

Designing for the web

Building design systems and best practices for web design
(using [Sketch App](#))

Why Sketch?

Sketch is made for web designers. It helps you design in a way that enables you to think from a coding perspective. Use this to your advantage!

While coding you will probably only declare styles for a large button once. Similarly, using Sketch's symbols feature we can make one button and reuse it anywhere, even if the text is different.

Sizing

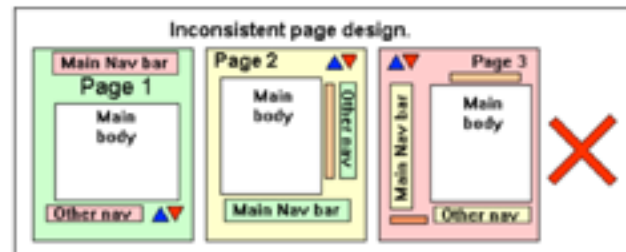
Using the artboard tool (shortcut “a” on your keyboard), start with an artboard of regular Desktop size under Responsive Web.

This helps you keep things at a reasonable scale. I’ve been on plenty of projects where designers (including myself) have accidentally designed a website way too large because it’s relative to the Desktop HD size, or something even larger.

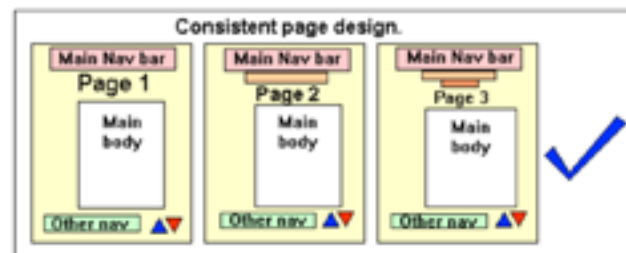
Even if the artboard looks big, 36px text is still 36px, and on smaller screens will look pretty huge.

Getting Creative

It's awesome to have unique designs, but there are times to be creative and times where you should stick to established User Interface (UI) patterns. Test this by showing your designs to people and ask if they can find things or complete certain tasks without you giving them hints.



The Bad: Inconsistent Page Design



The Good: Consistent Page Design

Keeping track of a design system

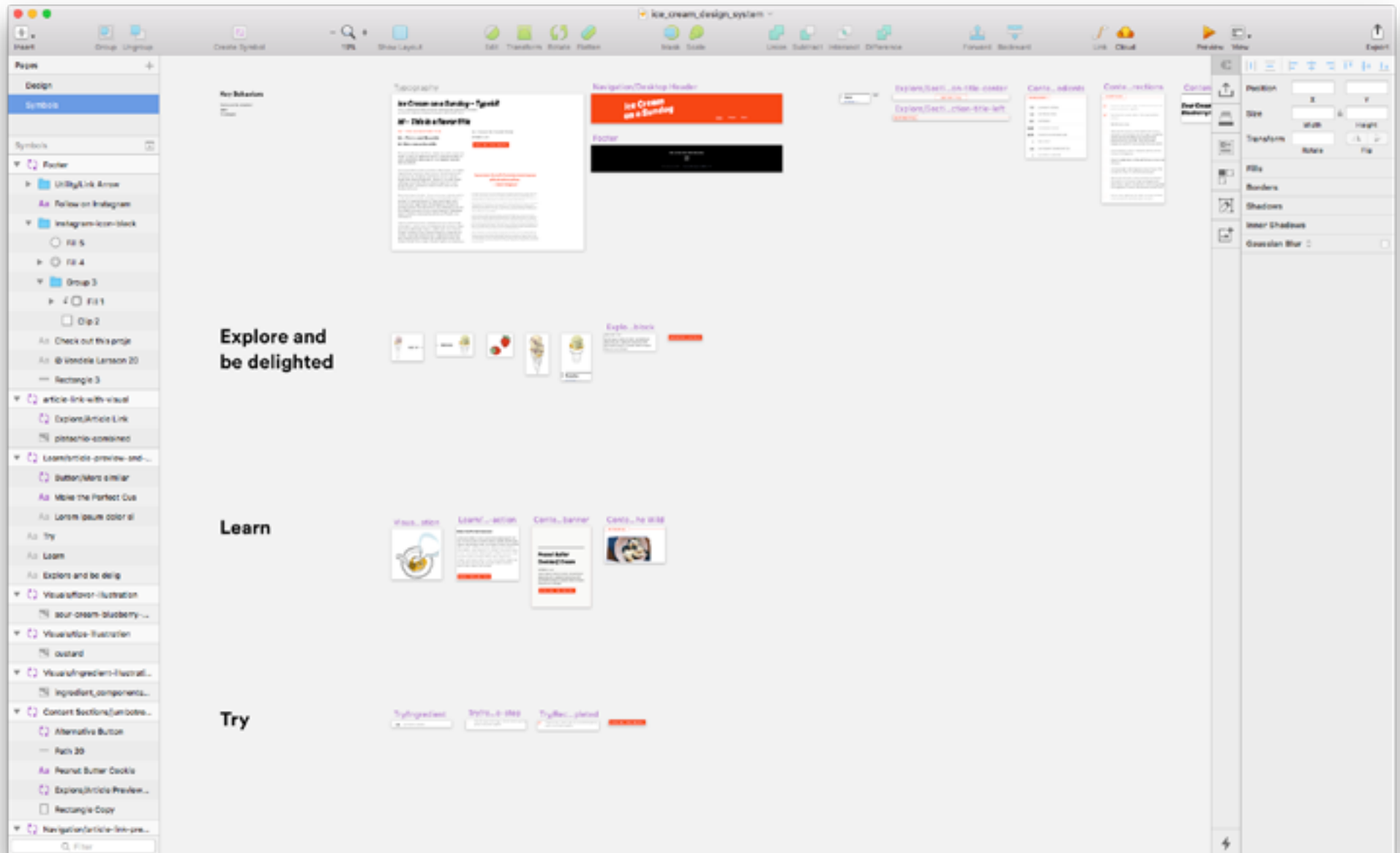
By creating symbols of reusable elements in Sketch, you are already creating a design system and keeping it up to date.

Design systems are the process of defining the architecture, modules, interfaces, and data for a system to satisfy specified requirements.

They can embody both **functional** patterns and **perceptual** patterns.

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Example of a design system in Sketch



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Examples of functional patterns (from previous slide)

Functional patterns usually have to do with structure and content, they're things you can see

article-link

text-block

flavor-illustration

article-summary-block

Grouped together by perceptual patterns

Perceptual patterns usually have to do with things that evoke a certain tone, mood, or feeling.

Explore and be delighted

Learn

Try

Basically, what is the site trying to get you to do and/or feel?

How is it getting you to do that?

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Why should I make a design system?

Design systems help designers and developers talk to each other. By making a system, it helps to organize modules and content into a way that makes it easier to build in code.

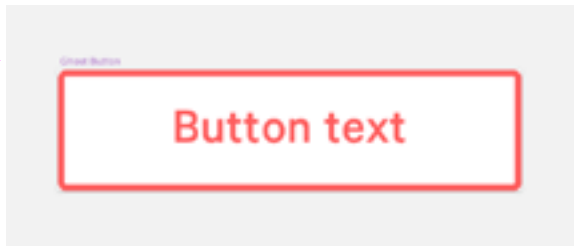
Let's take a reusable button as an example.

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Reusable button example

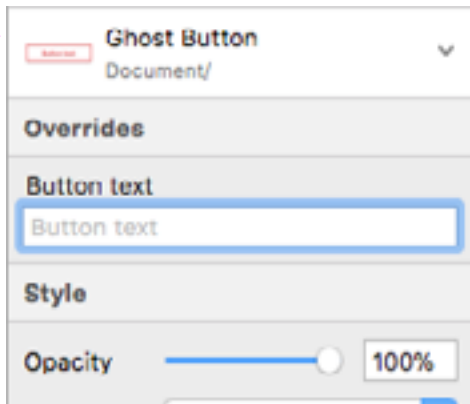
I made this button into a symbol in Sketch because I know I want to use it in multiple places.

Note the name I chose for my symbol




Sketch makes it easy to edit the text next time I want to put it somewhere.

Here you can see it again in the symbols editing menu on the right in Sketch



When a developer comes along (or when I want to build it myself) he/she already knows what to name this component, and that they will only have to code it once.

 style.css

```
.ghost-button {  
  border: 4px solid #FC6163;  
  padding: 30px 50px;  
  color: #FC6163;  
  font-weight: bold;  
}
```

 index.html

```
<button class="ghost-button">First Button</button>  
  
...  
<button class="ghost-button">First Button</button>
```

How will this make my design better?

While you're designing your site, think of how you can reuse elements that do the same thing. These types of patterns not only help when developing your site, but also help the user of your site learn how to use it.

Take our class site as an example: all of the links are reddish in color. This makes it easy for you to know what items you can click on and which you cannot. If all of them were different colors, it would probably be confusing.

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This concept goes for all things on your website. Try to see if you can use the constants for:

- Padding between items
- Margins between items
- Heights of similar elements
- Font sizes of similar items
- Button styles
- Border radii
- ...etc!

This type of consistency adds an air of professionalism, attention to detail, and eye-satisfaction for your users.

Color choices

Colors are totally up to you!

But keep in mind that some web users may be colorblind or not have the same light/color calibration on their monitor as you.

Some colors might not have enough contrast to be readable or look too similar for some people.

Good ●	Good ●	Good ●
Bad ●	Bad ●	Bad ●
Good ●	Good ●	Good ●
Bad ●	Bad ●	Bad ●
Good ●	Good ●	Good ●
Bad ●	Bad ●	Bad ●

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The rest is up to you!

Have fun with your design and make it personal :)