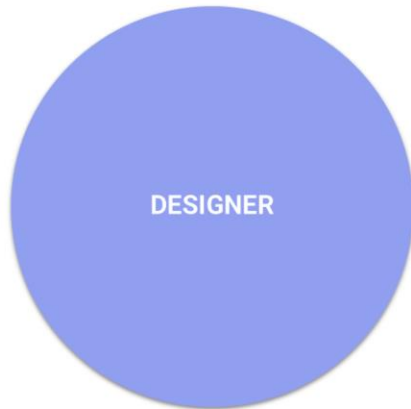


Design, Design System and Design Tool



Cecilia Passalacqua

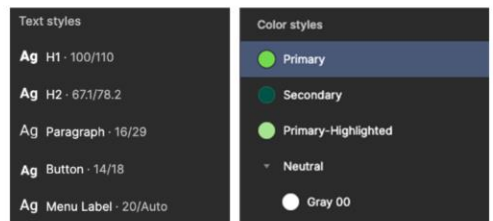


Fundamentals of Design
Design System
Figma tool and resources

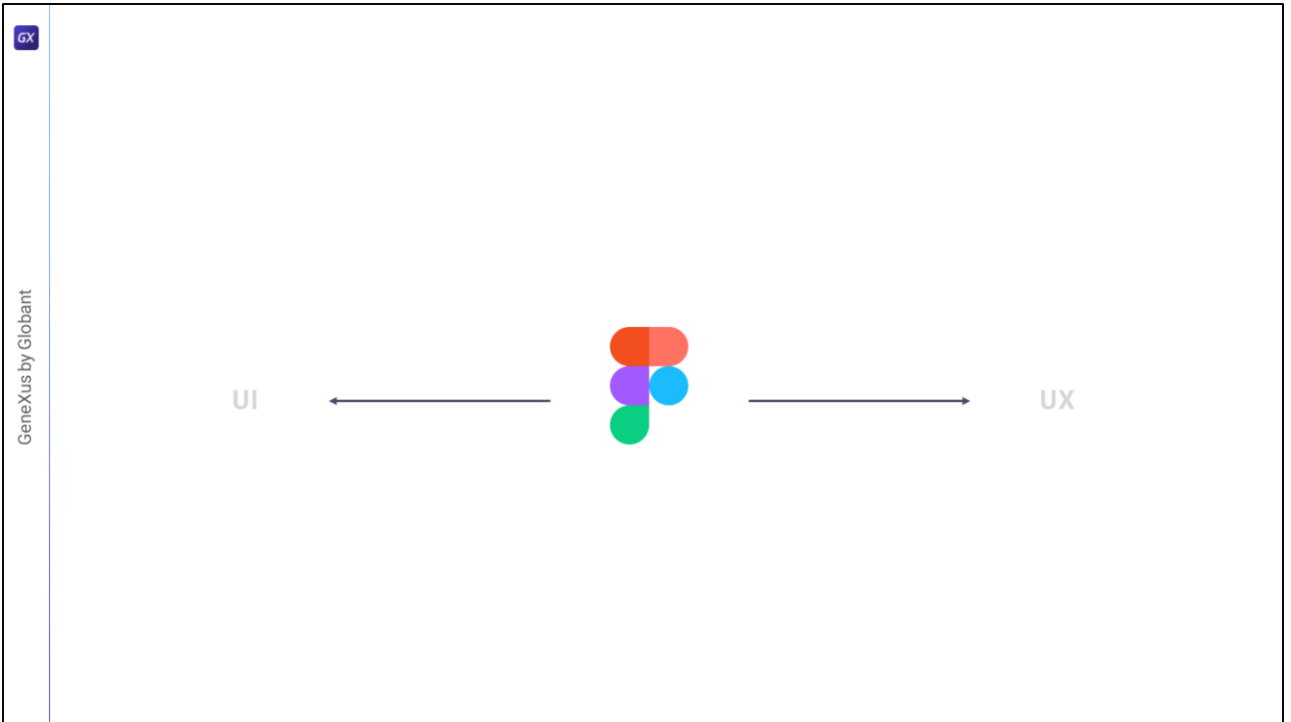
VISUAL DESIGN



DESIGN SYSTEM



Next we are going to name some fundamental design elements that will allow us, on one hand, to generate the visual design of our application and on the other hand, to generate a design system that will simplify the development process and create a better user experience.



In my case, I choose Figma. This is an online collaborative design tool specifically for the creation of digital products.

It is used for both user interface creation and user experience design.

It allows designers to work on projects simultaneously, facilitating real-time collaboration.

Travel Agency

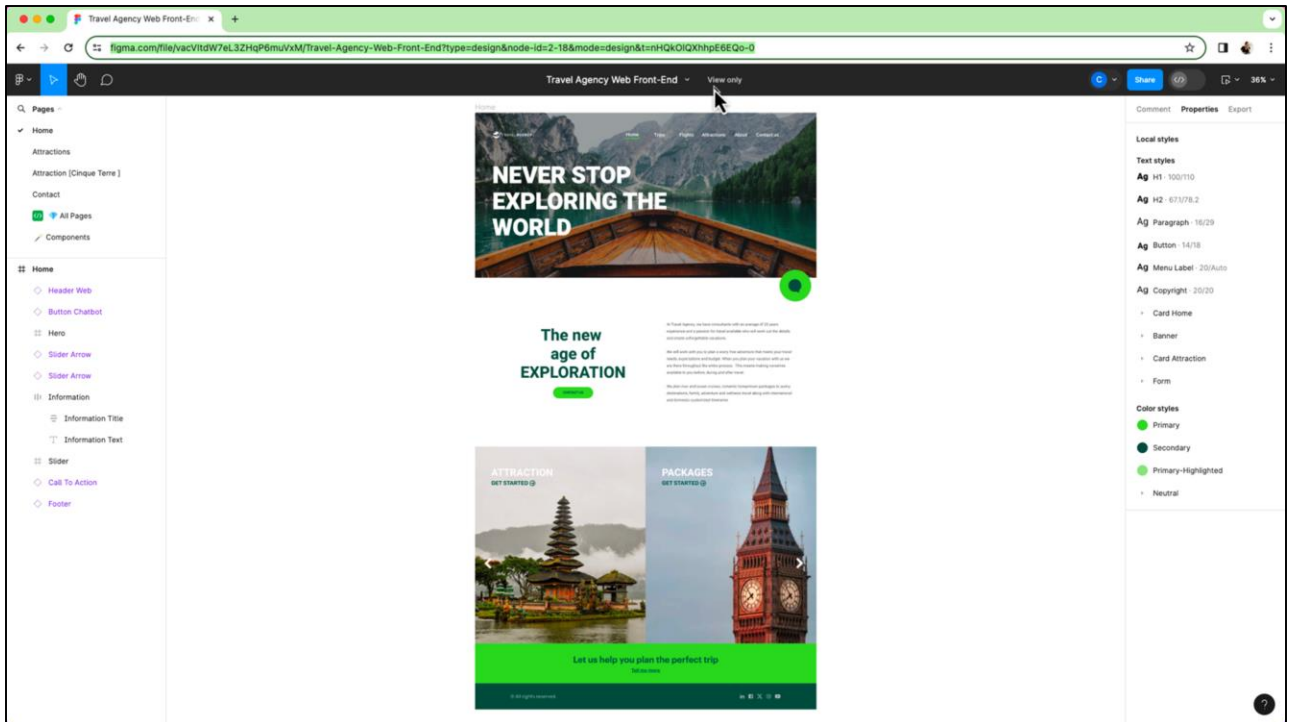
WEB
DESKTOP
SCREENS

Light mode



<https://www.figma.com/file/vacVltdW7eL3ZHqP6muVxM/Travel-Agency-Web-Front-End>

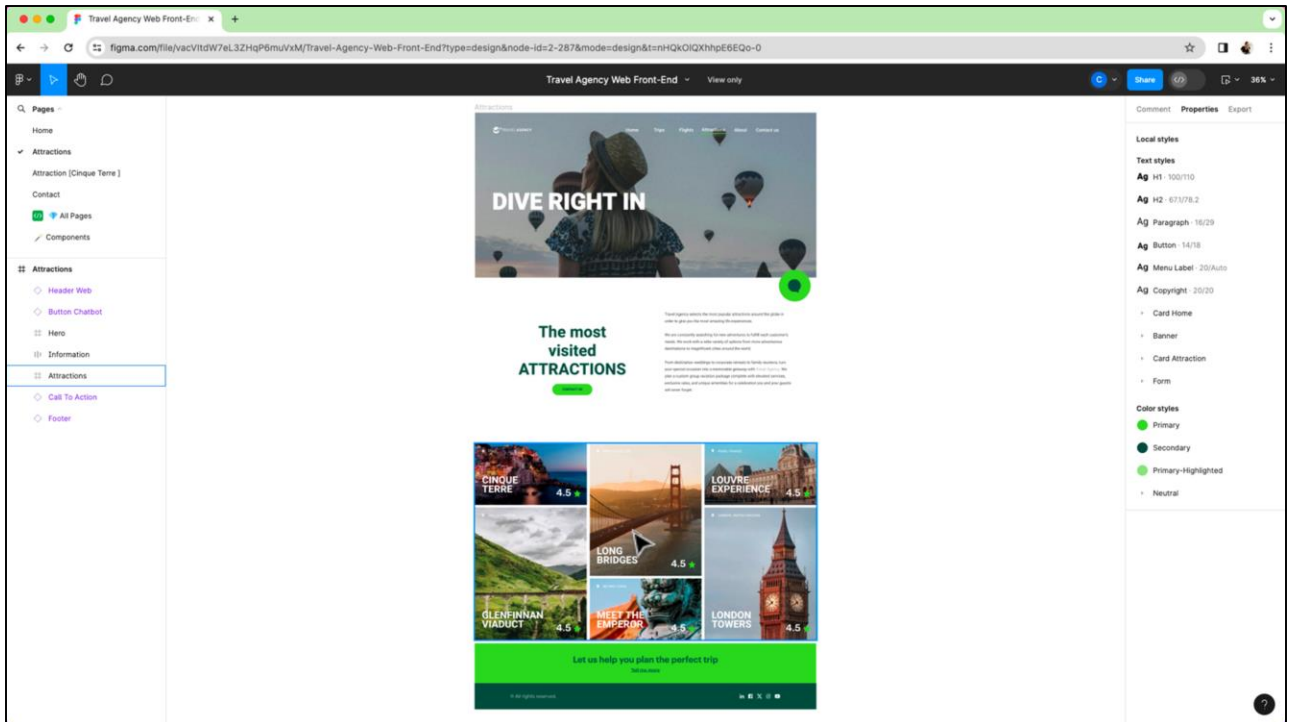
Once the first screens of my application are finished, which will be desktop size for a web application, I share with Ceci, in her role as frontend developer, a link to access the file that in principle will only have permissions for viewing and not editing.



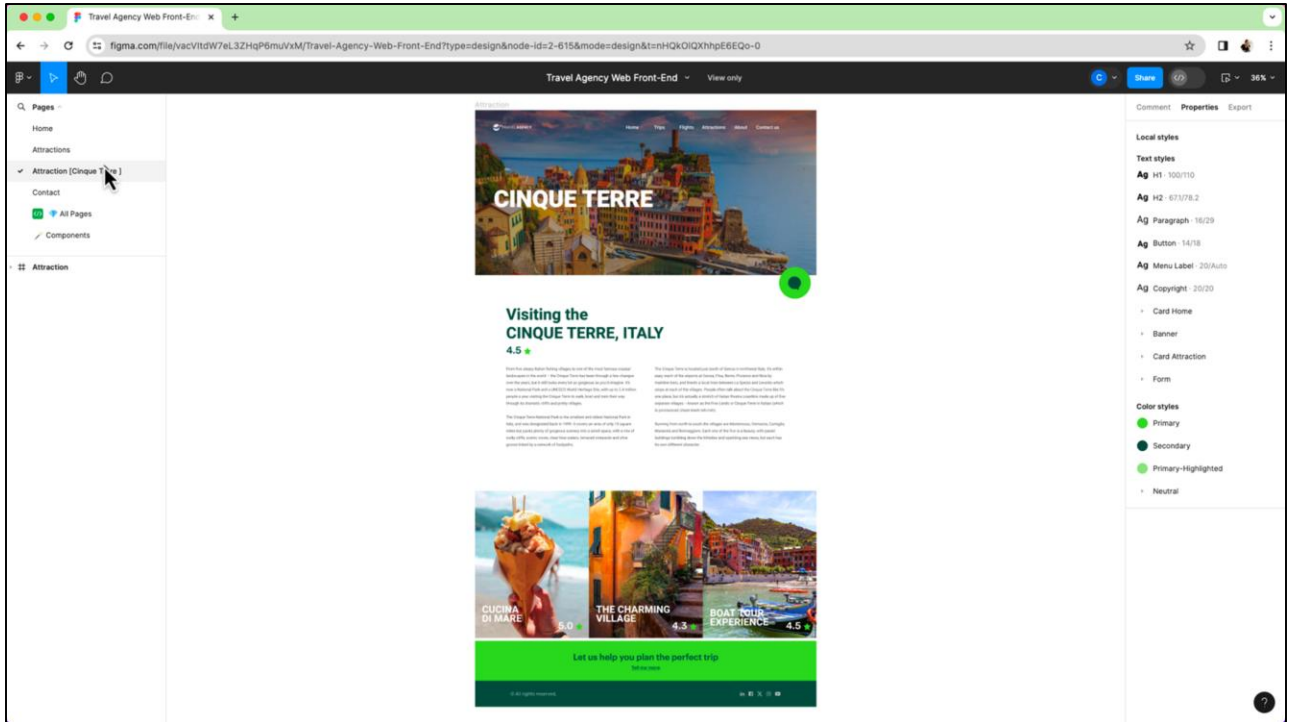
Here I am opening this view mode to show it to you. As a designer, I will not be working in this mode.

In the file we can see the initial pages that I created for this Project.

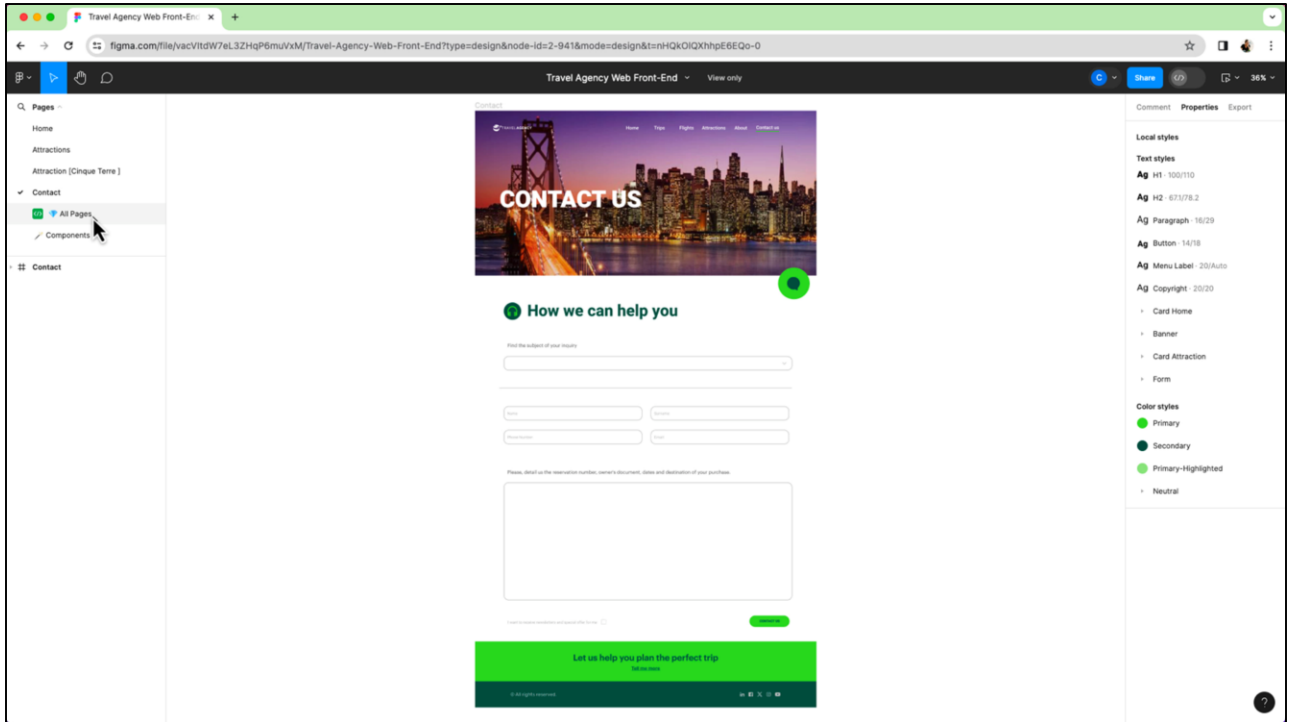
The first one is the Home page with general information...



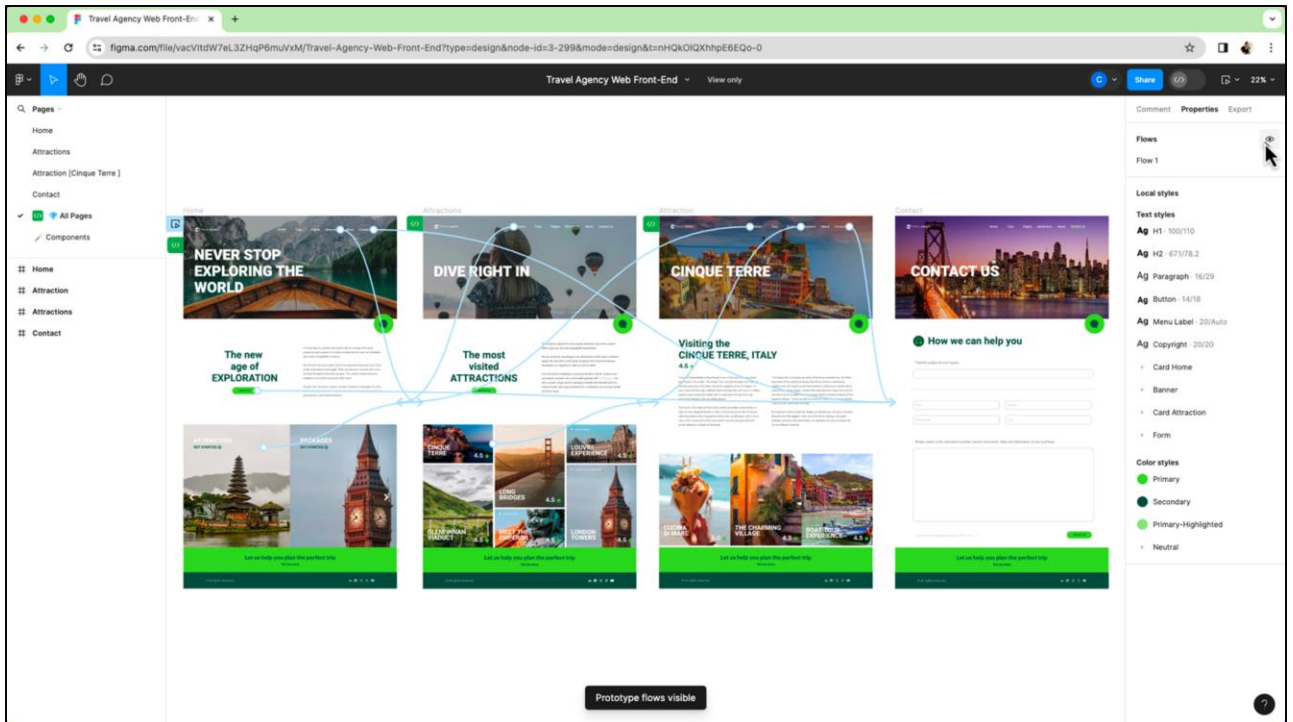
The second one is the Attractions page that shows the tourist attractions according to their ranking. As we saw in the introduction this information will come from the database.



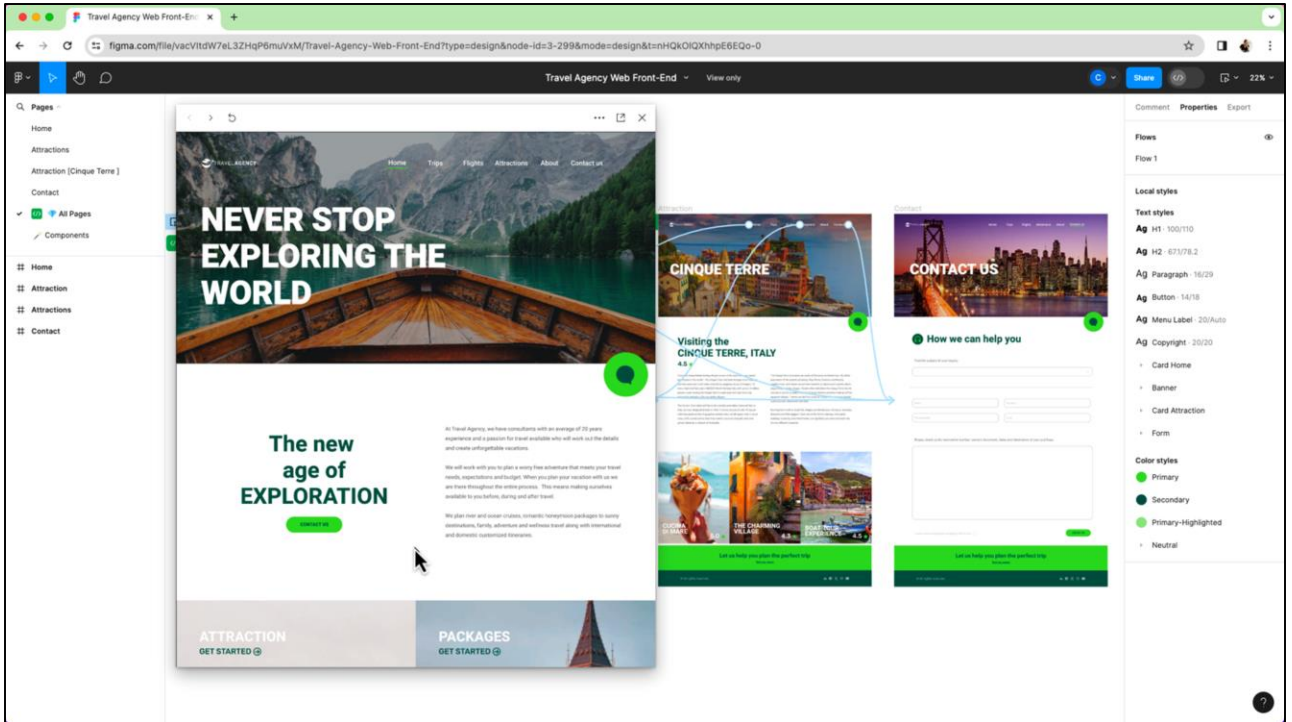
Third is the page with information on one of the attractions.



Then we see a contact page.



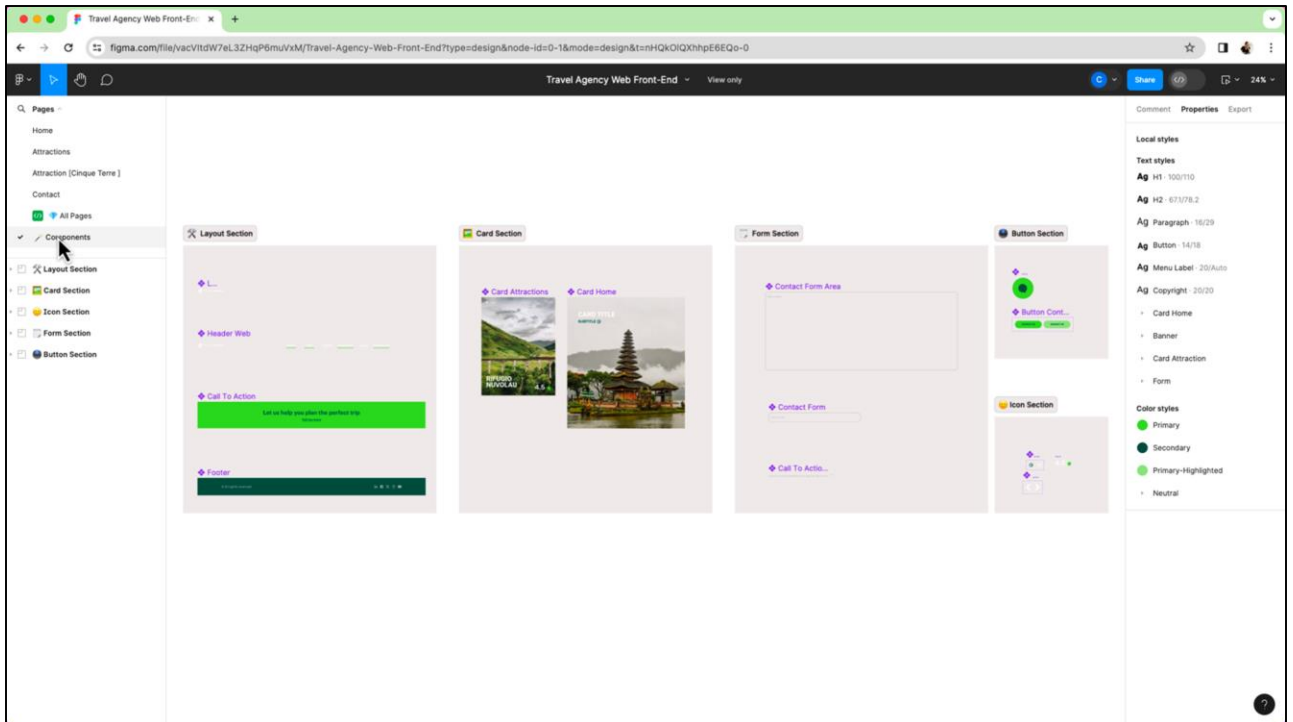
I also generated a fifth page where I placed these pages side by side to, on one hand, see and analyze them all together, and on the other hand to generate the interaction design, which I can't do if I have all the screens in separate pages.



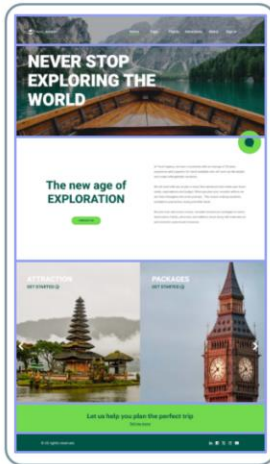
Once we have defined how the navigation between screens is going to be done, we can select the “Preview” option and we will be running a working prototype.

So, if I choose Attractions in the menu, it takes me to this page. And if I choose an attraction from this carousel, it takes me to the page with the information I selected.

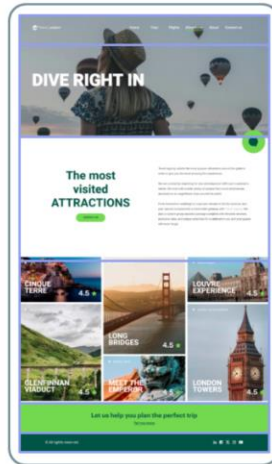
In addition, if I click on the Contact button, it takes me to the contact form on the last page.



Finally, we see this component page which I will talk about later.



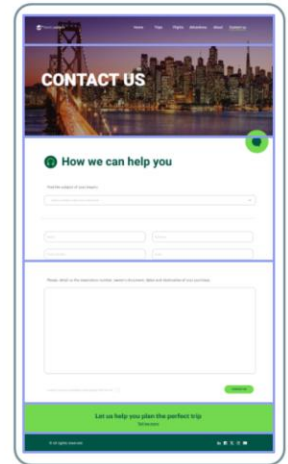
Home



Attractions

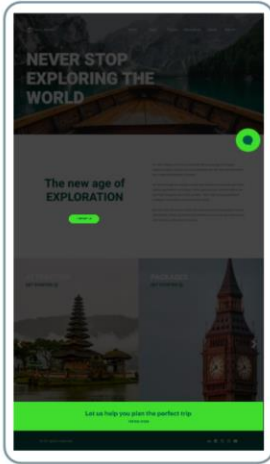


Attraction

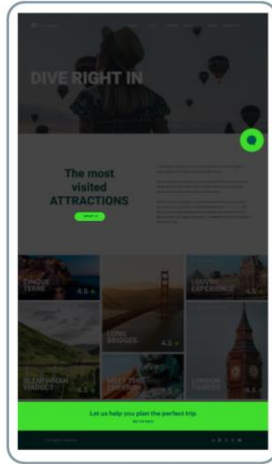


Contact

If we look at the pages side by side we notice right away that the design is structured in a certain way; with the concept of reuse, we can see that several elements are repeated, including: the structure...



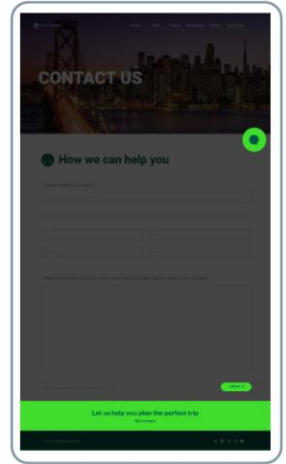
Home



Attractions

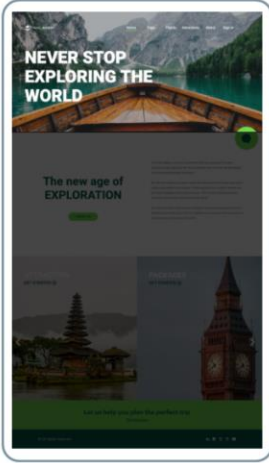


Attraction

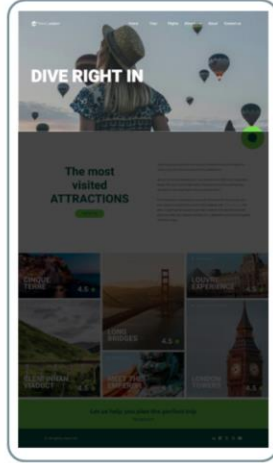


Contact

...the color palette...



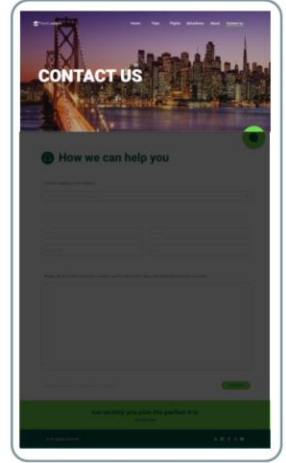
Home



Attractions

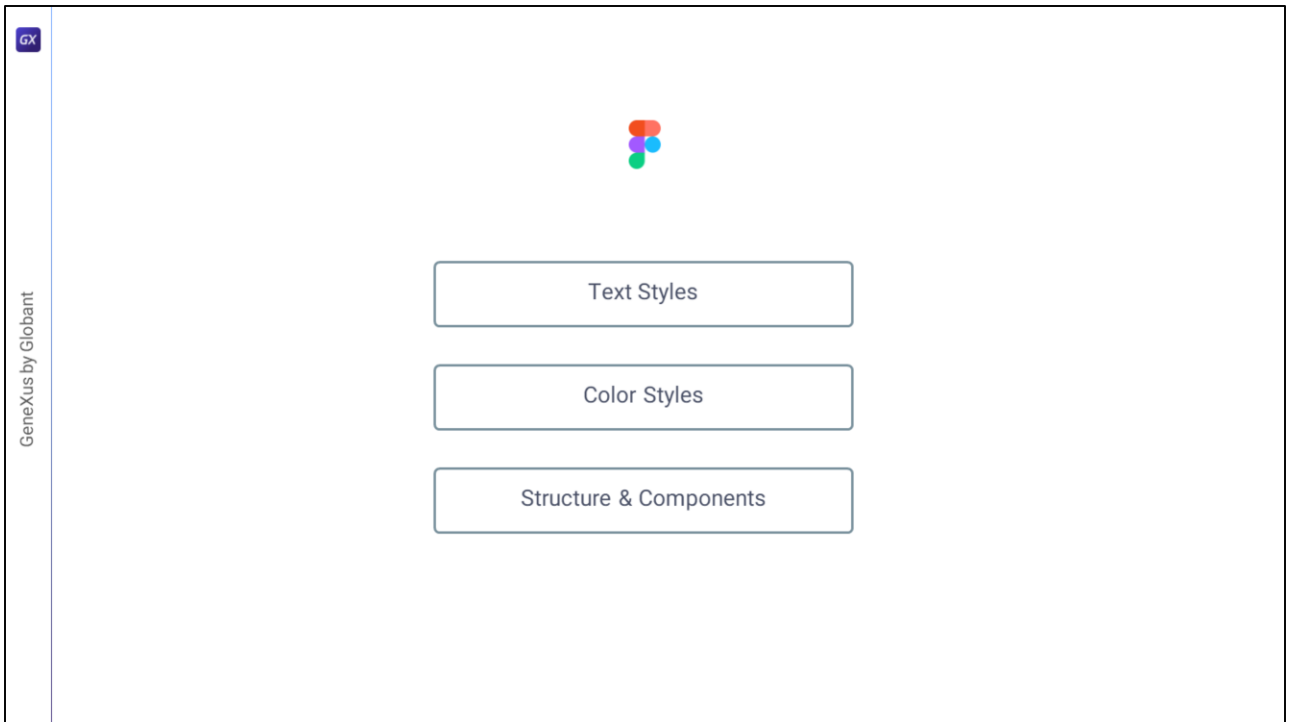


Attraction

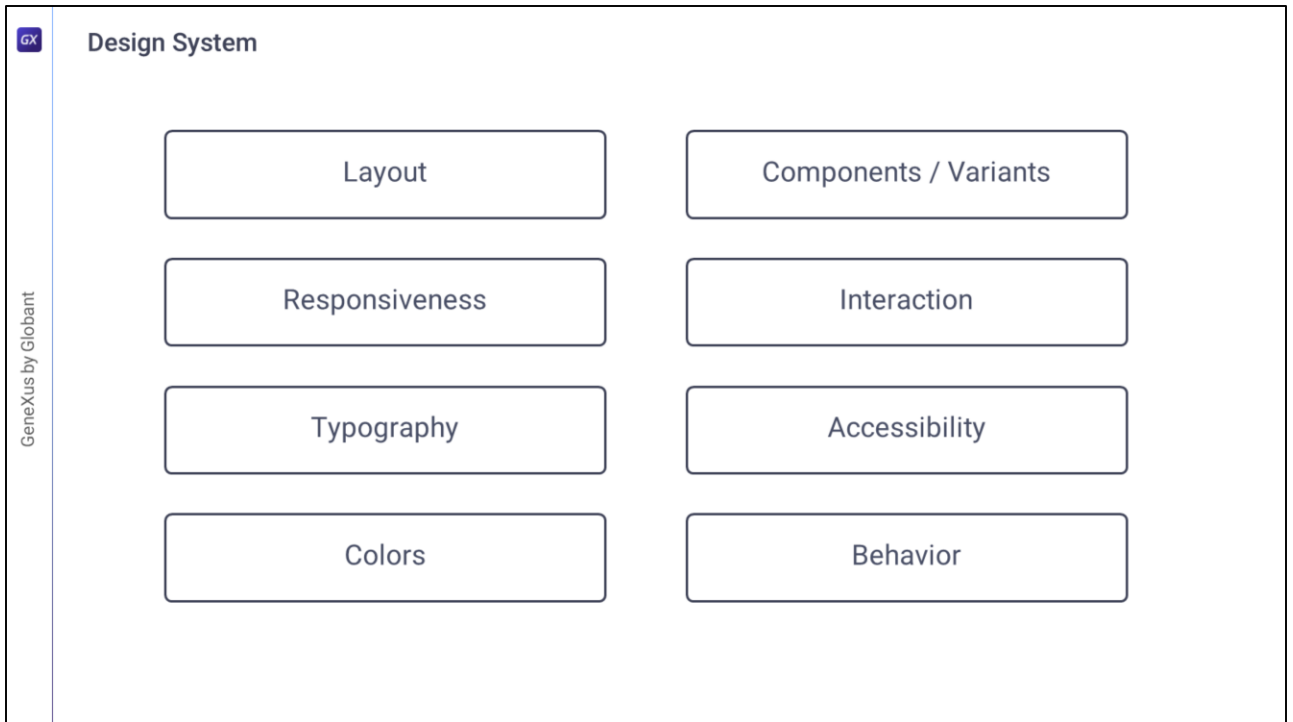


Contact

...and the style of the texts.



Many of these decisions will be reflected in Figma with the use of various resources (such as text styles, color styles or components). For others we still don't have a solution (such as accessibility-related decisions) and we will have to discuss them with the frontender or give them to her in some other format.



When we have a number of design guidelines ranging from the visual appearance to the interaction and behavior of the application, we begin to talk about a **design system**.

These are some of the aspects that we should contemplate when creating a Design System and that we will see throughout this course.



Reading the design file | System

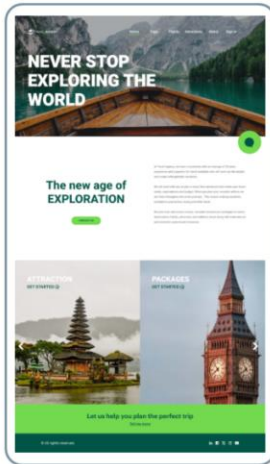
Structure & Components

Typography

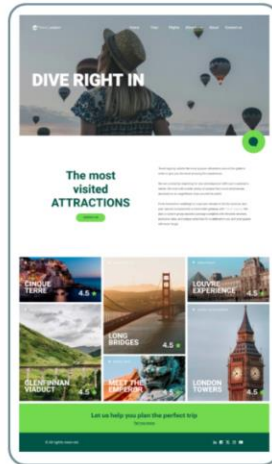
Colors

Variants [Buttons]

Let's start with the most obvious ones.



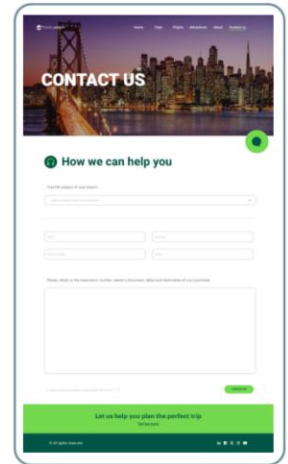
Home



Attractions



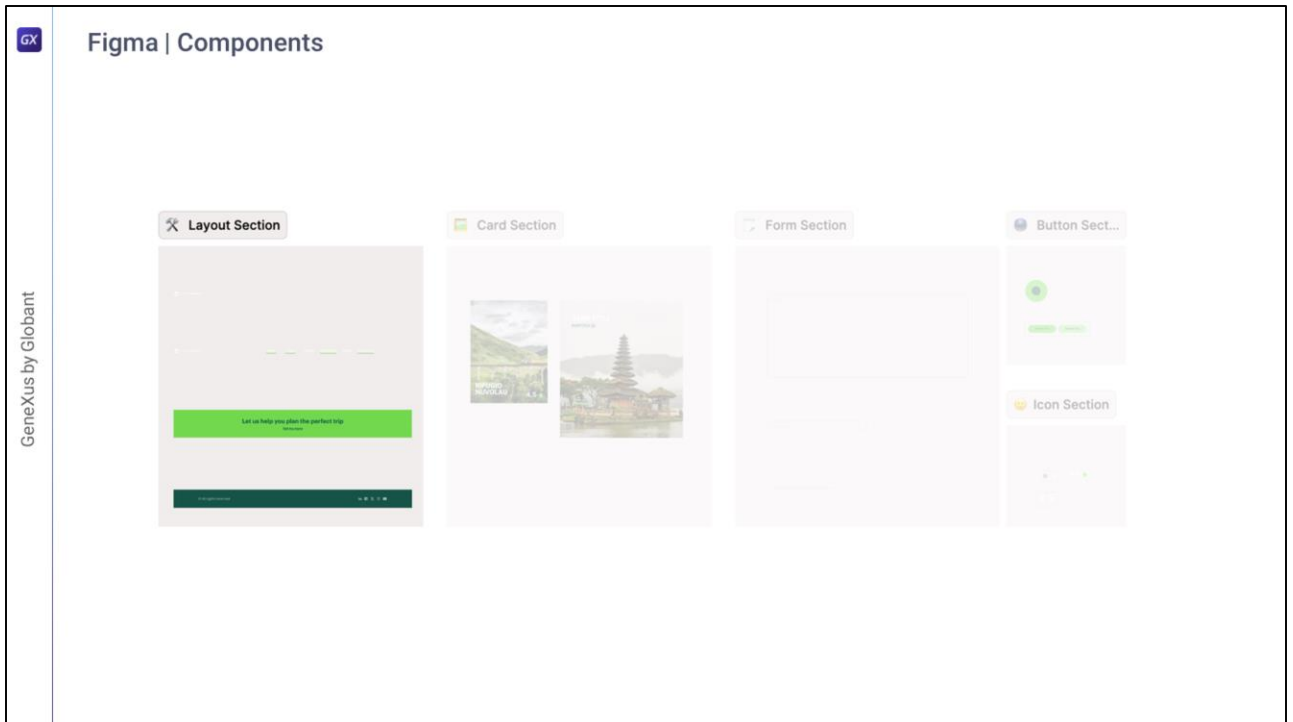
Attraction



Contact

As already mentioned, when we see the screens together we realize that there is a repeating structure.

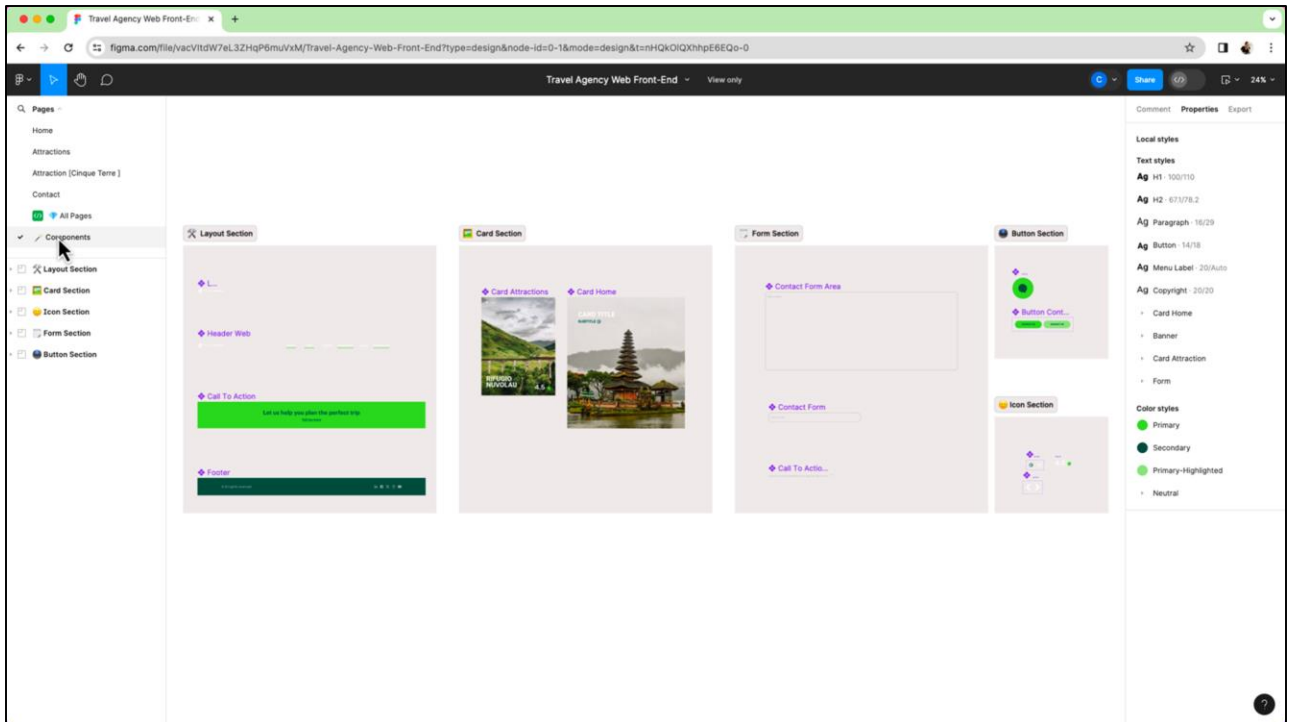
The upper part composed by "Hero", the navigation and the logo, and the lower part composed by the call to action and footer are the same in all 4 screens.



Precisely because we are going to be repeating these elements on each screen, we are going to componentize them. As we can see here, I have the 4 components I mentioned before.

Components allow me to isolate any element or set of elements that will be repeated in several screens and then work with their instances.

This allows the frontender to analyze which elements can be modeled as stencils or GeneXus components (or, if they have any resources superior to what I have in Figma).



I've decided to create this page called Components in order to keep the organization of the file; there I generate all the "parent" components that I will instantiate in each of the screens.

They don't need to be in a separate page, but it is a very good practice.

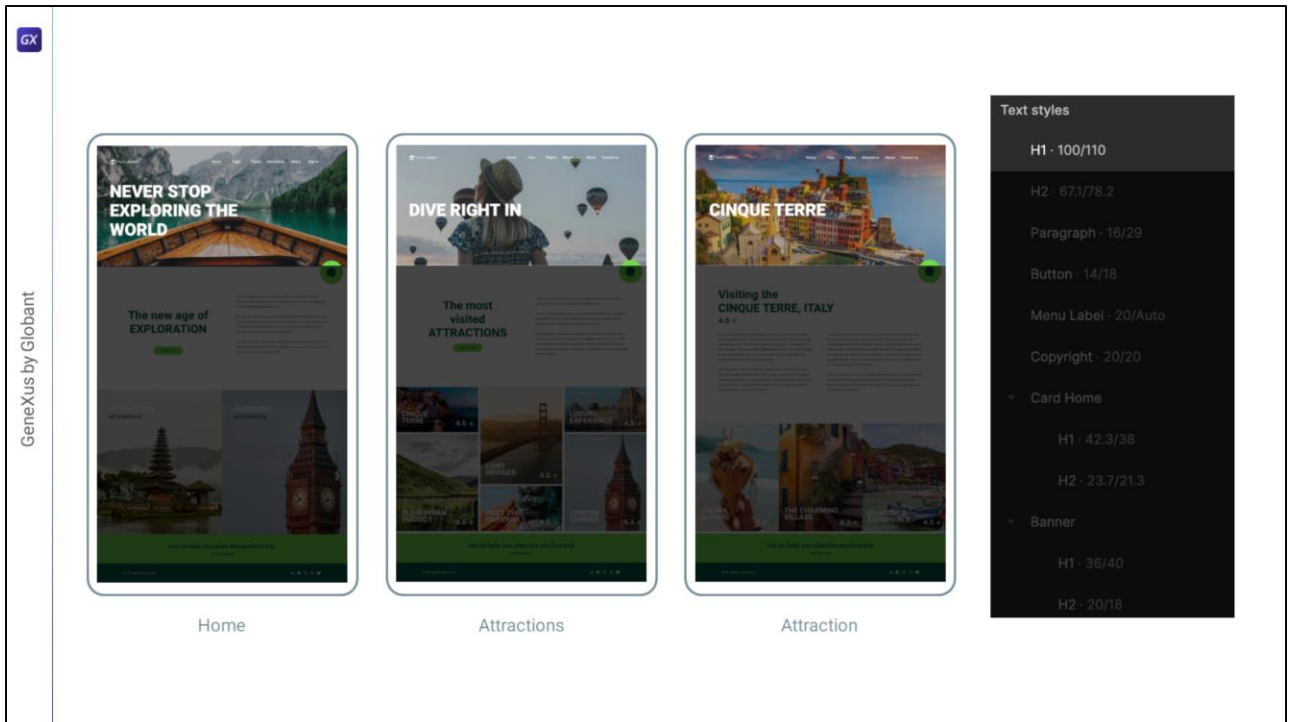
Structure & Components

Typography

Colors

Variants [Buttons]

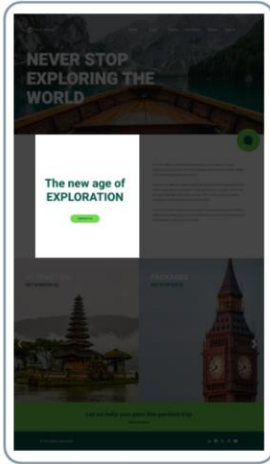
Let's continue with typography.



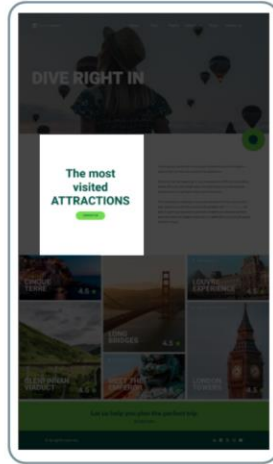
At first glance, we can see that all the texts are the same in all the screens and that in each of them we have the same hierarchy level.

Here we can see that I defined the larger headings using a text style that I called H1.

A style is a set of characteristics (in this case, text properties) that can be saved under a name and reused throughout the design.



Home



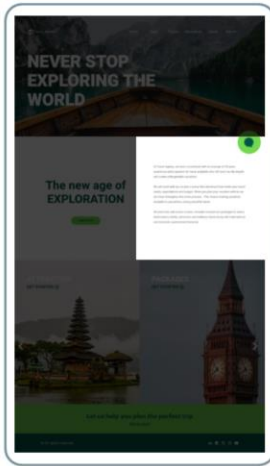
Attractions



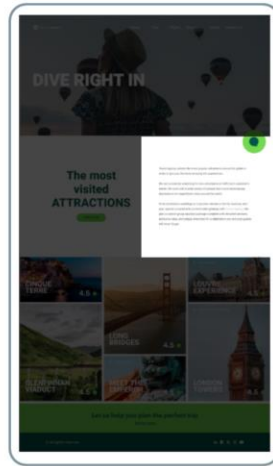
Attraction

Text styles	
H1	100/110
H2	67.1/78.2
Paragraph	16/29
Button	14/18
Menu Label	20/Auto
Copyright	20/20
Card Home	
H1	42.3/38
H2	23.7/21.3
Banner	
H1	36/40
H2	20/18

In addition to generating styles for H1 headings, secondary headings were defined as style H2.



Home



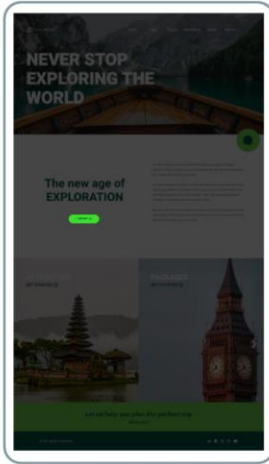
Attractions



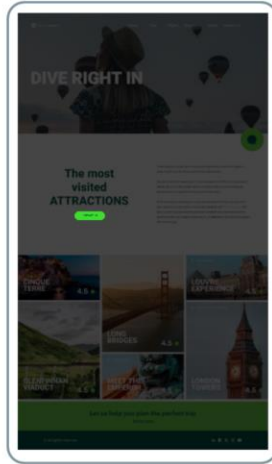
Attraction

Text styles	
H1	100/110
H2	67.1/78.2
Paragraph - 16/29	
Button - 14/18	
Menu Label - 20/Auto	
Copyright - 20/20	
Card Home	
H1	42.3/38
H2	23.7/21.3
Banner	
H1	36/40
H2	20/18

In the case of plain text, they were defined under the Paragraph style.



Home



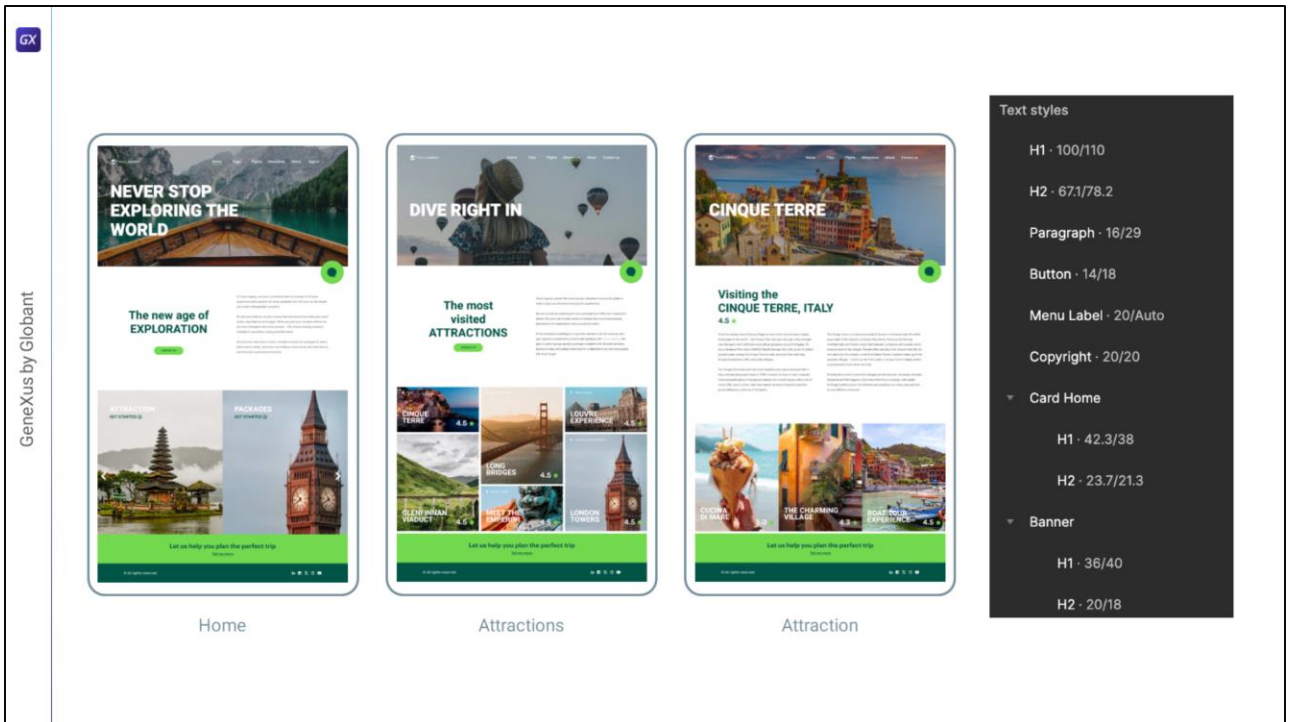
Attractions



Attraction

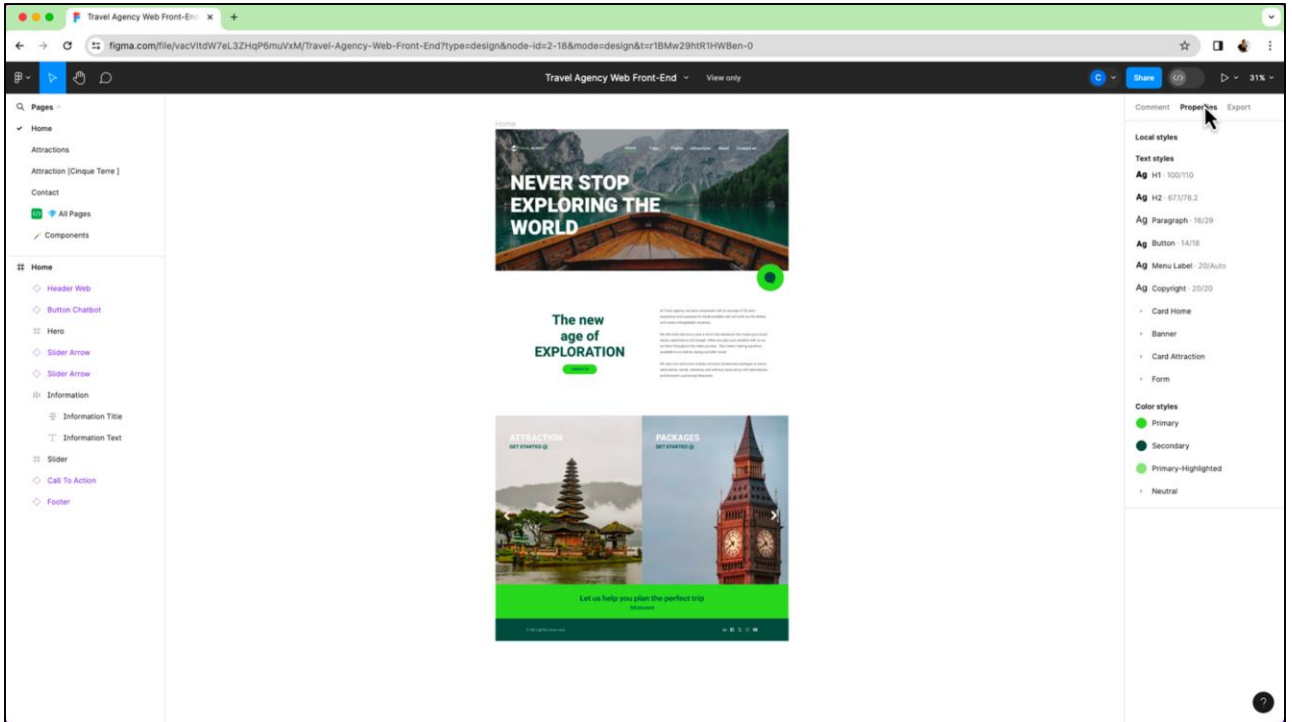
Text styles
H1 - 100/110
H2 - 67.1/78.2
Paragraph - 18/29
Button - 14/18
Menu Label - 20/Auto
Copyright - 20/20
Card Home
H1 - 42.3/38
H2 - 23.7/21.3
Banner
H1 - 36/40
H2 - 20/18

And finally the Button style for the text of the button.



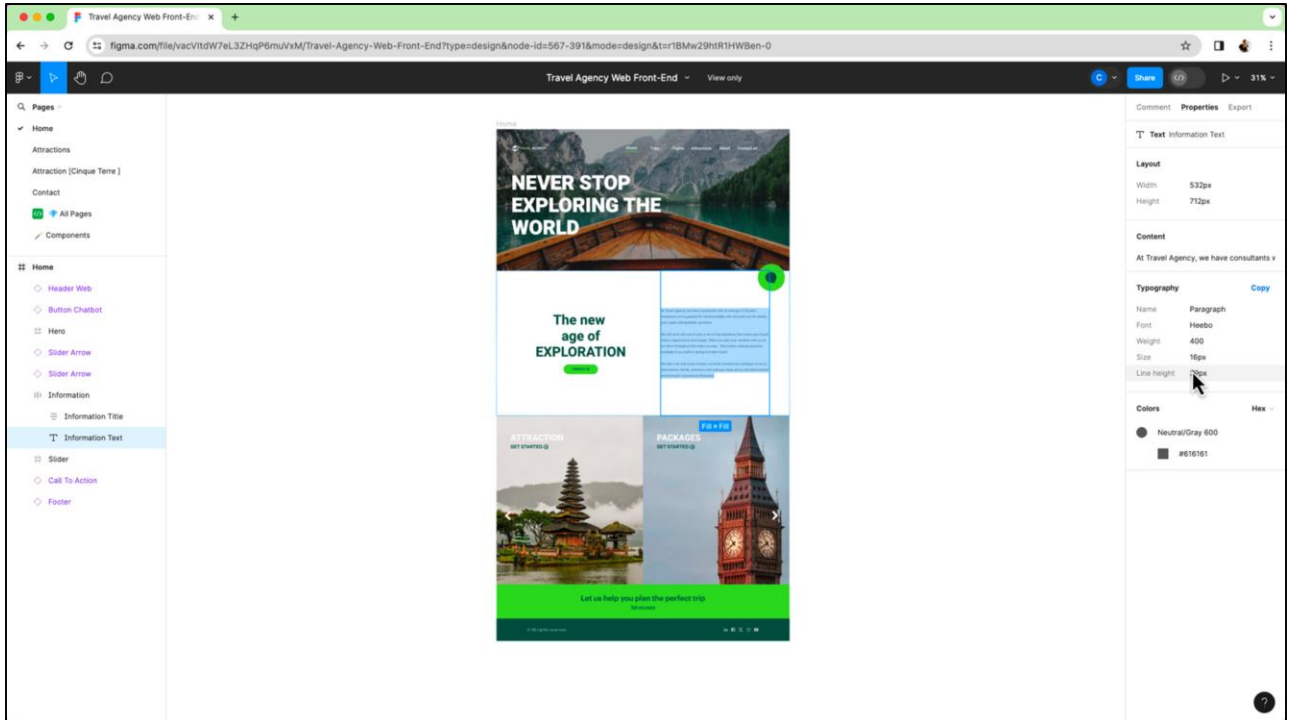
I, as a designer, define all these styles with the system I am modeling in mind.

The use of text styles organizes and optimizes the file and allows the frontend developer to have all the design decisions solved in terms of typography, in this case (for example, the font used, as well as the style, size, letter spacing, line spacing, etc.).

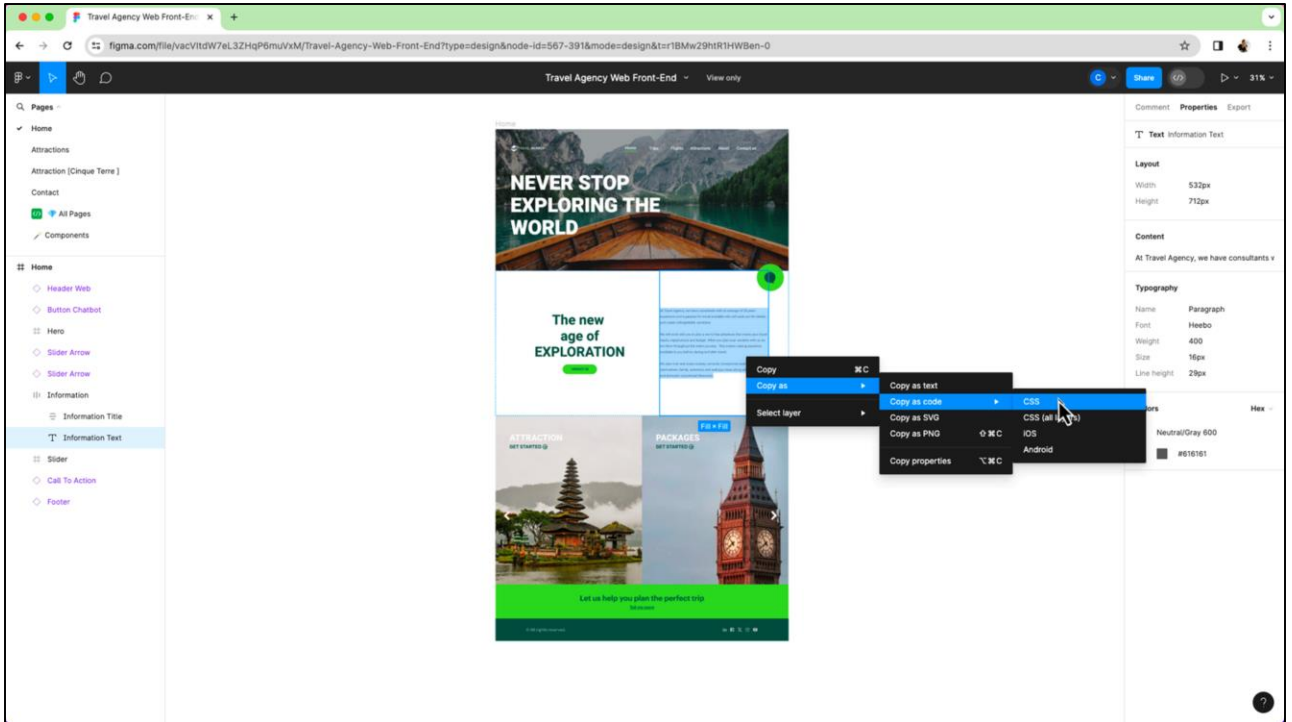


If we go back to Figma, in this window we can see a summary of some style characteristics: the first value refers to the font size and the second to line spacing.

So as to see this list of styles we have to be outside of any frame, with nothing selected, and in the Properties column on the right we see all the styles of the document.



However, if we want to access more information about one of these styles we have to select it, and all its properties are listed in the same column.



Another feature of this program is that it gives the frontender a first approach to CSS styles that can be taken directly to GeneXus.

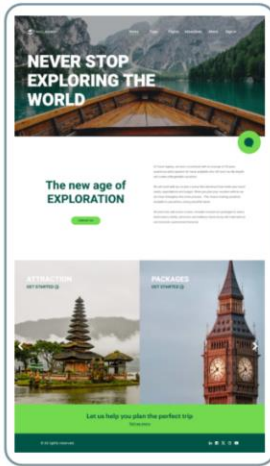
Structure & Components

Typography

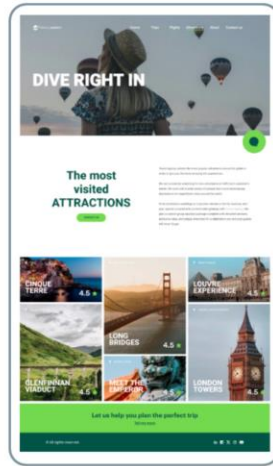
Colors

Variants [Buttons]

Let's move on to the colors analysis.



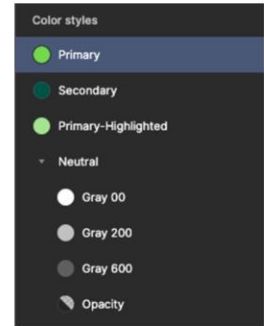
Home



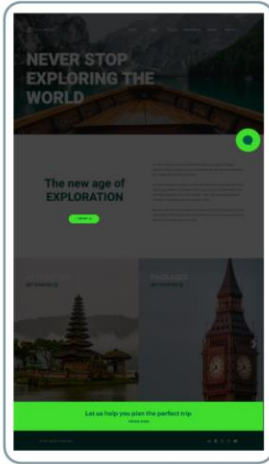
Attractions



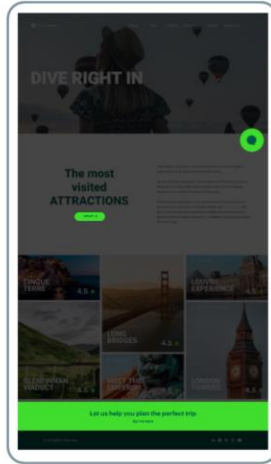
Attraction



The case of colors is similar to the previous one; besides seeing that they are used in a certain way (which is the same in all screens), we can generate color styles with names that help us to create hierarchies.



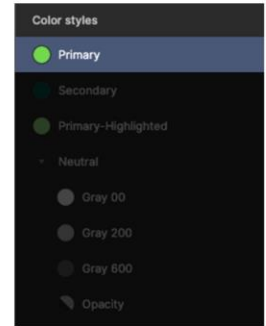
Home



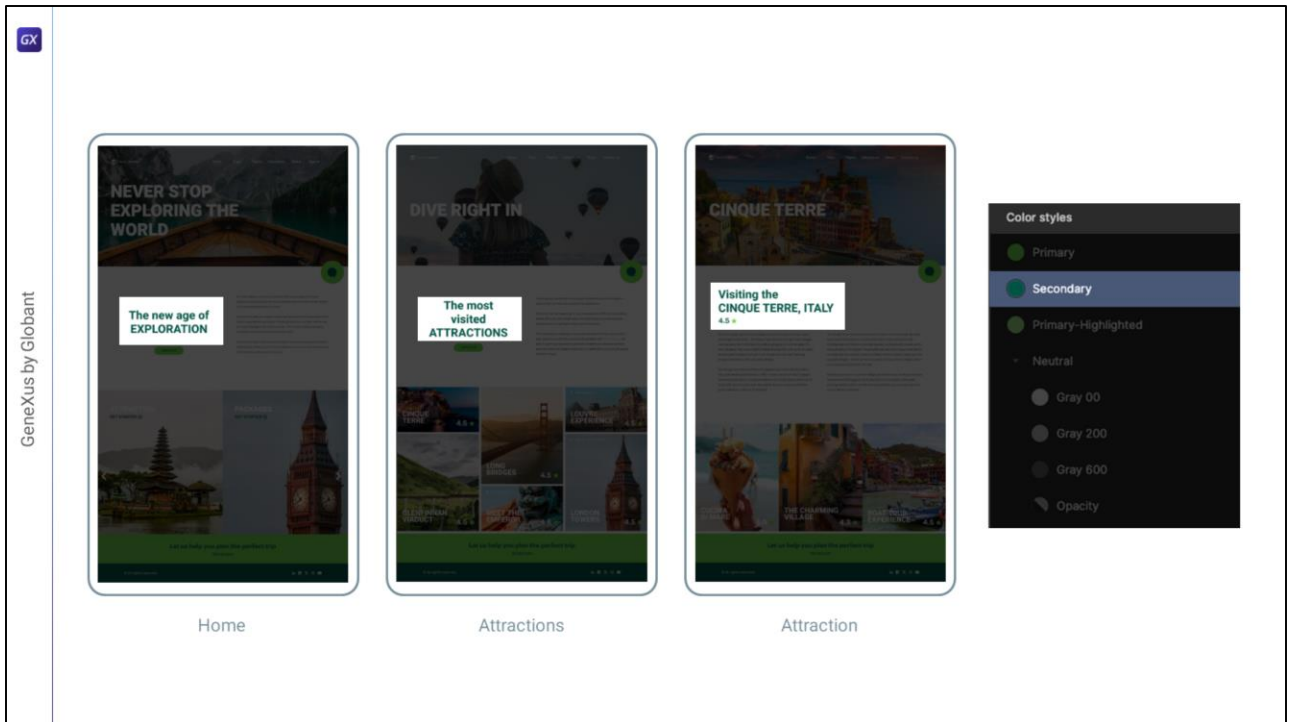
Attractions



Attraction

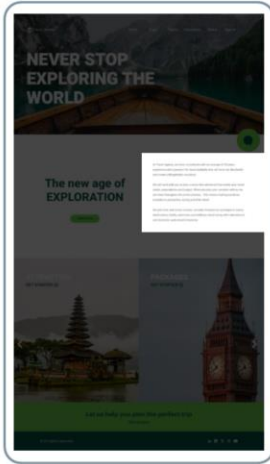


Such as Primary...

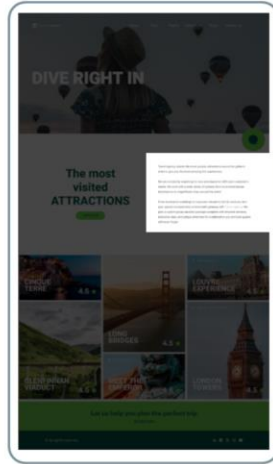


...and Secondary in the case of greens.

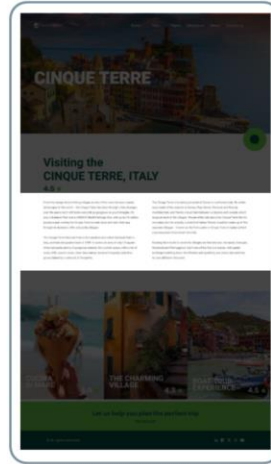
These names are standard, a way of semantically organizing the colors to be used in the System.



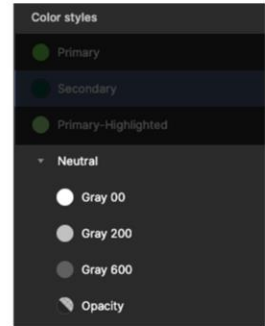
Home



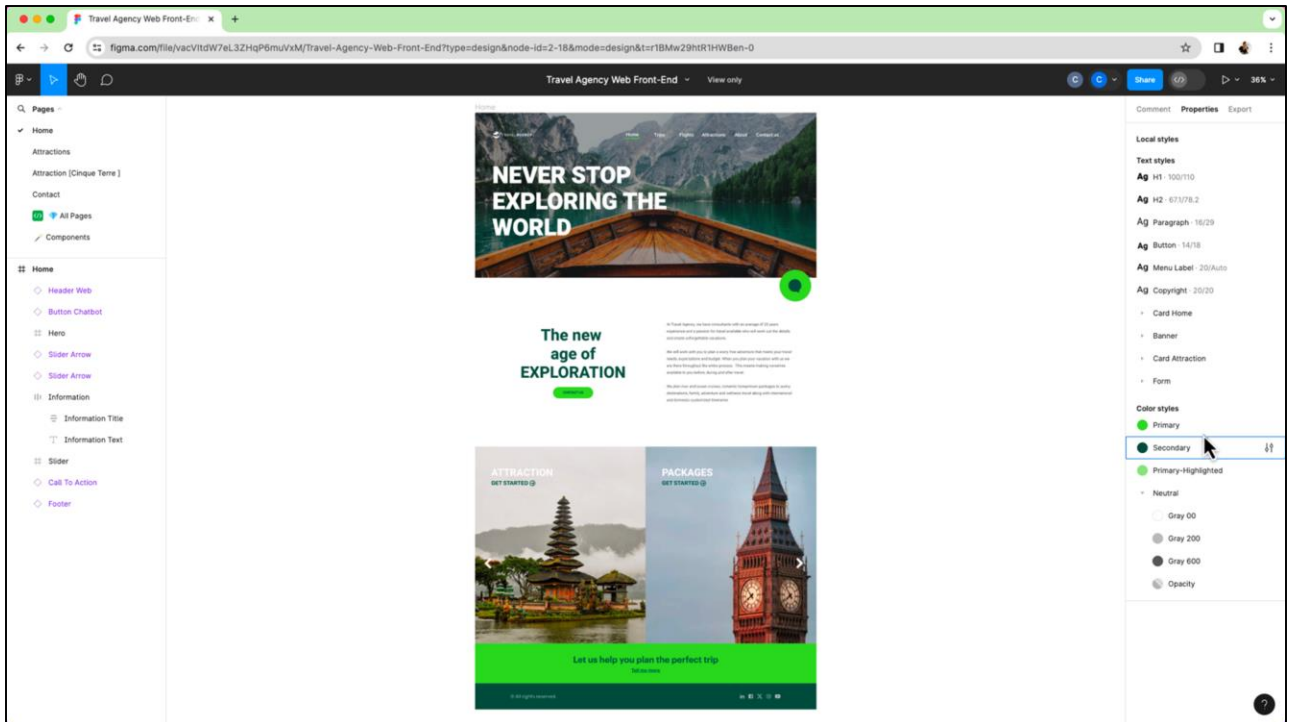
Attractions



Attraction



We extend the initial green palette with a range of grays defined for the rest of the elements.



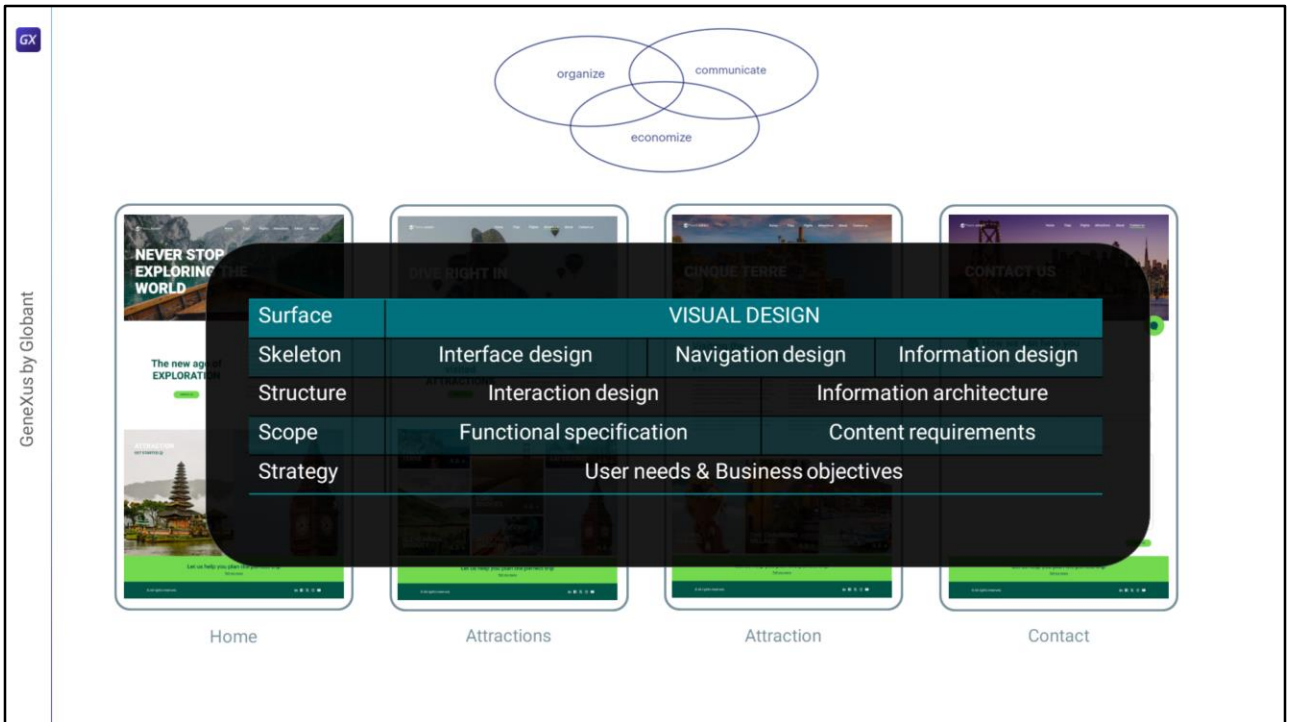
It is essential that these styles are semantically named according to their function, but in the most abstract way possible, so that they accurately reflect that function.

We will be making this more complex as we progress in the course.

Repetition & Abstraction

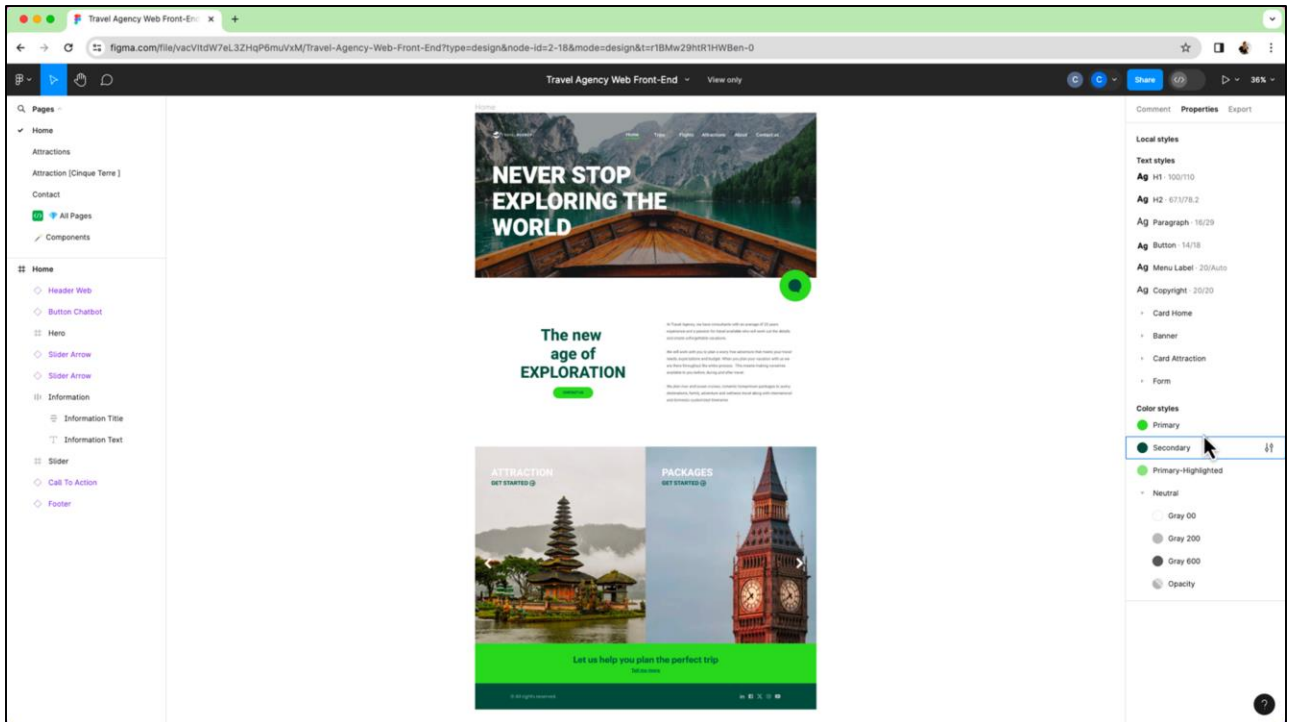


Throughout this whole process that we have been analyzing, what we are looking for is abstraction to express the system in a concise way, identifying repetitions and then reusing them in various places. This approach will be very useful for the design and also for development.



And while it is not the purpose of this course to delve into the stages prior to interface design, it is essential to clarify that all these decisions that we made at the design level and all the resources we used to organize and systematize these decisions are based on a thorough analysis of the user experience, as we saw in the introductory video. Also, that user experience is the key to conceptually structure the application as a whole.

This stage of analysis and systematization corresponds to the designer and leads to this product in Figma that I have been showing you, and which includes the interface design, as well as the navigation and information architecture. In these first screens, in addition to everything we mentioned, we talked about important aspects of a good design; in the next classes, we will see the importance of concepts such as margins, padding, alignments and spacing, among other things.



But let's not get ahead of ourselves, let's move on to what we have been seeing in Figma but from the GeneXus side. For that, I leave you with Ceci in the next video.

GX

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