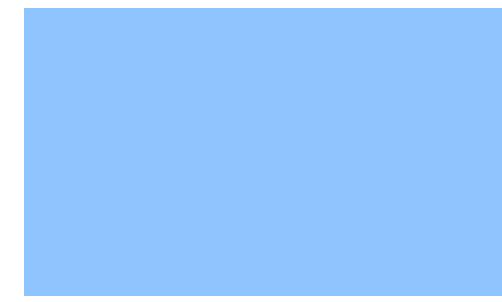
```
$color-typo-inverse: $color-essential;
```



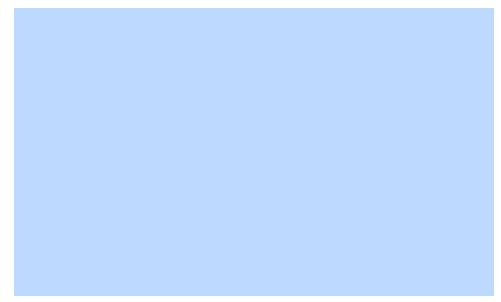
`$color-project`



`$color-action`



`$color-selection`



`$color-hover`

`$color-project: #0070F0;`

`$color-action: color($color-project l(+15%));`
`$color-selection: color($color-project h(-1) l(+31%));`
`$color-hover: color($color-project h(+2) l(+40%));`



`$color-project`



`$color-action`



`$color-selection`



`$color-hover`

`$color-project: #0070F0;`

`$color-action: color($color-project l(+15%));`
`$color-selection: color($color-project h(-1) l(+31%));`
`$color-hover: color($color-project h(+39) l(+40%));`



zeldman

@zeldman

Читаю



⇒ 90 percent of design is typography. And
the other 90 percent is whitespace.

#yearindesign

🌐 Язык твита: английский

13:17 - 23 дек. 2015 г.

85 ретвитов 109 отметок «Нравится»



4

85

109





Мои операции

Оплата услуг

Денежные переводы

Карты Яндекс.Денег

Как собирать деньги

Игры и сервисы

Подарочные карты

Скидки и бонусы

Настройки

Сохраненные

Избранное

Уведомления

Автоплатежи

Квартплата, ВЦКП



Лицевой счет

Январь

2018

Продолжить

История

Все операции

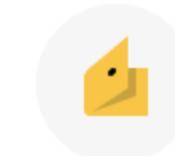
Вся история

Q Платеж, перевод или пополнение

19 янв
15:12

SODEXSO

- 235 ₽

19 янв
15:12

Пополнение счета

+ 235 ₽

18 янв
18:11

SODEXSO

- 262 ₽

Скидки и бонусы

Пакет автомобилиста



Пользователям Яндекс.Денег

Синема Парк

10%

По карте Яндекс.Денег

Киноход

10%

По карте Яндекс.Денег

Все скидки и бонусы

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SODEXO

- 235 ₽

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SODEXO

- 262 ₽

Скидки и бонусы

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10%

Синема Парк

По карте Яндекс.Денег

10%

Киноход

По карте Яндекс.Денег

Все скидки и бонусы

Typography

```
mods: { size: 'l' }  
font-size: 18px
```

Typography

```
mods: { size: 'xl' }  
font-size: 20px
```

Typography

```
mods: { size: 'xxl' }  
font-size: 24px
```

Typography

```
mods: { view: 'link' }  
color: #0070F0
```

Typography

```
mods: { view: 'alert' }  
color: #FF3333
```

Typography

```
mods: { view: 'success' }  
color: #00985F
```

Typography

```
mods: { weight: 'light' }  
font-weight: 300
```

Typography

```
mods: { weight: 'semibold' }  
font-weight: 500
```

Typography

```
mods: { weight: 'bold' }  
font-weight: 600
```

O'STIN

-20%

Скидка 15% по промослову на сумму
покупки от 2000 ₽

```
{  
  block: 'offer',  
  content: [  
    {  
      elem: 'logo',  
    },  
    {  
      elem: 'sale',  
      mix: {  
        block: 'text',  
        mods: { size: 'xxxxl', view: 'inverse' }  
      },  
      content: '-20%'  
    },  
    {  
      elem: 'description',  
      mix: {  
        block: 'text',  
        mods: { size: 'm', view: 'inverse' }  
      },  
      content: 'Скидка 15% по промослову на ...'  
    }  
  ]  
}
```

Declarations in BEM

2.4em

Work with declarations

1em

Declarations can help you manage the build process.

For instance, you can combine different page declarations into one and build the entire project at once instead of page by page. In addition to combining declarations, you can reuse them, extract their common and different parts.

1.4em

This kind of control enables you to assemble all pages into one **bundle**, load the necessary parts of a page on request or reuse already built common components on different pages.

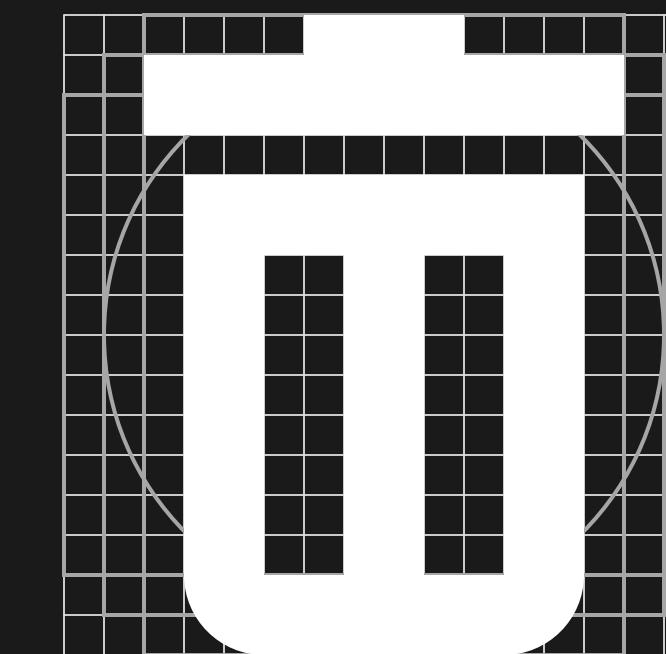
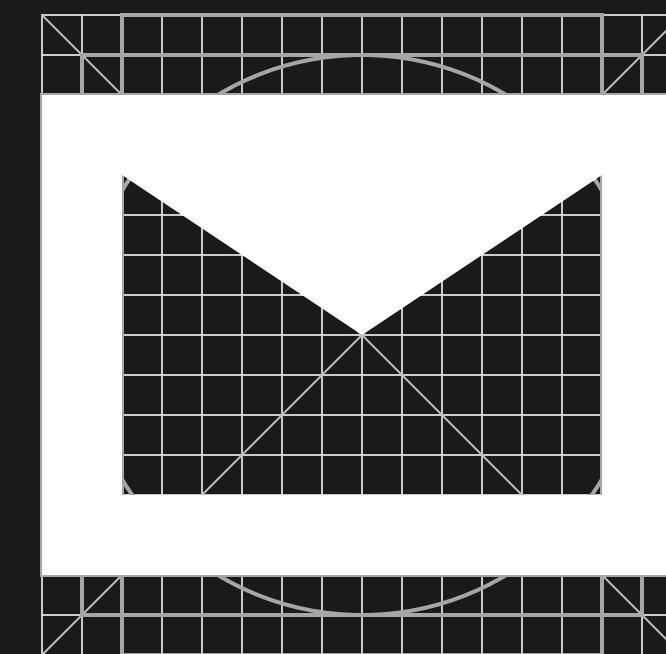
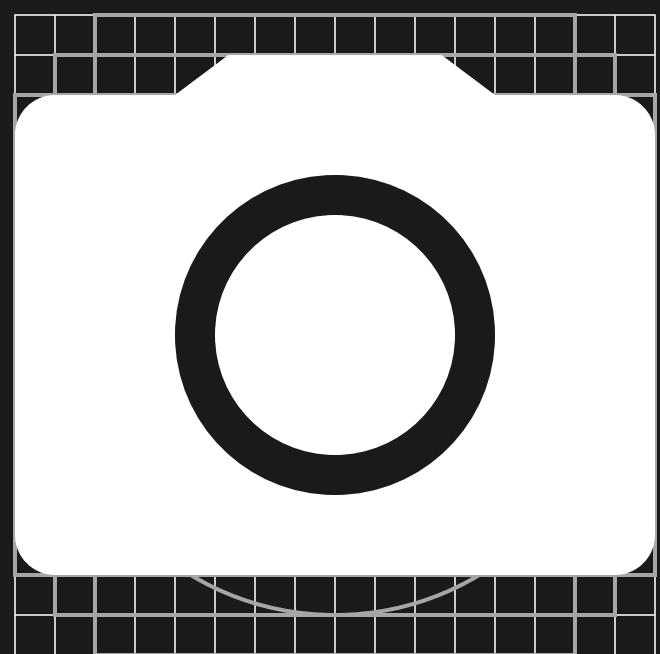
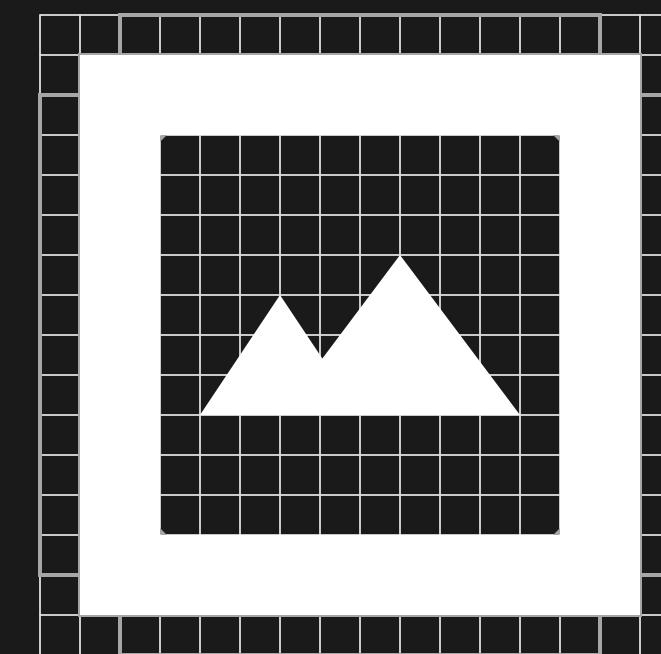
2.4em

Adding declarations

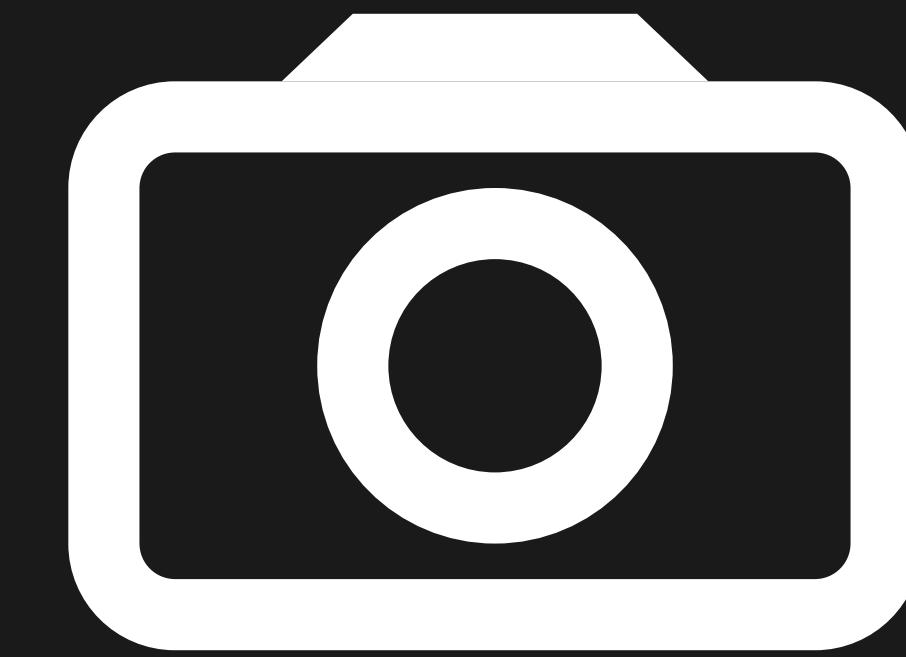
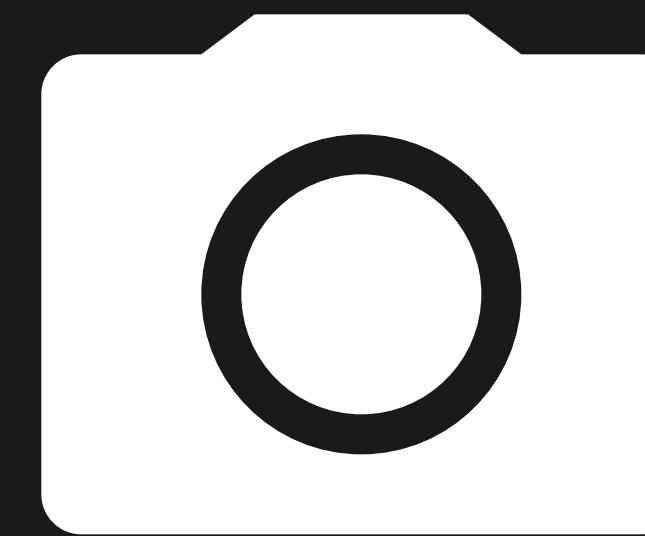
1em

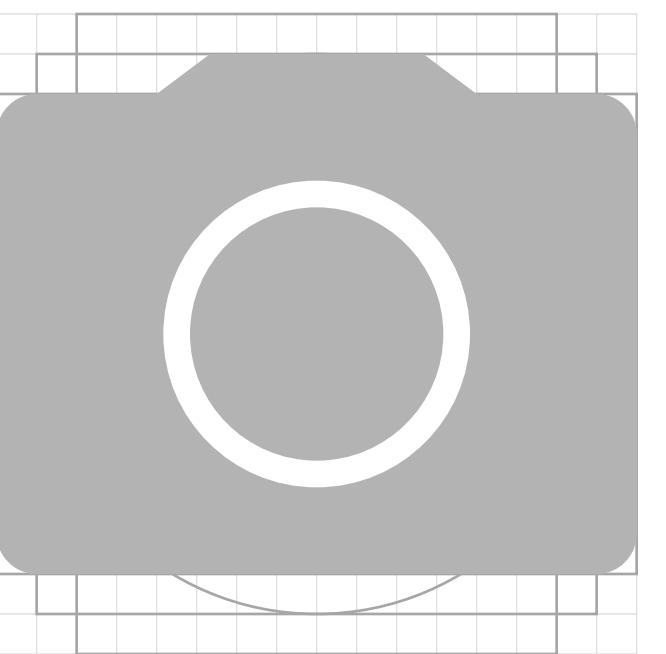
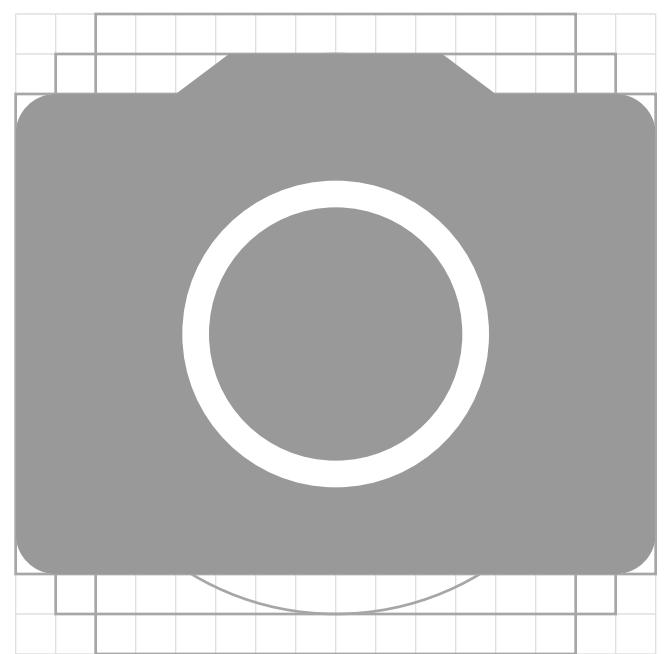
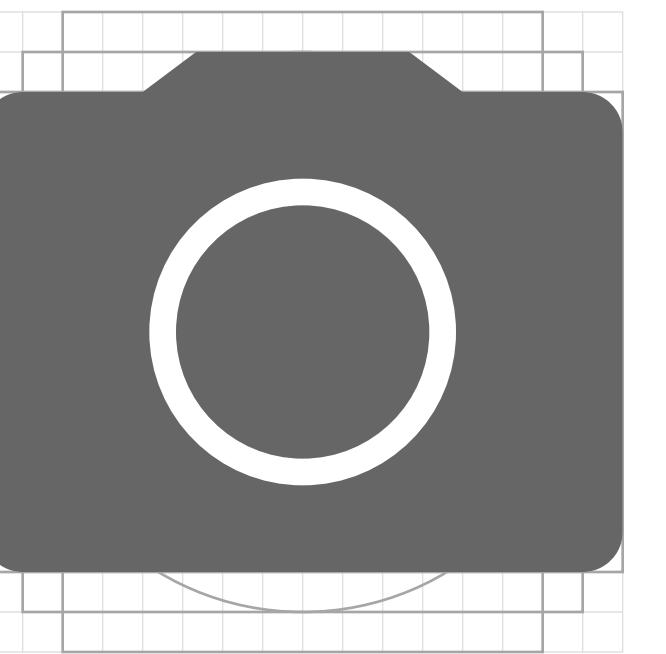
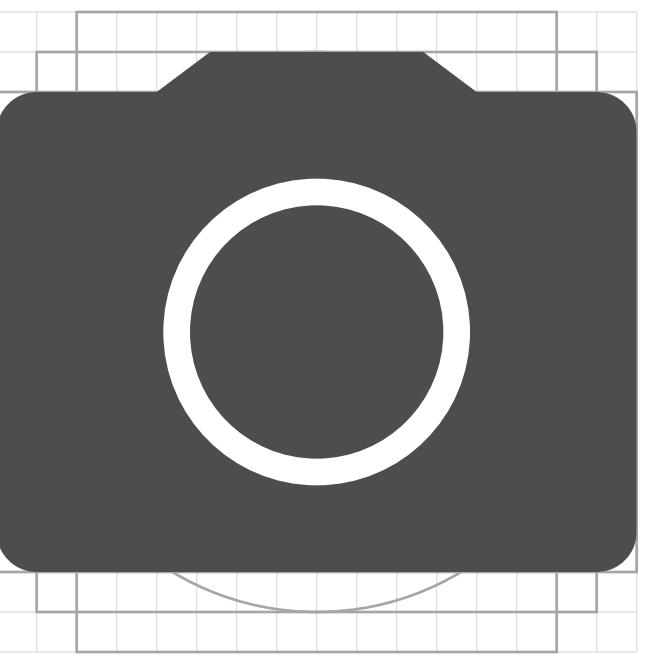
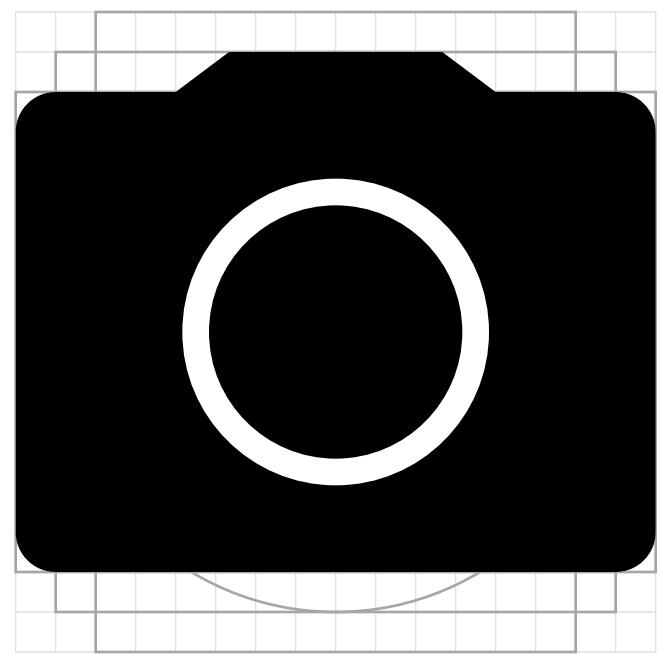
Used for creating common technology files (e.g., a common CSS and JavaScript file) for multiple pages. Use it if you need to load all pages at once and save time loading each individual page when switching between the pages.

```
{  
  block: 'text',  
  mods: {  
    size: 'xxxl',  
    view: 'primary',  
    ...  
    type: 'h1'  
  },  
  content: 'Declarations in BEM'  
,  
{  
  block: 'text',  
  mods: {  
    size: 'xl',  
    view: 'primary',  
    ...  
    type: 'h2'  
  },  
  content: 'Work with declarations'  
,  
...  
}
```

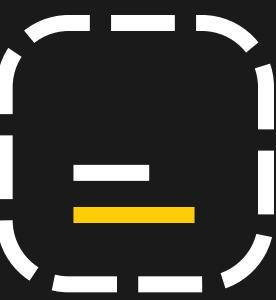
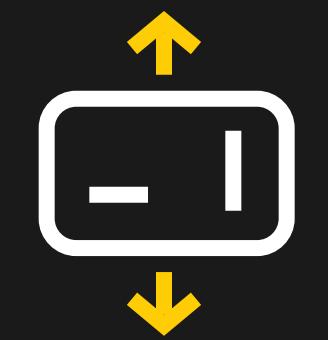
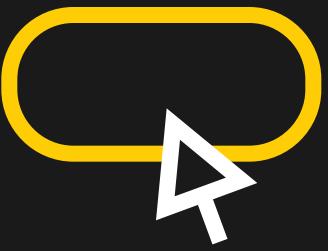


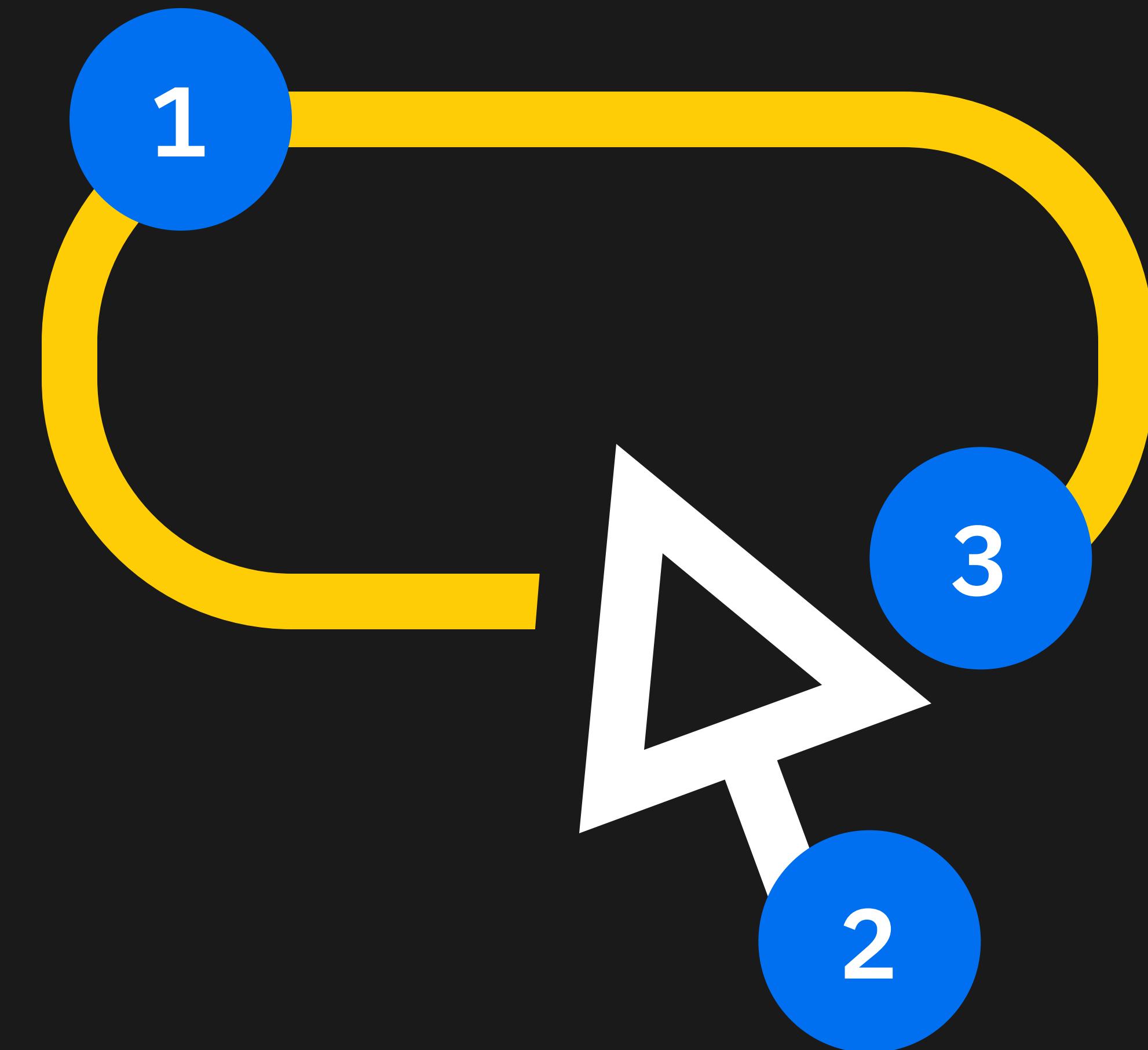
bem_icons

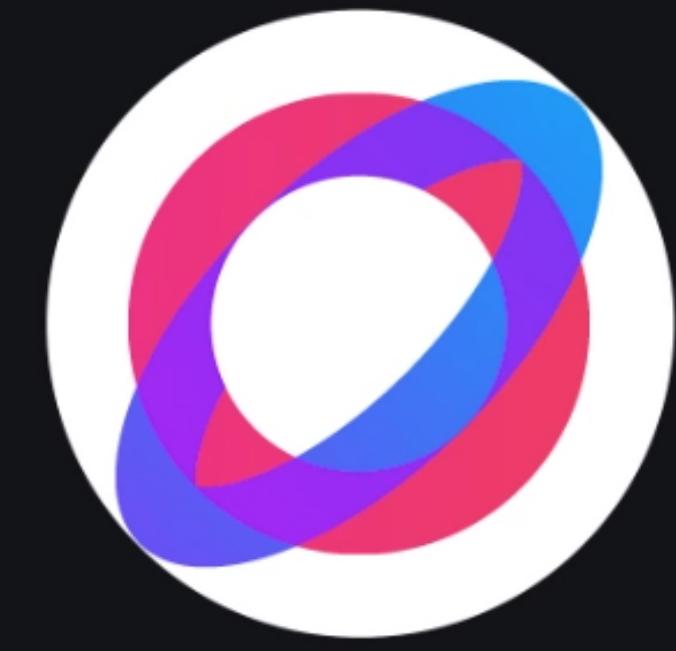




```
{  
  block: 'icon',  
  mods: { 'camera': 's-primary' }  
},  
{  
  block: 'icon',  
  mods: { 'camera': 's-promo' }  
},  
{  
  block: 'icon',  
  mods: { 'camera': 's-secondary' }  
},  
{  
  block: 'icon',  
  mods: { 'camera': 's-ghost' }  
},  
{  
  block: 'icon',  
  mods: { 'camera': 's-disable' }  
}
```

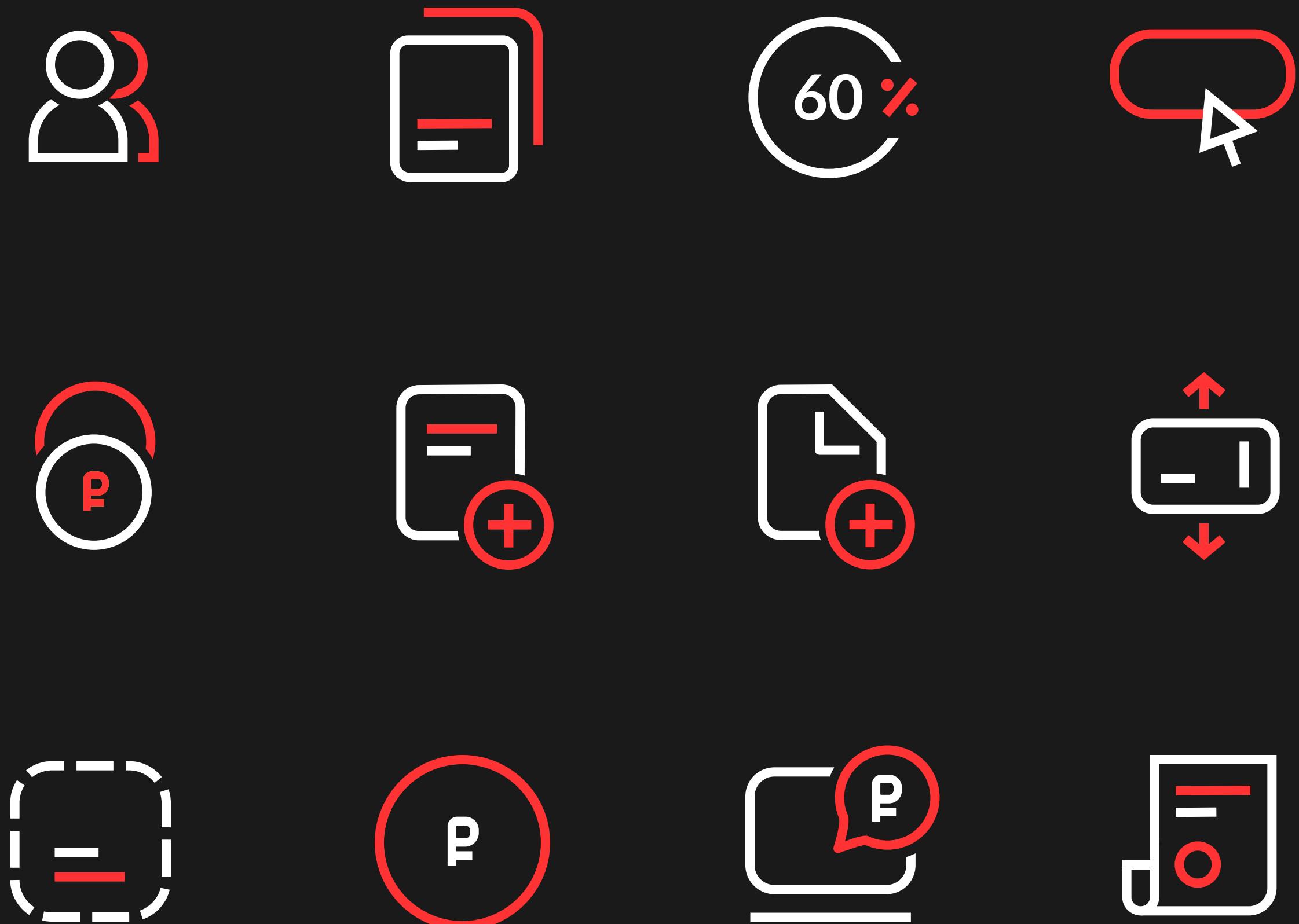






orion

Icon Library



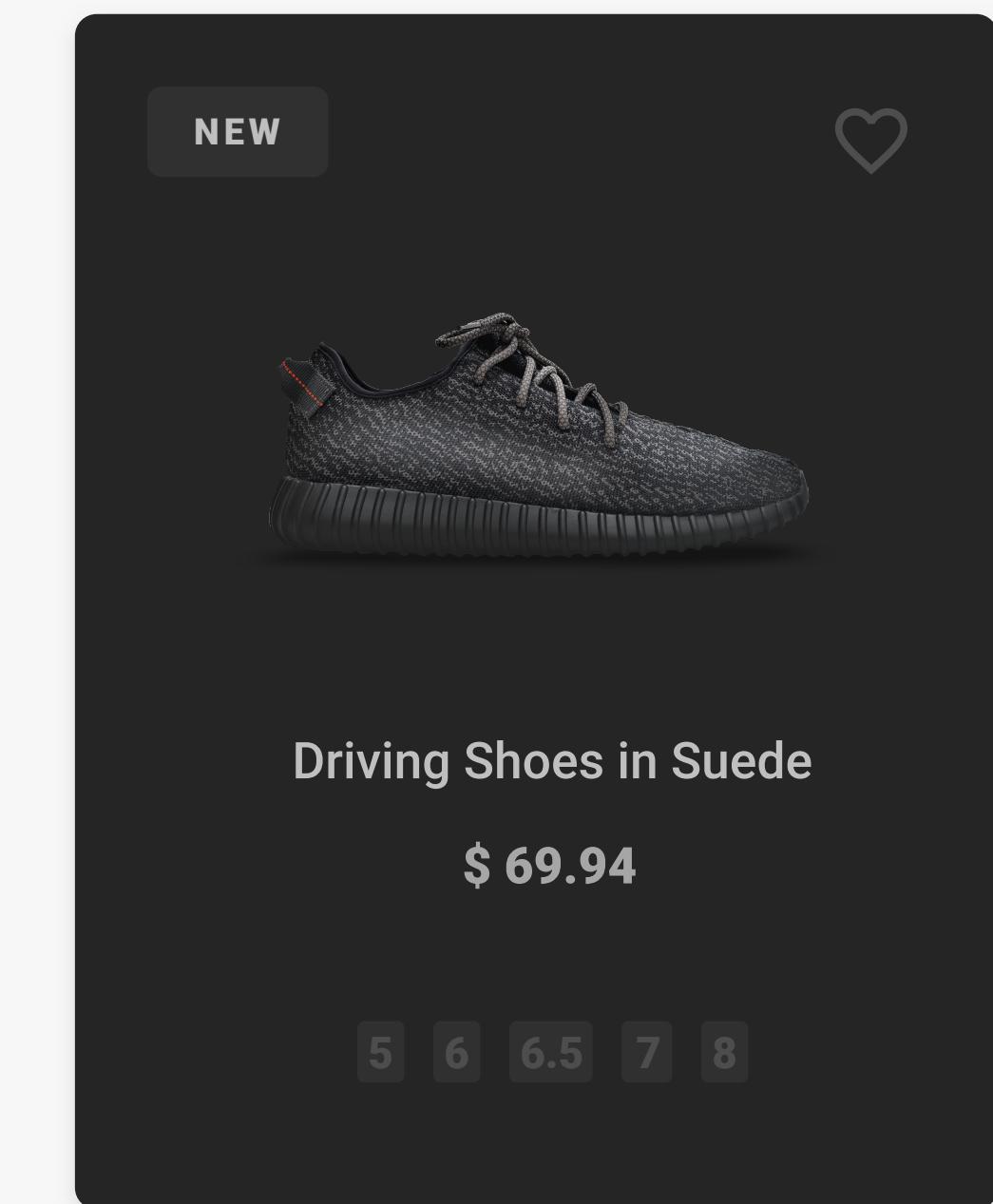
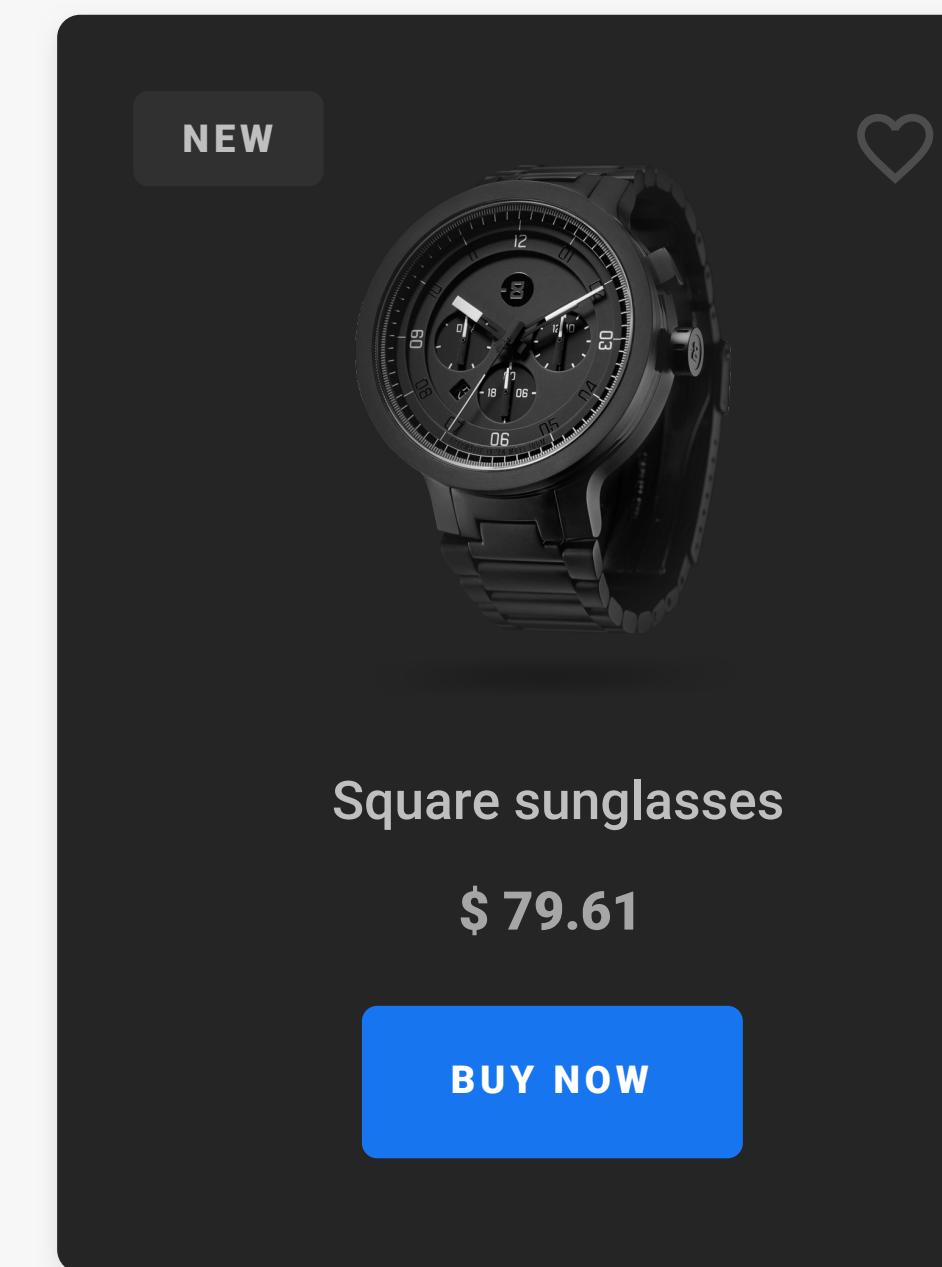
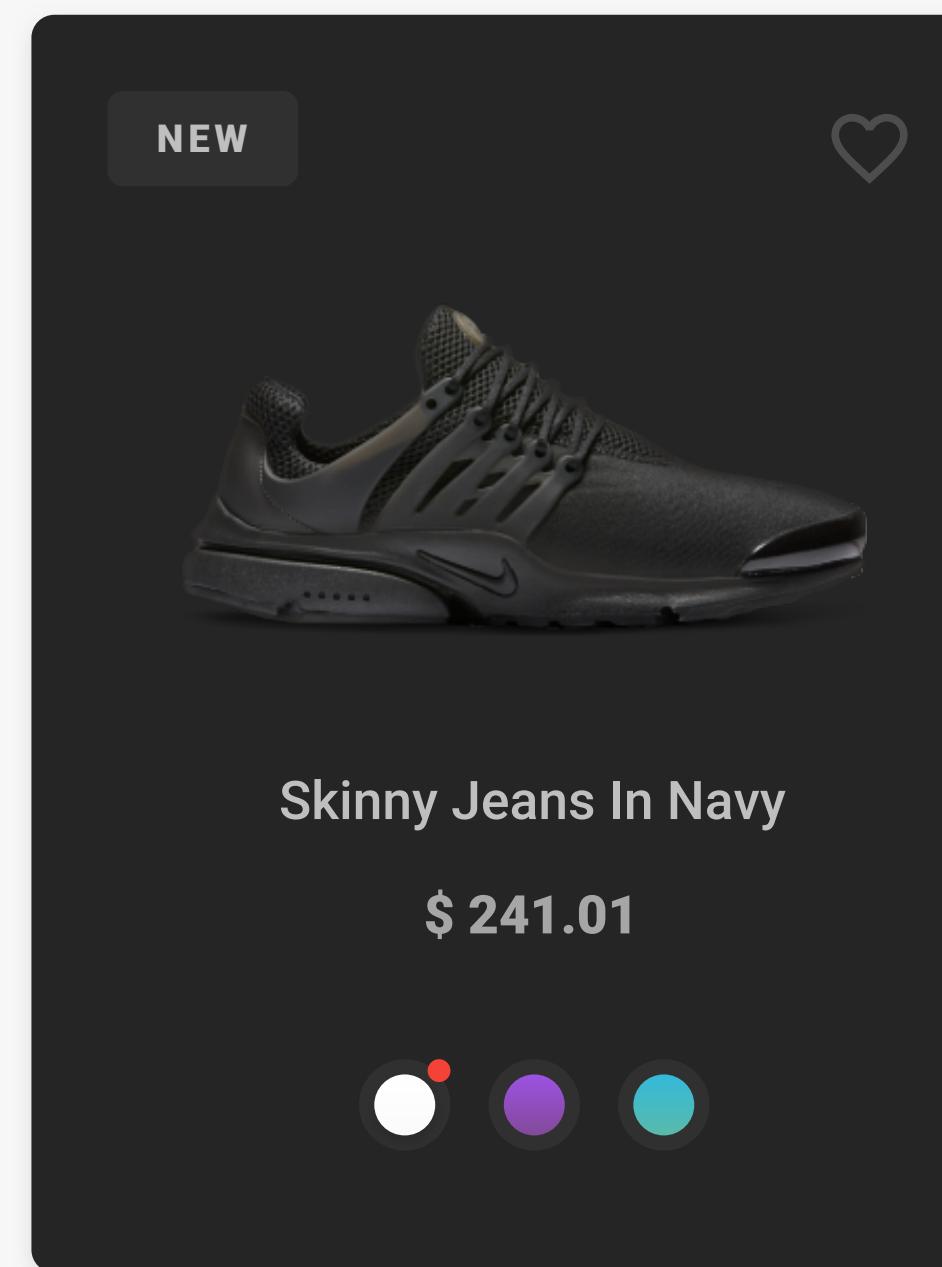
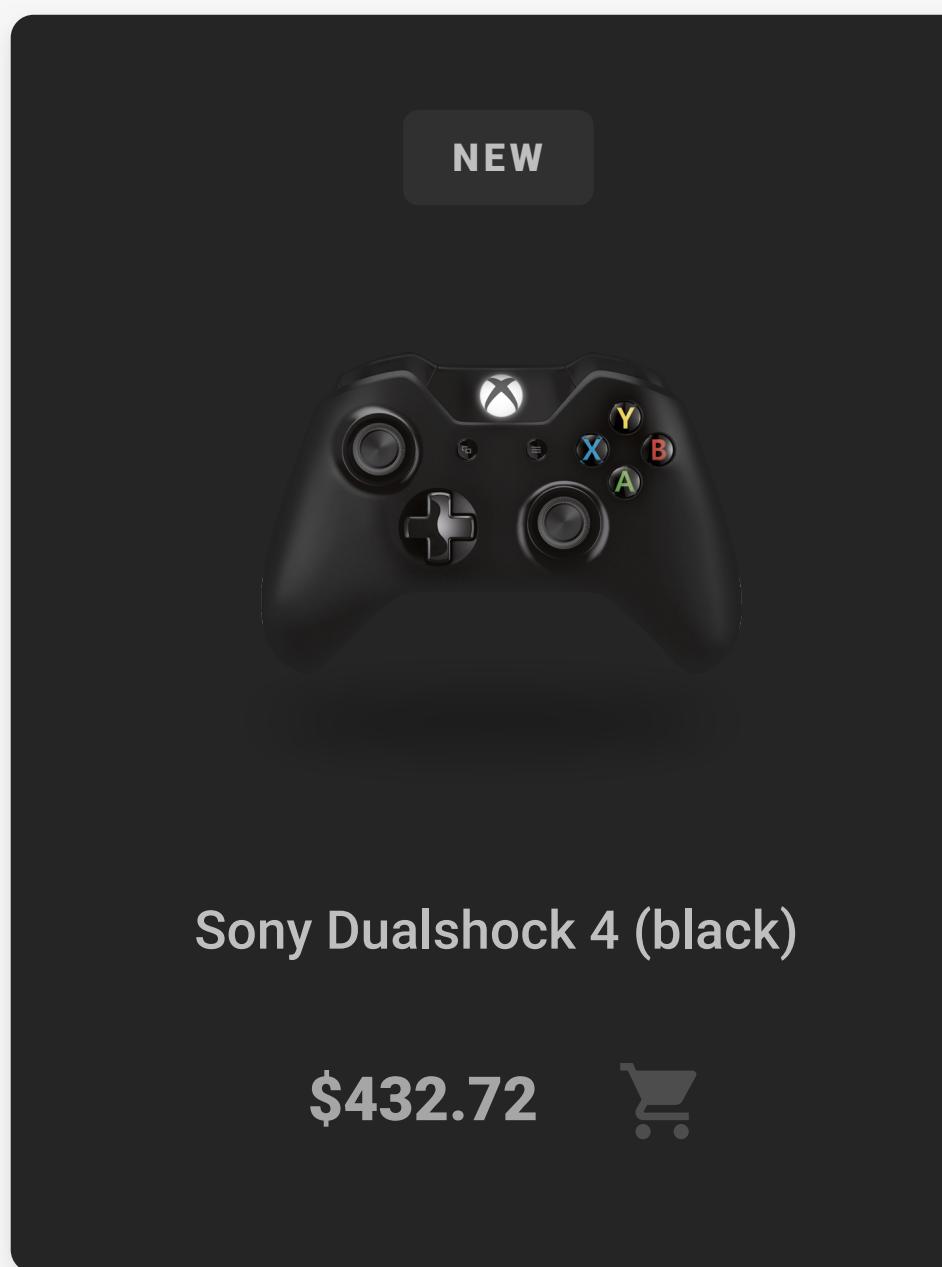
mods: { *vector*: 'm-alert-inverse' }

ВИЗУАЛ ИЗ КОРОБКИ

bem_patterns

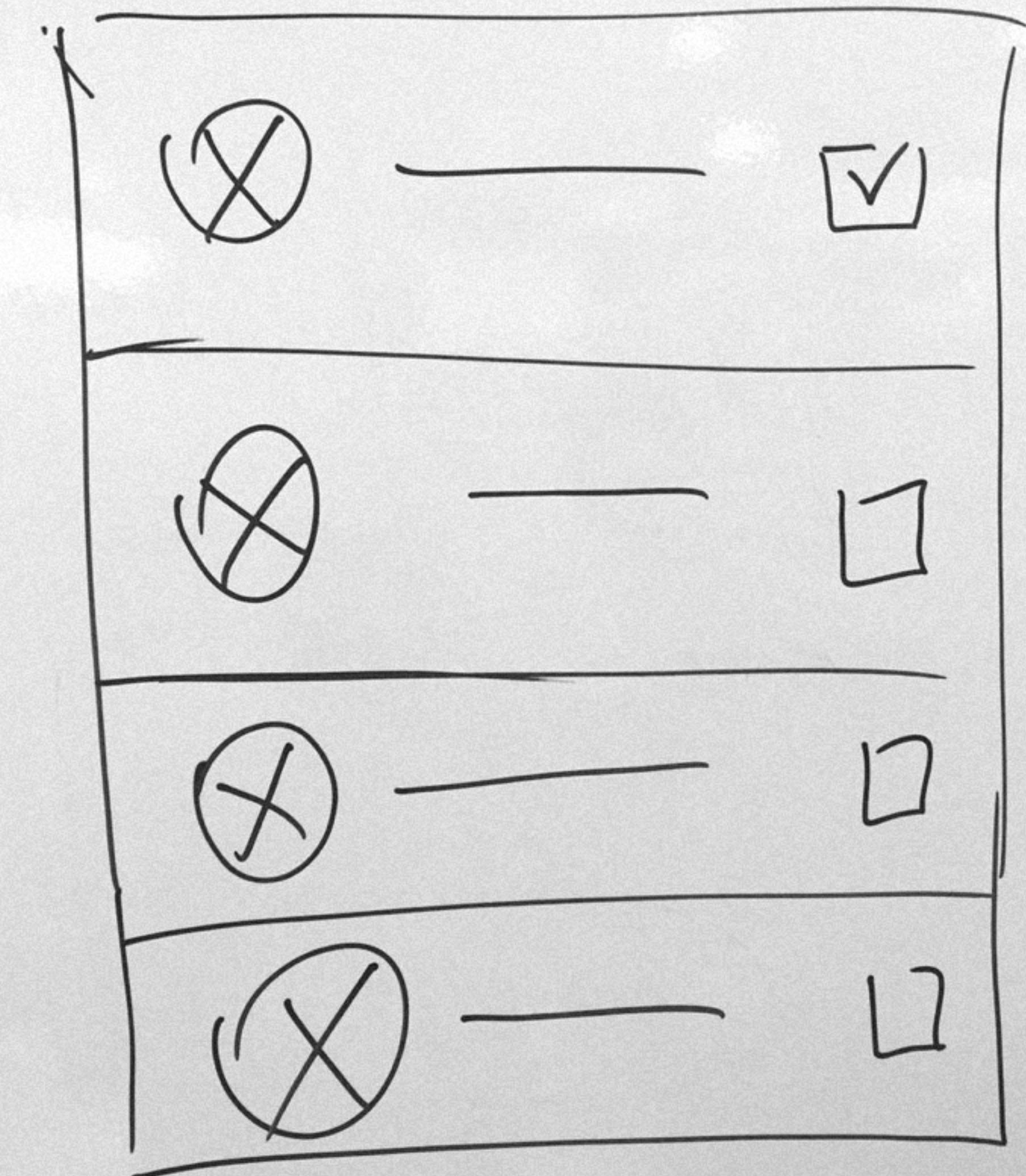
HUGE UI KIT

600+ UI Cards (1200+ with White)

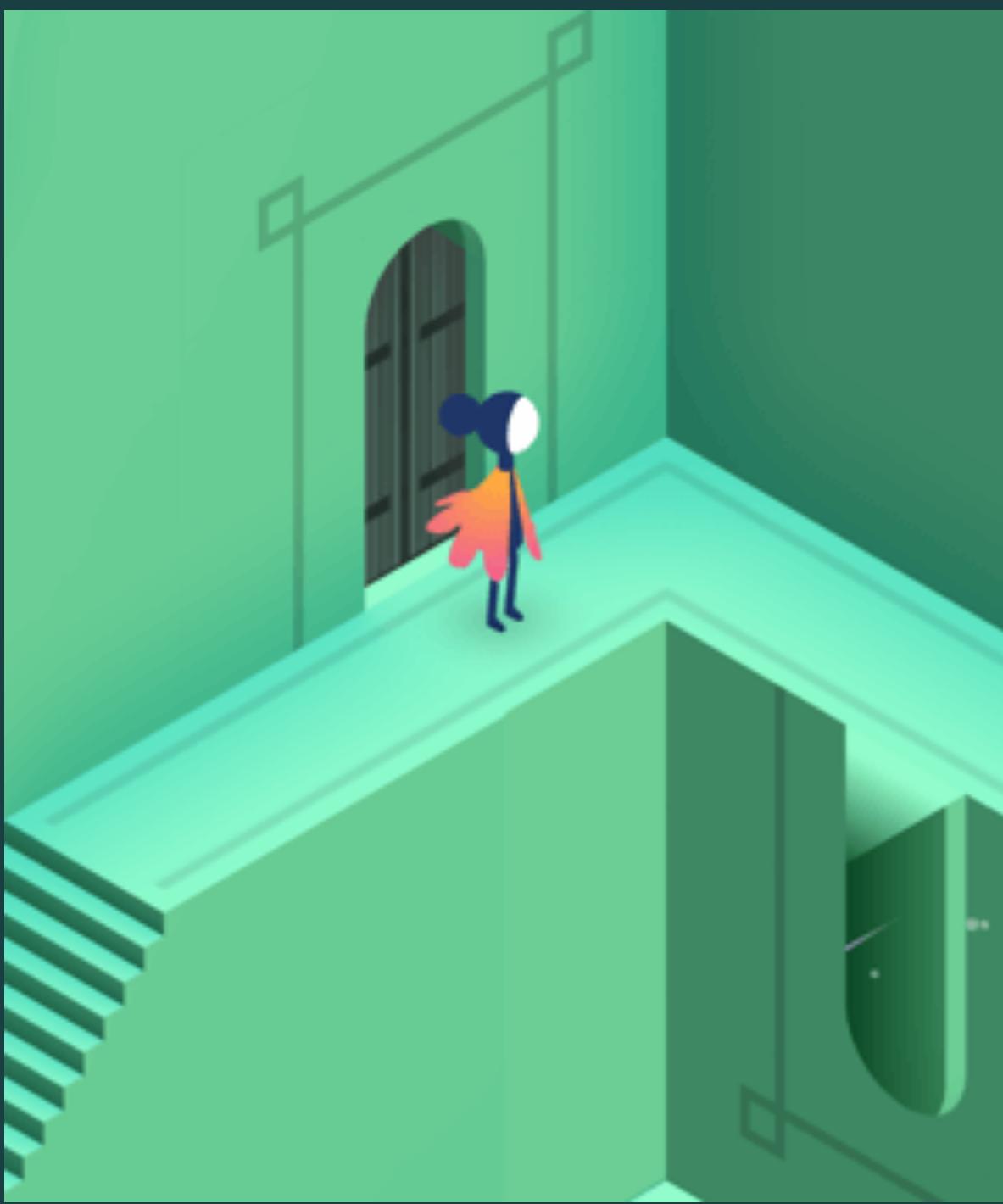


Конструкции

- карточки
- таблицы
- формы
- списки



```
{  
  block: 'app',  
  content: [  
    { elem: 'logo' },  
    { elem: 'cover' },  
    {  
      elem: 'info',  
      content: [  
        { elem: 'title' },  
        { elem: 'description' },  
        { elem: 'action' }  
      ]  
    }  
  ]  
}
```

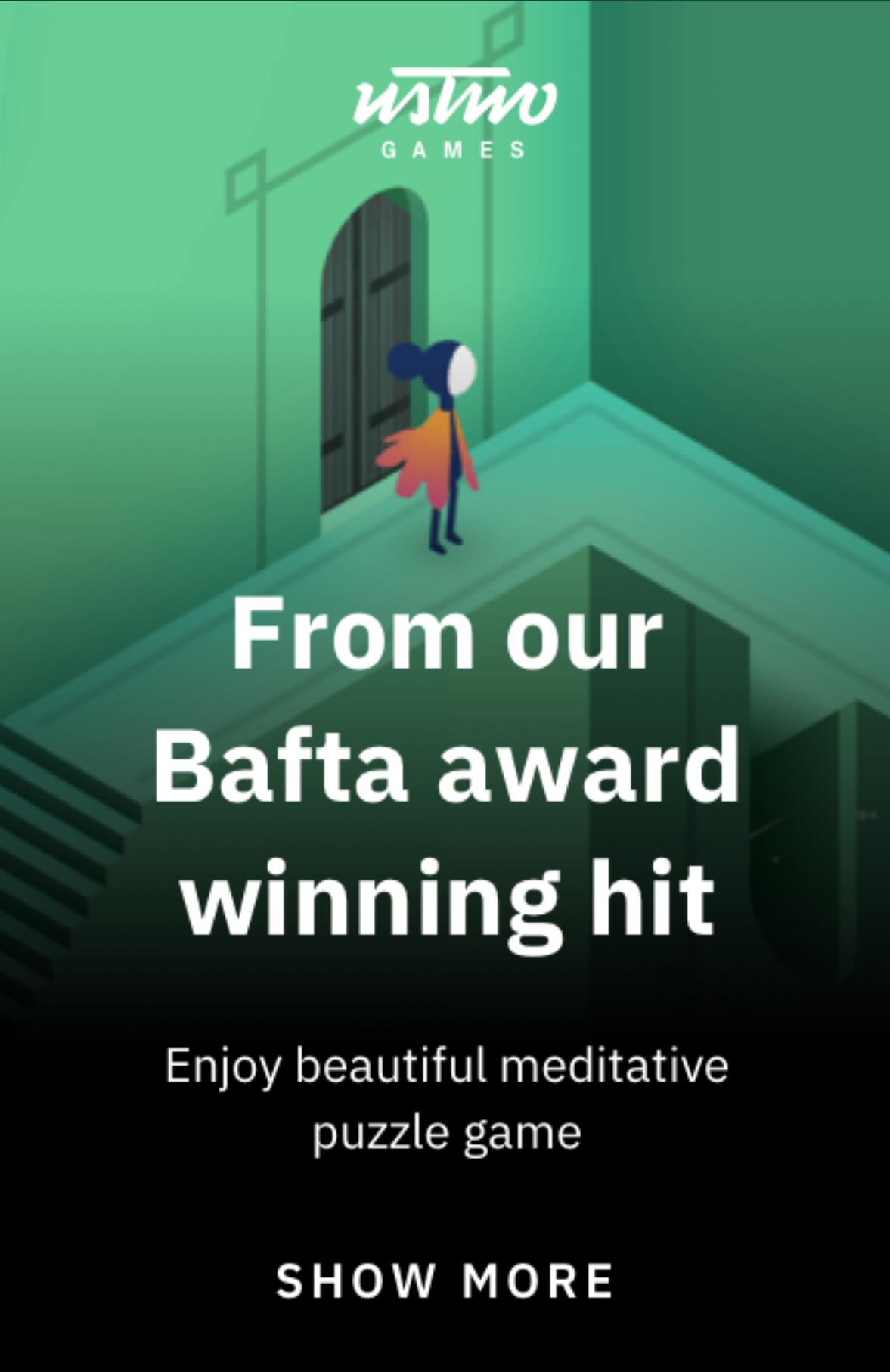


From our Bafta award winning hit

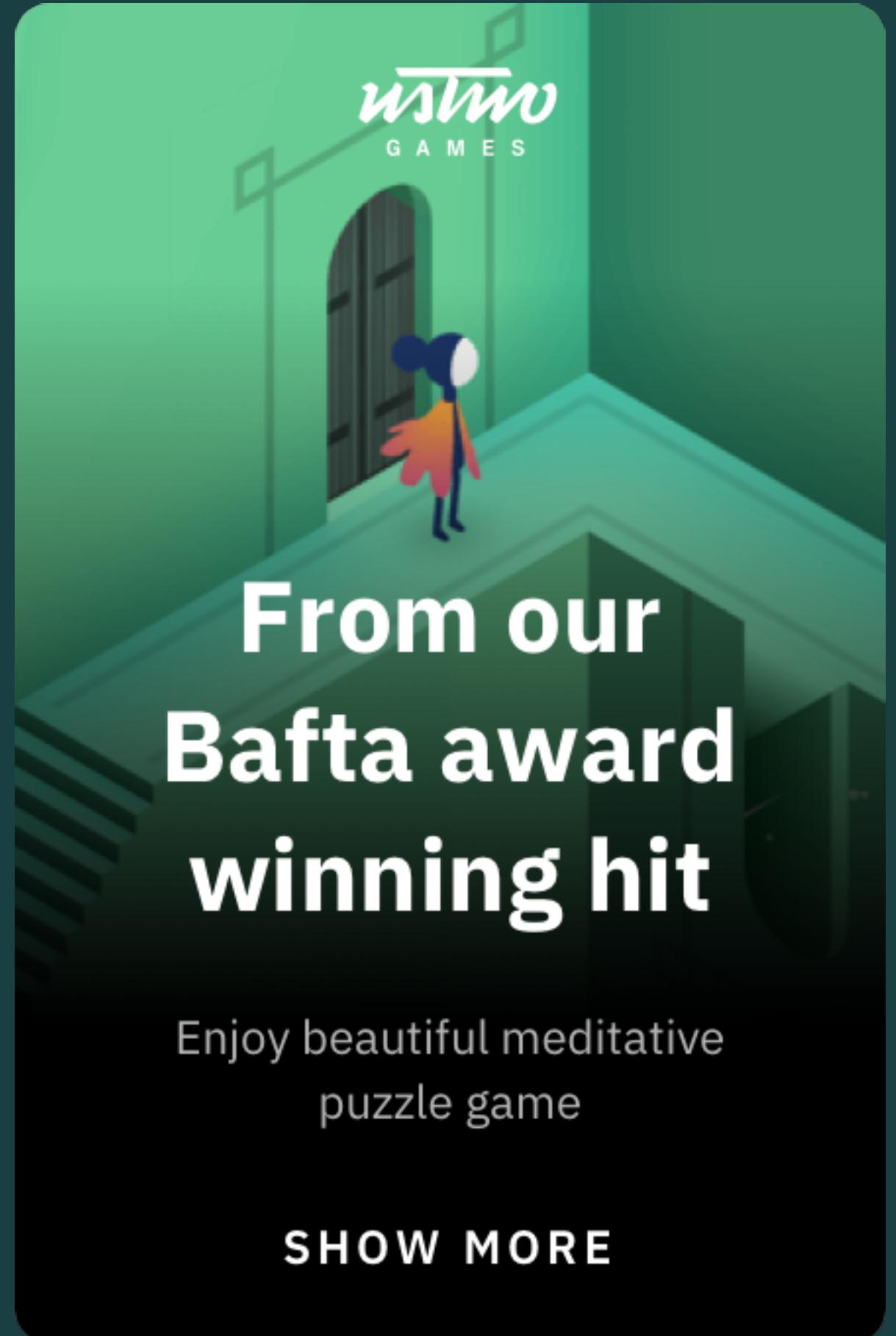
Enjoy beautiful meditative
puzzle game

SHOW MORE

```
{  
  block: 'app',  
  content: [  
    { elem: 'logo' },  
    { elem: 'cover' },  
    {  
      elem: 'info',  
      content: [  
        { elem: 'cover' },  
        {  
          elem: 'title',  
          content: {  
            block: 'text',  
            mods: { size: 'xxxxl', view: 'inverse' },  
            content: 'From our Bafta award winning hit'  
          }  
        },  
        { elem: 'description' },  
        { elem: 'action' }  
      ]  
    }  
  ]  
}
```



```
{  
  block: 'app',  
  content: [  
    { elem: 'logo' },  
    { elem: 'cover' },  
    {  
      elem: 'info',  
      mix: { block: 'pt-card', elem: 'footer' },  
      content: [  
        { elem: 'cover' },  
        {  
          elem: 'title',  
          content: {  
            block: 'text',  
            mods: { size: 'xxxxl', view: 'inverse' },  
            content: 'From our Bafta award winning hit'  
          }  
        },  
        { elem: 'description' },  
        { elem: 'action' }  
      ]  
    }  
  ]  
}
```



```
.app {  
  border-radius: 12px;  
  &__description {  
    opacity: 0.7;  
  }  
}
```

ШАБЛОНЫ

bem_layouts

Типы сеток

- сервисные
- медийные
- промо

"Quoted"
eyevendesign.aisa.org
Poster 04/05

Dimensions: 70x100 cm
Typeface: Akzidenz Grotesk

Photo: Marco Biancucci
Project: Roberto Montani

Joseph Müller-Brockmann

**The Grid
System
is an aid,
not a
guarantee.**

It permits a number of possible uses
and each designer can look for a solution
appropriate to his personal style.

But one must learn how to use the grid;
it is an art that requires practice.



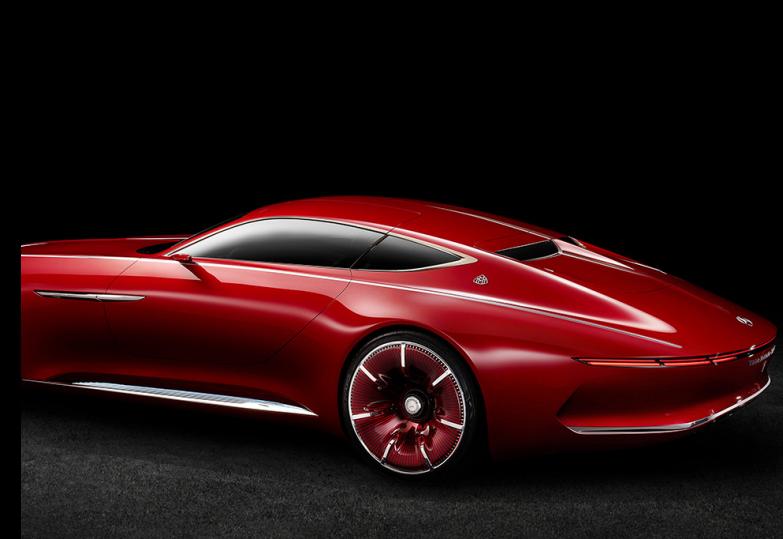
A glamorous coupé

Ultra-stylish luxury-class coupé



The exterior design

Clearly defined contours and organically formed wings stand in contrast to the sharply drawn, extended feature line on each side which defines the upper vehicle body from the radiator grille across the entire length of the vehicle to the rear. There is also a striking contrast between the Maybach red paintwork and the chrome strips which sit above the wheel arches and in the centre of the bonnet and boot lid. A reinterpretation of the Mercedes-Maybach radiator grille with its fine, vertical struts accentuates the front end. The extended, round "boat tail" format of the Vision Mercedes-Maybach 6's rear recalls a luxury yacht.



With its sensual, emotional design ("hot") and intelligent details ("cool"), the Vision Mercedes-Maybach 6 represents the ultimate in luxury. The classic aesthetic proportions of the show car – the extremely long bonnet, the low roof line and the rearward positioning of the greenhouse – recall the aero coupés of days gone by. But this is not retro design – this is a reinterpretation of classic, aesthetic principles.

Mercedes-Maybach 6 Vision

As Beautiful as Any Benz Before

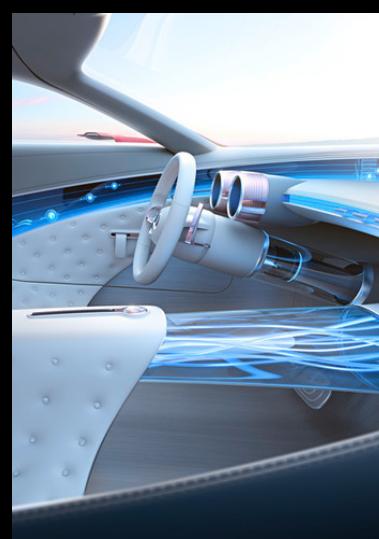
Ultimate in luxury

"Our glamorous coupé, the Vision Mercedes-Maybach 6, represents the ultimate in contemporary luxury. It is hot and cool", states Gorden Wagener, Head of Design at Daimler AG. "With its intelligent appeal and reduced, technoid look, it perfectly embodies our design philosophy of sensual purity and our pursuit of aerodynamic efficiency."



Classic, aesthetic principles

With its sensual, emotional design ("hot") and intelligent details ("cool"), the Vision Mercedes-Maybach 6 represents the ultimate in luxury. The classic aesthetic proportions of the show car – the extremely long bonnet, the low roof line and the rearward positioning of the greenhouse – recall the aero coupés of days gone by. But this is not retro design – this is a reinterpretation of classic, aesthetic principles. The large coupé is set to make its debut at Monterey Car Week, which will take place on the Monterey Peninsula between 16 and 21 August 2016.



The interior as luxurious 360° lounge

The front windscreen serves as a transparent display: driving-related data and geographical information is shown across its full width, augmenting the outside world with additional information. This information can be controlled and adjusted by the occupants using gestures. The dashboard wing curves across the door trim into the seat landscape, creating a 360° lounge.

The sitting surface forms a horizontal, which transitions into the vertical of the doors and finally becomes the underside of the dashboard wing. In the doors and dashboard the traditional wood trim softens the appearance of the digital control and display interfaces.



**Не нужно большого количества разных
сущностей — всё сложности выражаются
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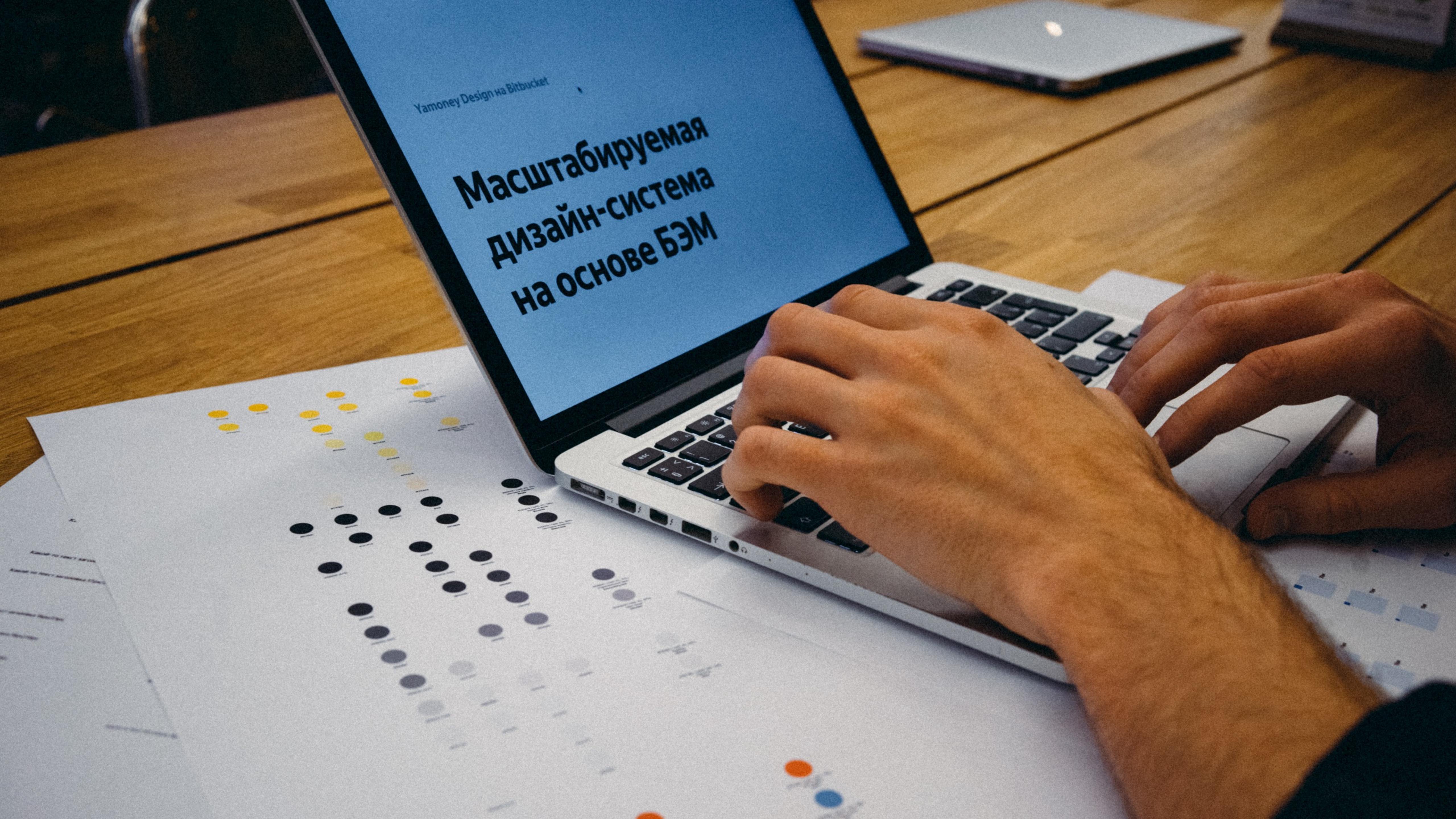
Типы задач

- глобальные
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