

Preely Meetup – May 6th 2021



Creating & using **DESIGN SYSTEMS** in Figma

Agenda

Why should you trust me
Design system
Visual identity
Components
Resource
Questions

Hej, hallå, tjena, goddag



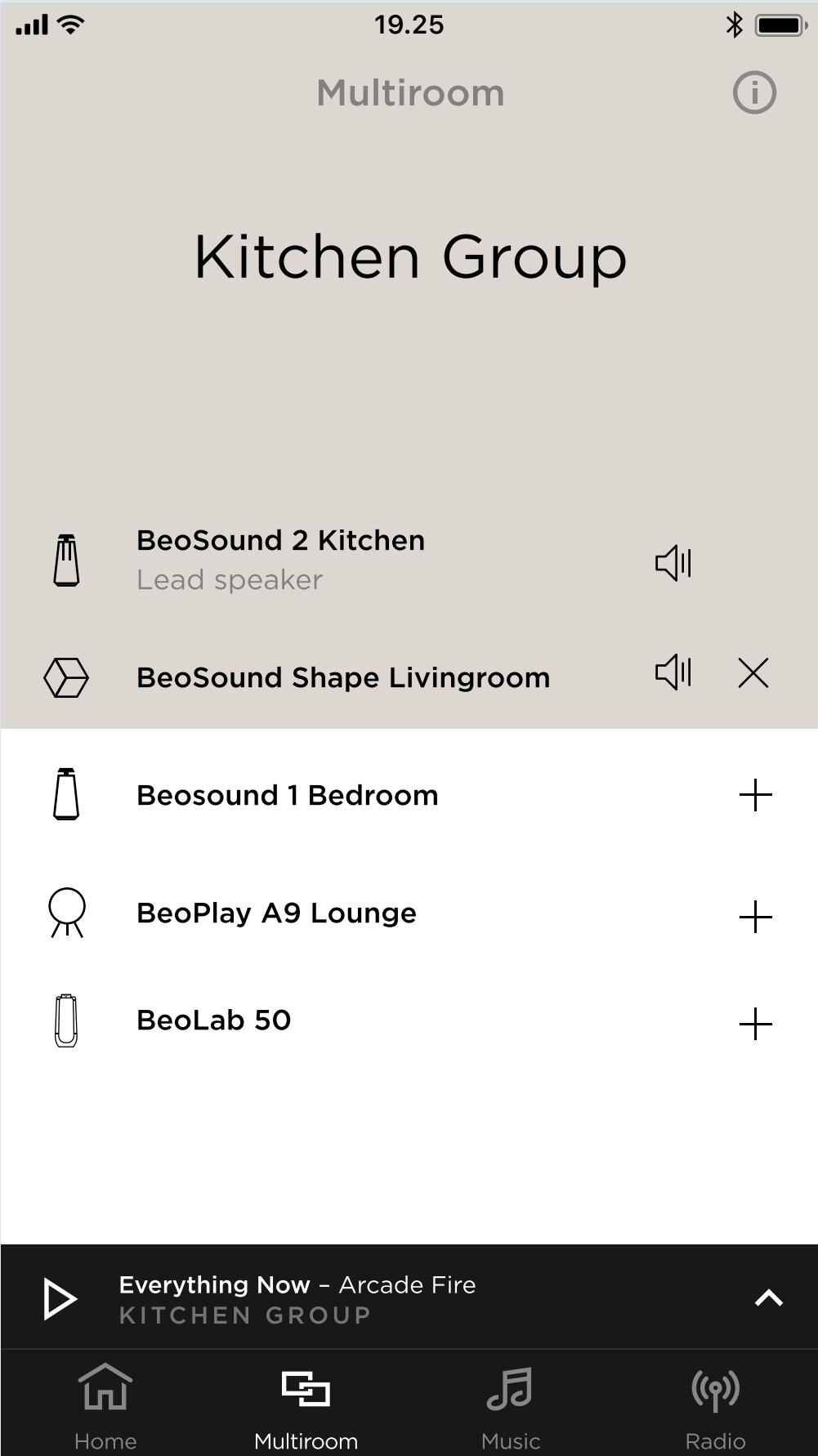
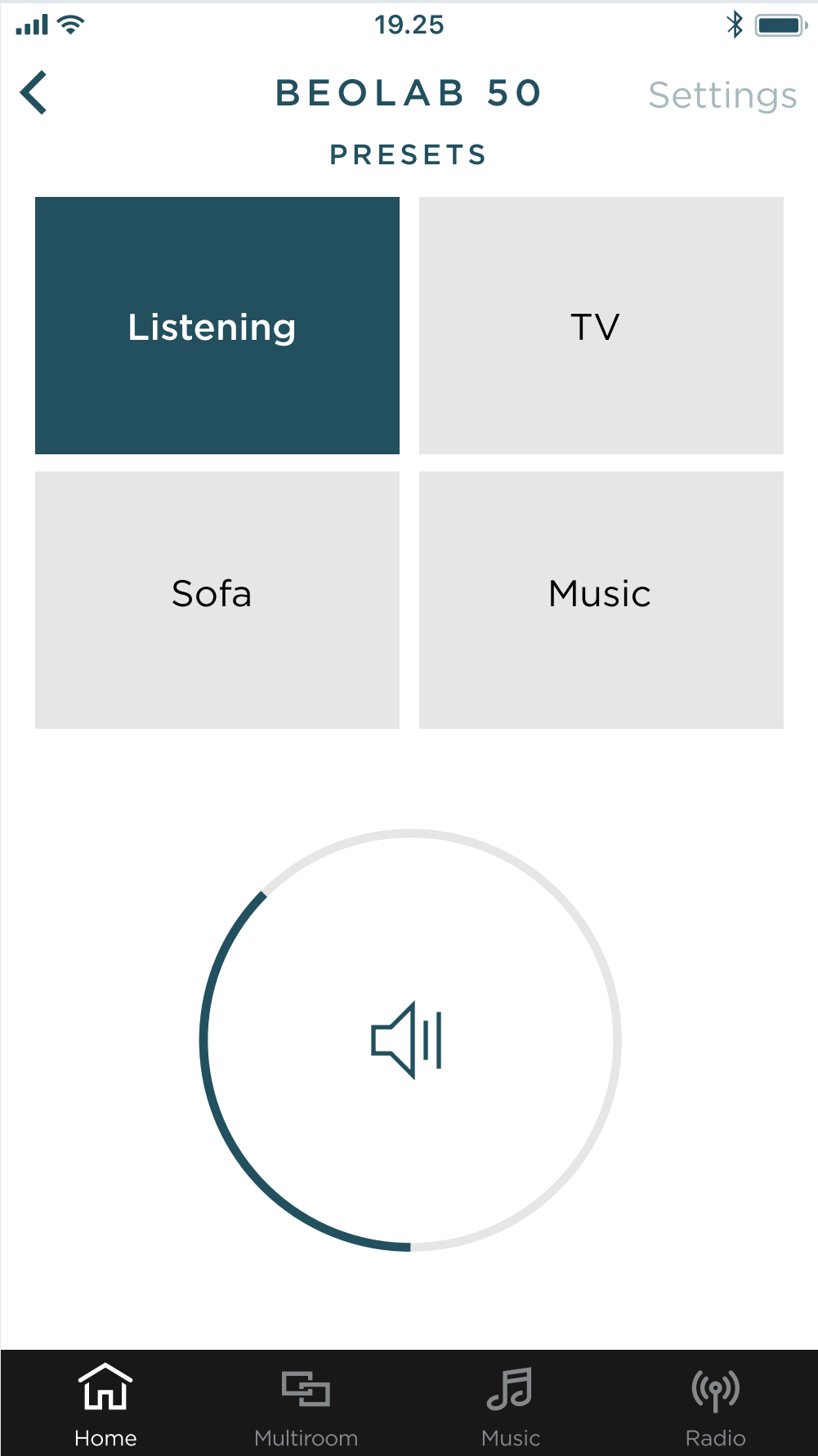
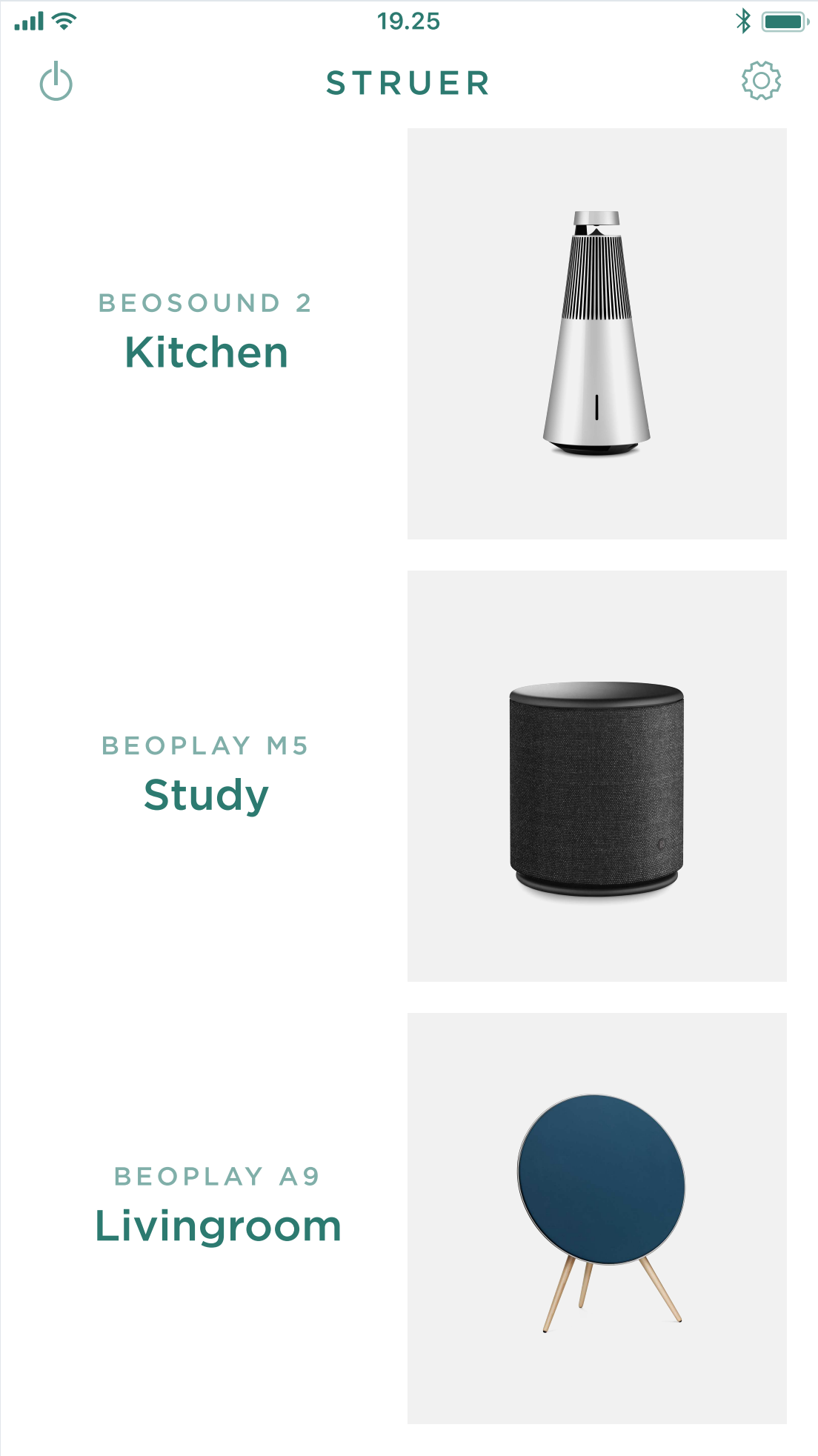
Alfred Nerstu

@alfred
Figma & Dribbble

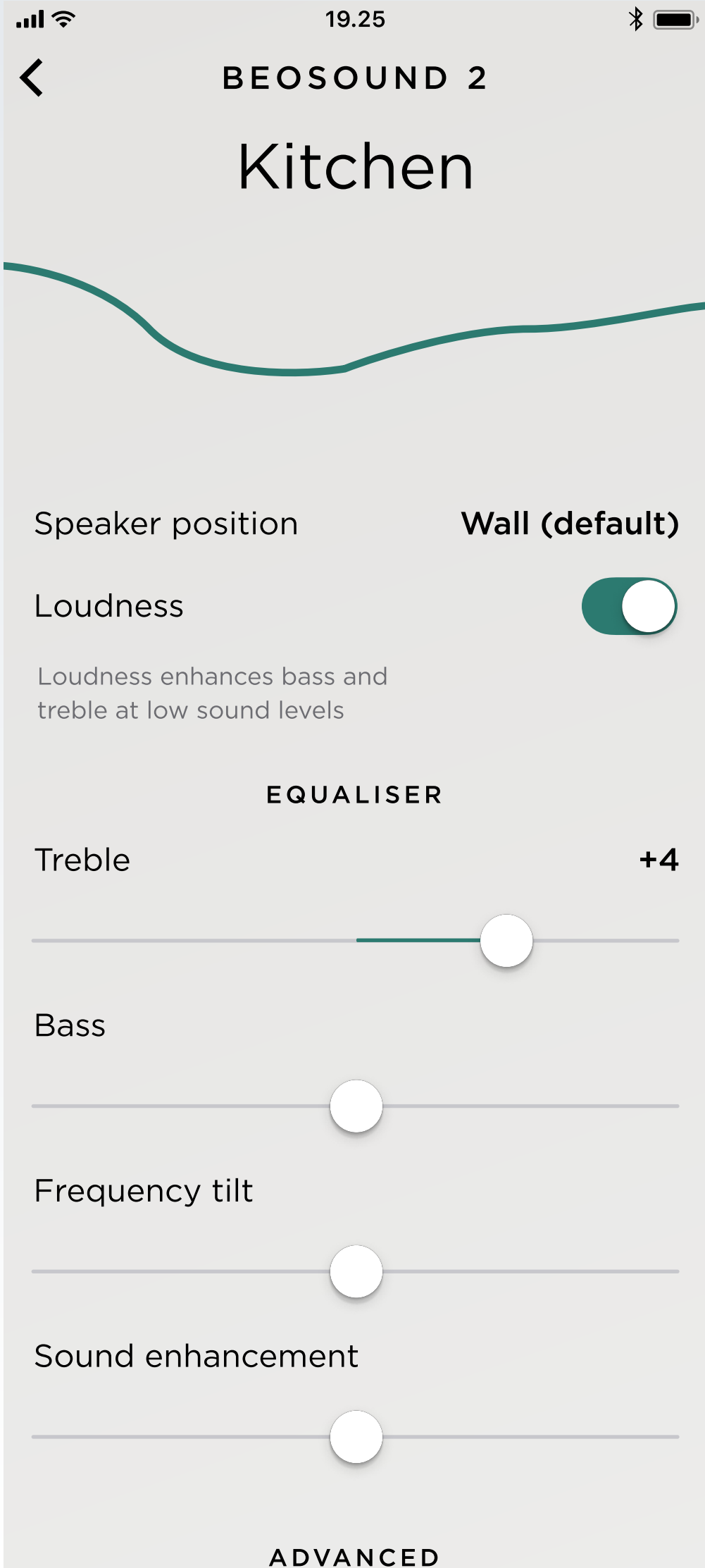
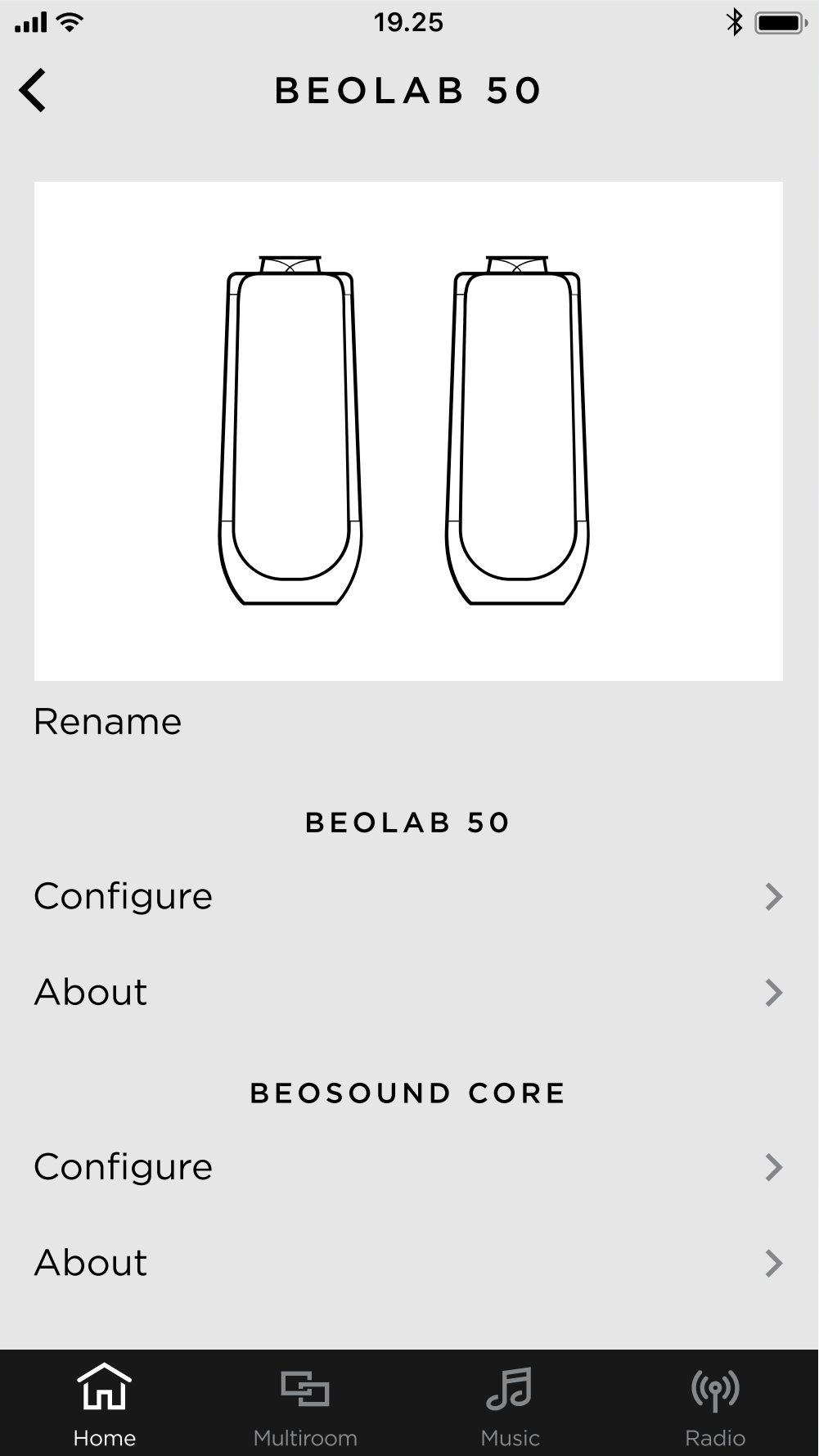
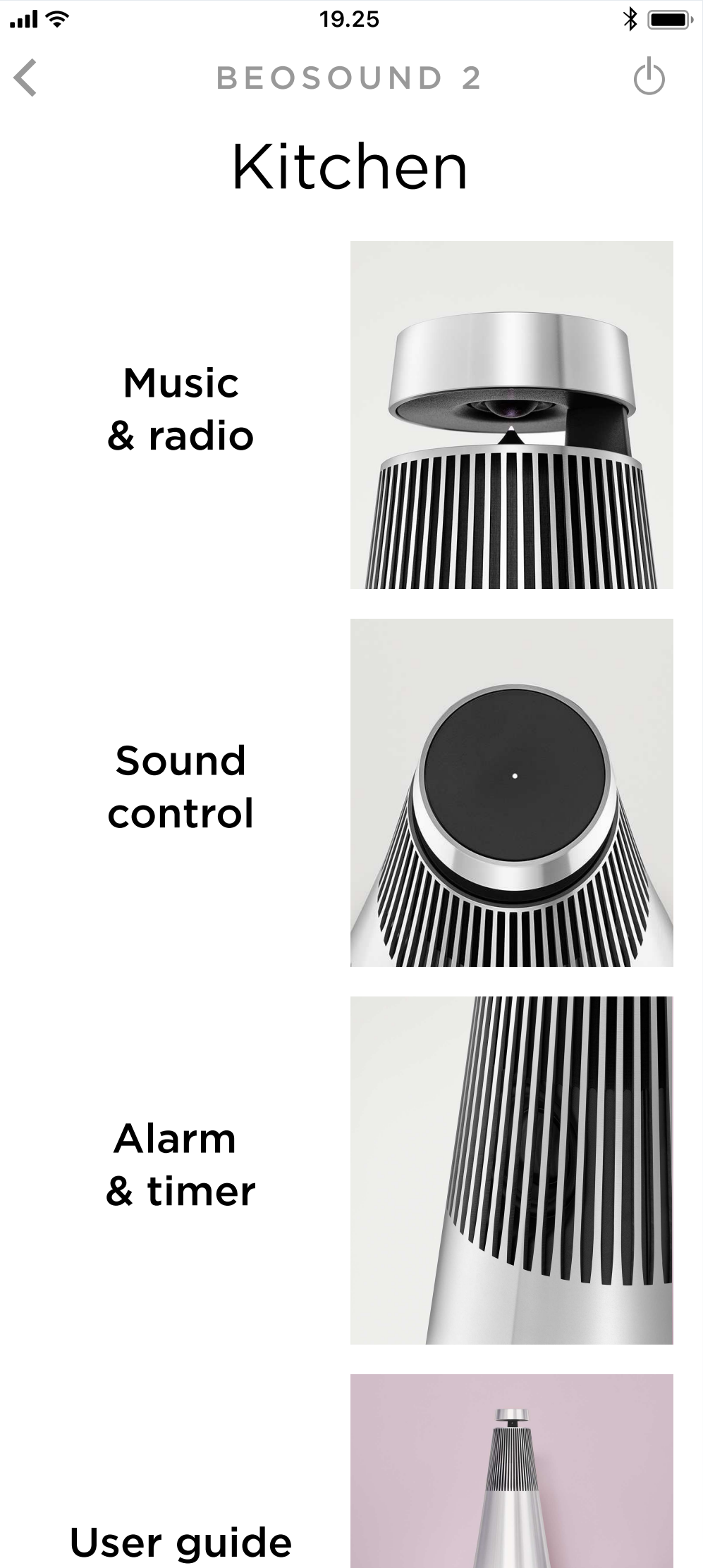
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Bang & Olufsen



Bang & Olufsen

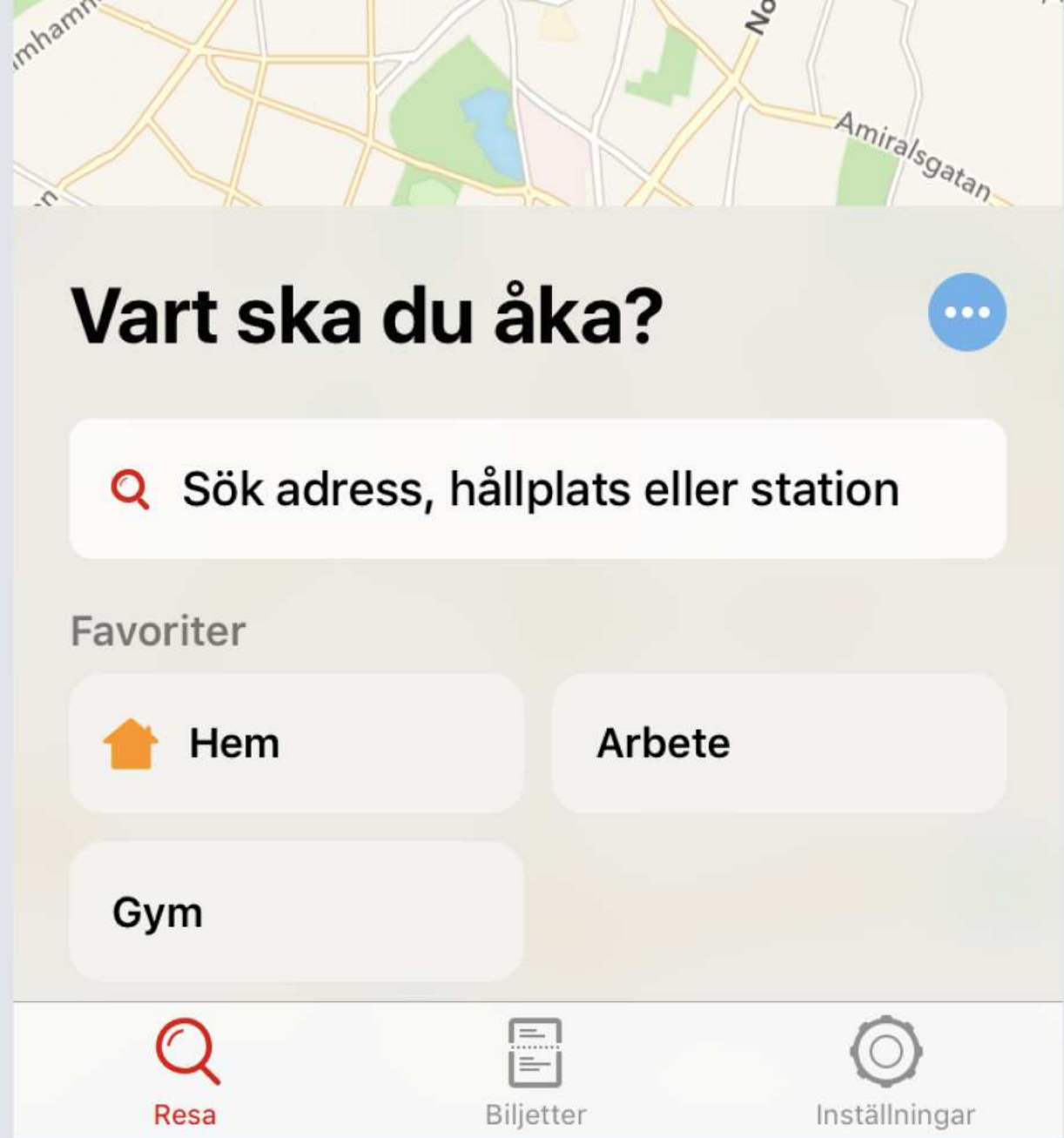
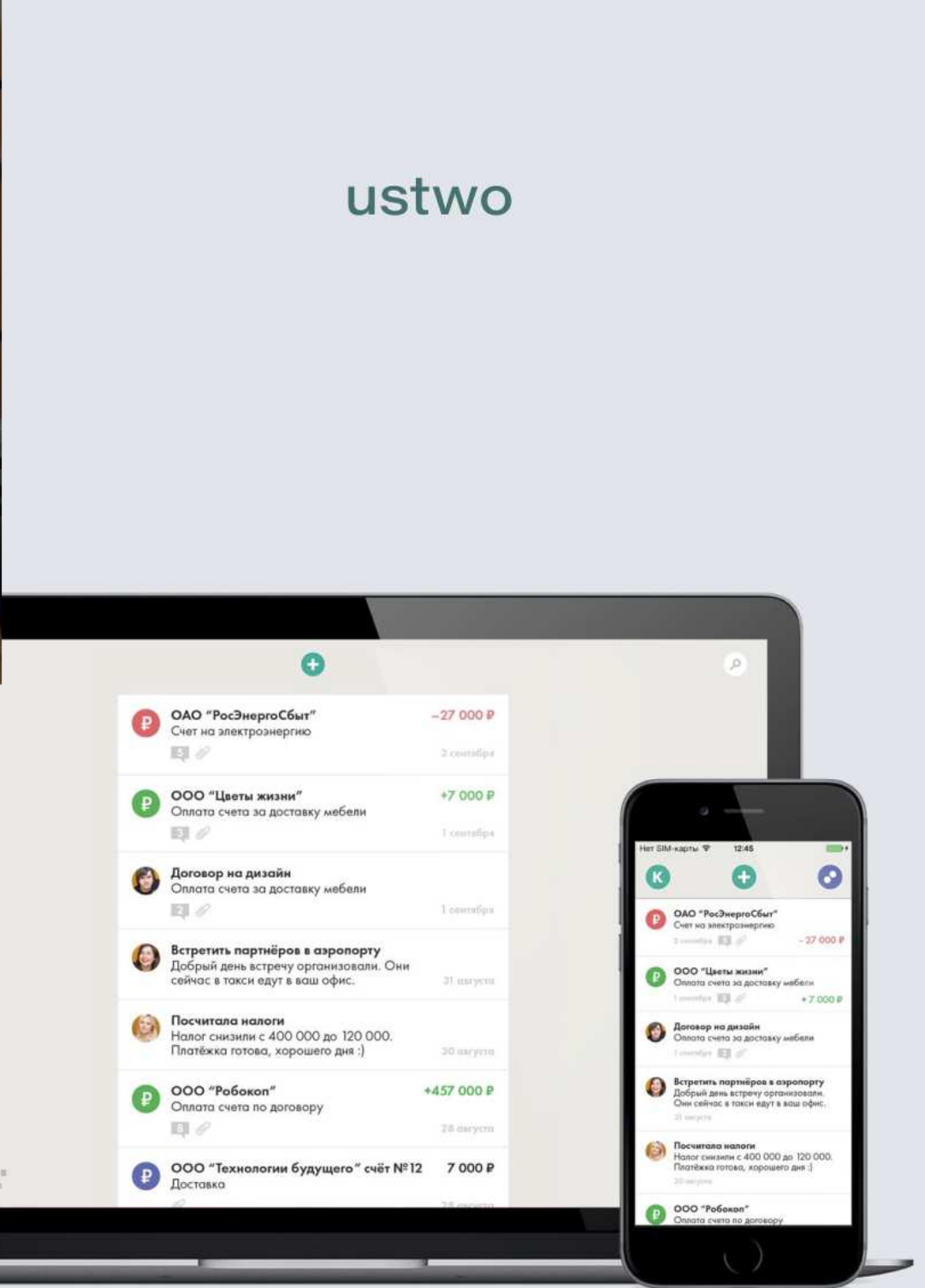


Bang & Olufsen

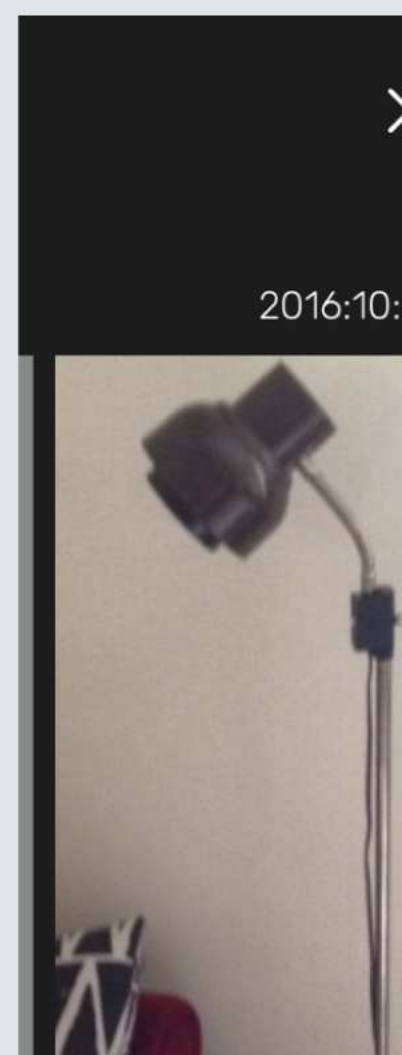
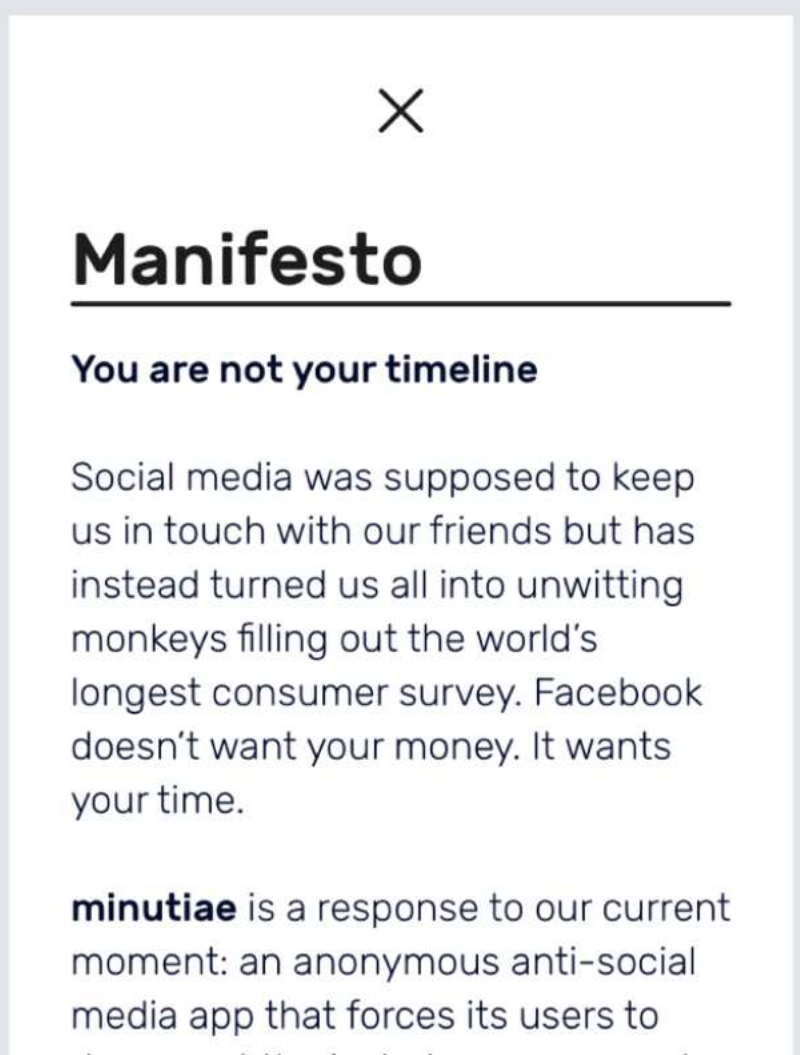
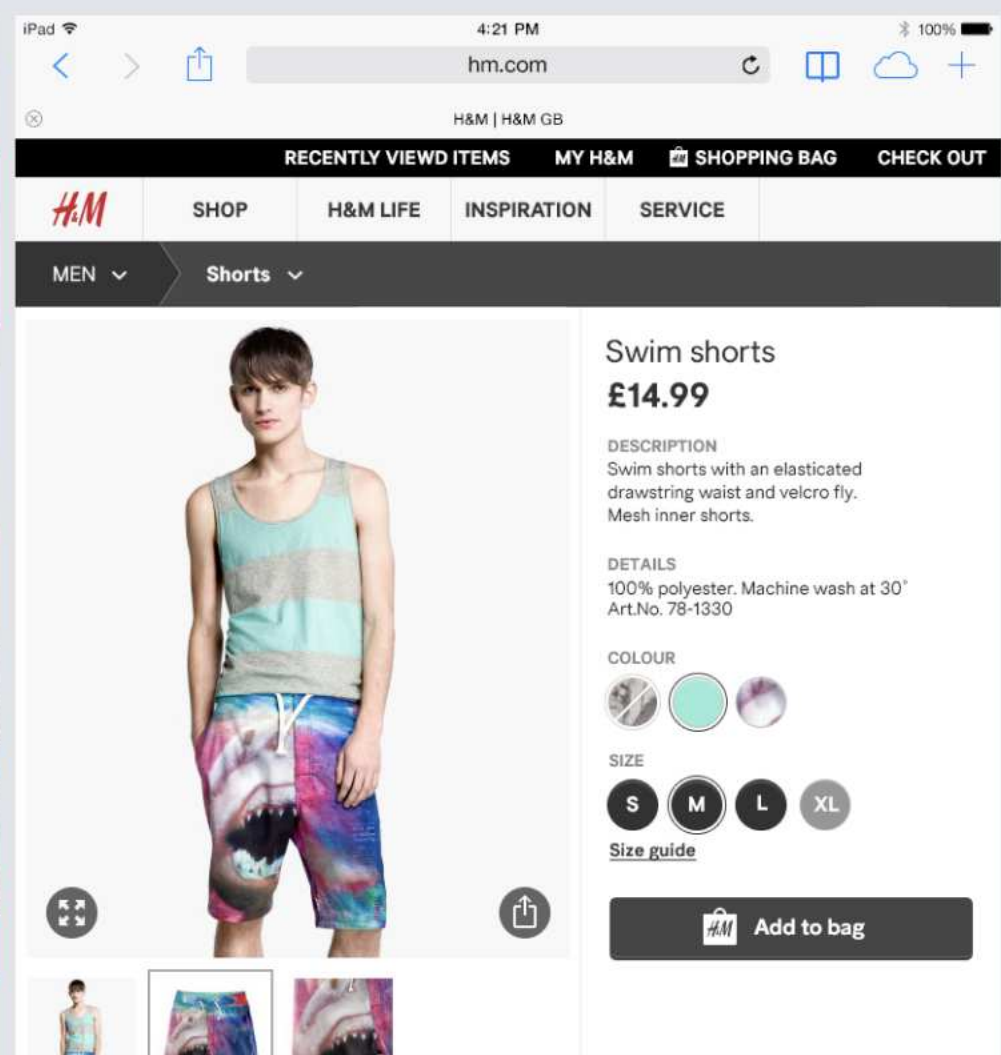
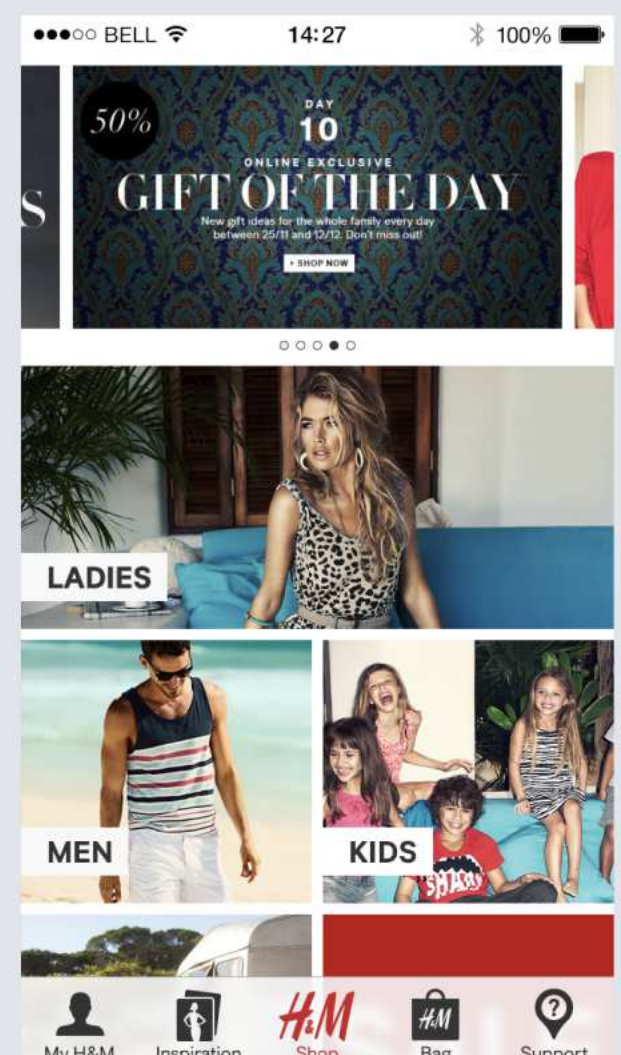


Bang & Olufsen





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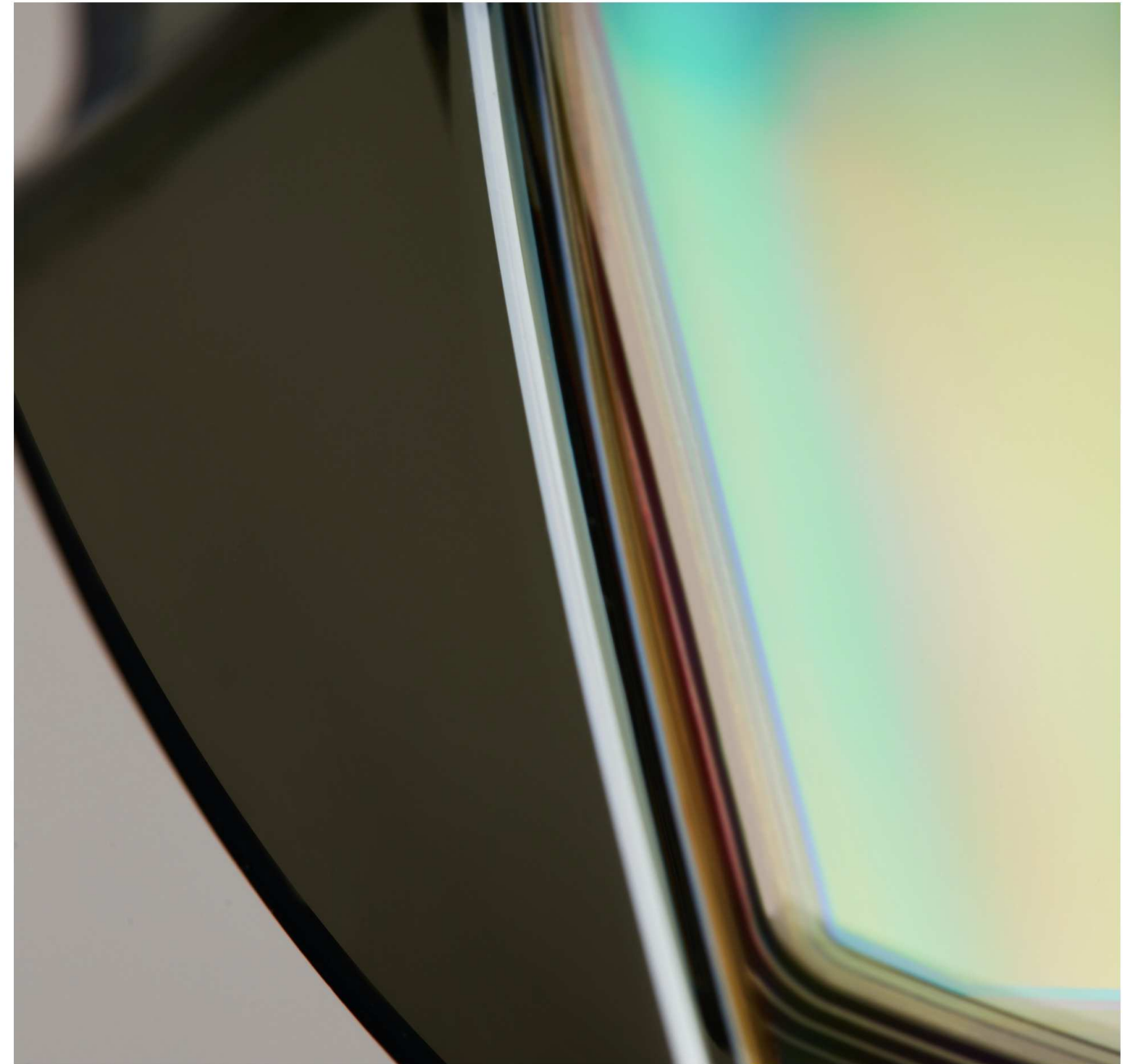
Pacemaker, Reason studios & Native Instruments



studion.co

Studion

Hi, we're Studion – a design & development team. We help companies & founders to build products & businesses.



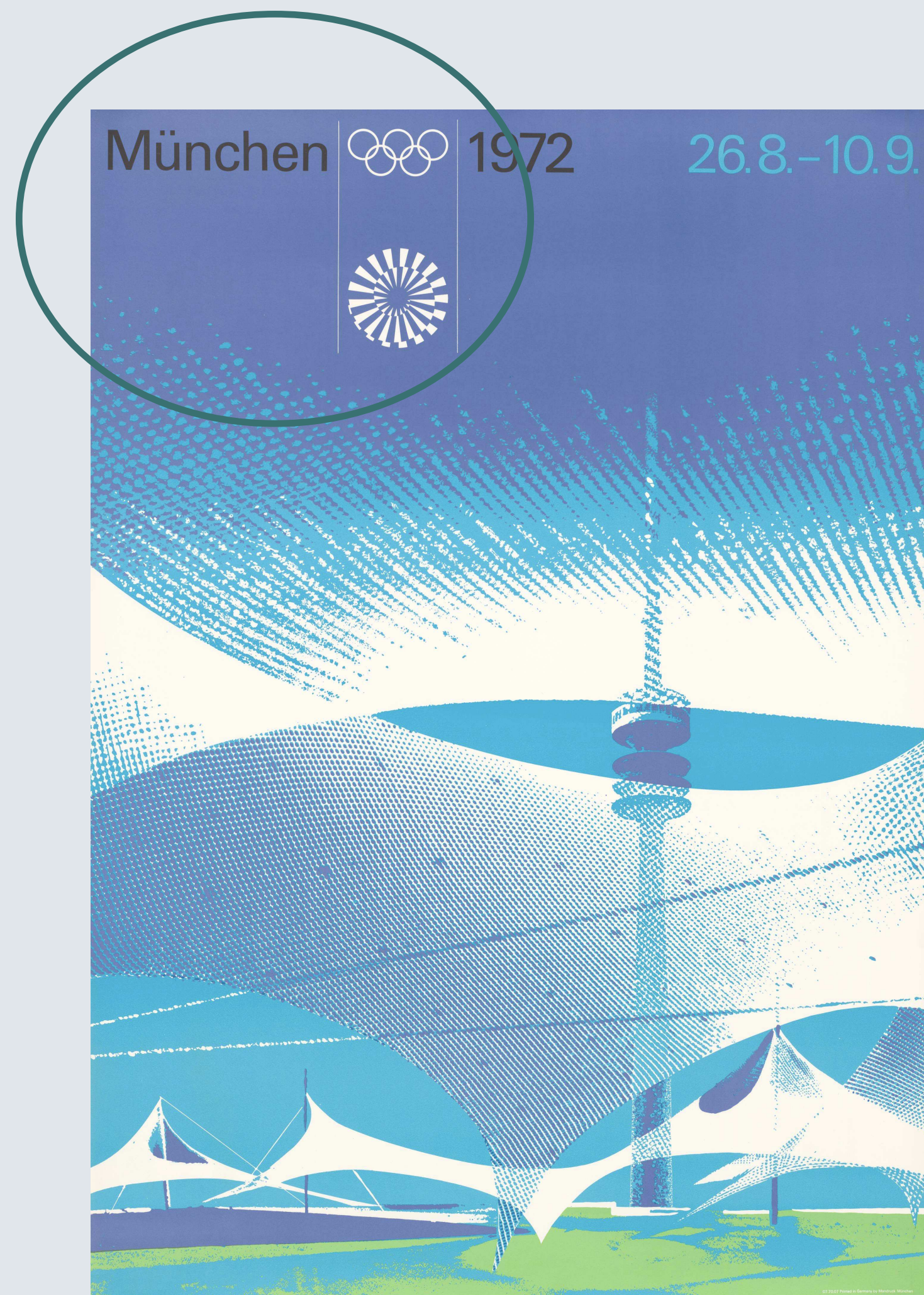
Design system?

Otl Aicher

History



Otl Aicher



History

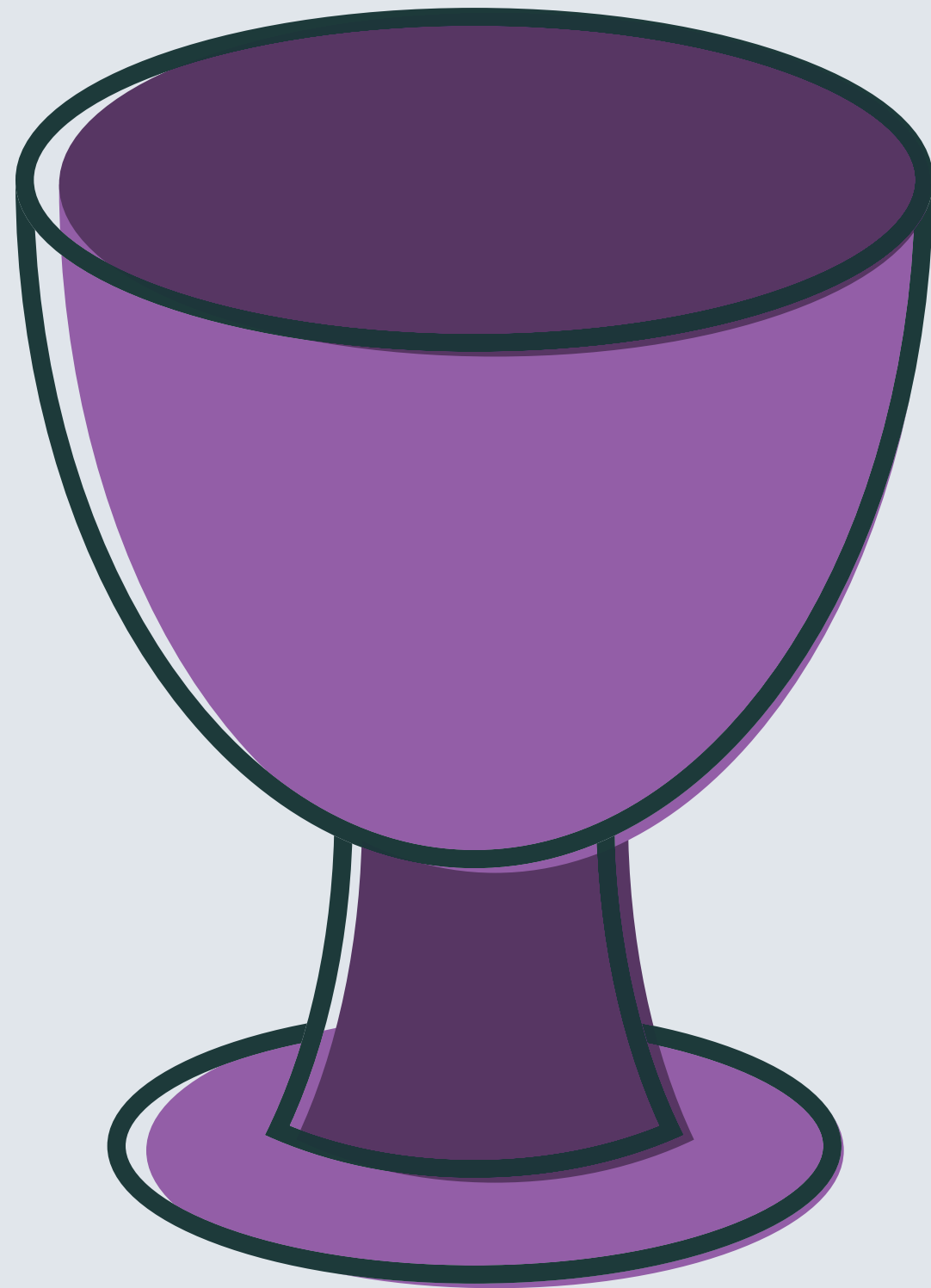


Digital products

Now



All problems solved



Are design systems
the holy grail for
interface design?

Creating new problems

No

The circumstances are seldom ideal

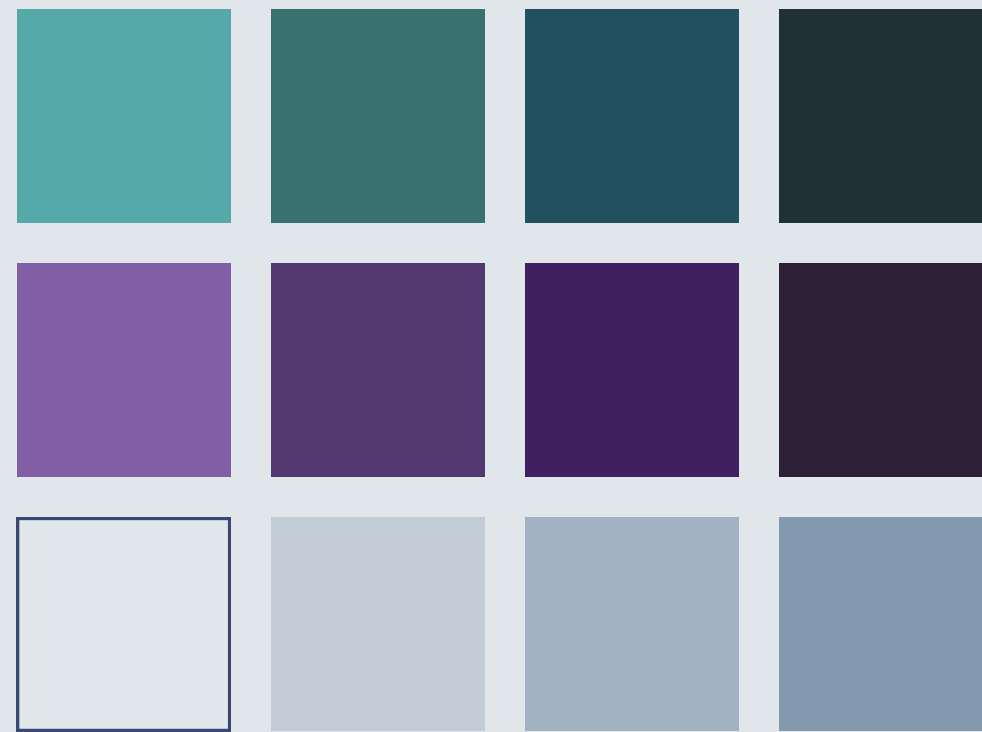
- Updating an older app to a newer design system
- Merging similar but different styles into one system
- It's another project in addition to the product you're already designing

Solution

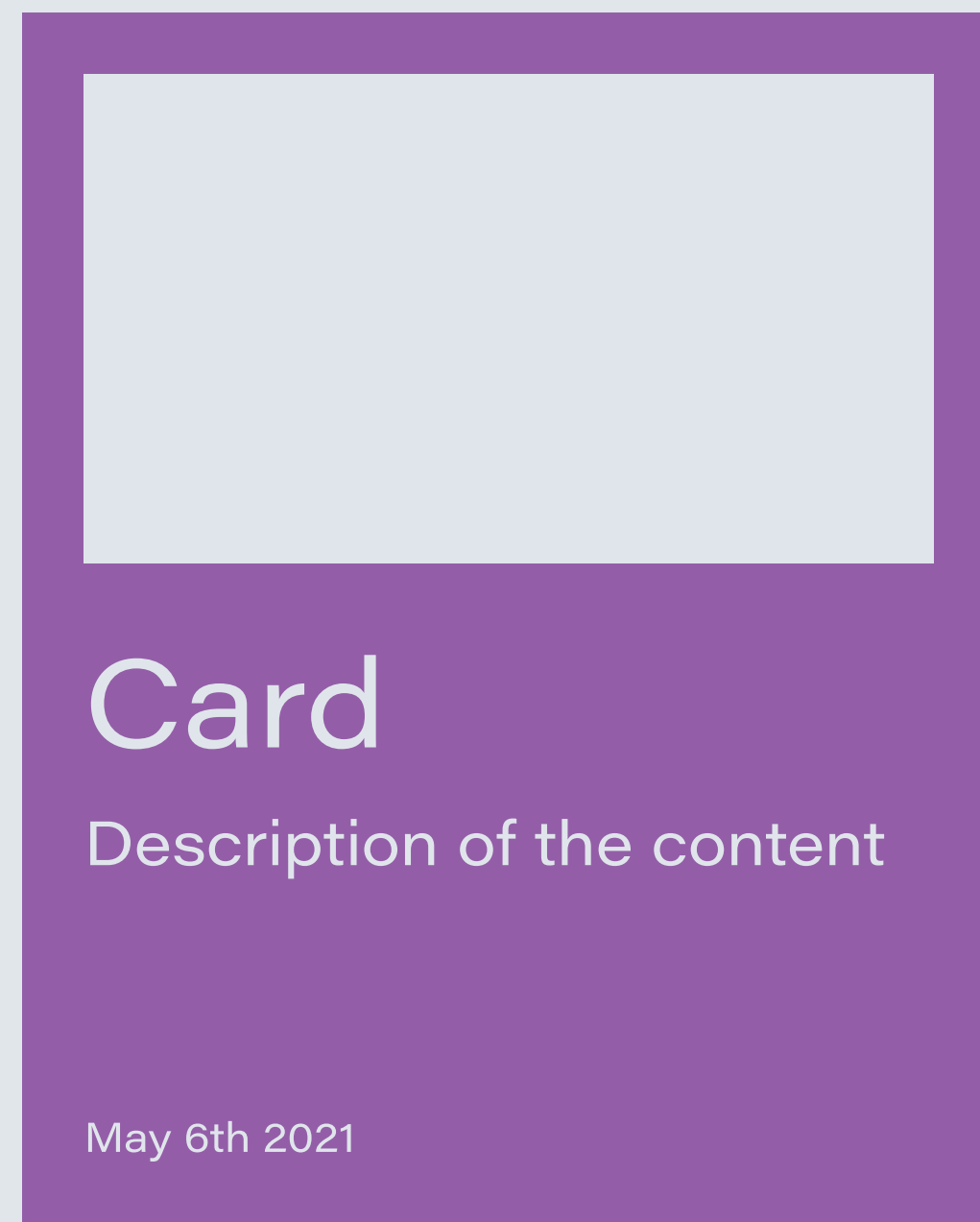
Viable Lean Design System Thinking™ ;)

- Like building a great project, creating a great design system takes time
- Maintain
- Iterate

What is a design system



Visual identity + Components



Soft

Visual identity

It's starting to change

Brand guidelines & visual identities are almost always print & marketing focused

Goals are the same, needs are not

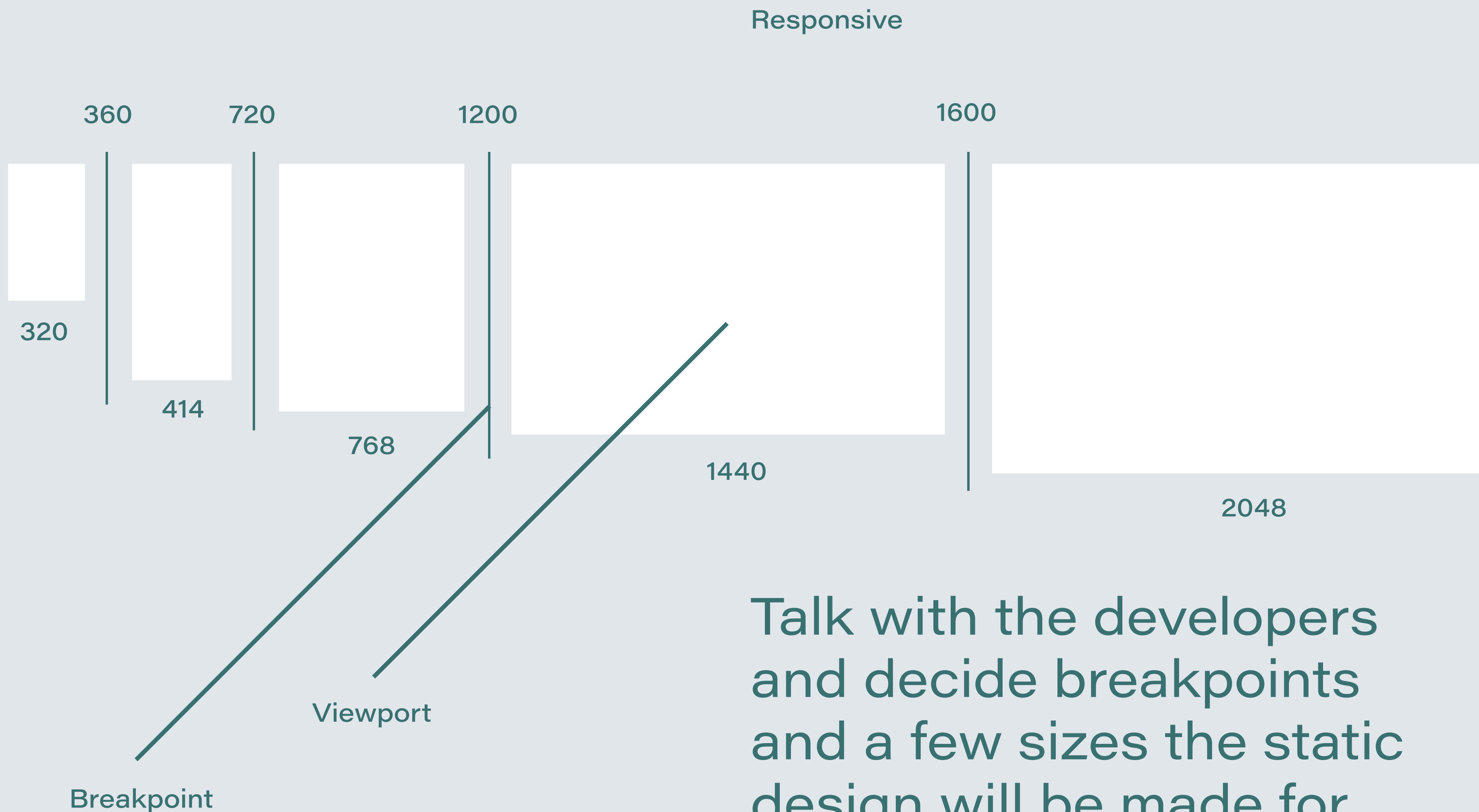
The same rules does not
apply for digital products
and interface design

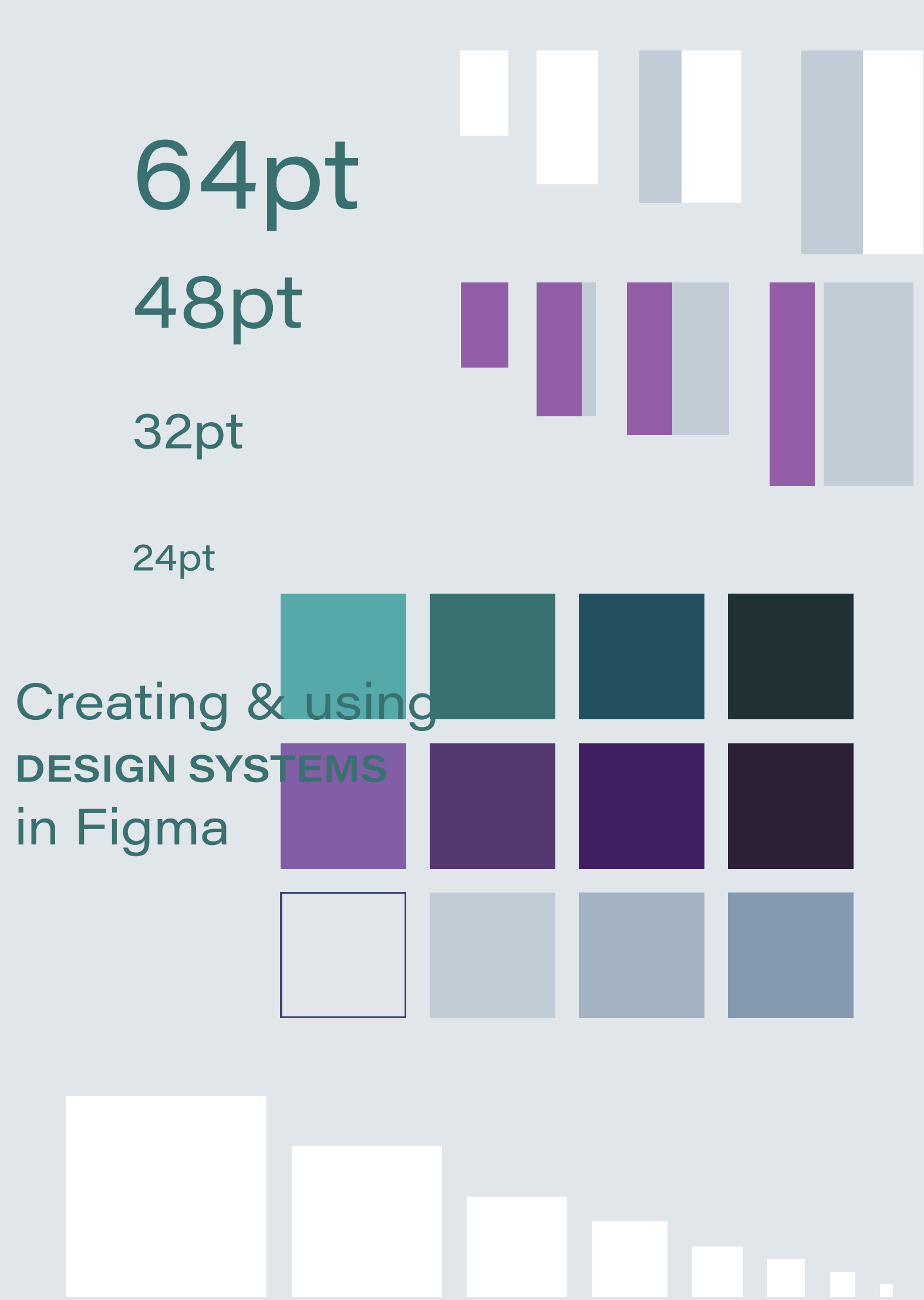
Goals

- Tell who you are
- Recognizable
 - Personality
 - Credibility
 - Loyalty

Needs

- ~~1 way communication~~
- 2 way interaction
- Screens
- Tasks





Parts

Typography
Color
Layout
Spacing
Logotype treatments

Parts

64pt

48pt

32pt

24pt

Typography

Color

Layout

Spacing

Logotype treatments

Display 4

Light 112sp

Display 3

Regular 56sp

Display 2

Regular 45sp

Display 1

Regular 34sp

Headline

Regular 24sp

Title

Medium 20sp

Subheading

Regular 16sp (Device), Regular 15sp (Desktop)

Body 2

Medium 14sp (Device), Medium 13sp (Desktop)

Body 1

Regular 14sp (Device), Regular 13sp (Desktop)

Caption

Regular 12sp

Button

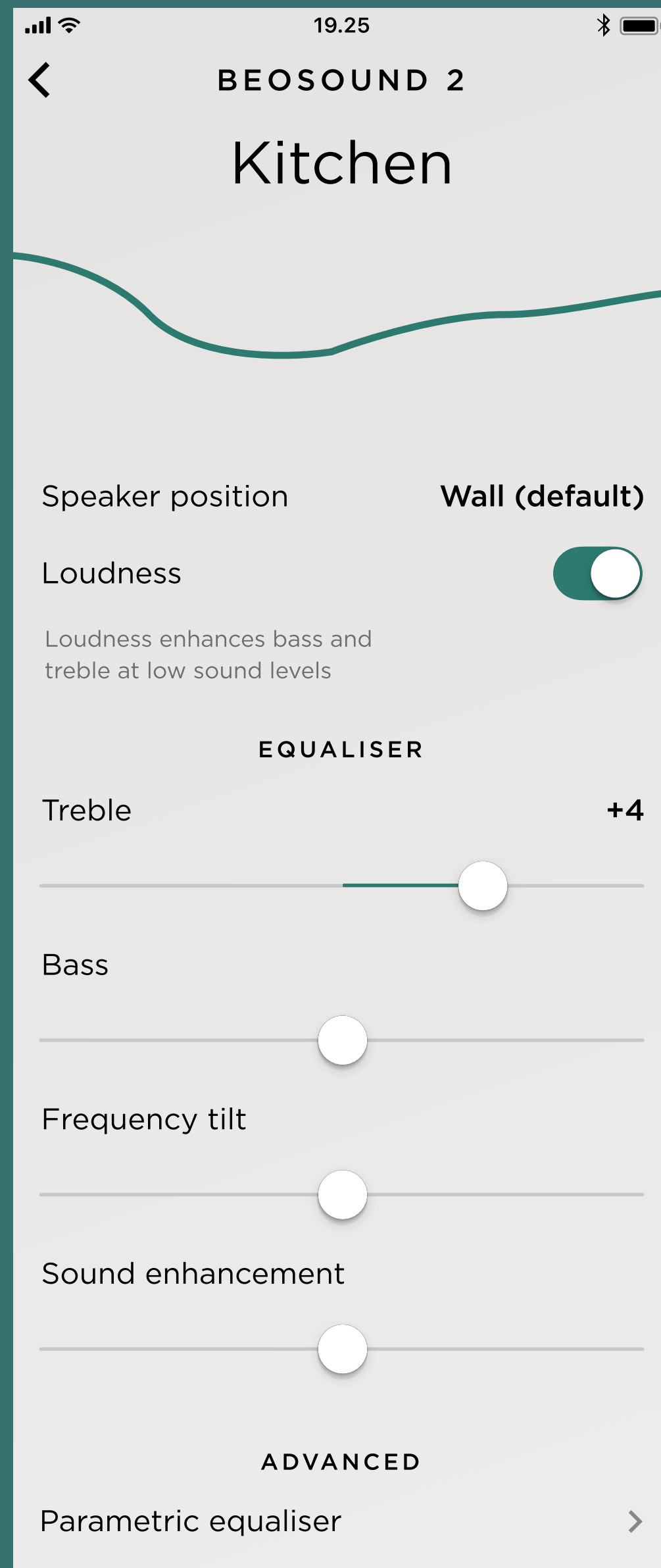
MEDIUM (ALL CAPS) 14sp

Large (Default)				
Style	Weight	Size (Points)	Leading (Points)	Tracking (1/1000em)
Large Title	Regular	34	41	+11
Title 1	Regular	28	34	+13
Title 2	Regular	22	28	+16
Title 3	Regular	20	25	+19
Headline	Semi-Bold	17	22	-24
Body	Regular	17	22	-24
Callout	Regular	16	21	-20
Subhead	Regular	15	20	-16
Footnote	Regular	13	18	-6
Caption 1	Regular	12	16	0
Caption 2	Regular	11	13	+6

Typography – Hierarchy

You need more levels than you think (and that *classic* graphic design knowledge suggests)

Typography – Hierarchy

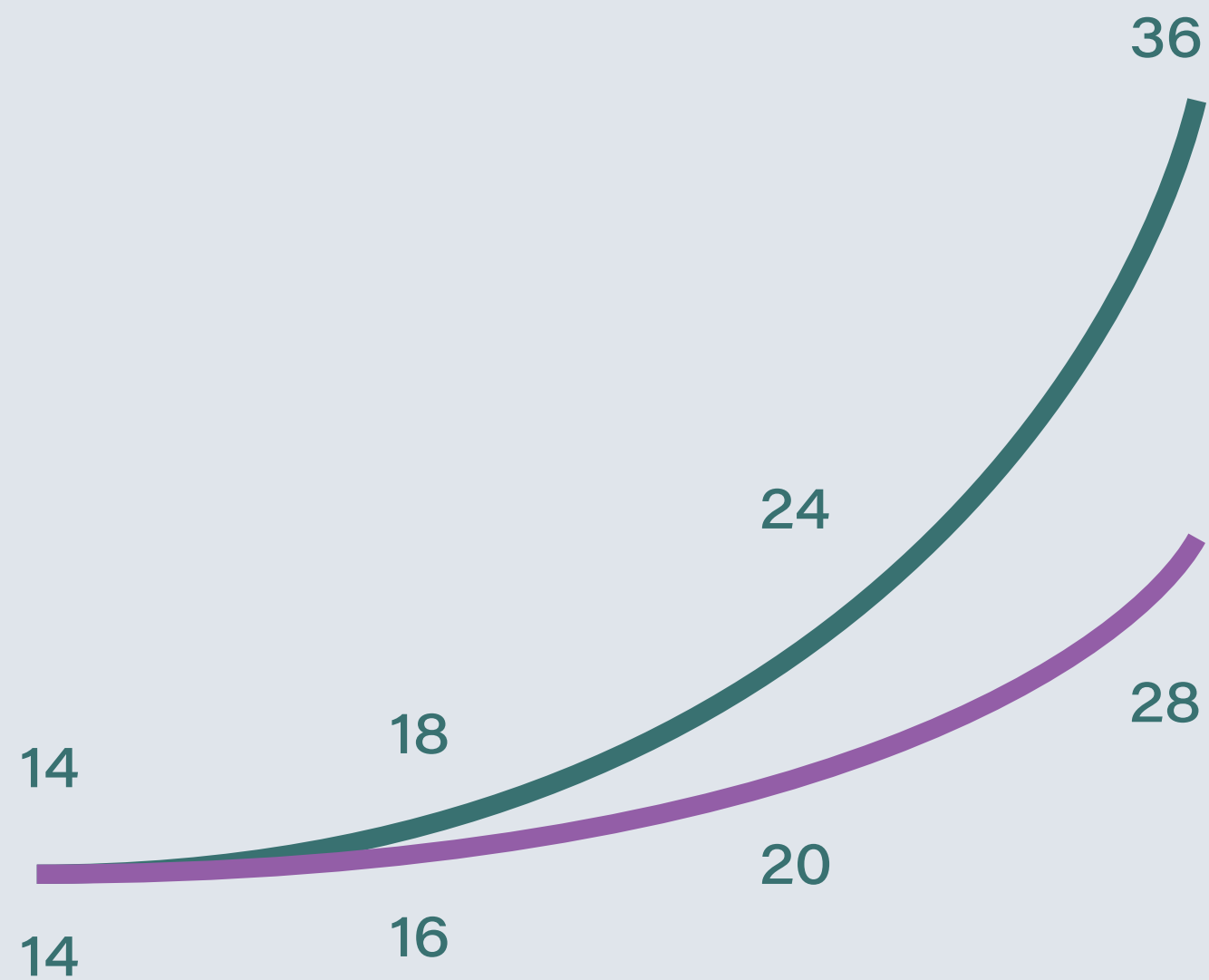
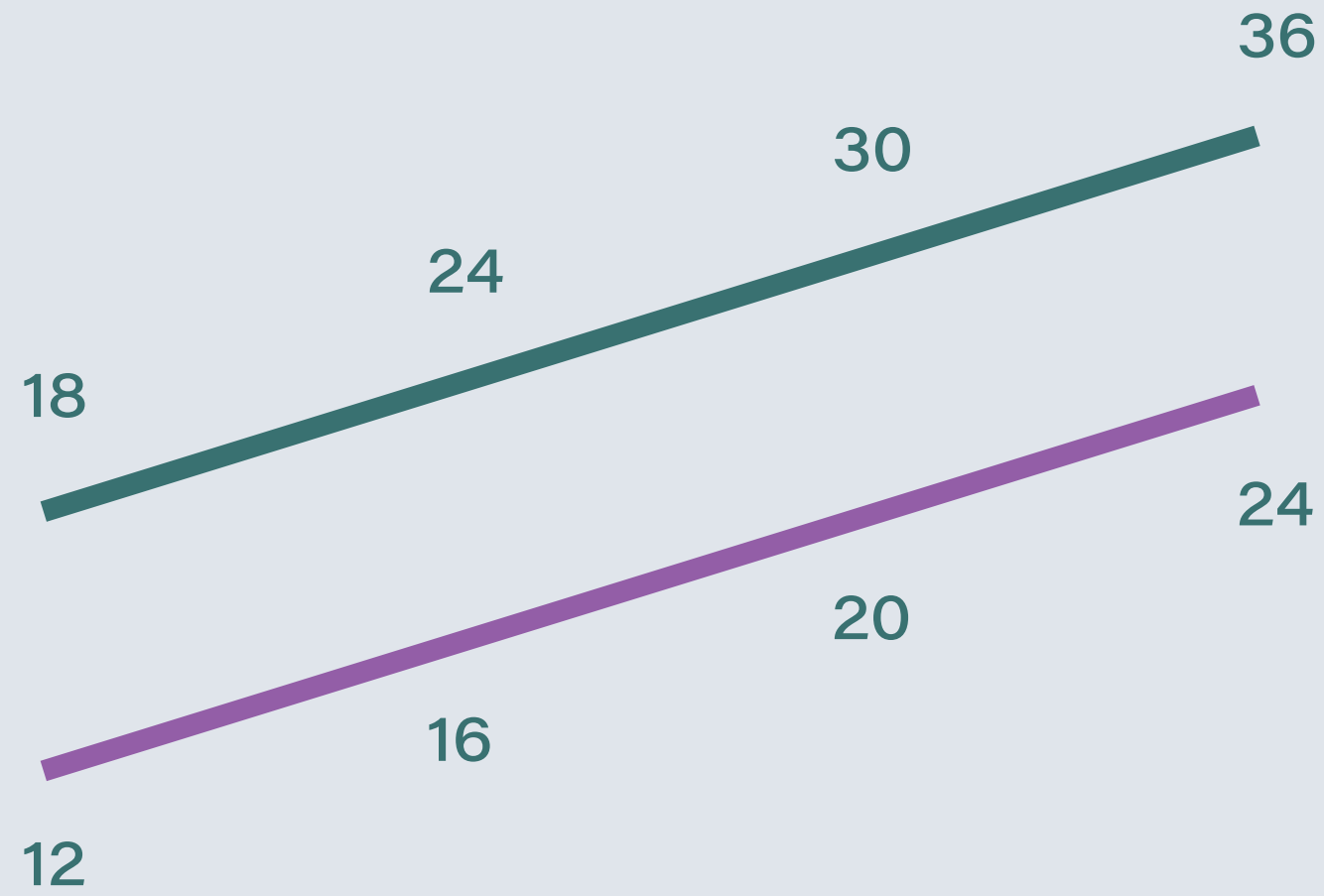


You need more levels than you think (and that *classic* graphic design knowledge suggests)

Typography – Responsive type scales

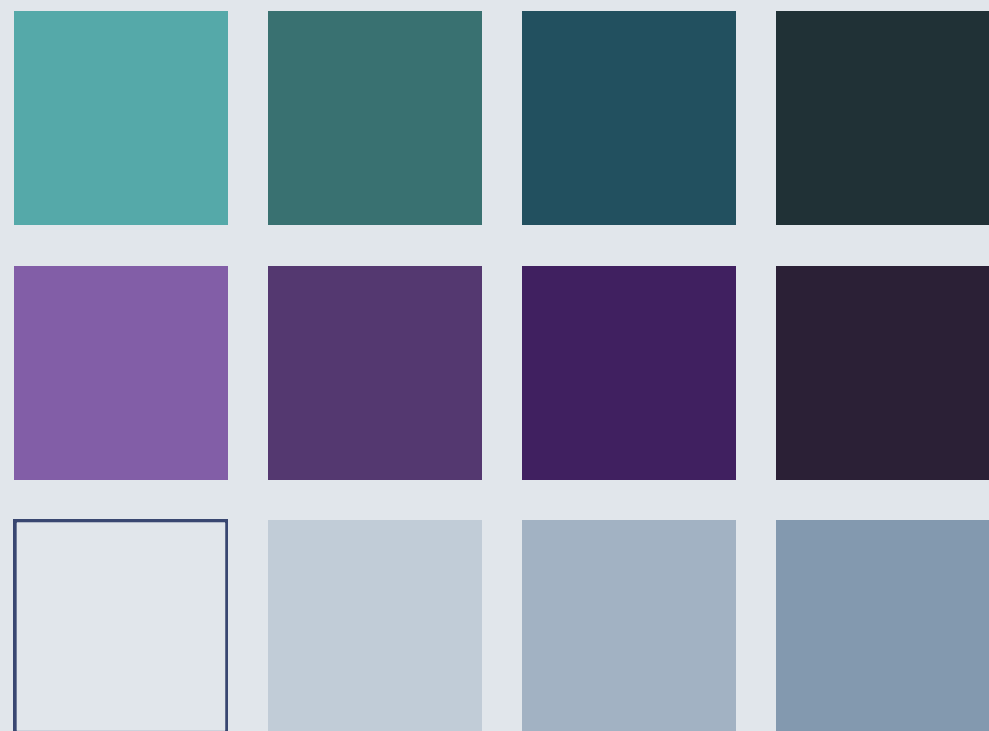
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Typography – Responsive type scales



Speaking from experience,
your responsive type
scales can't be parallel

Parts



Typography

Color

Layout

Spacing

Logotype treatments

Color



Never use black

Ian Storm Taylor

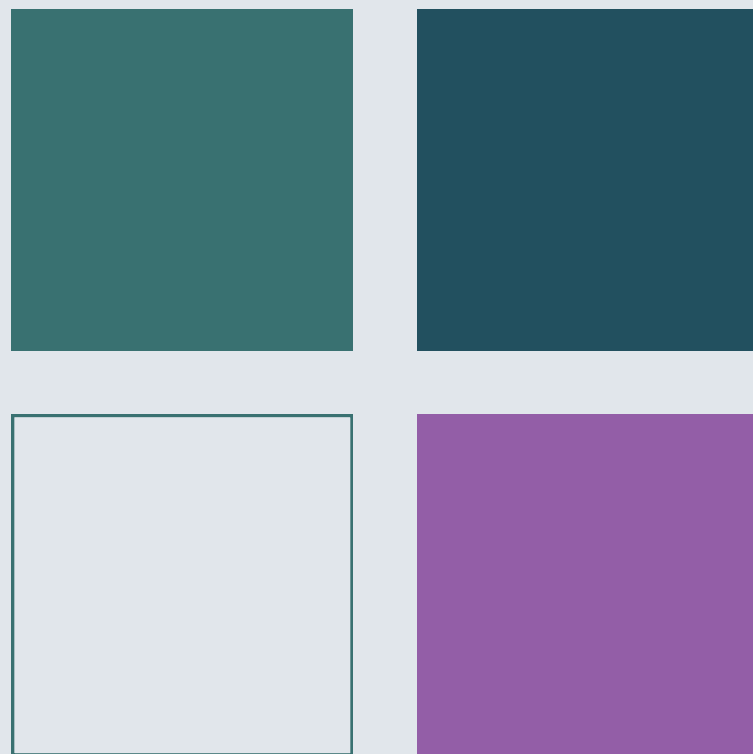
[https://ianstormtaylor.com/
design-tip-never-use-black/](https://ianstormtaylor.com/design-tip-never-use-black/)

Colors – Palette

Deep Purple 50	#EDE7F6	Indigo 50	#E8EAF6	Blue 50	#E3F2FD
100	#D1C4E9	100	#C5CAE9	100	#BBDEFB
200	#B39DDB	200	#9FA8DA	200	#90CAF9
300	#9575CD	300	#7986CB	300	#64B5F6
400	#7E57C2	400	#5C6BC0	400	#42A5F5
500	#673AB7	500	#3F51B5	500	#2196F3
600	#5E35B1	600	#3949AB	600	#1E88E5
700	#512DA8	700	#303F9F	700	#1976D2
800	#4527A0	800	#283593	800	#1565C0
900	#311B92	900	#1A237E	900	#0D47A1
A100	#B388FF	A100	#8C9EFF	A100	#82B1FF
A200	#7C4DFF	A200	#536DFE	A200	#448AFF
A400	#651FFF	A400	#3D5AFE	A400	#2979FF
A700	#6200EA	A700	#304FFE	A700	#2962FF

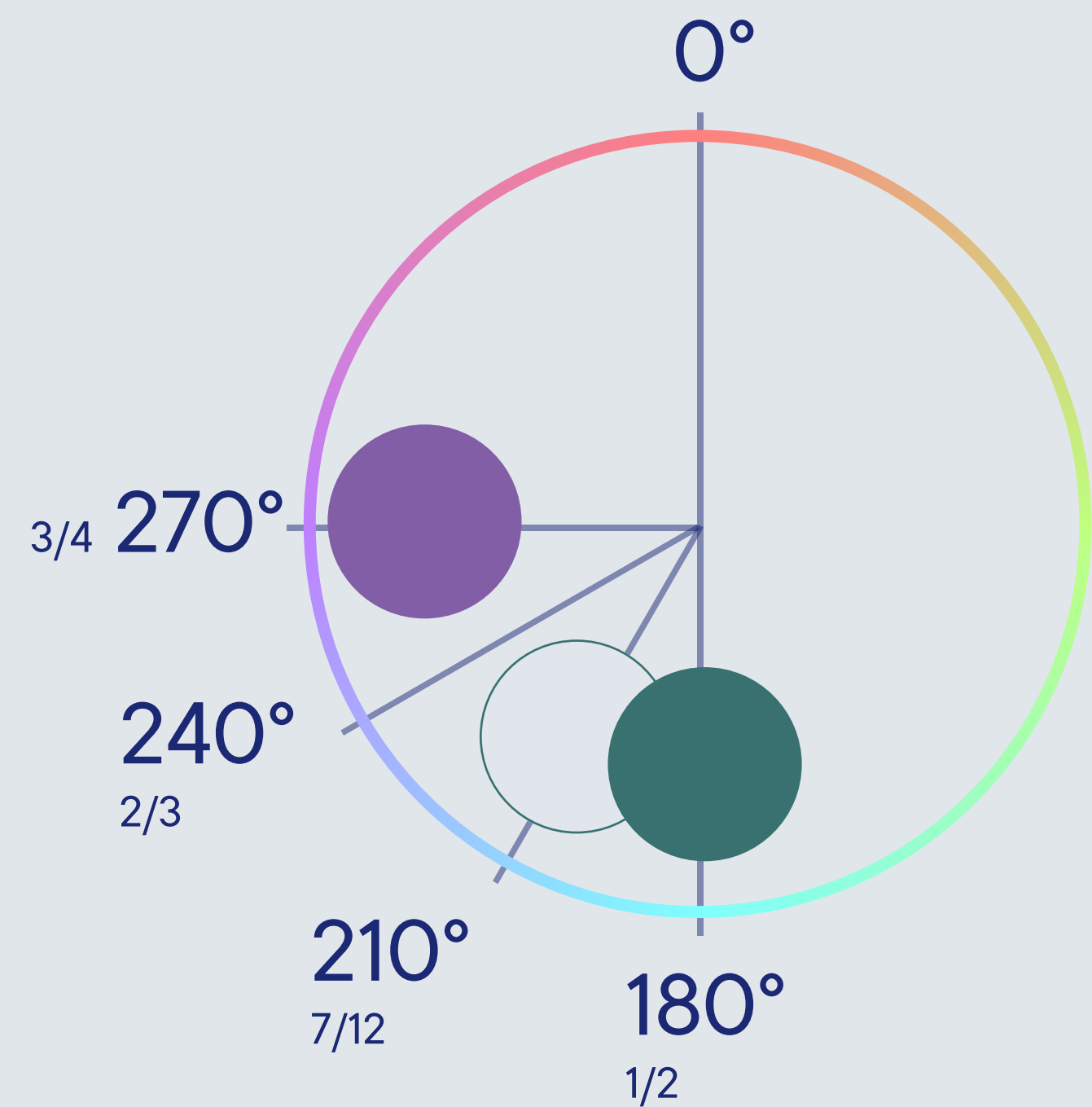
You need more colors than you think (and that *classic* graphic design knowledge suggests)

Colors

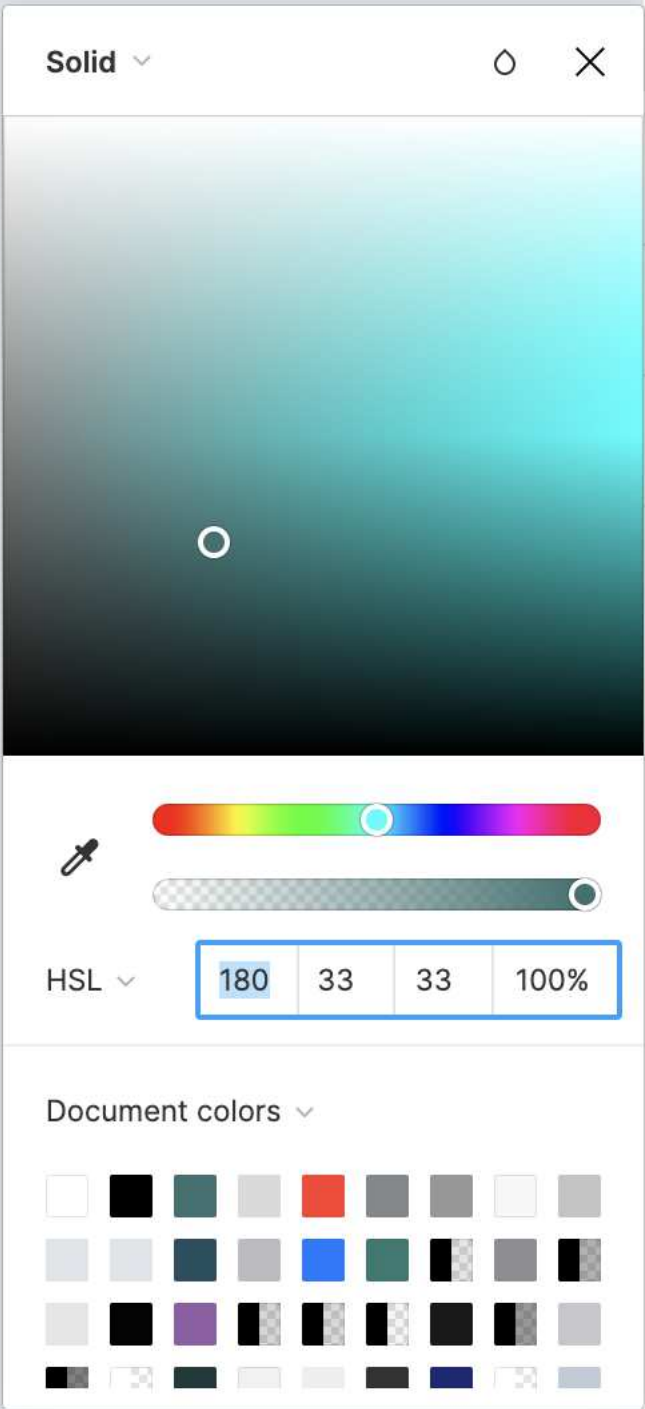


You often get a limited
palette to work with

Colors



Try to
understand
the colors



Colors



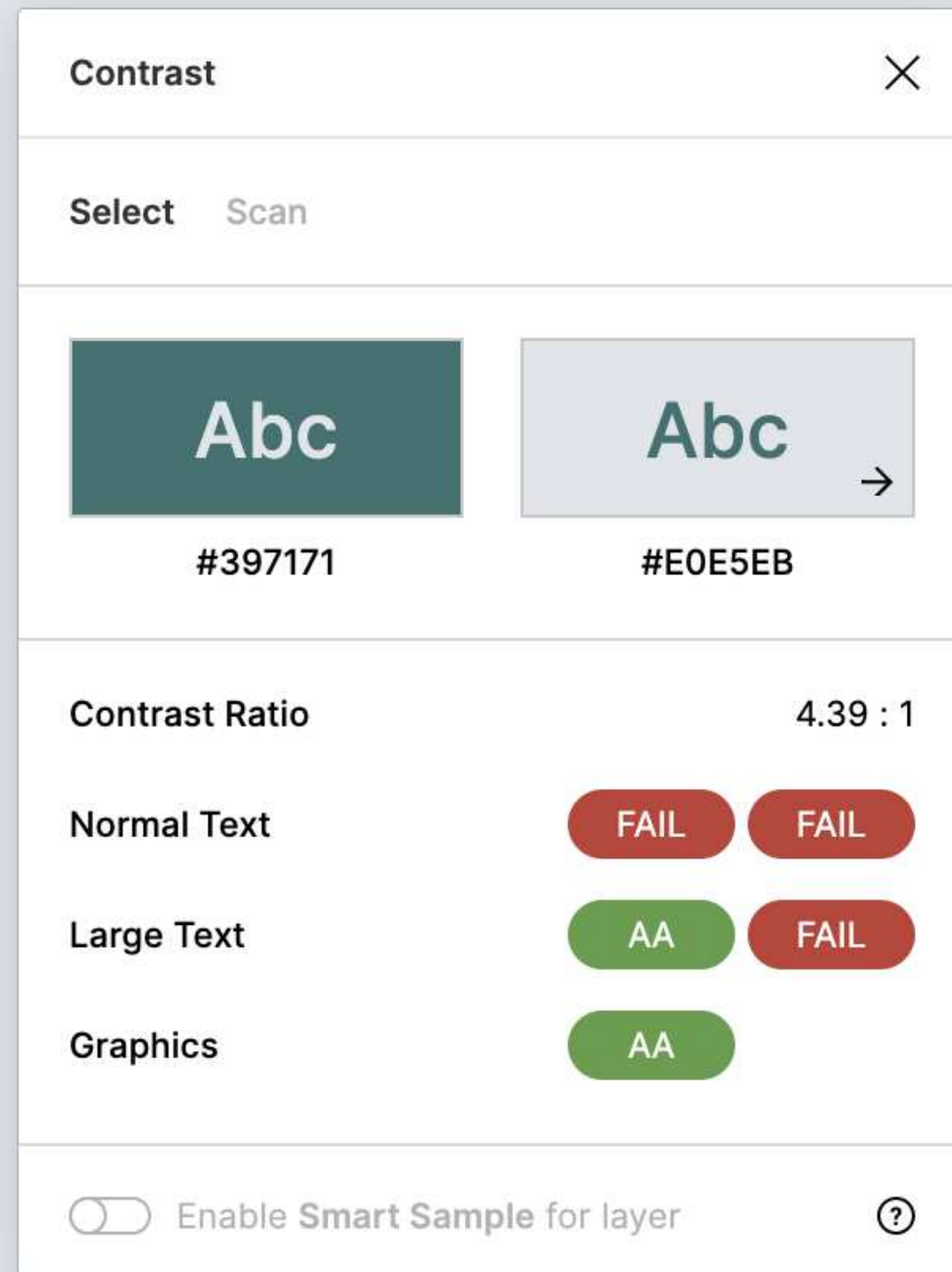
Expand the palette

Accessibility



Check the
color contrast

Accessibility



There's a great Figma plugin called 'Contrast'



Parts

Typography

Color

Layout

Spacing

Logotype treatments

Layout



Layout is highly dependent on your content but I like simple divisions like $2/1$, $3/2$, $5/4$.

Parts

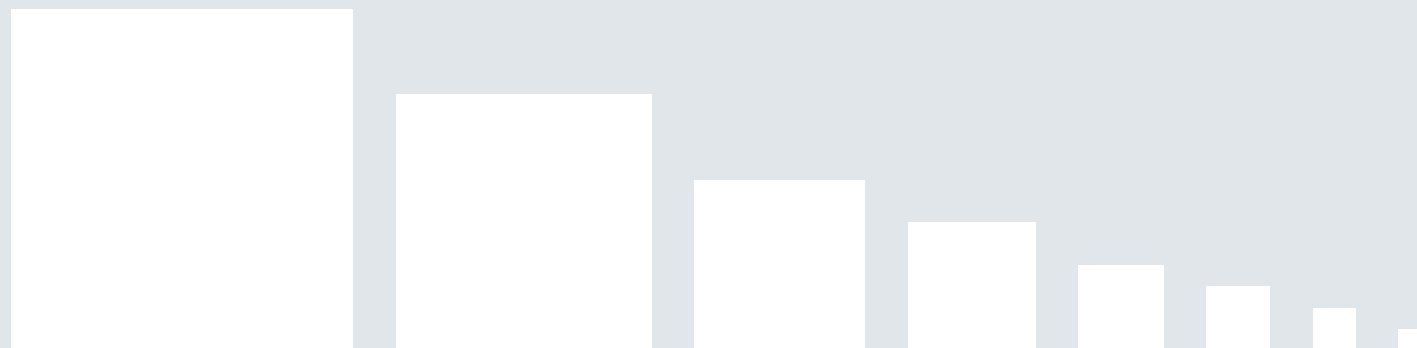
Typography

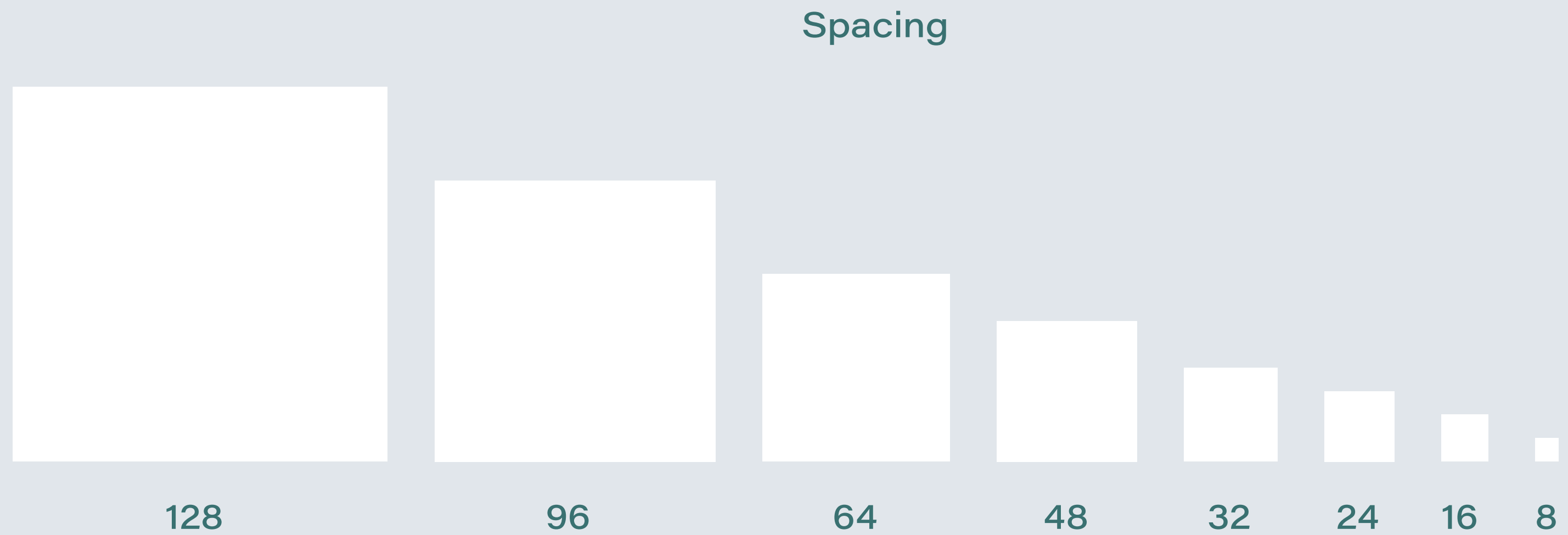
Color

Layout

Spacing

Logotype treatments

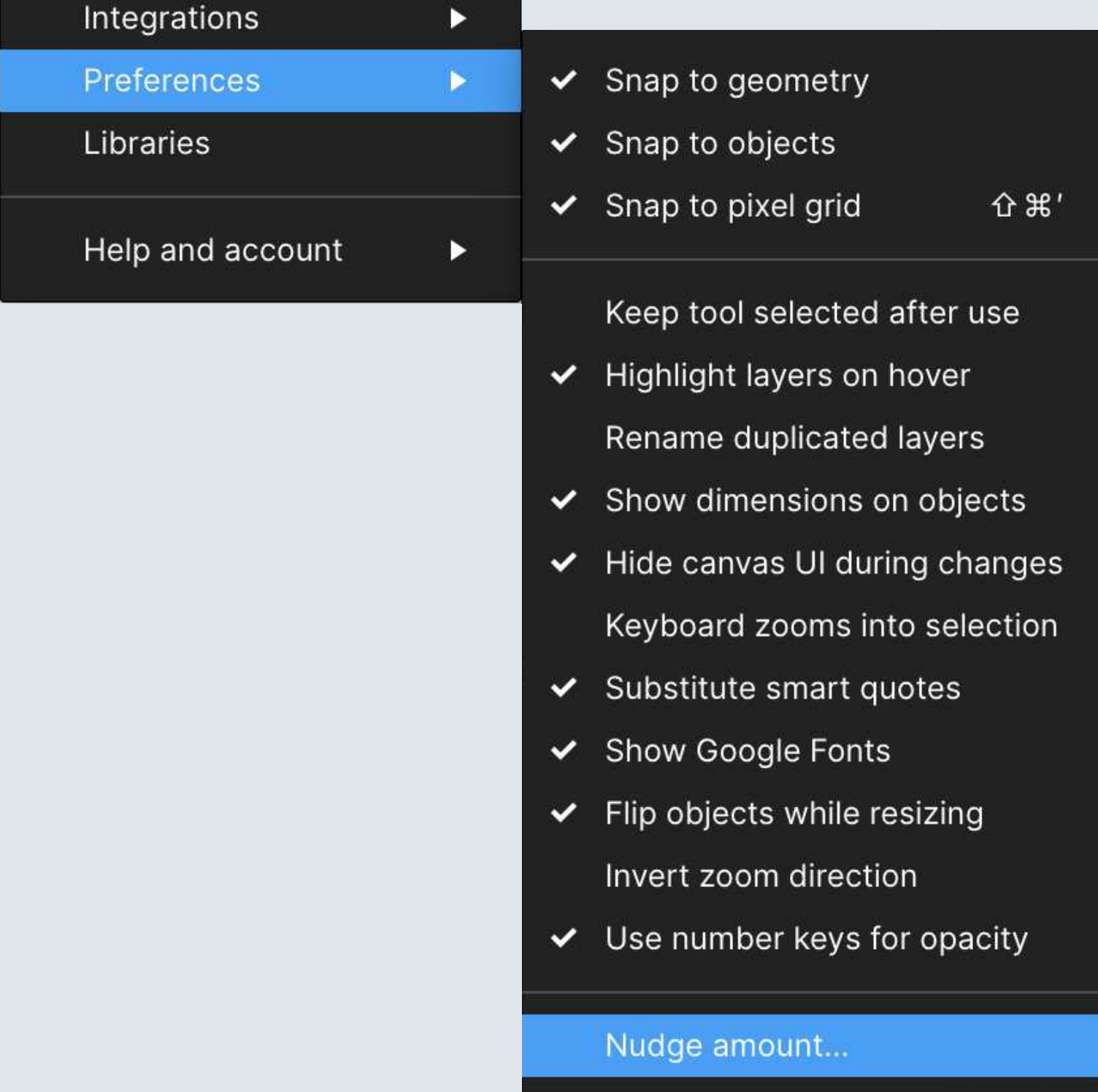




It's convenient to have a spacing system. I like multiples of 8.

Spacing – Responsive spacing scales

Refer back to your viewport sizes. You might want to adjust your spacing depending on the size of the screen – especially outer margins.



Spacing

I always change Figma's
nudge amount to 8 here

Parts

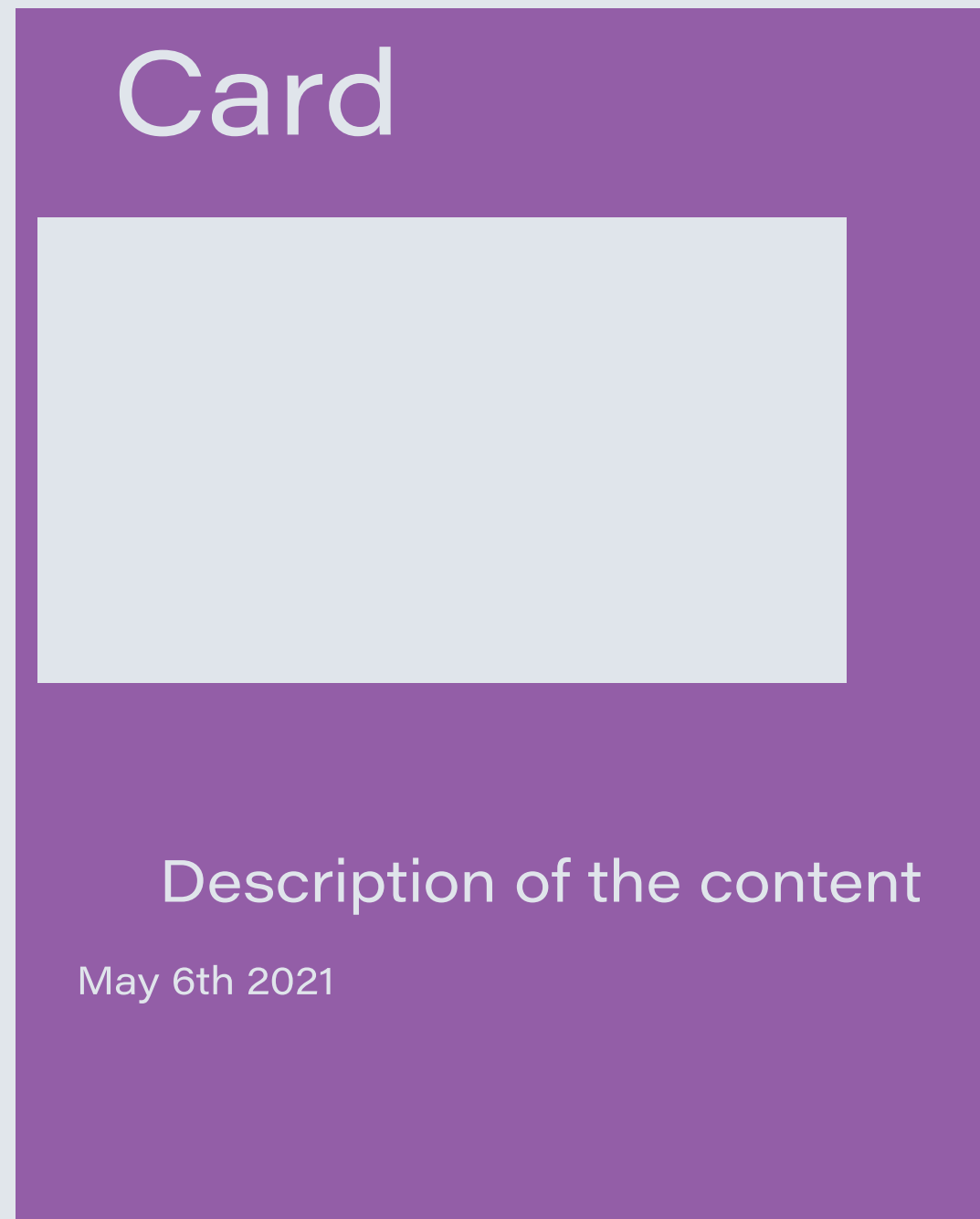
Creating & using
DESIGN SYSTEMS
in Figma

Typography
Color
Layout
Spacing
Logotype treatments

Hard

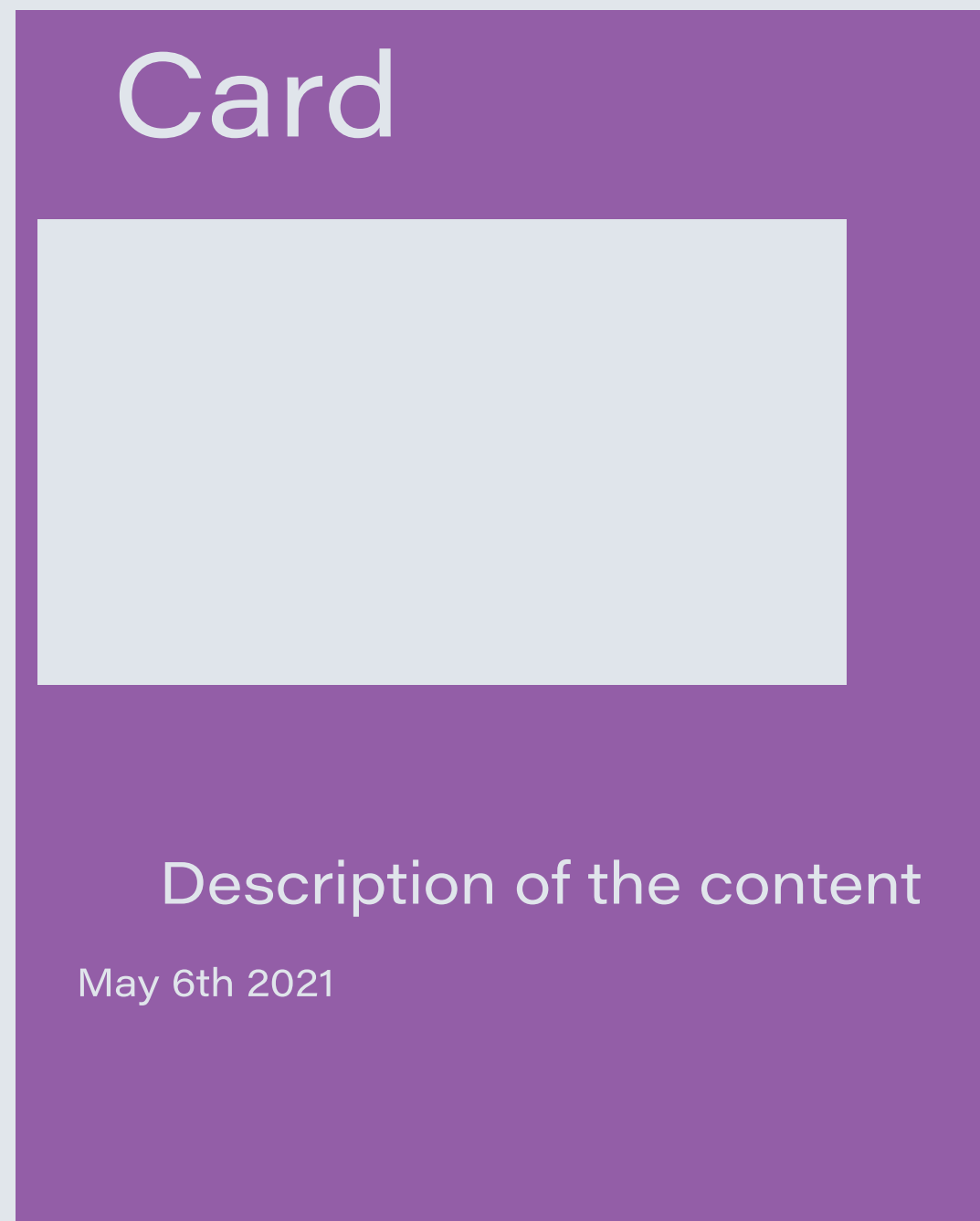
Components

Figma tools



Auto layout

Figma tools



Group selection (⌘G)

Figma tools

Card

Description of the content

May 6th 2021

Auto layout

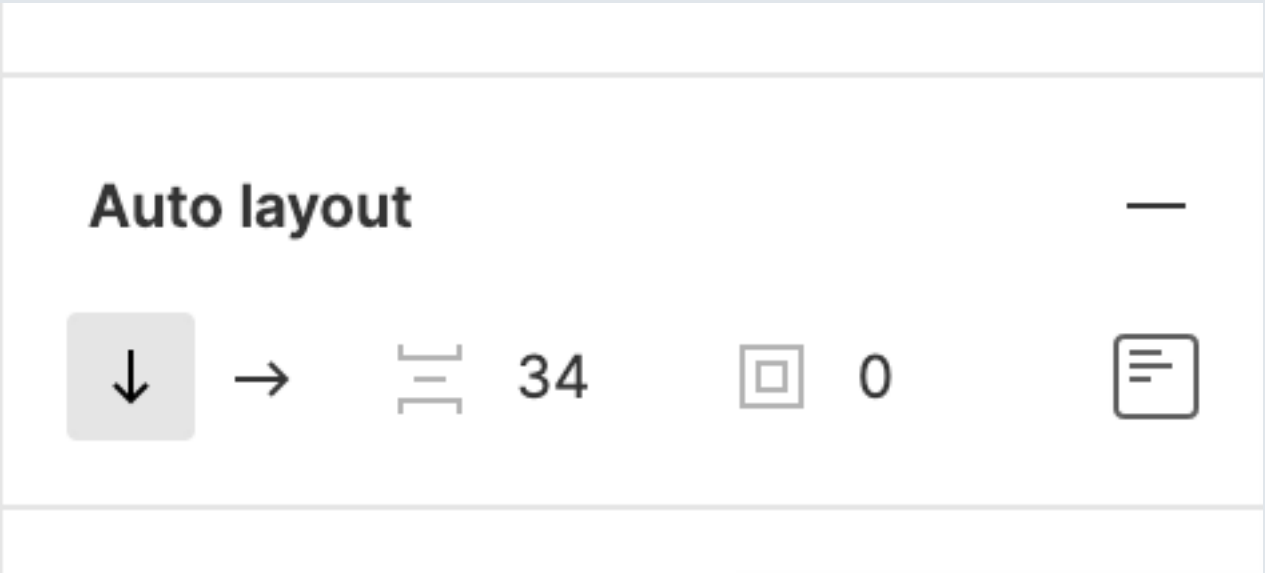
+

Figma tools

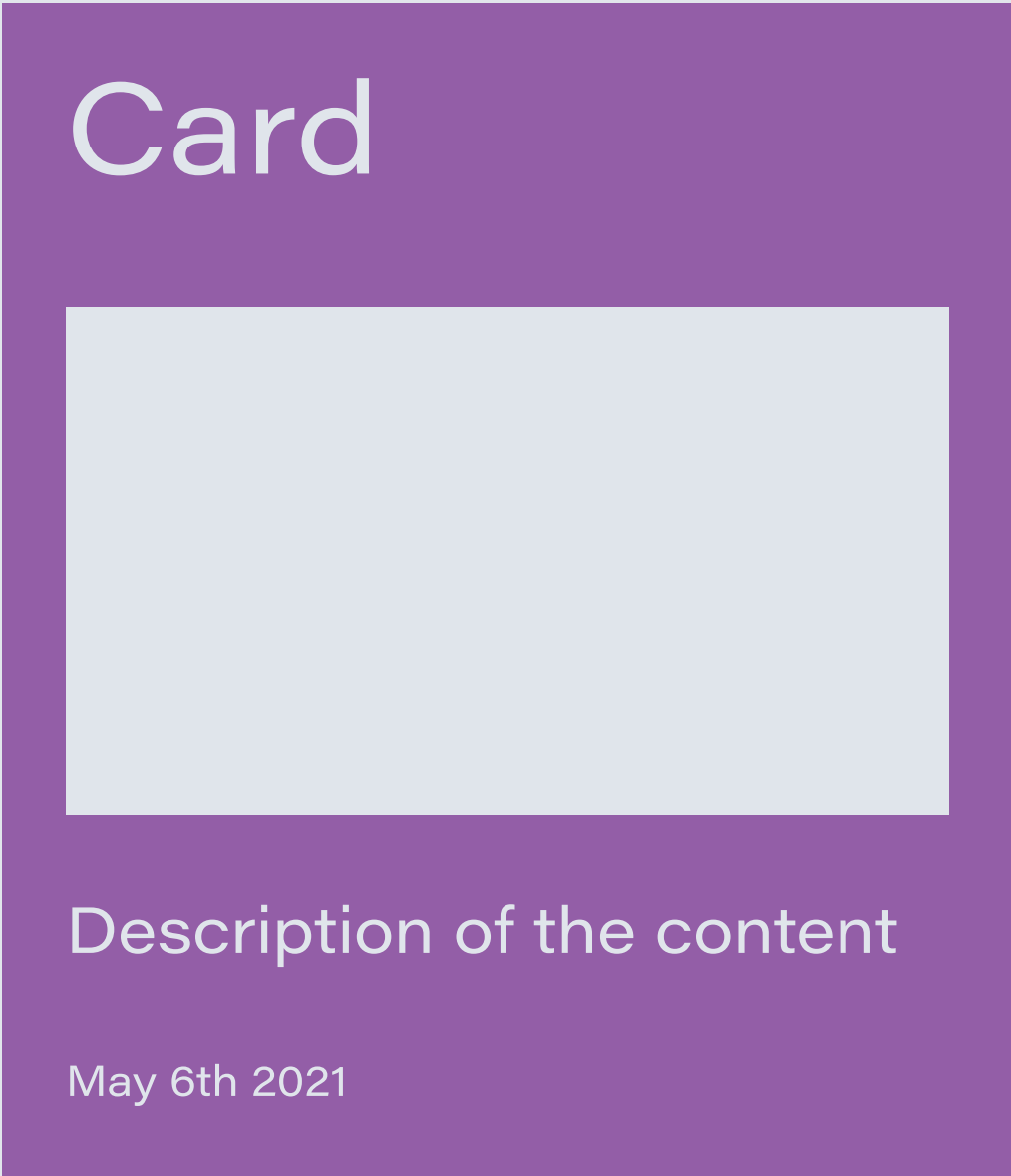
Card

Description of the content

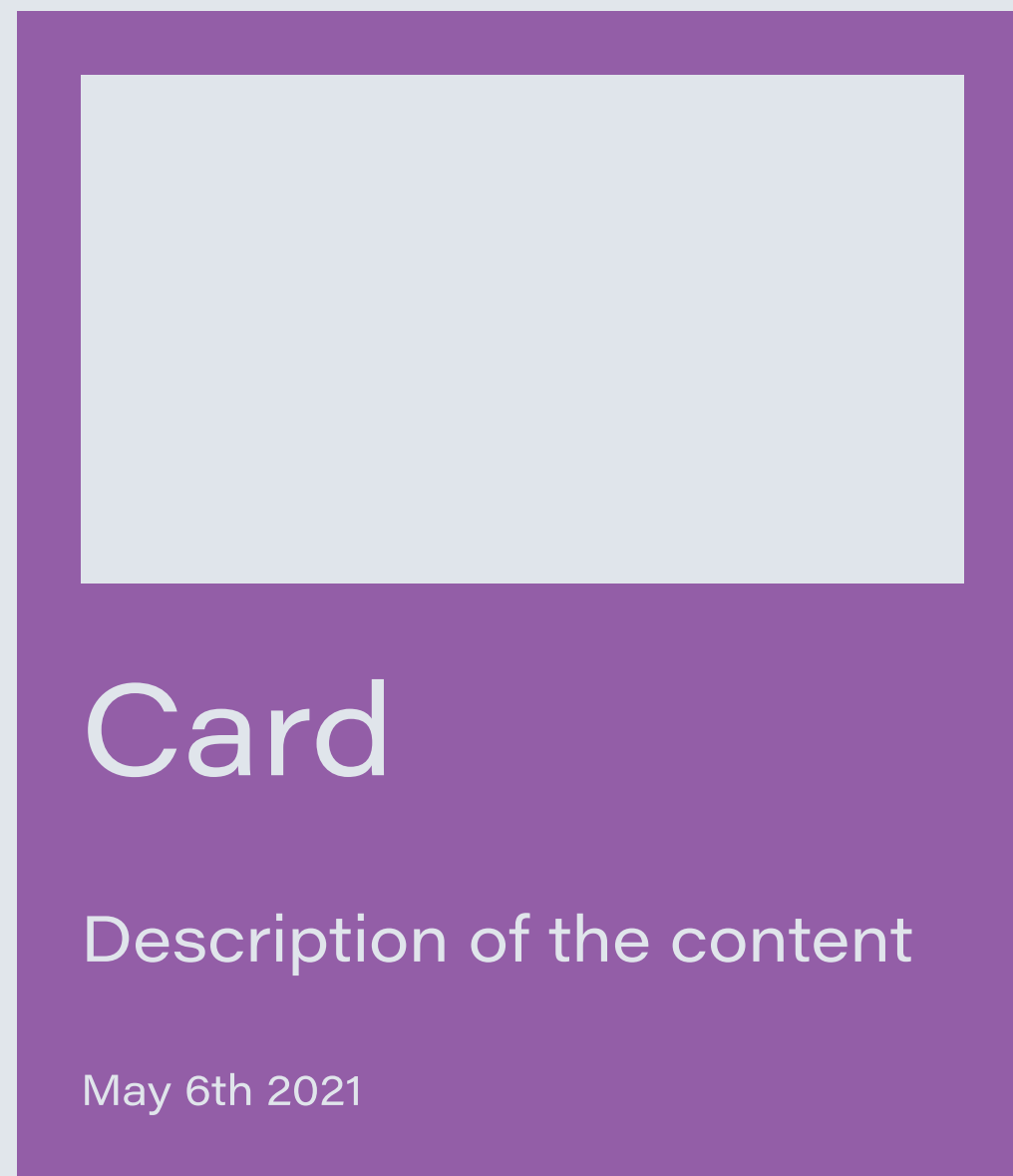
May 6th 2021



Figma tools

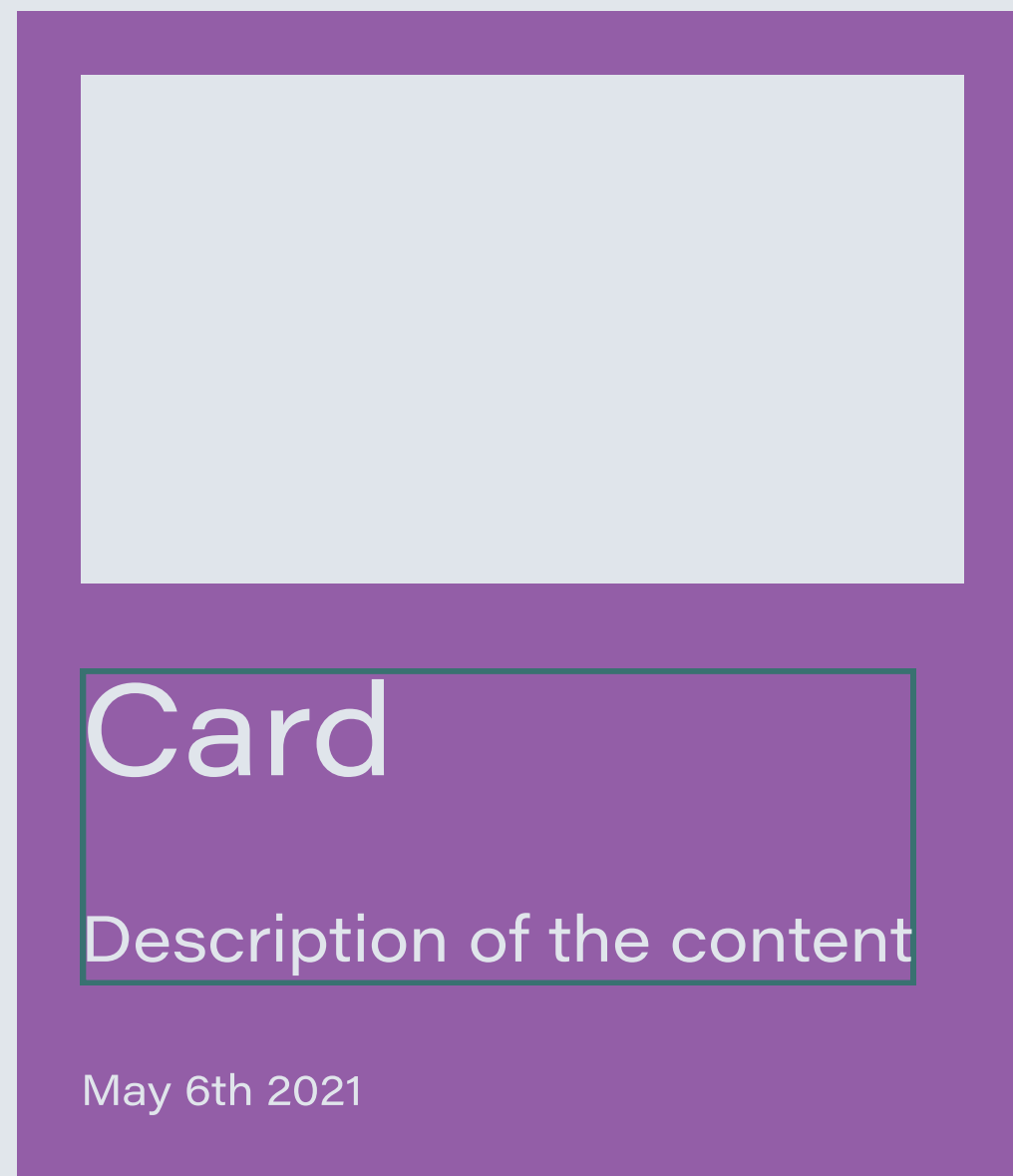


Figma tools



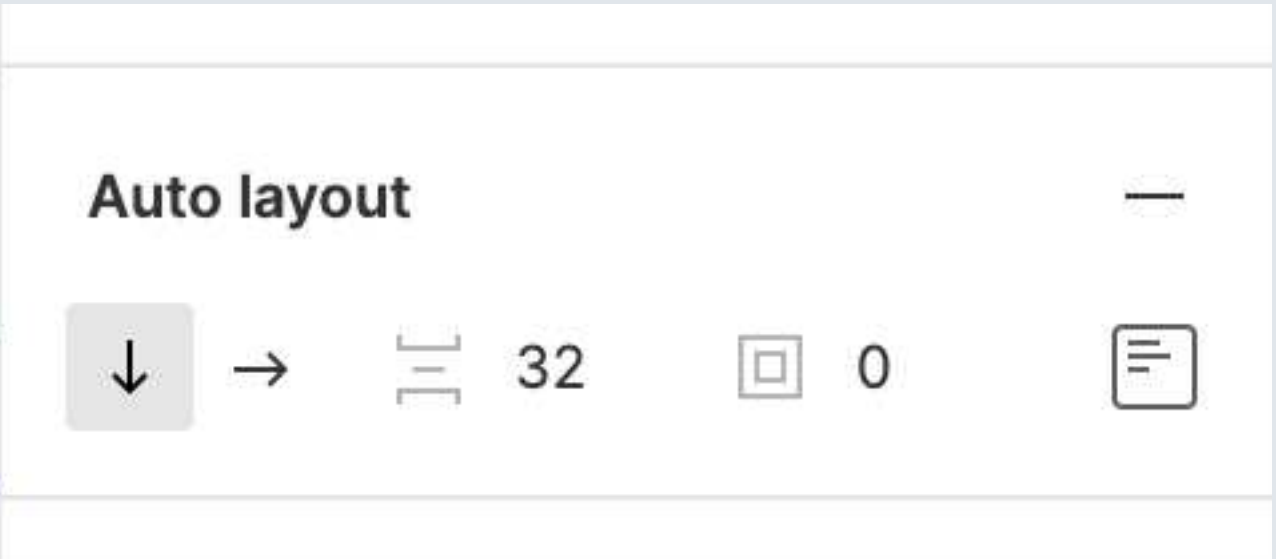
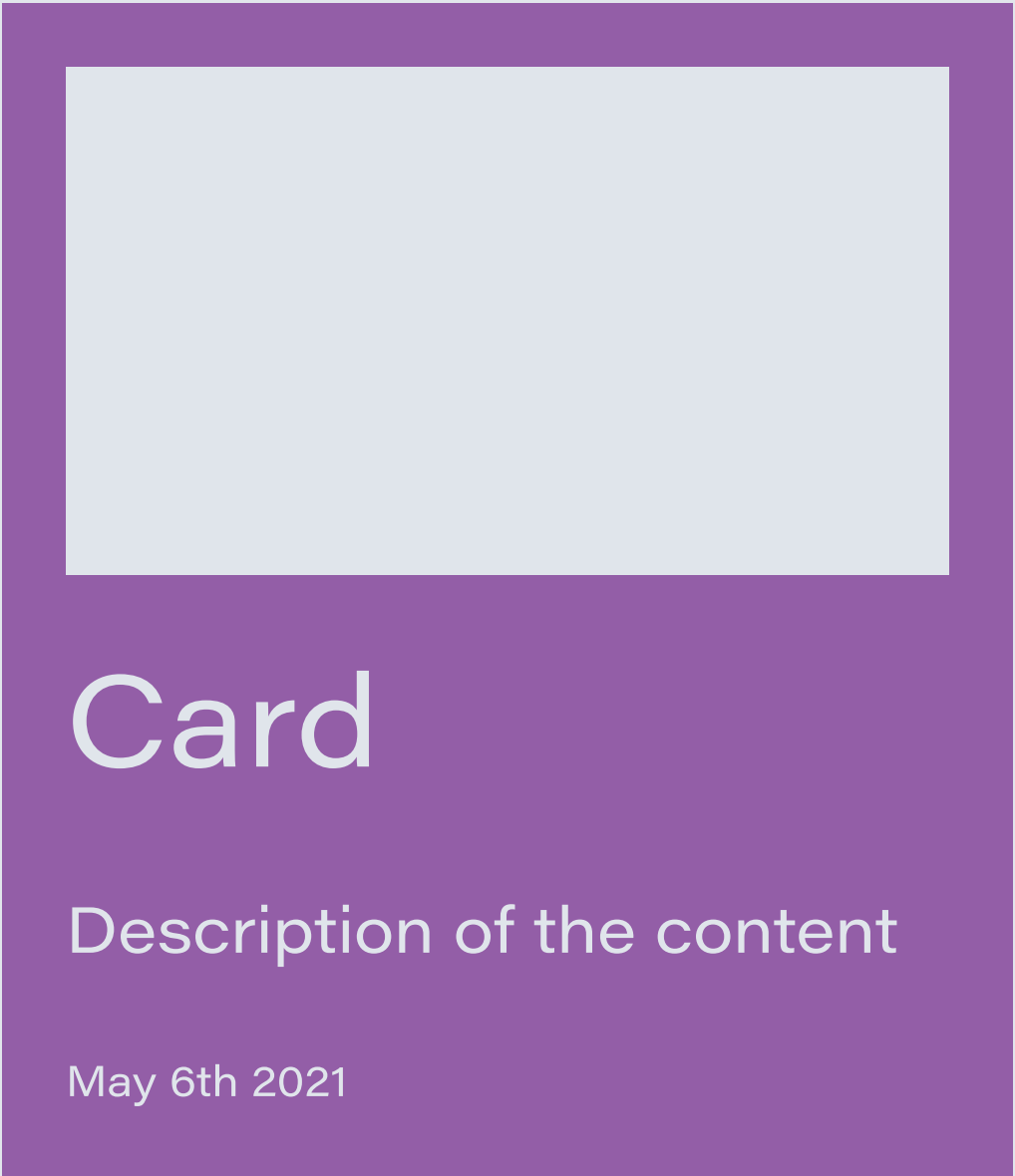
Now you can select an element and use the arrow keys to move it around

Figma tools

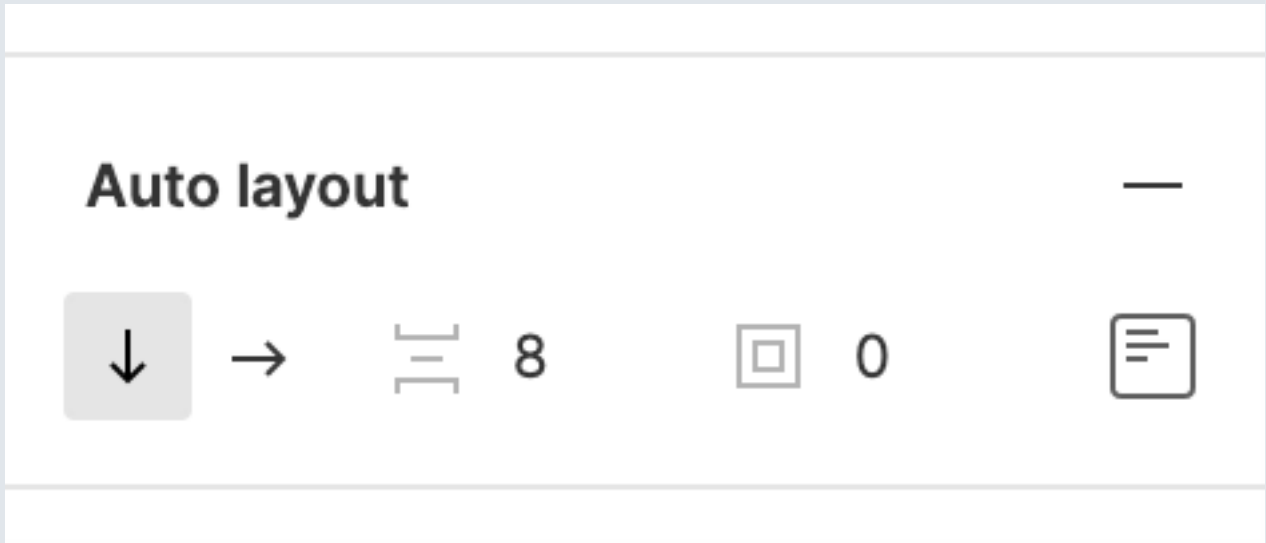


The title and description are too far away from each other. Select both and create a new group (⌘G) and add an auto layout (Auto layout +)

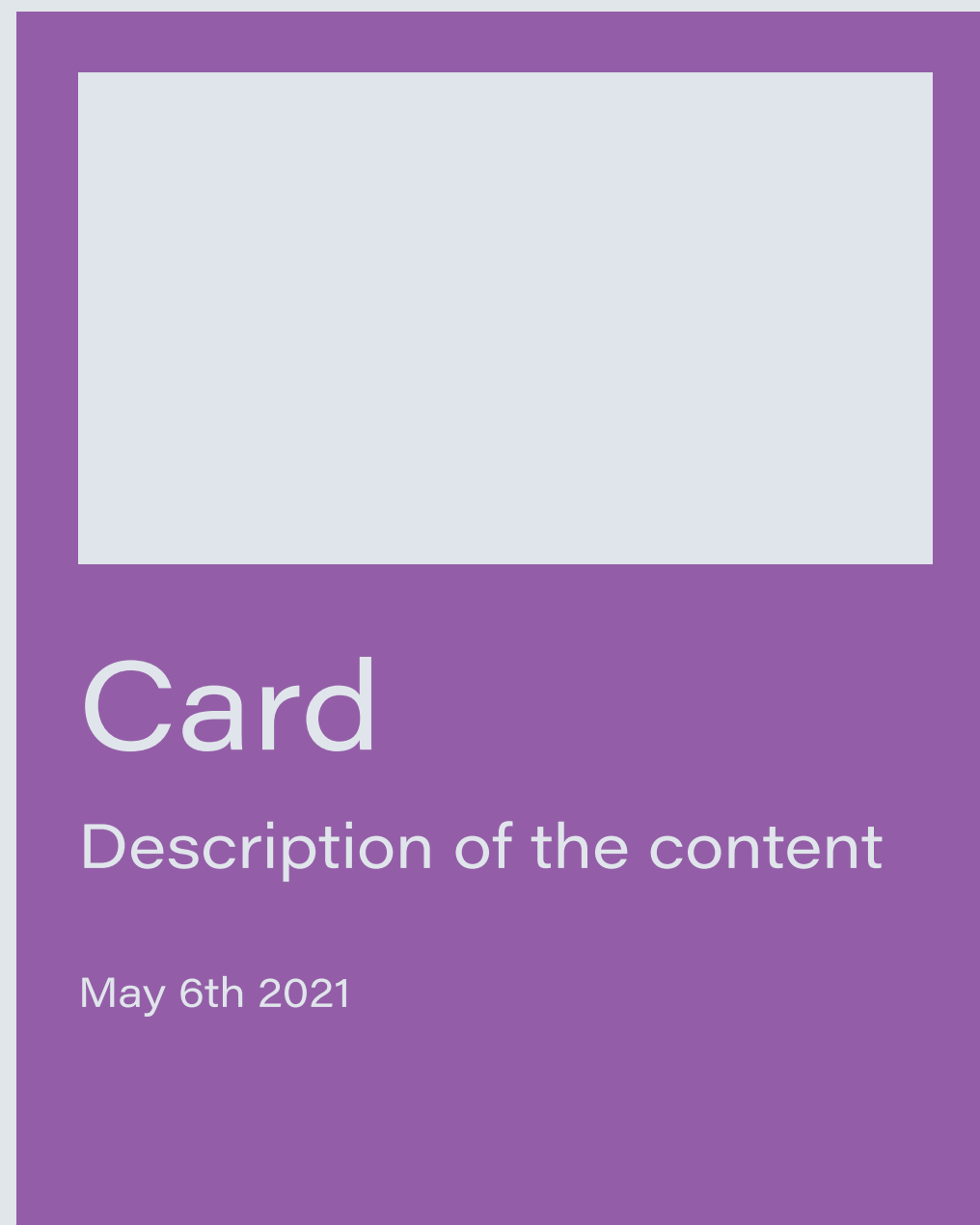
Figma tools



Figma tools



Figma tools

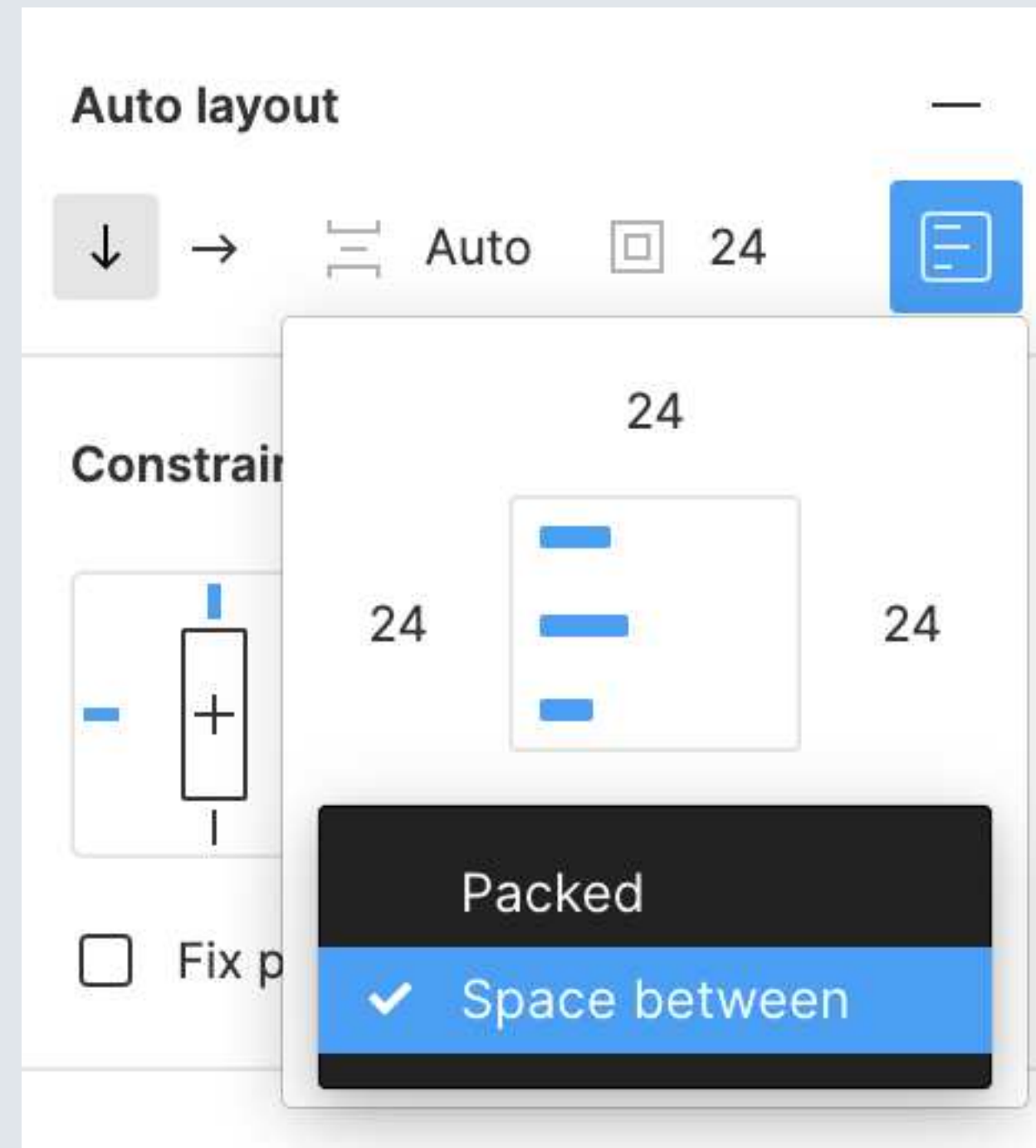
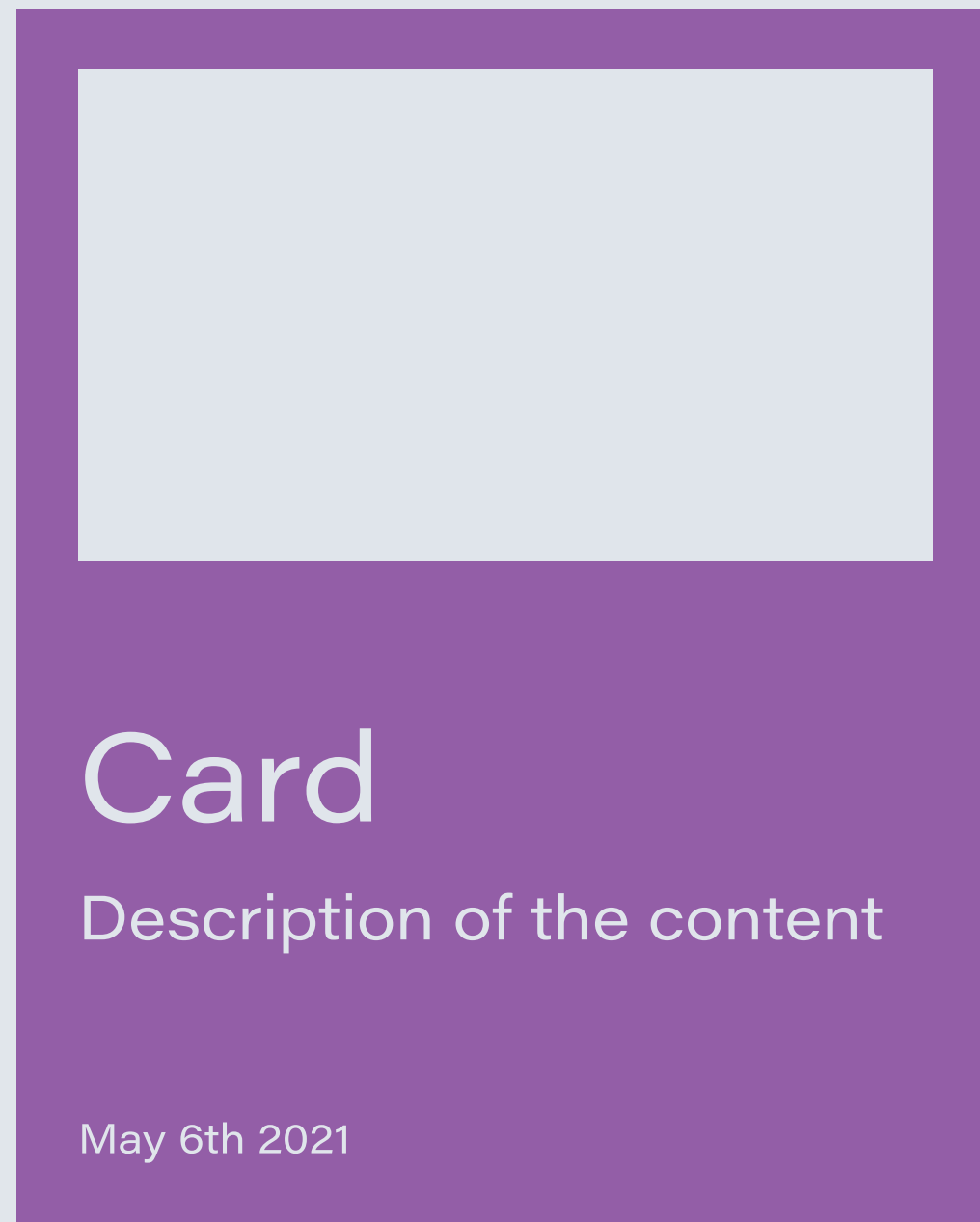


The card is actually a bit higher but we still want the date in the bottom.

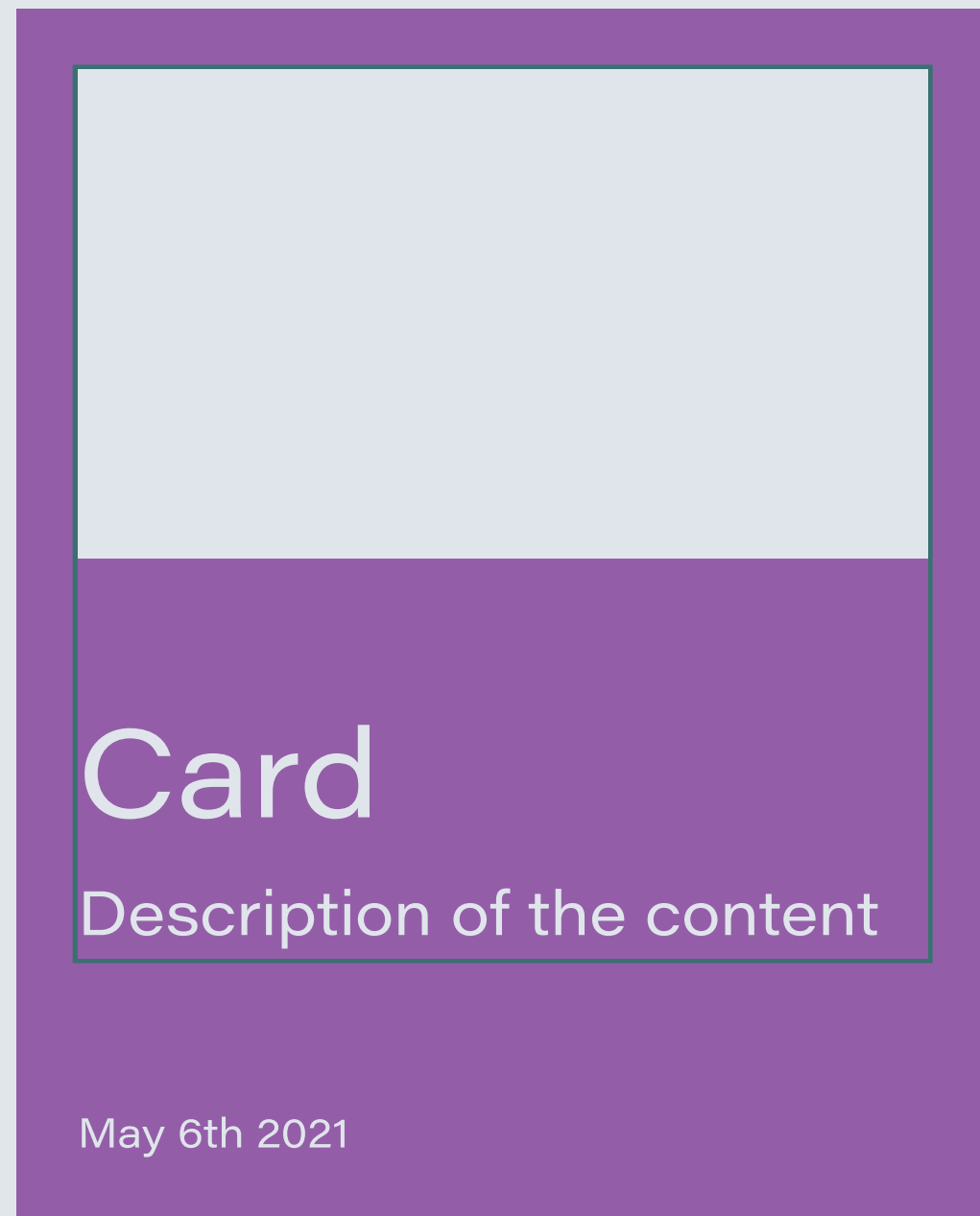
Press the little icon to the right



Figma tools

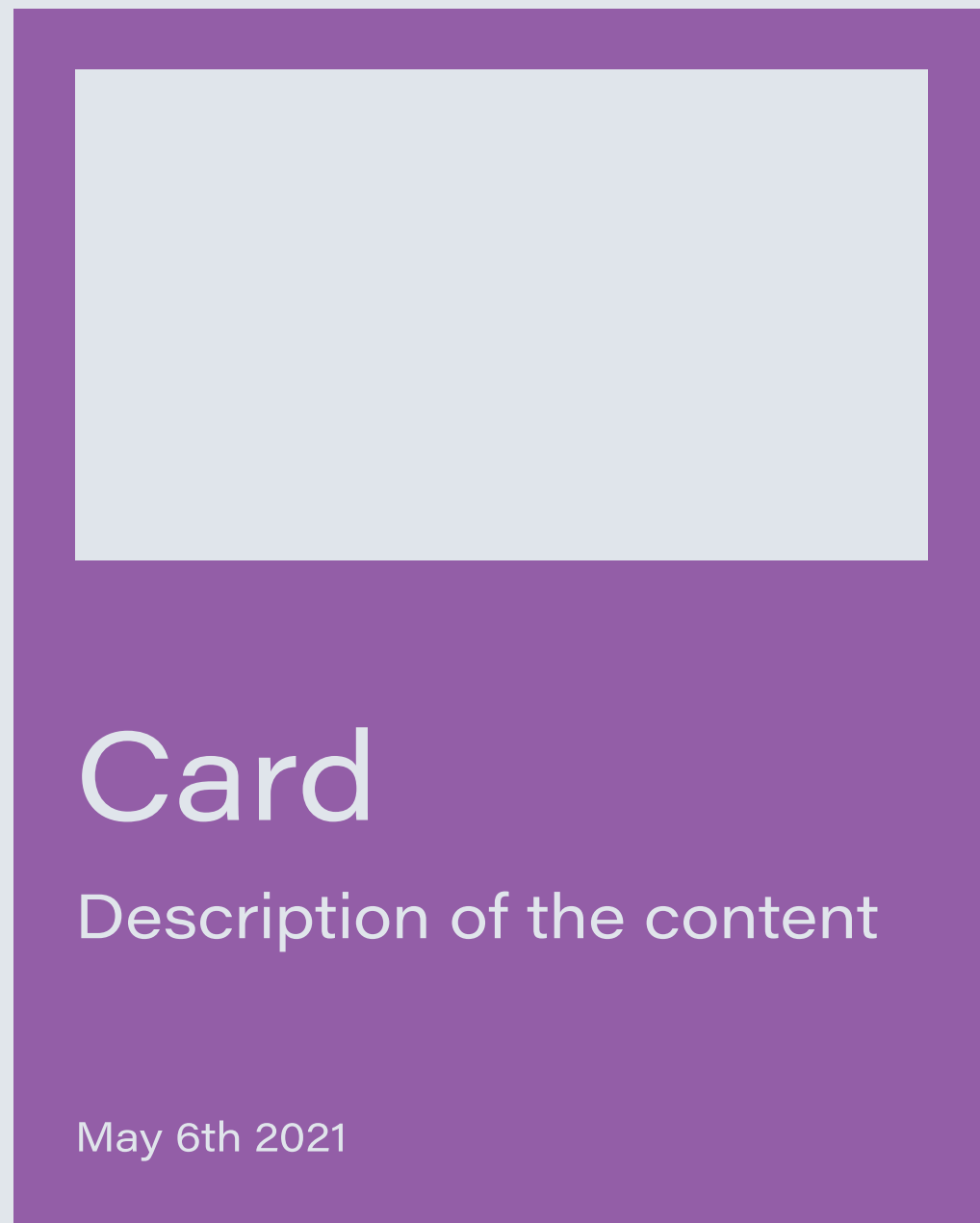


Figma tools

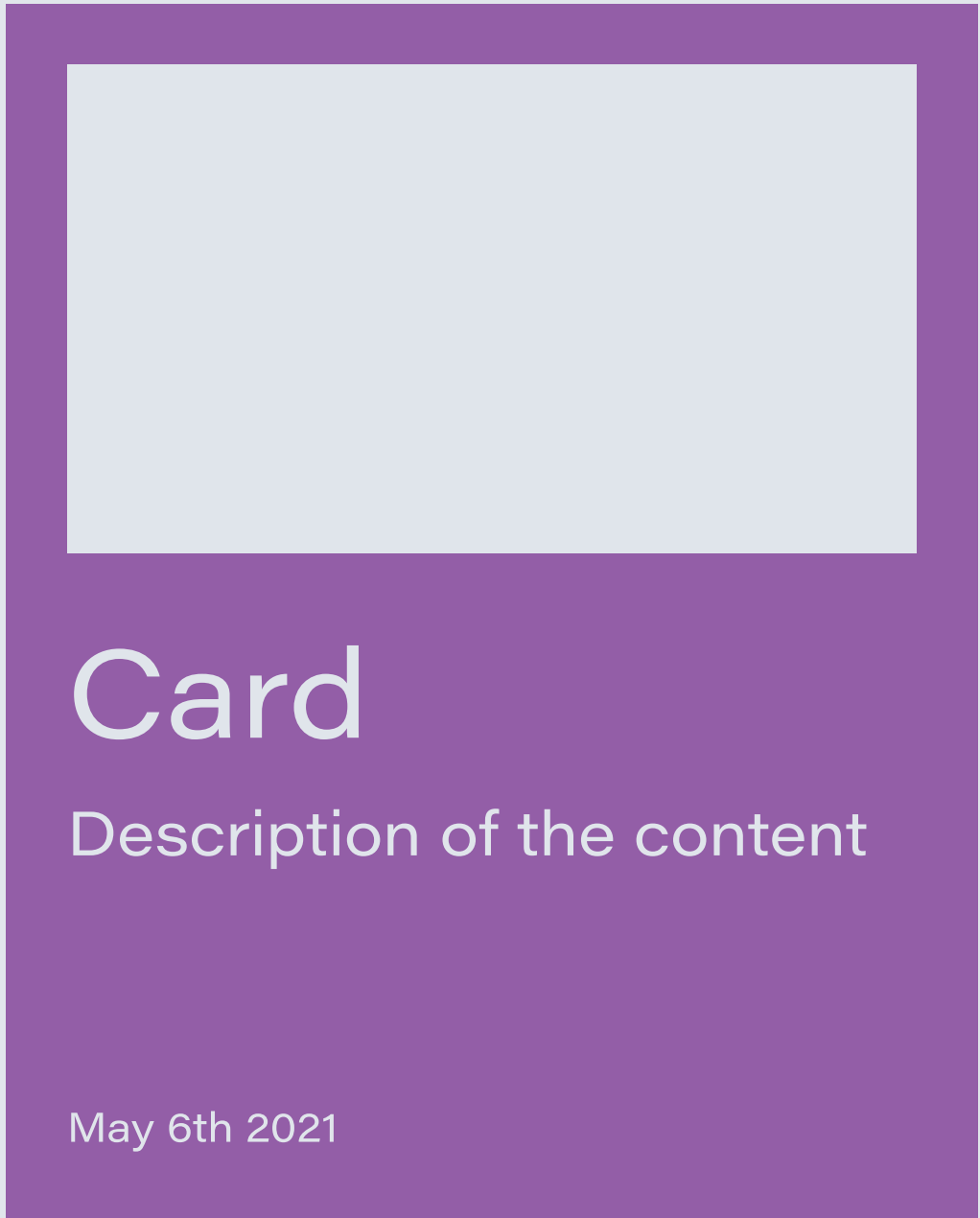


The date is in the bottom but the space between the image and the title is now too big. Select the texts and the image and create another group (⌘G) and another auto layout (Auto layout +)

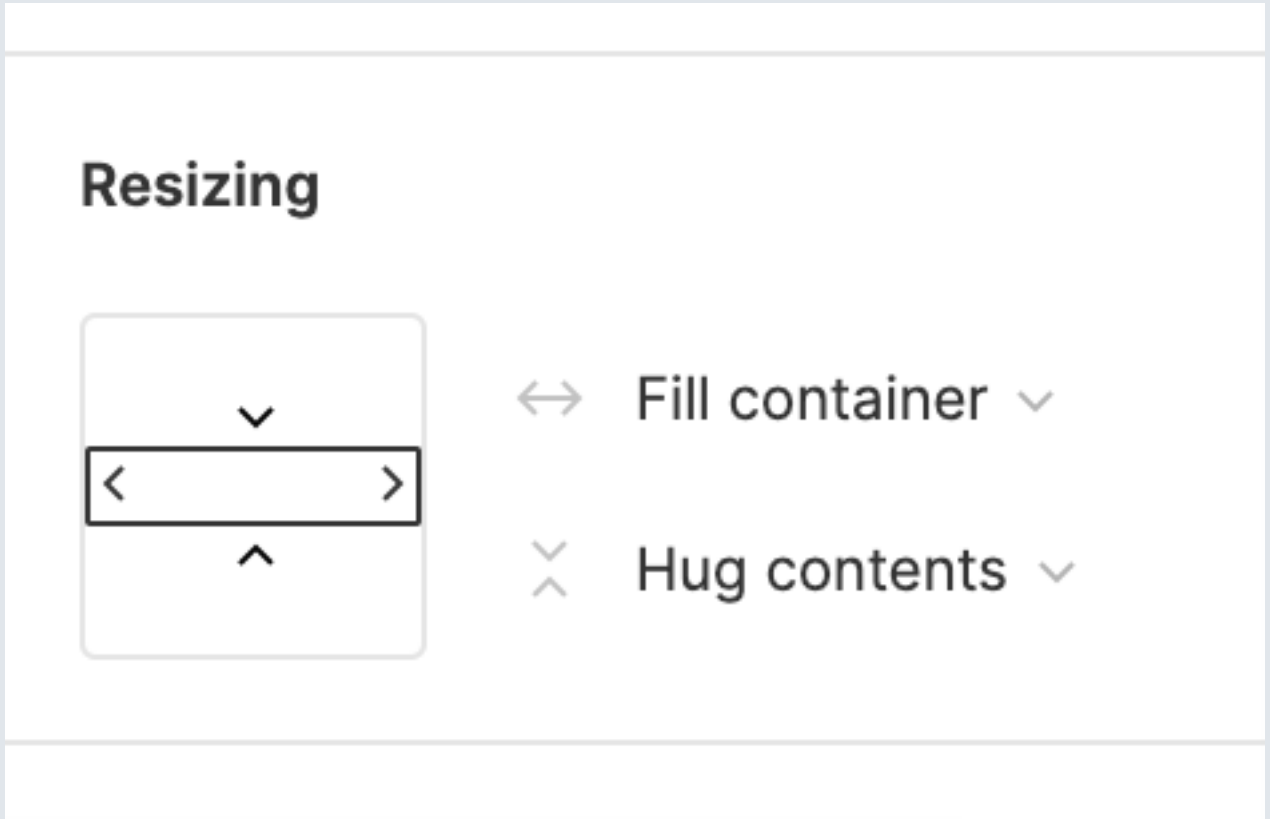
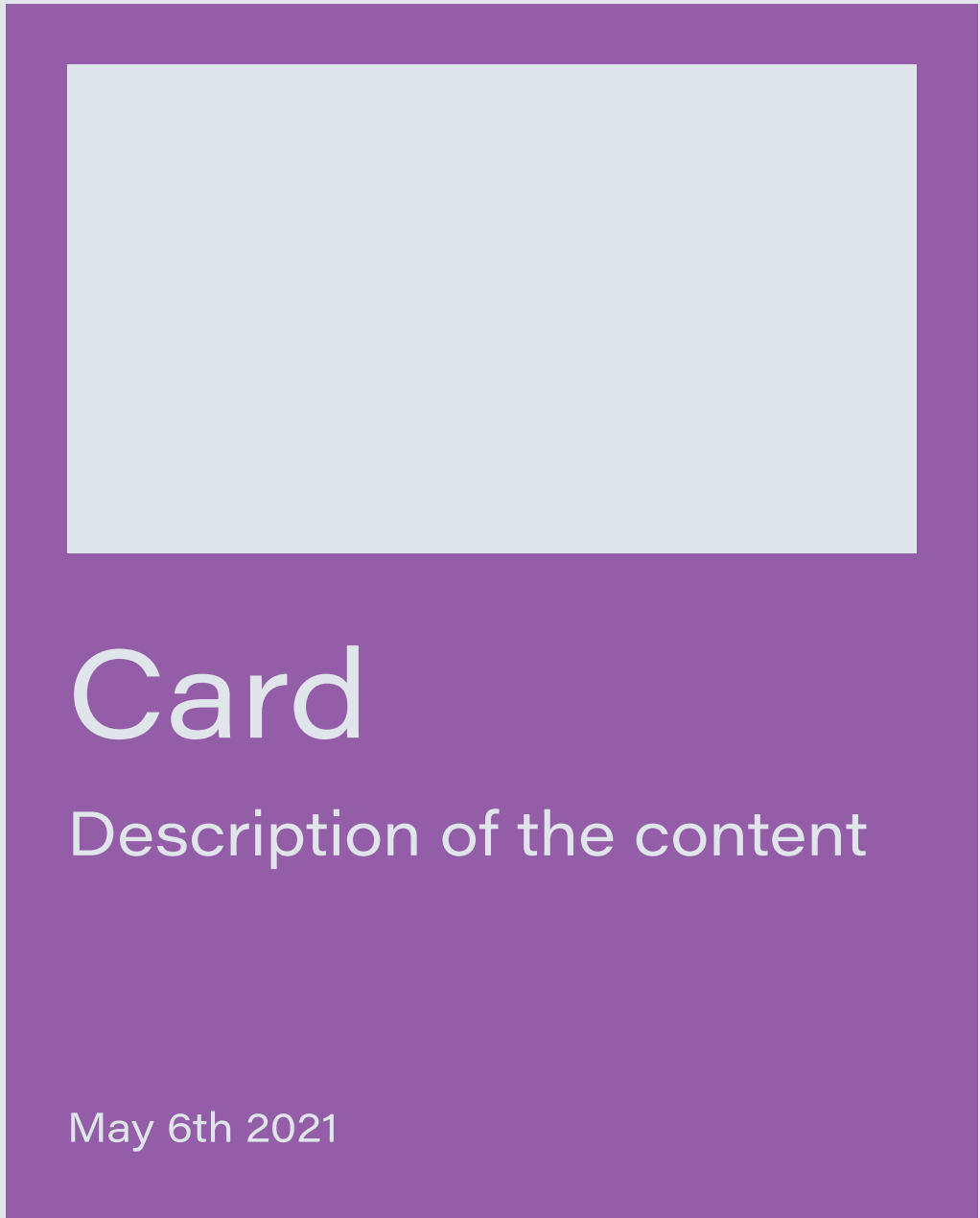
Figma tools



Figma tools



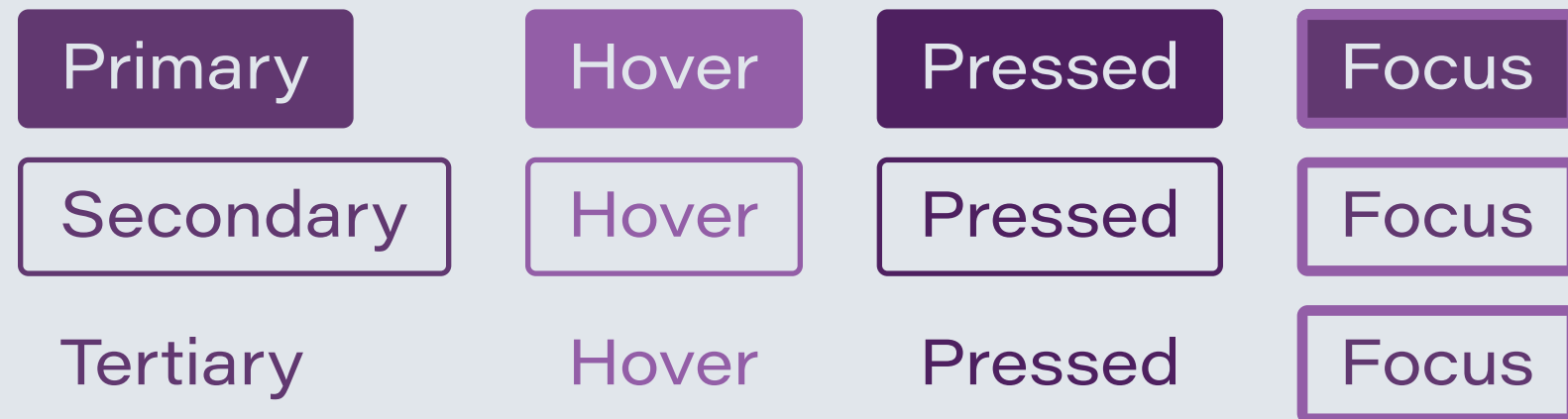
Figma tools



Figma tools

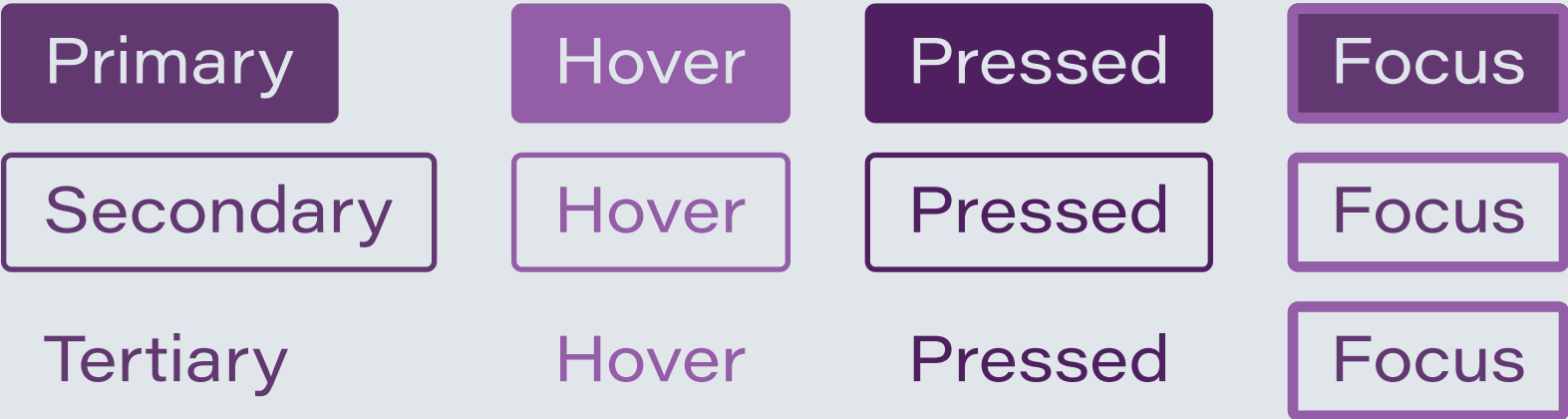
Variants

Figma tools



You've got a bunch of
button components

Figma tools



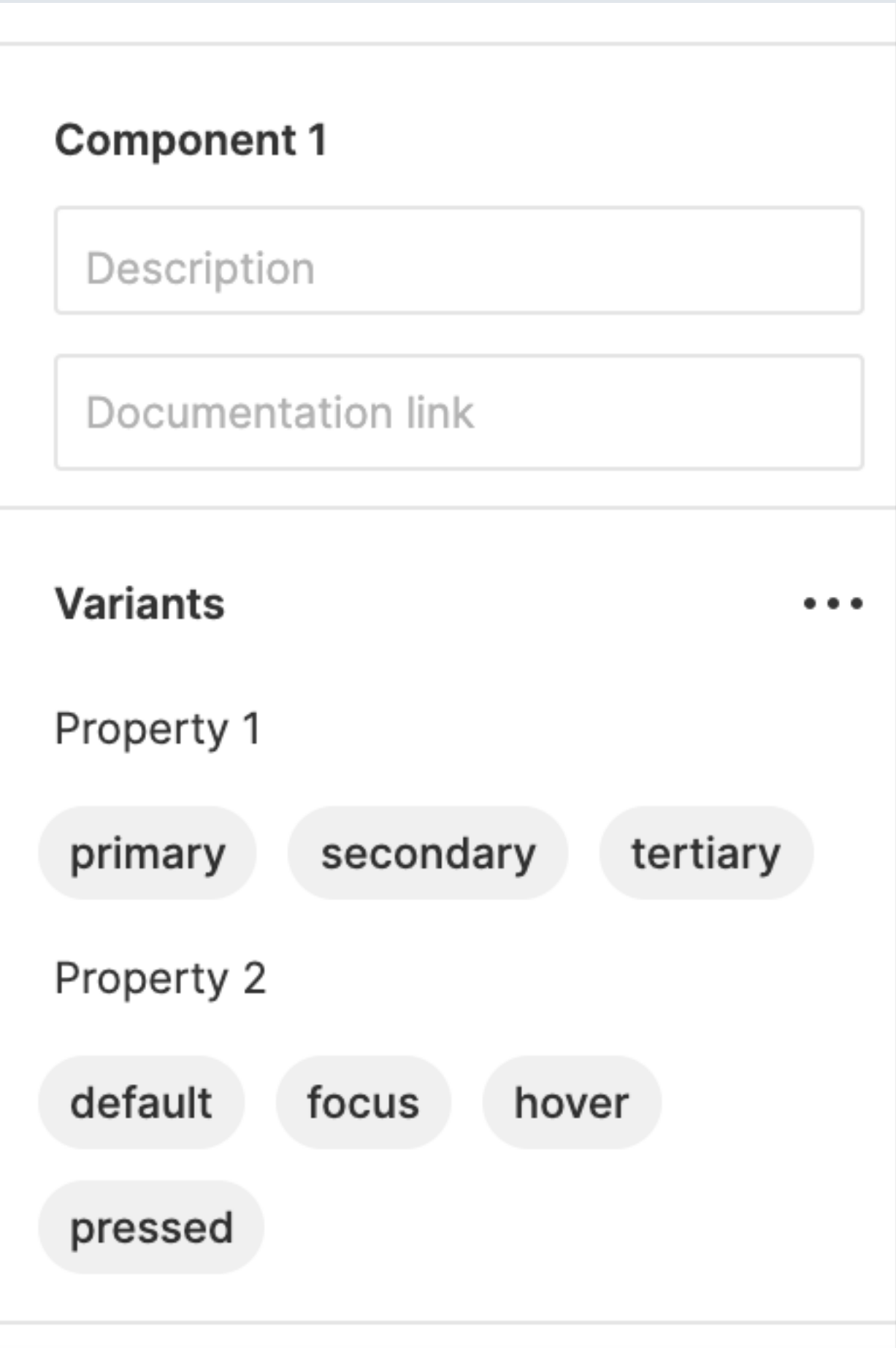
In order to turn them into a variant you need to get the layer naming right

primary/default	primary/hover	primary/pressed	primary/focus
secondary/default	secondary/hover	secondary/pressed	secondary/focus
tertiary/default	tertiary/hover	tertiary/pressed	tertiary/focus

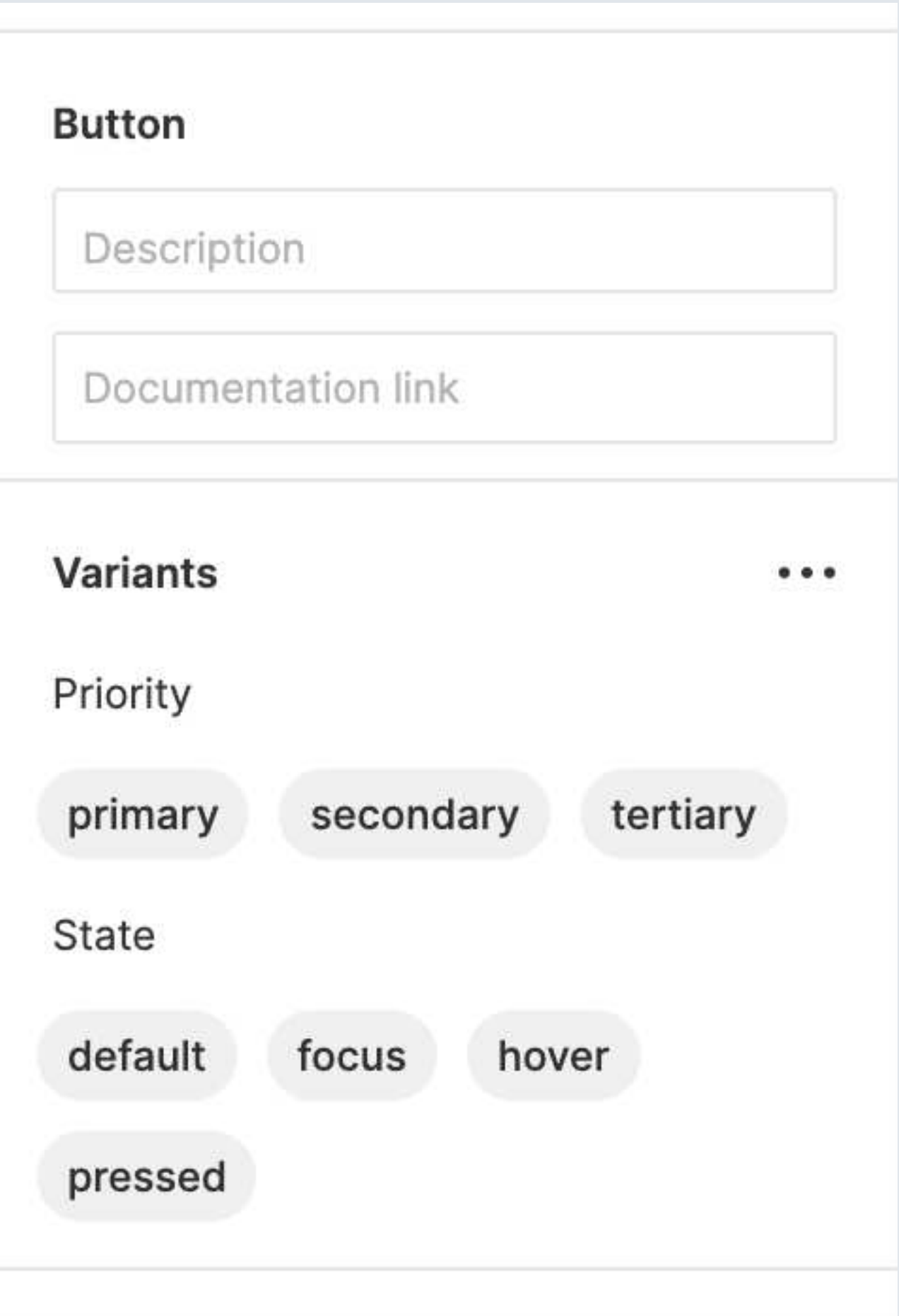
Figma tools



Figma tools

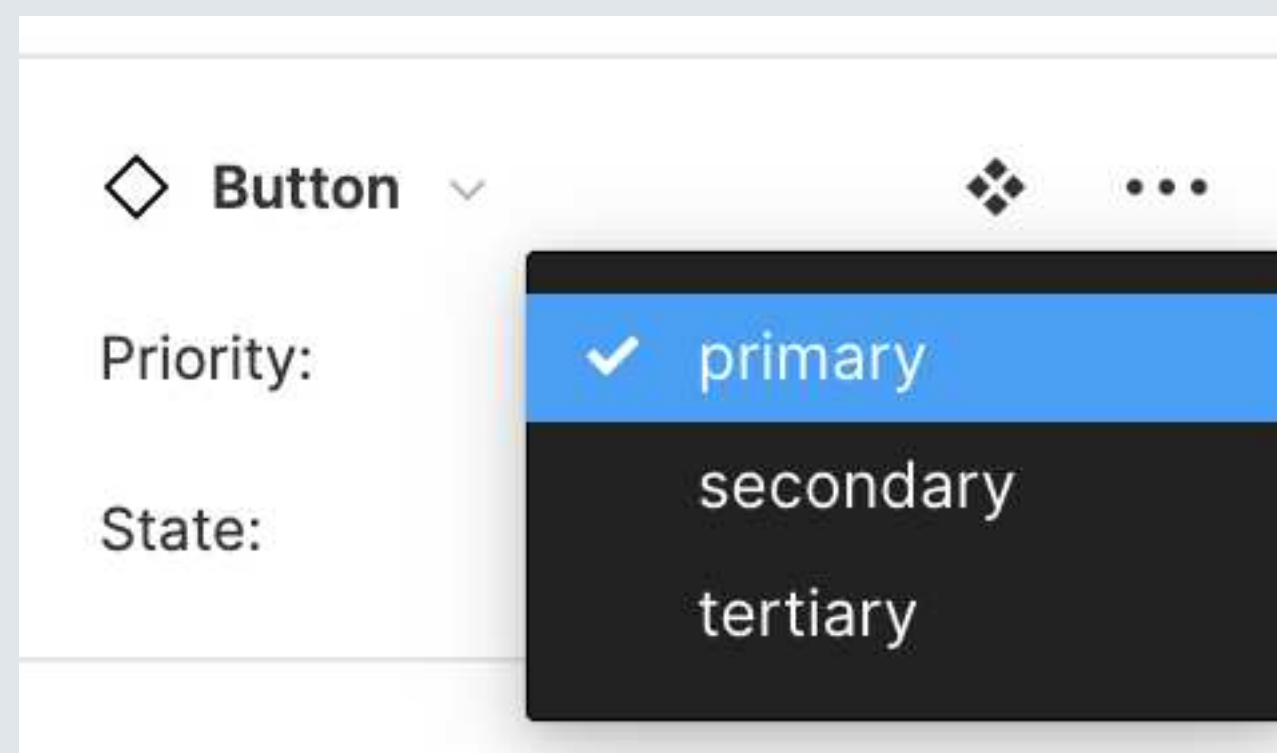
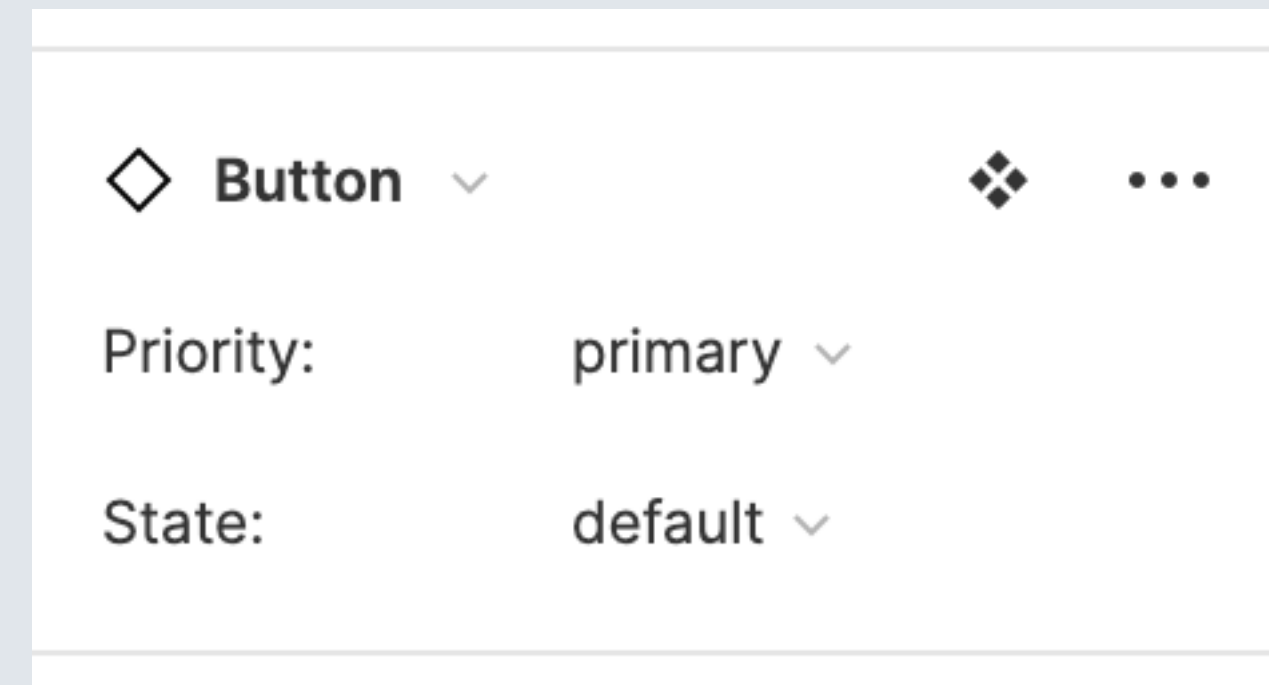


Figma tools



Figma tools

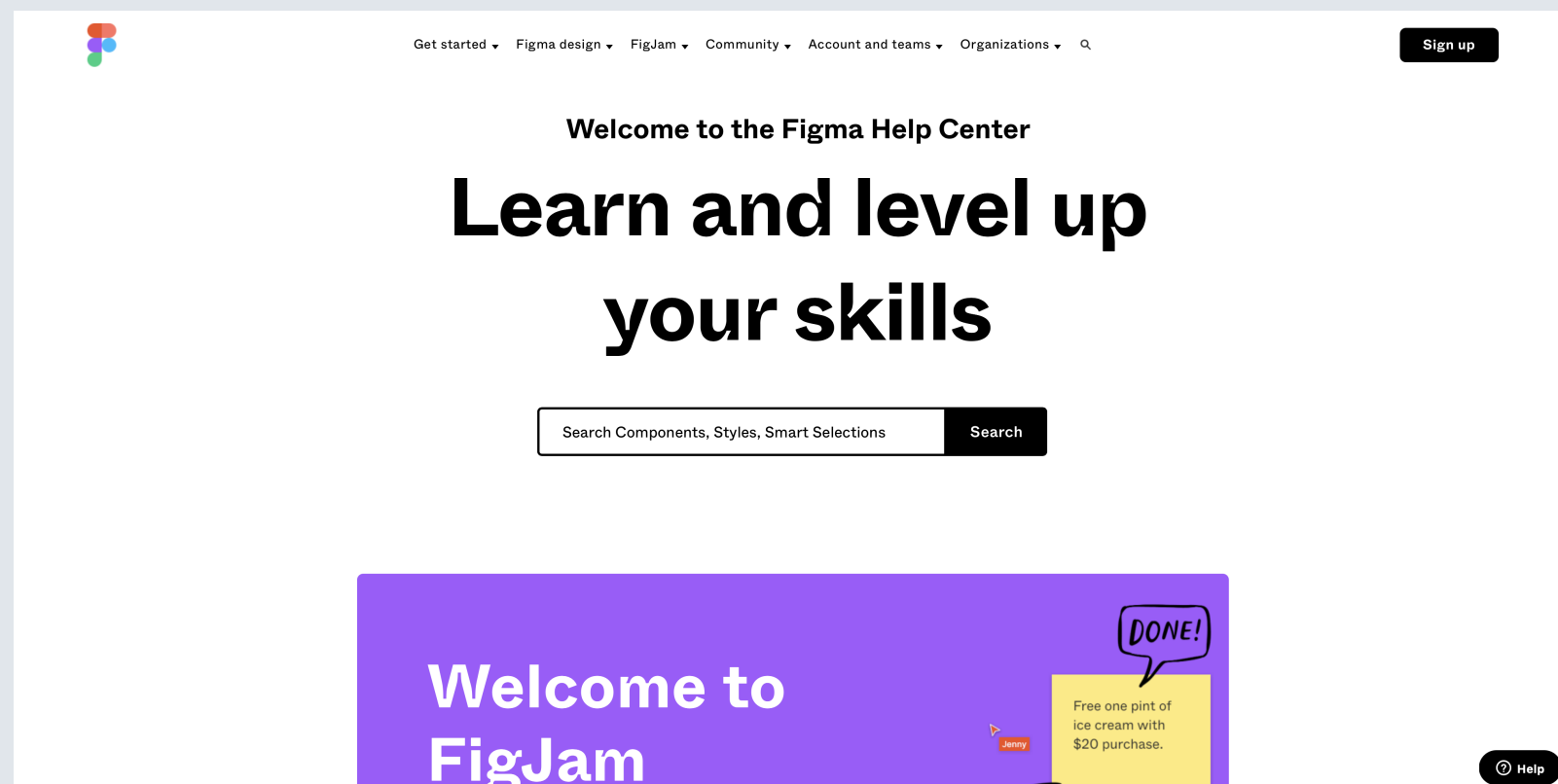
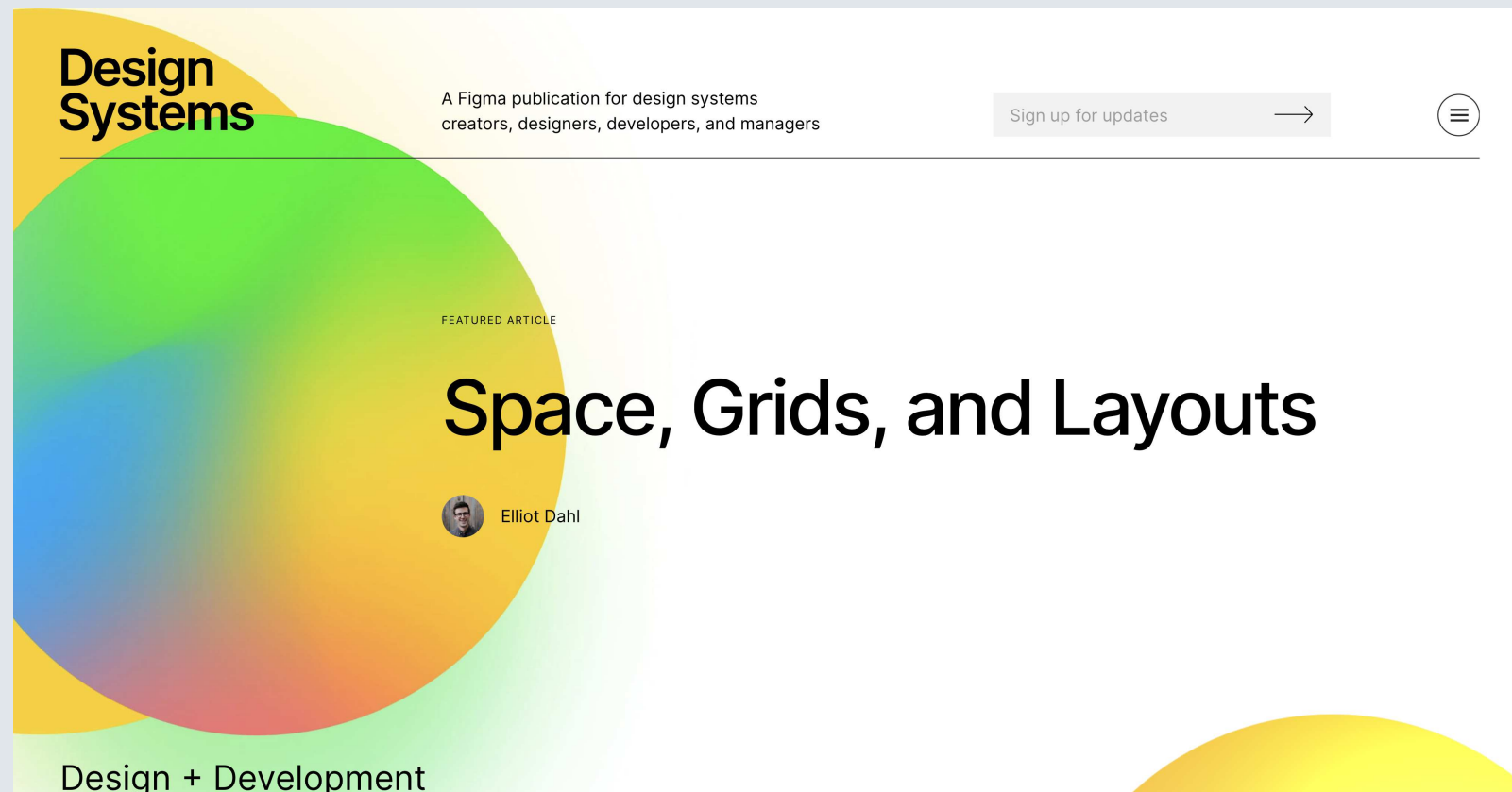
Primary



More

Resource

From Figma



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The End

Thanks!
Questions?