Design System

Peiyi Wu 1514716

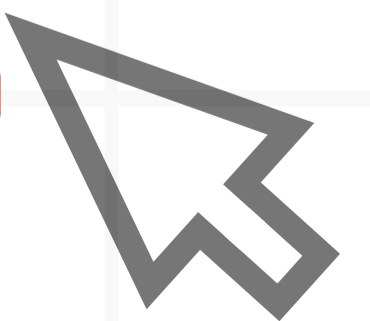START

A EXPLORATION OF DESIGN SYSTEM.|

WELCOME! HERE ARE THE CONTENT OF DESIGN SYSTEM.|

REFERENCES

CLICK ON THE TOPIC YOU'RE INTERESTED

▶ Introduction Of Design System

Design system is created by a business or organisation who is looking to create innovative and consistent products. As usual, it is a collection of interactive elements that are combined to form a unique system, fitting with the specific needs for the companies.

Typically, Design systems consist of a range of repeatable components such as guidelines, principles, UI kits, rules, libraries, and templates. These components work together to ensure consistency and efficiency in terms of the view of the design, also providing a centralised resource for both design specialist and non-specialist. The advantages for the Design System are also obvious, it saves time and increases productivity, and at the same time it produces higher quality products.

TASK 1   TASK 2   TASK 3   TASK 4

▶ EXAMPLES OF DESIGN SYSTEM
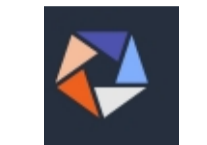
1.ANT DESIGN SYSTEM

2.SAP Fiori

3.Mailchimp Pattern Library

4. Lightning Design System

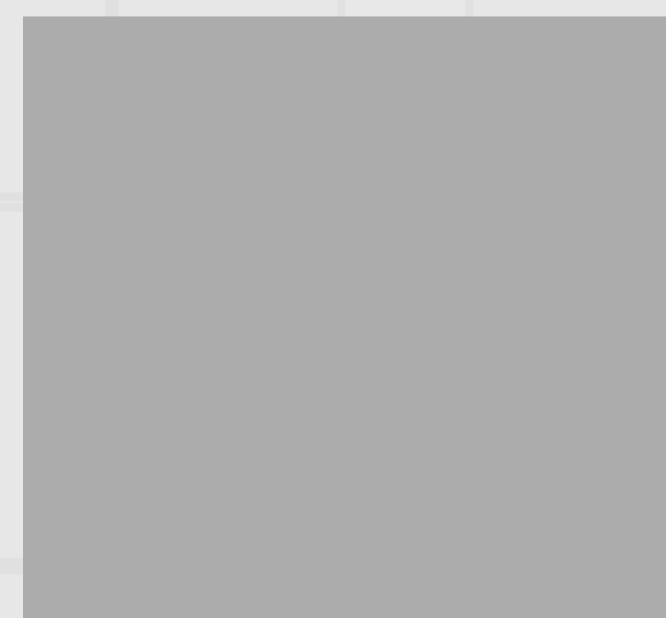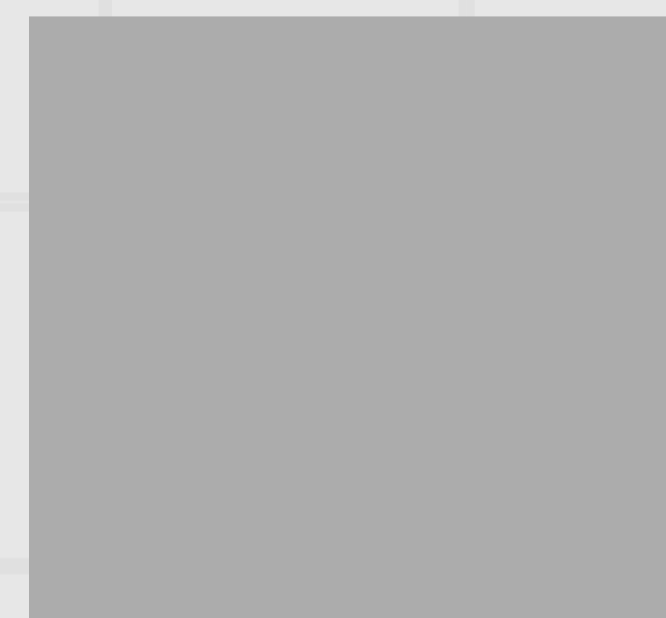**5.BBC's Global Experience Language**

6.US Web Design System

7. Mozilla's Protocol Design System

8.Shopify's Polaris Design System

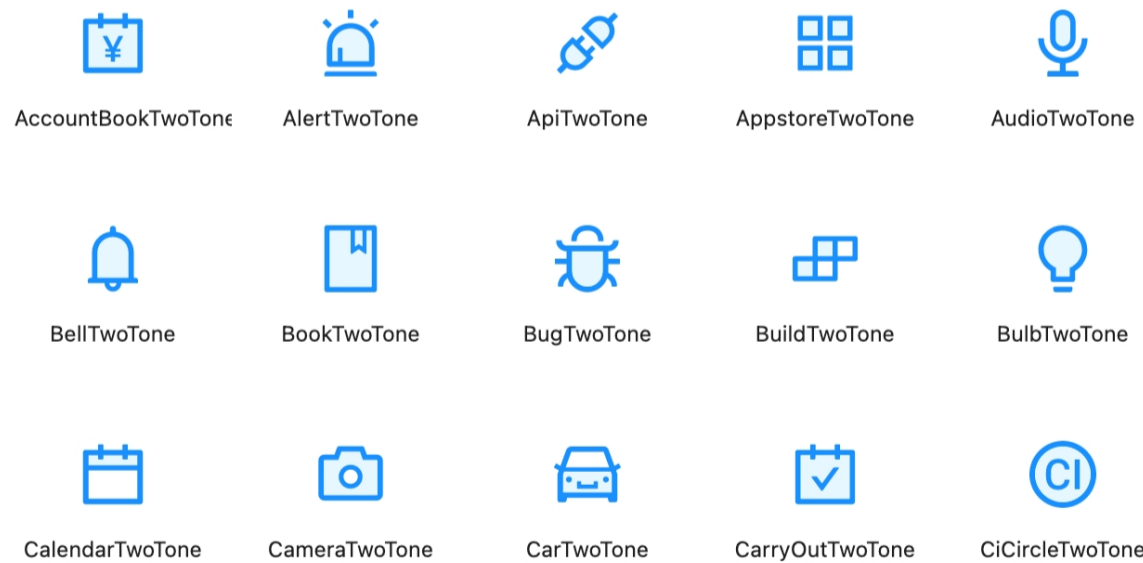**9.Carbon Design System**

TASK 1

TASK 2

TASK 3

TASK 4

NAME: ANT DESIGN

This brand was originally developed for a financial application in China. It's adopted by a diverse range of digital products across various categories.

AccountBookTwoTone AlertTwoTone ApiTwoTone AppstoreTwoTone AudioTwoTone

BellTwoTone BookTwoTone BugTwoTone BuildTwoTone BulbTwoTone

CalendarTwoTone CameraTwoTone CarTwoTone CarryOutTwoTone CiCircleTwoTone

h1. Ant Design

h2. Ant Design

h3. Ant Design

h4. Ant Design

h5. Ant Design

col

col-12 col-12

col-8 col-8 col-8

col-6 col-6 col-6 col-6

nav 1 nav 2 nav 3

subnav 1
option1
option2
option3
option4
subnav 2
subnav 3

Home / List / App

Content

Header Sider 2
Both the top navigation and the sidebar, commonly used in application site.

TASK 1   TASK 2   **TASK 3**   **TASK 4**

NAME: ANT DESIGN

Ant design system is an open source design system. This system provide most needed for web pages design, including examples and an introduction of how to utilise the existed elements. Also have the description of rules for the contributor who would like to make some new contributions to the system.

ATOM✔	MOLECULES✔	ORGANISMS✔	TEMPLATES✔	PAGE
>Colours	>Layout Frame	>Standard	>Layout	>Case
>Typography	>Form			
>Icons	>Navigation			
>Illustration	>Data Entry			
>Motion graphic	>Feedback			

TASK 1   TASK 2   TASK 3   TASK 4

NAME: ANT DESIGN

Because it's open source design system, it does provide a good usability for developer who wants to build a professional-looks webpage in a short time. It's a fully developed system. However, because it only design for web page, so it doesn't have print copy and you need to have coding knowledge to use it.

ATOM✓
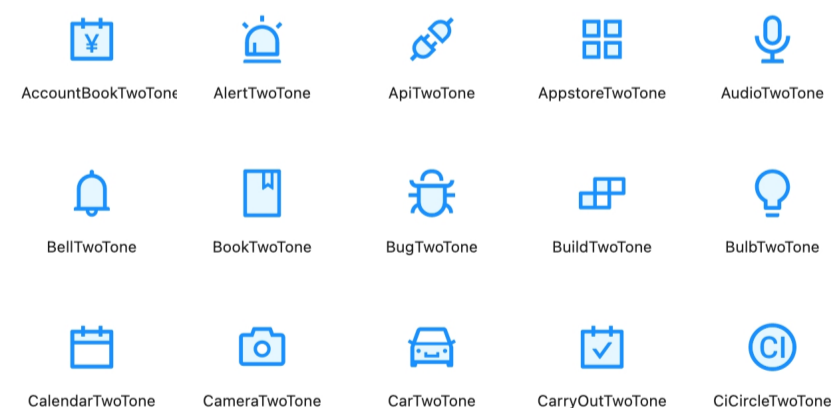
MOLECULES✓
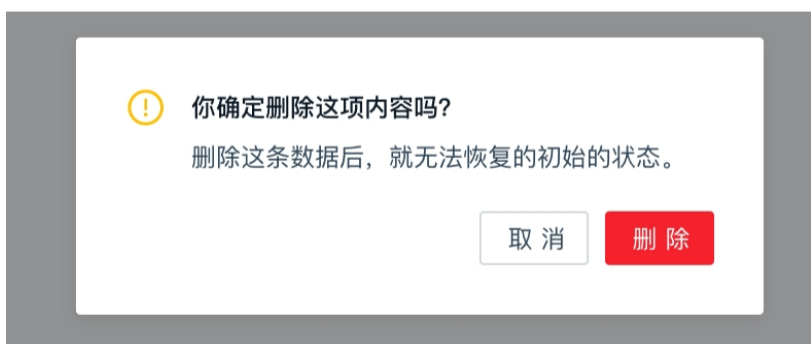
ORGANISMS✓
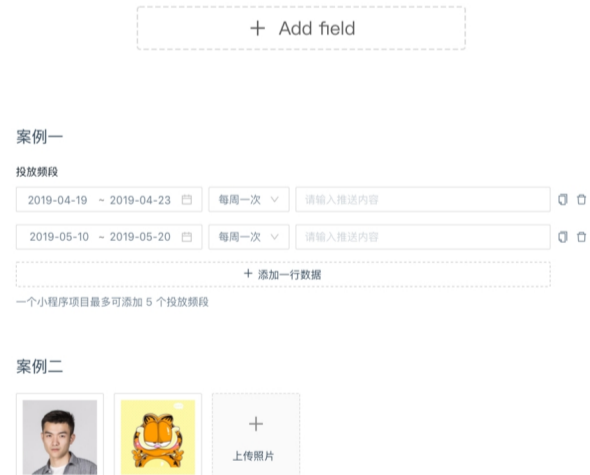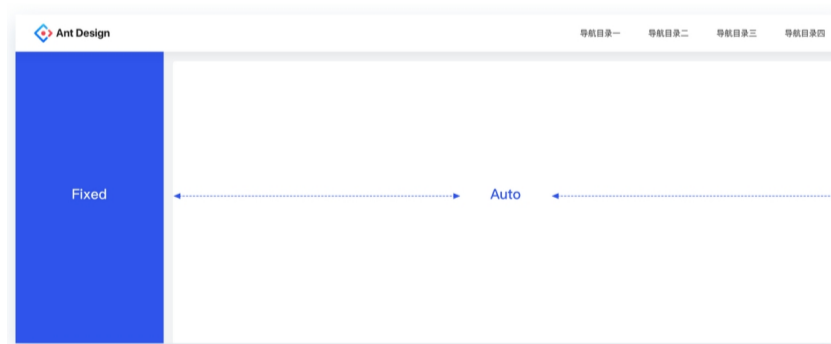
TEMPLATES✓

PAGE

TASK 1 TASK 2 **TASK 3** **TASK 4**
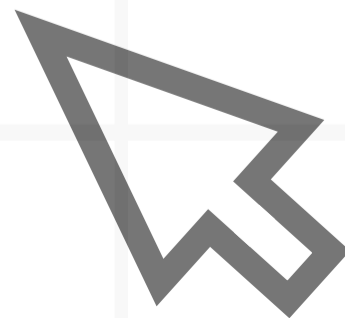
NAME: SAP Fiori

https://community.sap.com/topics/fiori

SAP Fiori design system is a business application builder creating visually designs with a strong focus by using SAP software.According to the introduction on their pages, this system force on great consumer-grade user experience.
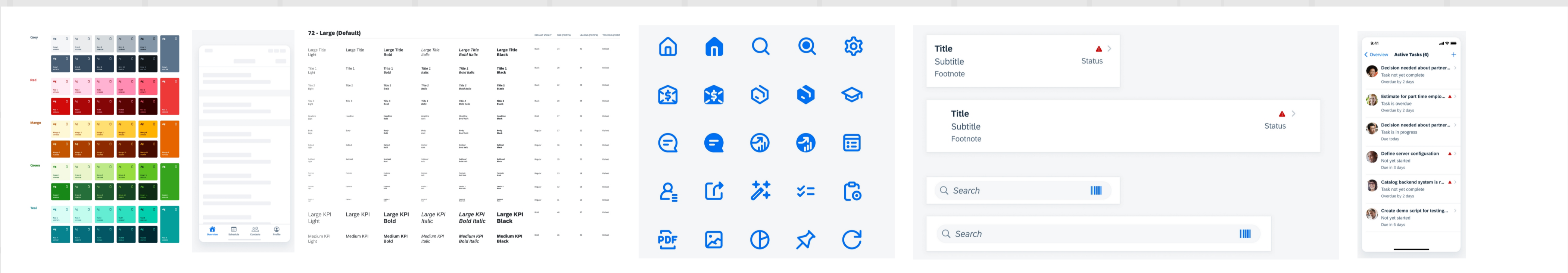
TASK 1   TASK 2   TASK 3   TASK 4

NAME: SAP Fiori

This design system force on digital business product. In their web-site you can find the guideline examples that design for different operator systems eg. IOS, Android. In their pages you can found descriptions for the components and rules.

ATOM✔
>Colours
>Typography
>Icons
>Animation

MOLECULES✔
>Layout Frame
>Form
>Navigation
>Feedback

ORGANISMS

TEMPLATES✔
>Layout

PAGE
>Star

TASK 1   TASK 2   TASK 3   TASK 4

NAME: SAP Fiori

However, it's a commercial product, most of the resources are private. You will need to buy the license for this system. This Design system provide assistant from the creator side rather than client need to solve out how to use (but need to pay)

ATOM✓

MOLECULES✓

Sort by

✓ Really long criterion text that requires wrapping — Highest first

Status

✓ Really long criterion text that requires wrapping — Really long sort direction text

Name

ORGANISMS

TEMPLATES✓

PAGE

TASK 1 TASK 2 TASK 3 TASK 4

NAME: Mailchimp Pattern Library

Mailchimp Pattern Library is the design system that used to build the Mailchimp application. It's an application provide marketing automation platform and email marketing service.
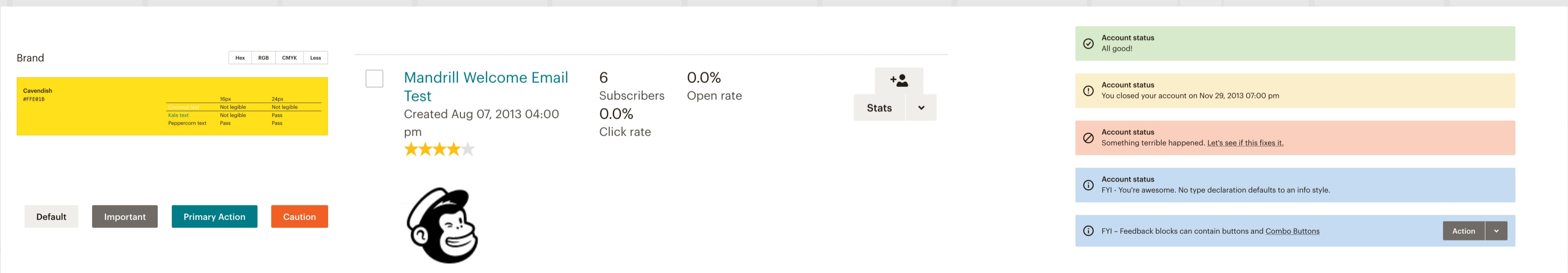
TASK 1   TASK 2   TASK 3   TASK 4

NAME: Mailchimp Pattern Library

It's a small scale Design system only use for MailChimp. Simple and easy understand with the introduction on their web-site show the elements that use in mailChimp. Highly influented by the characteristic of he brands itself.

ATOM✔	MOLECULES✔	ORGANISMS	TEMPLATES	PAGE
>Colours	>Layout Frame			
>Typography	>Form			
>Button	>Navigation			
>Grid	>Feedback			

TASK 1   TASK 2   TASK 3   TASK 4

NAME: Mailchimp Pattern Library

Pages show the atom and molecules, other elements not found. This system not very complex.

ATOM ✓

Heading One	44px / 48px	Means Light
Heading Two	36px / 45px	Graphik - Regular
Heading Three	28px / 35px	Graphik - Regular
Heading Four	20px / 25px	Graphik - Regular
Body Bold	16px / 24px	Graphik - Medium
Body	16px / 24px	Graphik - Regular
Button & Meta	14px / 24px	Graphik - Medium

MOLECULES ✓

Example

- Un-checked
- ✓ Checked
- Disabled
- ✓ Checked & disabled

ORGANISMS

TEMPLATES

PAGE

TASK 1

TASK 2

TASK 3

TASK 4

NAME: Lightning Design System

https://www.lightningdesignsystem.com/

The Salesforce Lightning Design System defined themselves as a platform that having brand and product design guidelines, Design Patterns and Component Blueprints for creating unified UI in the Salesforce ecosystem.

TASK 1

TASK 3

TASK 4
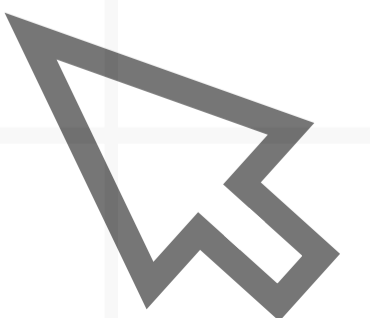
NAME: Lightning Design System

By minimising visual elements, this system places more focus on application logic, user experience, interactions, and flows.

ATOM✔	**MOLECULES**	**ORGANISMS✔**	**TEMPLATES✔**	**PAGE**
>Colours		>Navigation	>Layout	>Exar
>Typography				
>Icons				
>Grid				

TASK 1   **TASK 2**   **TASK 3**   **TASK 4**

NAME: Lightning Design System

The system includes detailed descriptions of layout templates and video demonstrations of motion.

ATOM✓
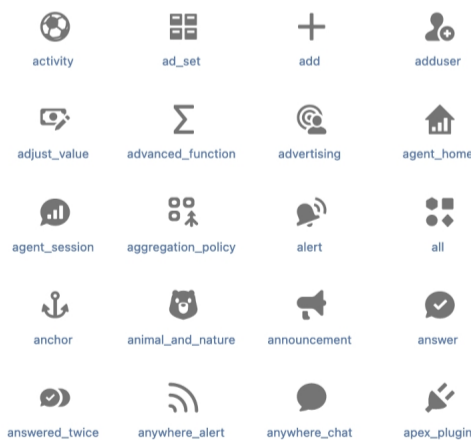
MOLECULES

ORGANISMS✓
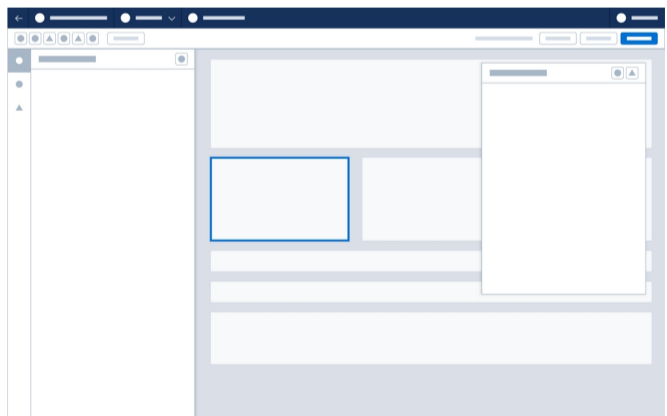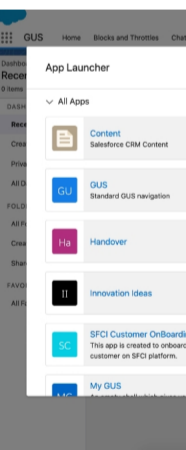
Item One   Item Two   Item Three   Item Four   A Very Very Long Tab   Item Six

Item One Content

TEMPLATES✓

PAGE

App Launcher

TASK 1

TASK 2

TASK 3

TASK 4

NAME: BBC's Global Experience Language   https://www.bbc.co.uk/gel/guidelines

BBC Global Experience Language is the design system use for build interact with the BBC online.It expanse the digital experiences from Sport, Weather and World Service that you can found on BBC website.
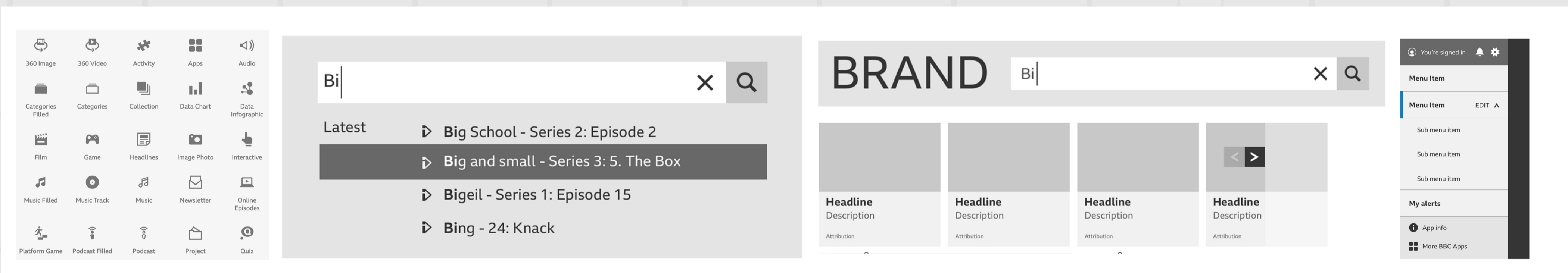
TASK 1   TASK 2   TASK 3   TASK 4

NAME: BBC's Global Experience Language

This design system is a brand design system which mainly use for BBC online news and other service. Most of the rules are static. However this design system does not provide colour palette and only use grey scale.
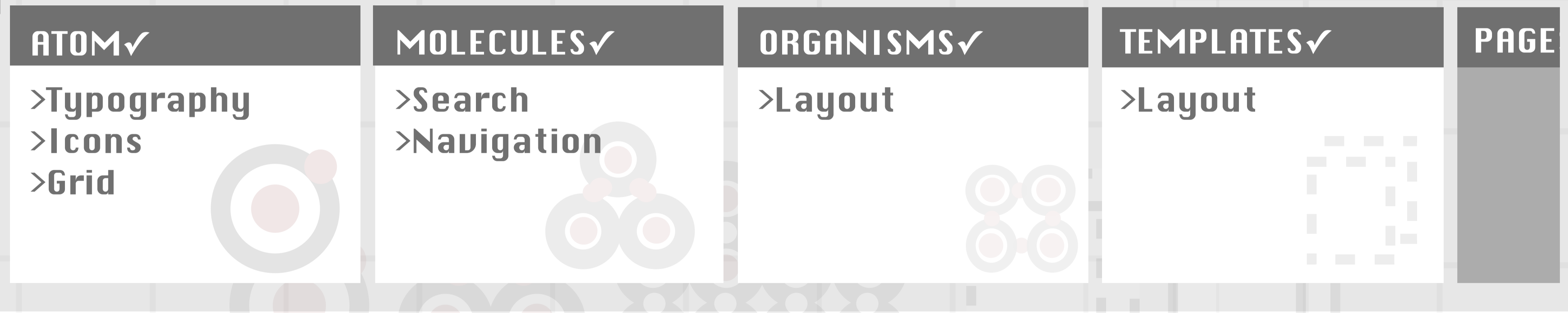
ATOM✔	MOLECULES✔	ORGANISMS✔	TEMPLATES✔	PAGE
>Typography >Icons >Grid	>Search >Navigation	>Layout	>Layout	

TASK 1   **TASK 2**   **TASK 3**   **TASK 4**

NAME: BBC's Global Experience Language

This system focus on images and articles.

ATOM✓

360 Image	360 Video	Activity	Apps	Audio
Categories Filled	Categories	Collection	Data Chart	Data Infographic
Film	Game	Headlines	Image Photo	Interactive
Music Filled	Music Track	Music	Newsletter	Online Episodes
Platform Game	Podcast Filled	Podcast	Project	Quiz

MOLECULES✓

BRAND | Bi | × | 🔍

ORGANISMS✓

Headline
Description
Attribution

Headline
Description
Attribution

Headline
Description
Attribution

Headline
Description
Attribution

TEMPLATES✓

⚙ BBC

PAGE

TASK 1

TASK 2

TASK 3

TASK 4

NAME: US Web Design System

https://designsystem.digital.gov/

USWDS is a design system for the federal government. The aims of this system is helping the federal government design and build better digital experiences.

DEFAULT

| Default | Hover | Active | Focus | Disabled | Unstyled button |

SECONDARY COLOR

| Default | Hover | Active | Focus | Disabled | Unstyled button |

The five most-visited national parks of 2019
Of the 62 parks with the designation "national park" as part of their official title, these were the top five. The Great Smoky Mountains National Park was the most-visited park by more than a factor of two.

Visits (in millions)

Great Smoky Mountains National Park
Grand Canyon National Park
Rocky Mountain National Park
Zion National Park
Yosemite National Park

0 2 4 6 8 10 12 14

Source: National Park Service
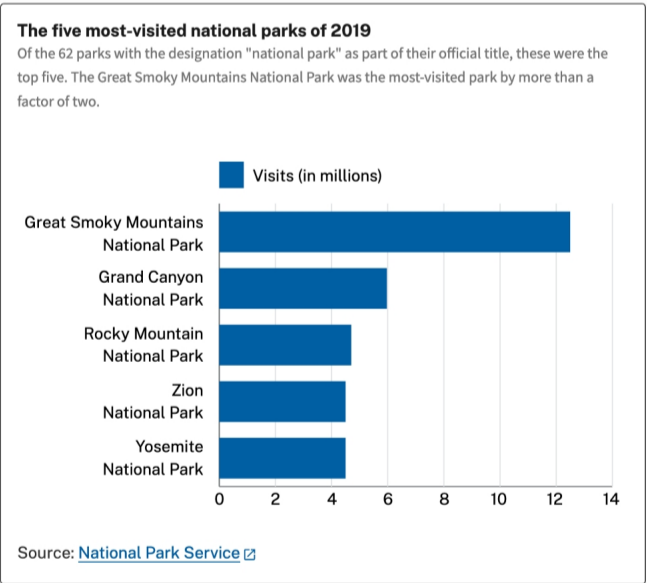
Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Pattern preview

Physical address
Required fields are marked with an asterisk (*).
Street address
Street address line 2
City *
State, territory, or military post *
ZIP code
Urbanization (Puerto Rico only)
Google Plus Code
For example, PGX4+XX

TASK 1   **TASK 2**   **TASK 3**   **TASK 4**
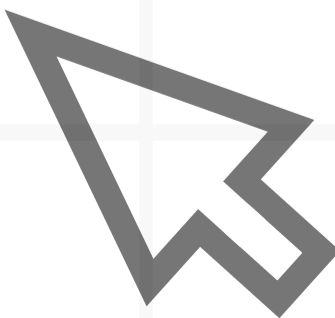
NAME: US Web Design System

Simple and well designed interface, focus on Data collecting (Input form) and multiple languages. Official government

ATOM✔	MOLECULES✔	ORGANISMS✔	TEMPLATES✔	PAGE
>Typography >Icons >Grid	>Card >Icons >Grid	>Data input >Languages	>Layout	>Exan

TASK 1   TASK 2   TASK 3   TASK 4

NAME: US Web Design System

ATOM ✓

DEFAULT

[Default] [Hover] [Active] [Focus] [Disabled] Unstyled button

SECONDARY COLOR

[Default] [Hover] [Active] [Focus] [Disabled] Unstyled button

MOLECULES ✓

Card with Media

Lorem ipsum dolor sit amet consectetur adipisicing elit. Facilis earum tenetur quo cupiditate, eaque qui officia recusandae.

[Visit Florida Keys]

ORGANISMS ✓

Pattern preview

Physical address

Required fields are marked with an asterisk (*).

Street address

Street address line 2

City *

State, territory, or military post *

ZIP code

Urbanization (Puerto Rico only)

Google Plus Code
For example, PGX4+XX

TEMPLATES ✓

Graphic headings can vary.

Graphic headings can be used a few different ways, depending on what your landing page is for. Highlight your values, specific program areas, or results.

Stick to 6 or fewer words.

Keep body text to about 30 words. They can be shorter, but try to be somewhat balanced across all four. It creates a clean appearance with good spacing.

Never highlight anything without a goal.

For anything you want to highlight here, understand what your users know now, and what activity or impression you want from them after they see it.

Could also have 2 or 6.

In addition to your goal, find out your users' goals. What do they want to know or do that supports your mission? Use these headings to show them.

PAGE

NASA Glenn Research Center

Home
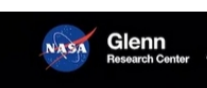
Space

Through innovations management and che nuclear propulsion te developing capabiliti of NASA's mission to t variety of deep-space

TASK 1

TASK 2

TASK 3

TASK 4

NAME: Mozilla's Protocol Design System   https://protocol.mozilla.org/

Mozilla's Protocol is a design system for Mozilla and Firefox websites. It establishes a common design language, provides coded components, and outlines high level guidelines for content and accessibility.

Green 05	Green 10	Green 20	Green 30	Green 40
$color-green-05	$color-green-10	$color-green-20	$color-green-30	$color-green-40
#e3fff3	#d1ffee	#b3ffe3	#88ffd1	#54ffbd

Green 50	Green 60	Green 70	Green 80	Green 90
$color-green-50	$color-green-60	$color-green-70	$color-green-80	$color-green-90
#3fe1b0	#2ac3a2	#008787	#005e5e	#08403f

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yourname@example.com

Sign up now

We will only send you Mozilla-related information.

A Headline With 30 Characters

A description of about 150 characters, give or take. That means we usually only have room for one or two sentences. Here is what that looks like.

Call to Action

A headline with an example zap.

We're building a better Internet

Our mission is to ensure the Internet is a global public resource, open and accessible to all. An Internet that truly puts people first, where individuals can shape their own experience and are empowered, safe and independent.

At Mozilla, we're a global community of technologists, thinkers and builders working together to keep the Internet alive and accessible, so people worldwide can be informed contributors and creators of the Web. We believe this act of human collaboration across an open platform is essential to individual growth and our collective future.

TASK 1   **TASK 2**   **TASK 3**   **TASK 4**
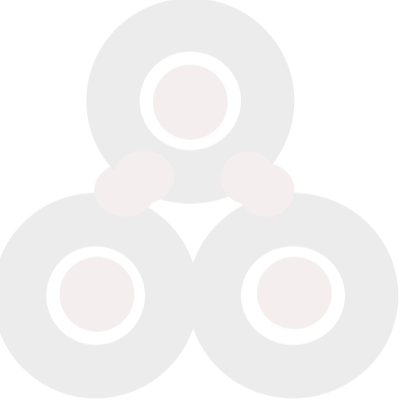
NAME: Mozilla's Protocol Design System

This design system provide lots of re-useable components for text display. Highlight point of this design system would be it provide lots of templates level organisms examples in blog style.

ATOM✔	MOLECULES✔	ORGANISMS✔	TEMPLATES	PAGE
>Typography	>Card	>Newsletter		
>Icons	>Footer	>Split		
>button	>Hero			

TASK 1   TASK 2   TASK 3   TASK 4

NAME: Mozilla's Protocol Design System

ATOM ✔

Green 05
$color-green-05
#e3fff3

Green 10
$color-green-10
#d1ffee

Green 20
$color-green-20
#b3ffe3

Green 30
$color-green-30
#88ffd1

Green 40
$color-green-40
#54ffbd

MOLECULES ✔

Sphinx of black quartz, judge my vow!

It is a period of civil war. Rebel spaceships, striking from a hidden base, have won their first victory against the evil Galactic Empire. During the battle, Rebel spies managed to steal secret plans to the Empire's ultimate weapon, the DEATH STAR, an armored space station with enough power to destroy an entire planet. Pursued by the Empire's sinister agents, Princess Leia races home aboard her starship, custodian of the stolen plans that can save her people and restore freedom to the galaxy...

ORGANISMS ✔

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Get the Mozilla newsletter and help us keep it open and free.

Your email address

yourname@example.com

Sign up now

We will only send you Mozilla-related information.

TEMPLATES

PAGE

TASK 1
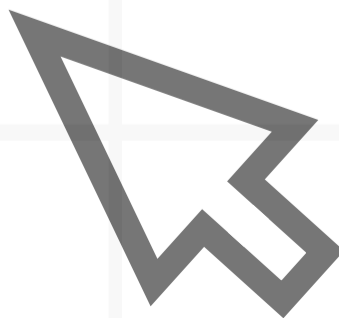
TASK 2

TASK 3

TASK 4

NAME: Shopify's Polaris Design System

https://polaris.shopify.com/

Polaris is the design system for the Shopify admin. Shopify is an E-commerce platform for businesses building them own selling platform. This system been use for building Shopify app.

--p-decorative-five-text
rgba(79, 14, 31, 1)
Use Decorative/Text/Five
For use as a decorative text color that is applied on a decorative surface.

--p-decorative-five-surface
rgba(253, 201, 208, 1)
Use Decorative/Surface/Five
For use as a decorative surface color.

--p-decorative-five-icon
rgba(174, 43, 76, 1)
Use Decorative/Icon/Five
For use as a decorative icon color that is applied on a decorative surface.

Delete   Settings   Search   Location   Notification

Product   Duplicate   Archive   More actions ▾   ‹ ›

Online store dashboard

View a summary of your online store's performance.

🔍 Search tags

← 3/4 inch Leather pet collar Paid   Promote ▾   Save   ‹ ›
Perfect for any pet

Credit card
Credit card information

TASK 1   TASK 2   TASK 3   TASK 4

NAME: Shopify's Polaris Design System

This design system have has an easy simple understand interface list all elements they have and user can explore it easily.
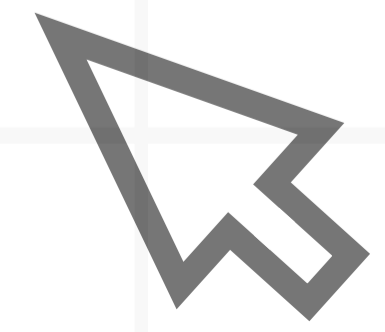
ATOM✔	MOLECULES✔	ORGANISMS✔	TEMPLATES✔	PAGE
>Colour	>Card	>Divider	>Layout	
>Icons	>Icons			
>button	>button			

TASK 1   TASK 2   TASK 3   TASK 4

NAME: Shopify's Polaris Design System

ATOM✔

--p-decorative-five-text
rgba(79, 14, 31, 1)
Use Decorative/Text/Five
For use as a decorative text color that is applied on a decorative surface.

--p-decorative-five-surface
rgba(253, 201, 208, 1)
Use Decorative/Surface/Five
For use as a decorative surface color.

--p-decorative-five-icon
rgba(174, 43, 76, 1)
Use Decorative/Icon/Five
For use as a decorative icon color that is applied on a decorative surface.

MOLECULES✔

🔍 Search tags

ORGANISMS✔

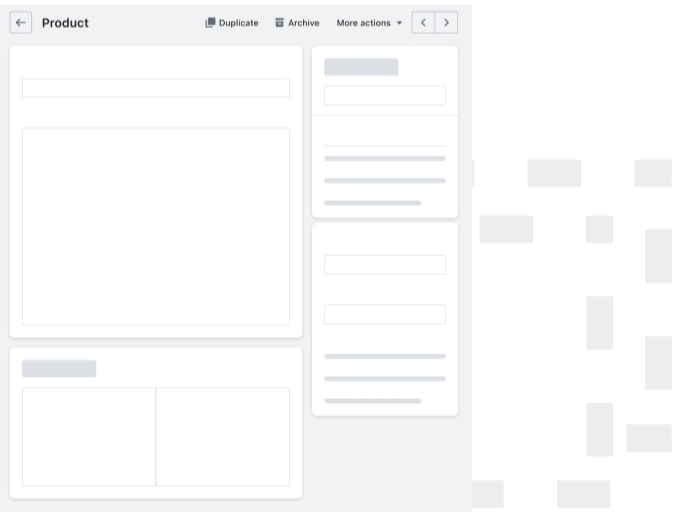← 3/4 inch Leather pet collar Paid   Promote ▼   Save   ‹ ›
Perfect for any pet

Credit card

Credit card information

TEMPLATES✔

← Product   Duplicate   Archive   More actions ▼   ‹ ›

PAGE

TASK 1   TASK 2   TASK 3   TASK 4

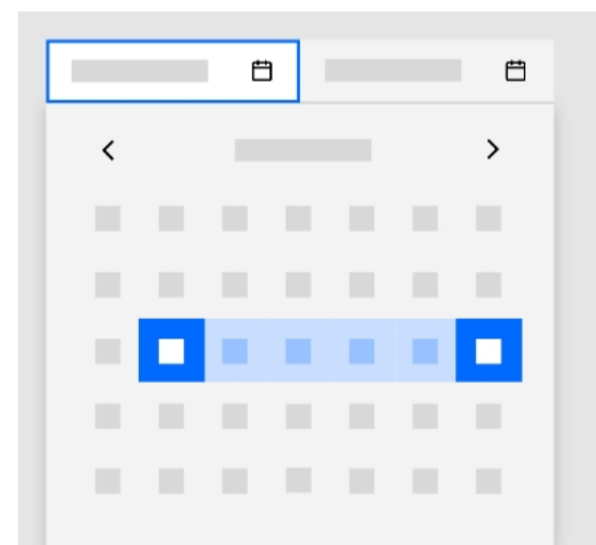**Carbon Design System**   https://www.carbondesignsystem.com/

Carbon Design System is IBM's open source design system. IBM is the short for International Business Machines Corporation. This system use IBM Design Language as its foundation, with code, design tools and resources.

IBM Plex Sans
IBM Plex Serif
IBM Plex Mono

Dropdown title

Dropdown menu options ⌄

TASK 1   TASK 2   TASK 3   TASK 4

Carbon Design System

This system funded and built by IBM, but they made it open source for anyone to use or contribute.

ATOM✔	MOLECULES✔	ORGANISMS	TEMPLATES✔	PAGE
>Typography >Icons >button	>Contained list >Data table	>Content >Text toolbars	>Layout	

TASK 1   TASK 2   TASK 3   TASK 4

Carbon Design System

This design system provide lots of re-useable components for text display.

ATOM✔

Beta	Character decimal	Character fraction	Character integer	Character lowercase
β	.00	½	±1	abc
Character sentence case	Character uppercase	Character whole number	Letter Aa	Letter Bb
Abc	ABC	123	Aa	Bb
Letter Dd	Letter Ee	Letter Ff	Letter Gg	Letter Hh
Dd	Ee	Ff	Gg	Hh

MOLECULES✔

Dropdown title

Dropdown menu options ⌄

ORGANISMS

✂ ⧉ ↪

Enabled
$ui-01
Gray 10
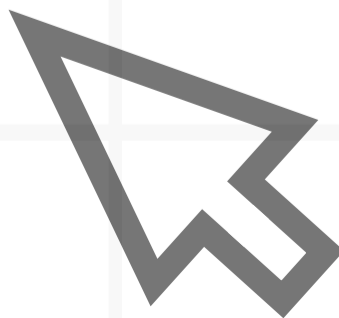
TEMPLATES✔
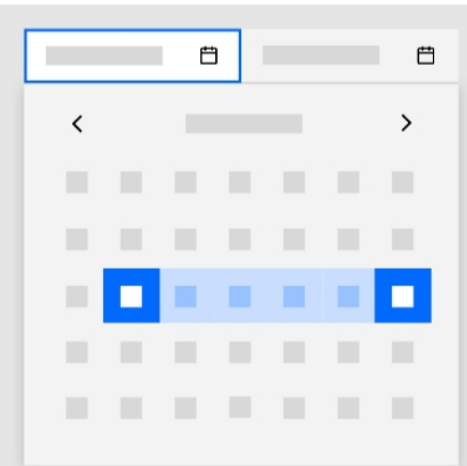
PAGE

TASK 1   **TASK 2**   **TASK 3**   **TASK 4**

▶ CASE STUDY OF DESIGN SYSTEM

Ant Design By **ANT GROUP**

This is a case study that investigated one of the example of visual solutions

1.An Atom & Molecule Of Choice
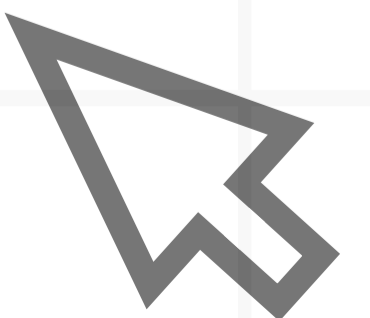
2.Organism Of Choice

3.Poster

4.Web Page

5.Social Media Post
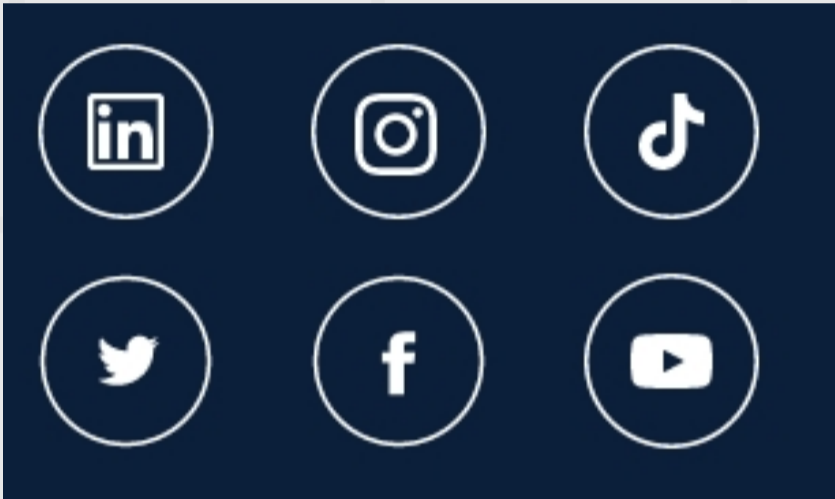
TASK 1   **TASK 2**   TASK 3   **TASK 4**

颜色类型	浅色背景下	深色背景下
Title	@Black 85%	@White 85%
Primary text	@Black 65%	@White 65%
Secondary text	@Black 45%	@White 45%
Disable	@Black 25%	@White 30%
Border	@Black 15%	@White 20%
Dividers	@Black 6%	@White 12%
Background	@Black 4%	@White 8%
Table header	@Black 2%	@White 4%

Pick your primary color

color-1	color-2	color-3	color-4	color-5	color-6	color-7	color-8	color-9	color-10

#1890ff
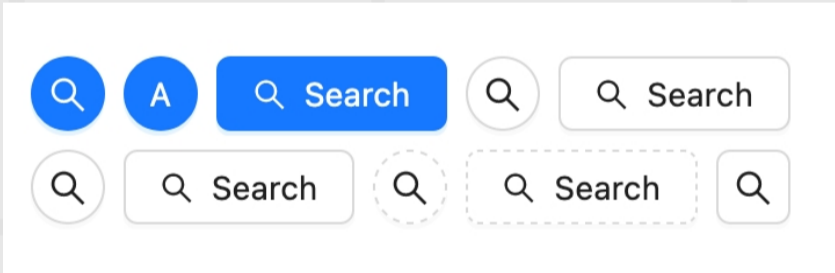
Analyse & Critique

As same as the atom we mention above, over all it does a good job as simple as the function of the button also with a high contract that for the type and the background colour. It's a collection of the icon buttons. Only Critique can be made which is the Ins icon is not match others which use positive space but others use negative space.
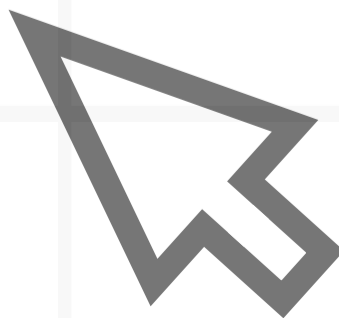
Atom & molecule from Ant group home page. (Image Source: https://www.antgroup.com/en)

TASK 1   TASK 2   TASK 3   TASK 4

Digital Payment

l to the creation and development of a
pen platform. We developed Quick Pay,
, smile-to-pay and QR code payment
computers, mobile phones, and IoT
erve the digital payment needs across
a vast array of use cases, including commercial
operations, public services, and transportation.

More >

Atom Of Choice

An atom from the Ant Group website's home page: A button. When click, the button will trigger the event bring you to a new page. When mouse hover, the arrow will have a motion toward left. The type face is call 'Alibabapuhui' which is the font create by this brand, a simple modern clean looks type without base line.
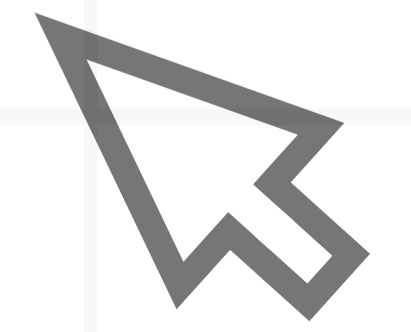
Atom & molecule from Ant group home page. (Image Source: https://www.antgroup.com/en)

TASK 1   TASK 2   TASK 3   TASK 4

More >

Primary Button   Default Button

Dashed Button   Text Button

Link Button
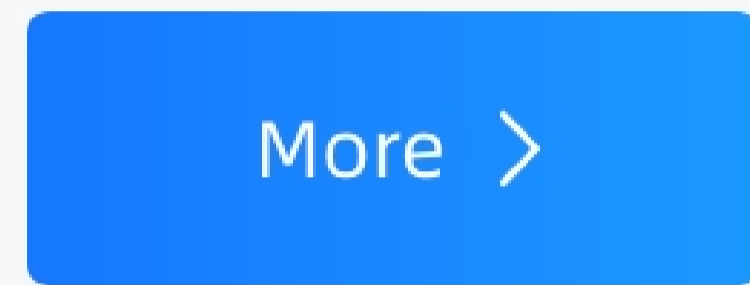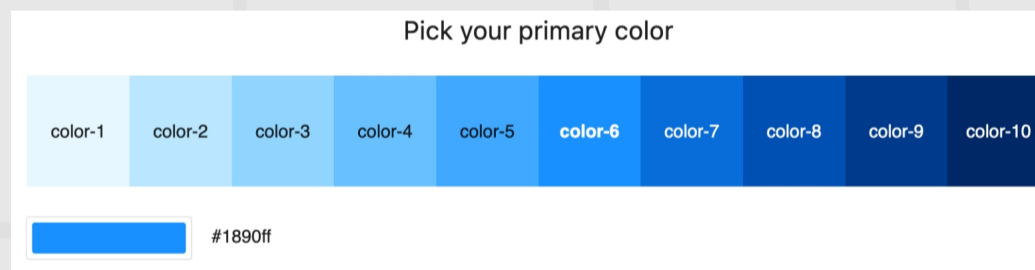
Type ✎

There are `primary` button, `default` button, `dashed` button, `text` button and `link` button in antd.

颜色类型	浅色背景下	深色背景下
Title	● @Black 85%	● @White 85%
Primary text	● @Black 65%	● @White 65%
Secondary text	● @Black 45%	● @White 45%
Disable	● @Black 25%	● @White 30%
Border	● @Black 15%	● @White 20%
Dividers	● @Black 6%	● @White 12%
Background	@Black 4%	@White 8%
Table header	○ @Black 2%	○ @White 4%

Pick your primary color

| color-1 | color-2 | color-3 | color-4 | color-5 | color-6 | color-7 | color-8 | color-9 | color-10 |

#1890ff

Analyse & Critique

Make effective communication with the user by making the motion emphasis when mouse hover. The blue colour build a good contract with white text. Text size in weight of 500 stand for normal web font size standard. The blue colour is one of the brand identical colour for their company. Over all it dose a good job as simple as the function of the button.

Atom & molecule from Ant group home page. (Image Source: https://www.antgroup.com/en)

TASK 1   TASK 2   TASK 3   TASK 4
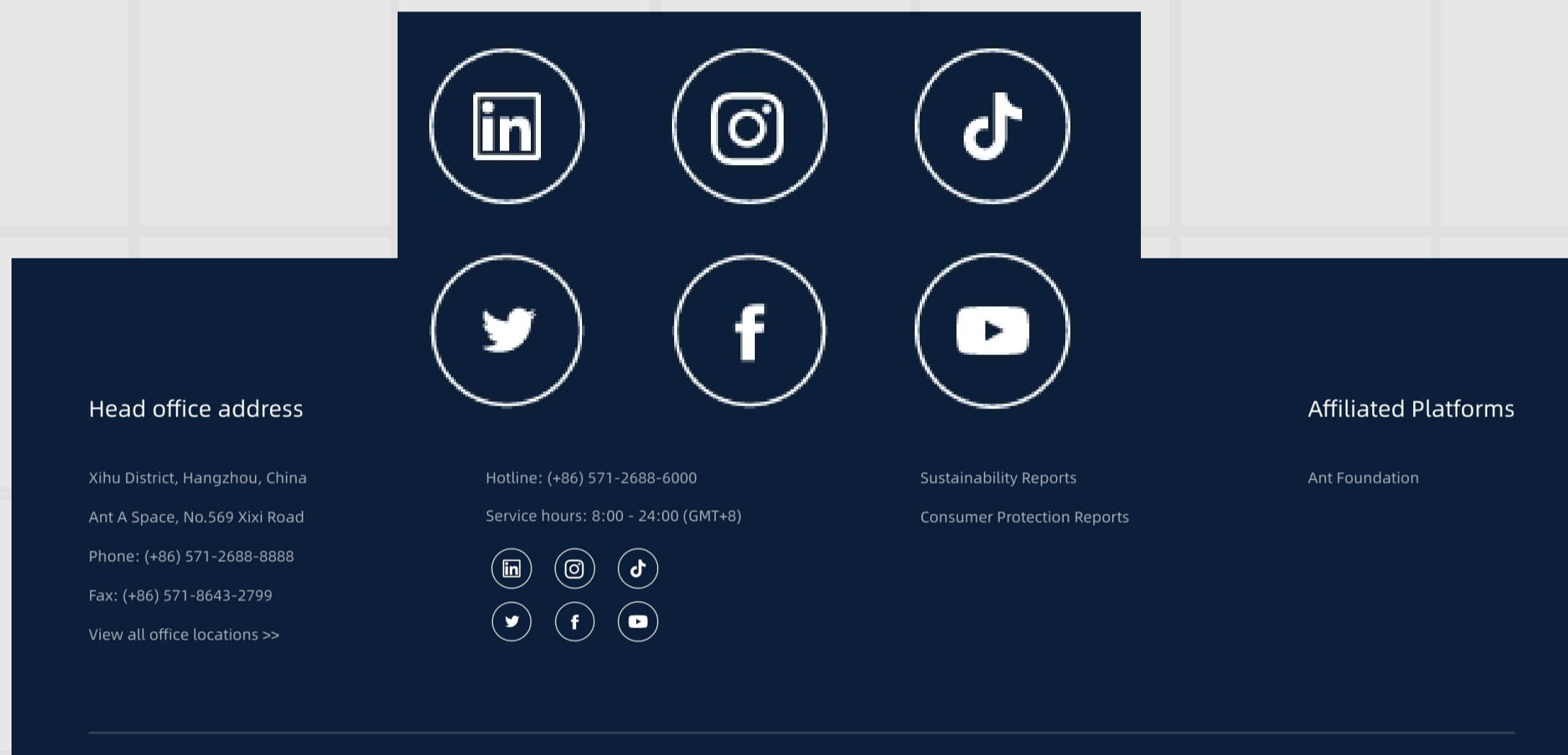
Molecule

A group of icon buttons atom form this molecule. It's a part footer that direct the user to different social media platform by click. When mouse hover the transparent of the white outer line will reduce.
In size of 32 * 32 px for the outer circle and 14*14px for inner icon.

Head office address

Xihu District, Hangzhou, China

Ant A Space, No.569 Xixi Road

Phone: (+86) 571-2688-8888

Fax: (+86) 571-8643-2799

View all office locations >>

Hotline: (+86) 571-2688-6000

Service hours: 8:00 – 24:00 (GMT+8)

Sustainability Reports

Consumer Protection Reports

Affiliated Platforms

Ant Foundation

Atom & molecule from Ant group home page. (Image Source: https://www.antgroup.com/en)

TASK 1   TASK 2   TASK 3   TASK 4

Our History

2022.02
Ants Group was named as a Top 100 Global Innovators 2022. The annual list from Clarivate™, a global leader in providing trusted information and insights to accelerate the pace of innovation,

2022.04
Ant Group announced it has achieved carbon neutrality in its own operations (Scopes 1 & 2), according to 2021 emission figures certified by the China Environmental United Certification Center

2022.06
Ant Group, a global technology provider, announced its Environmental, Social and Governance (ESG) strategy as part of its 2021 Sustainability Report. Ant Group's ESG strategy is

2013   2014   2015   2016   2017   2018   2019   2020   2021   **2022**

**Organism from Ant group home page.
(Source: https://www.antgroup.com/en)**

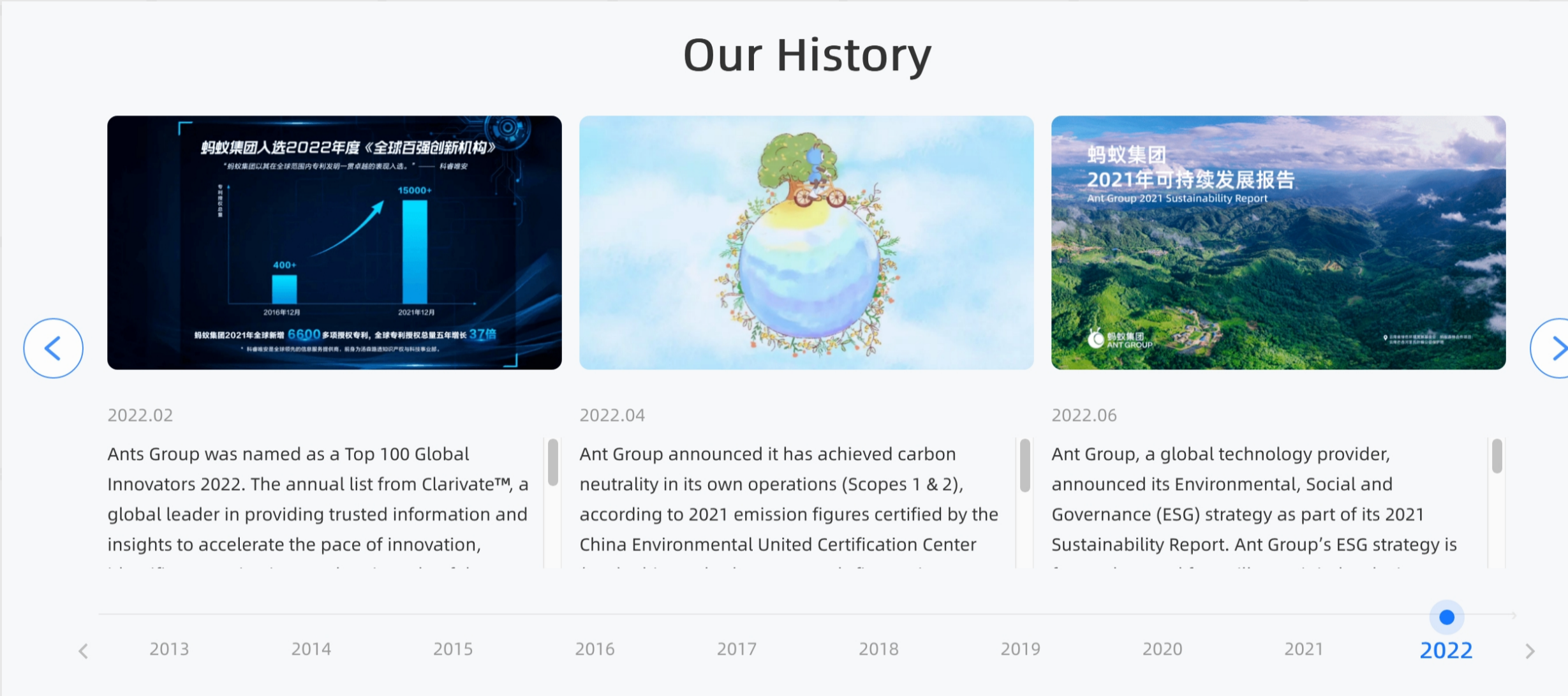## Organism Of Choice

Here is an example of an organism from the Ant Group website's home page. This organism combines a range of molecules that have different functions but serve the same purpose: displaying important events that have occurred in their company through the years.
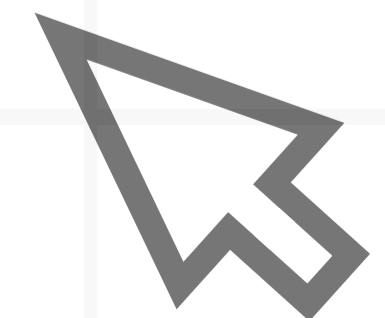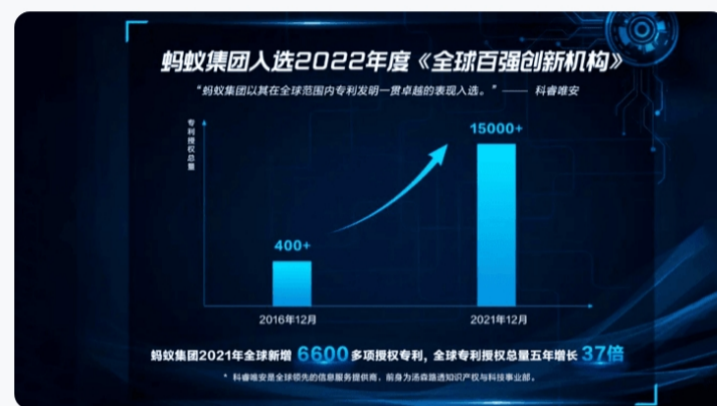
TASK 1   **TASK 2**   **TASK 3**   **TASK 4**

3.0

Our History

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< 2013 2014 2015 2016 2017 2018 2019 2020 2021 **2022** >

1.A title label to show the topic

2.A repeating grid box with an Topic-related image above and text explanation under. A scroll bar at right for user to scroll to see more information

3. A button by click, allow user to see the occurred events from old to new by moving the grid unit, same logic apply to 4.

4. A Year frame to navigate the year. Click on the year will enable the motion of the blue dot move to the target year also blue the text. The grid box above will move as follow. Similar next and back button can be click to transport the year display from left to right(old to new).
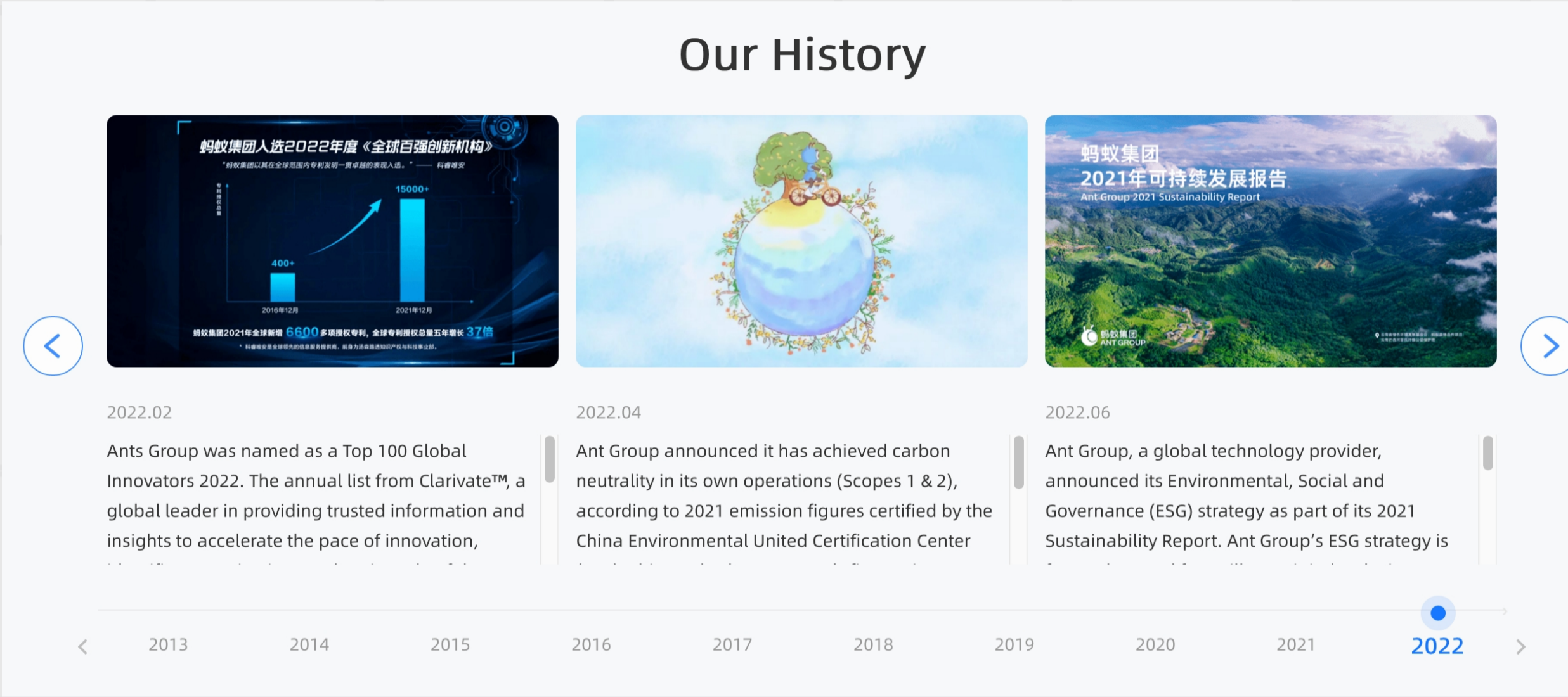
TASK 1   TASK 2   TASK 3   TASK 4

Our History

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2013   2014   2015   2016   2017   2018   2019   2020   2021   **2022**

Analyse & Critique

The scroll bar in each text box keep the consistent for grids. The year frame keep user's eyes on and reduce the possibility getting lost on the screen, also provide a quick navigation. Tidy interface and most of the function are clear to use.
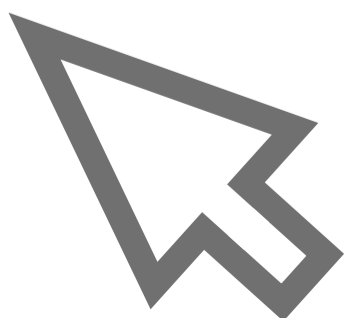
However, the scroll bar is not that obvious, first time user may need to spend some time to solve it out. The layout of the box looks similar to the blog card: overview image provide with the important information from the article, by click it will direct you to a link to see the detail. But this function is not avaiable in this case.

TASK 1   TASK 2   TASK 3   TASK 4

From Ant group linkedIn page.
(https://www.linkedin.com/company/antgroup/posts/?feedView=all)

Poster Of Choice

Hiring poster found in Ant Group LinkedIn page.

TASK 1   TASK 2   TASK 3   TASK 4

From Ant group linkedIn page.
(https://www.linkedin.com/company/antgroup/posts/?feedView=all)
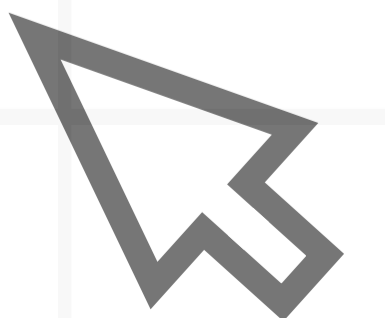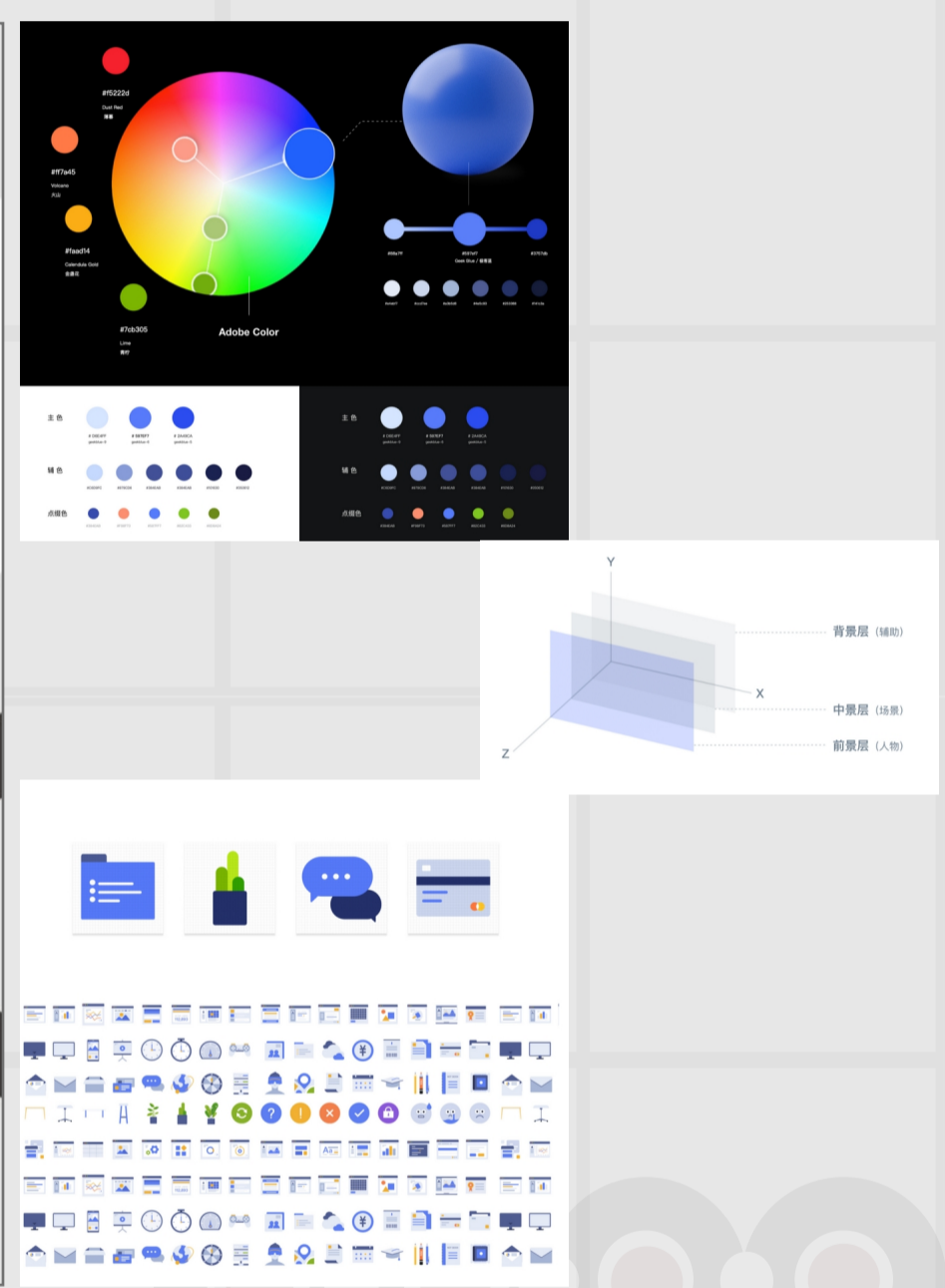
Analyse & Critique

Illustration rule in Ant Design System had applied in this case. The colour palette of this poster strongly influenced by the brand colour. The Logo at the top left make the audiences know about the brand. You can also found the hierarchy the text was represent by the colour and the text size as well as colour. However based on the illustration rule in the design system it does need to have more layers to build a successful illustration poster.

TASK 1   **TASK 2**   **TASK 3**   **TASK 4**

About Us   Business Development   Technological Innovation   ESG   News & Media   Join Us   EN

Ant Group 2021 Sustainability Report

More ›

From Ant group home page.
(https://www.antgroup.com/en/)

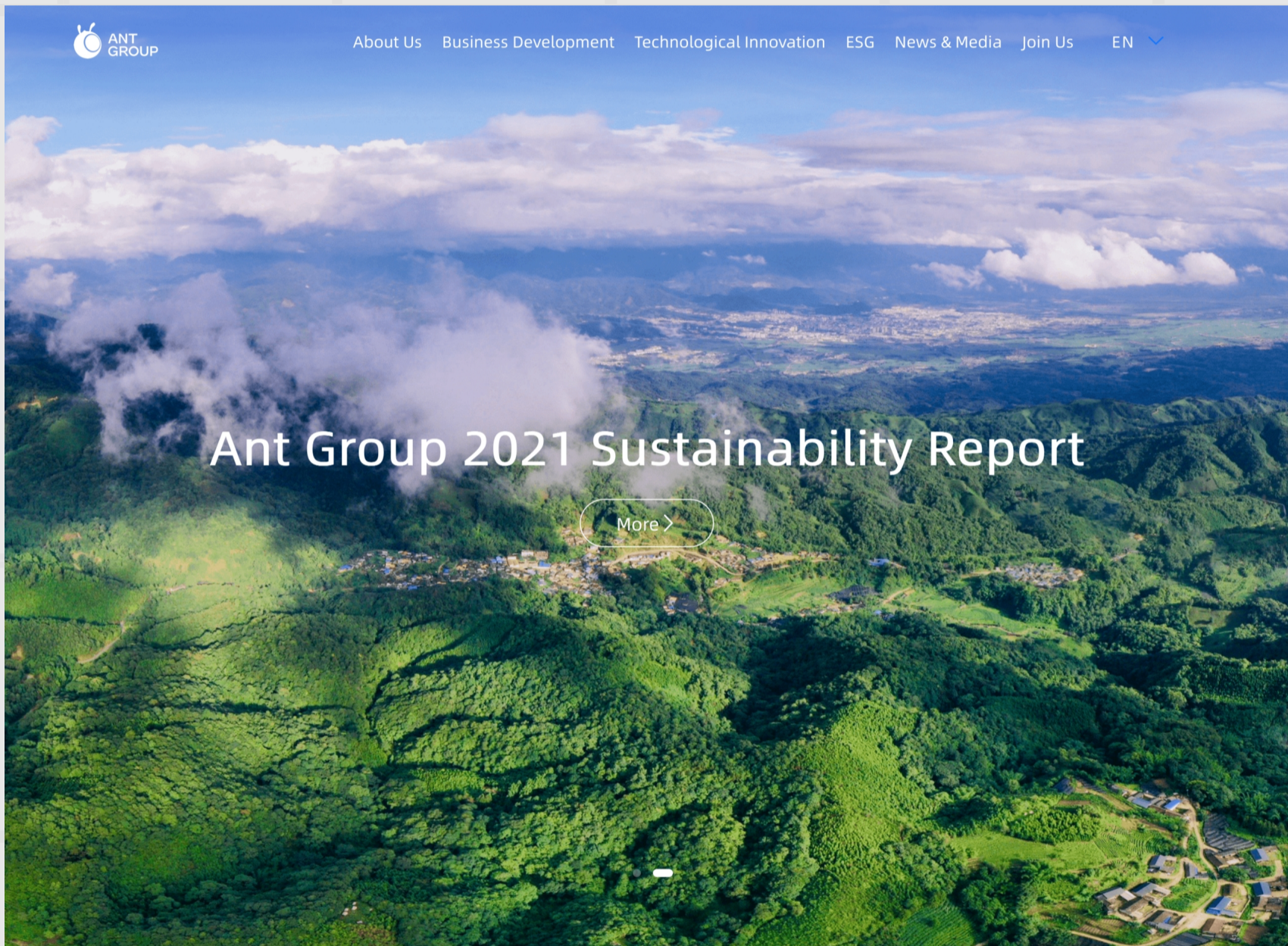## Web Page

The web page from the Ant Group website home page features a navigation header with an animated slide show. The slides change automatically over time, and when clicked, they take you to a page with an index that corresponds to the slide's title. When scrolling down, some card boxes with images will appear, directing you to the articles.
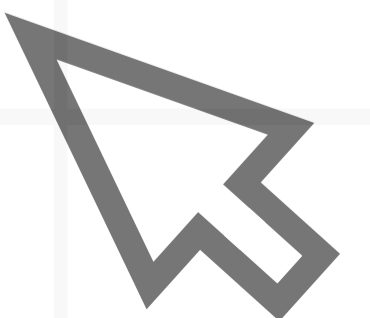
TASK 1   TASK 2   TASK 3   TASK 4

Ant Group 2021 Sustainability Report

Our mission

Make it easy to do business anywhere.

Our vision

Our vision is to create future-ready digital infrastructure for the service industry, and bring small and beautiful changes to the world.
We strive to be a good company with quality growth that lasts for at least 102 years.

Company profile

Ant Group traces its roots back to Alipay, which was established in 2004 to create trust between online sellers and buyers. Over the years, Ant Group has grown to become one of the world's leading open Internet platforms.

Through technological innovation, we support our partners in providing inclusive, convenient digital life and digital financial services to consumers and SMEs. In addition, we have been introducing new technologies and products to support the digital transformation of industries and facilitate collaboration. Working together with global partners, we enable merchants and consumers to make and receive payments and remit around the world.

Digital Finance
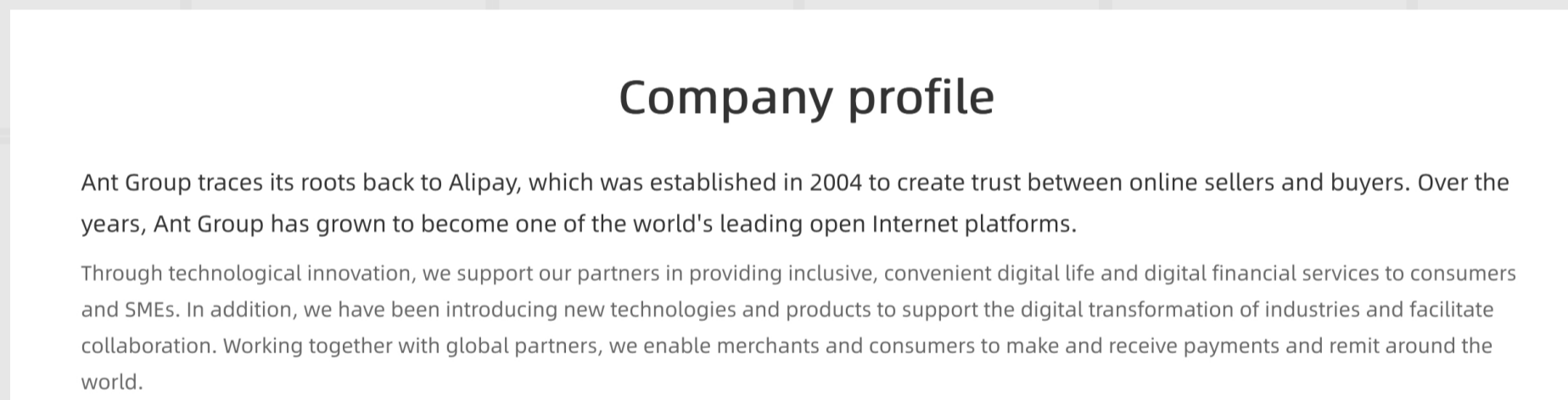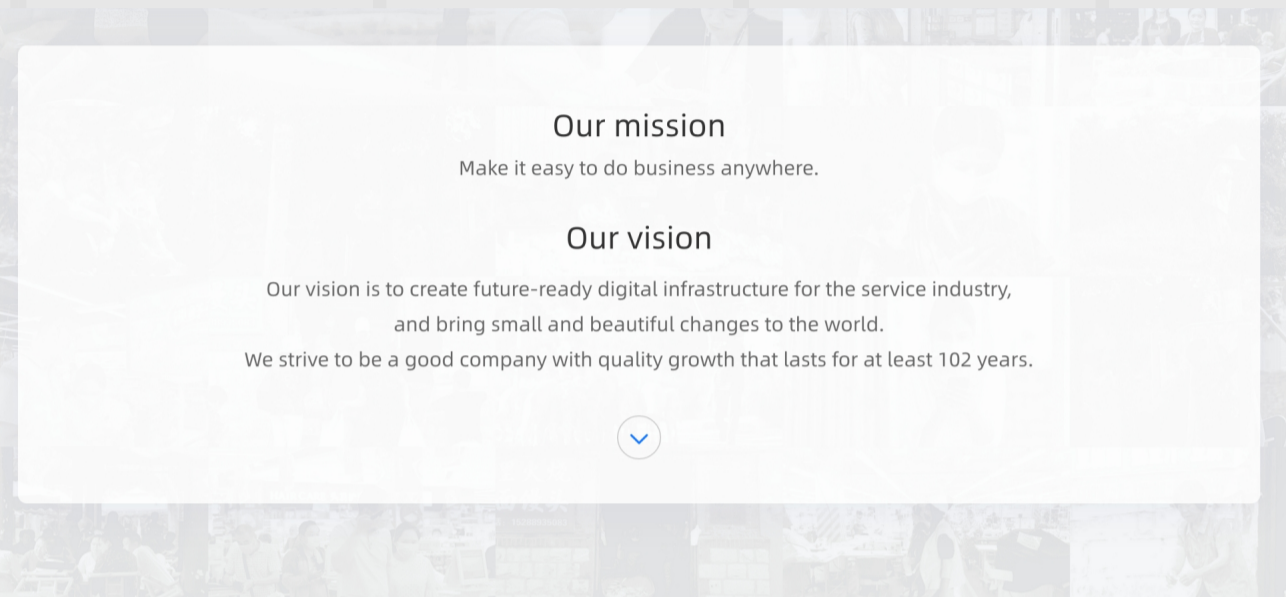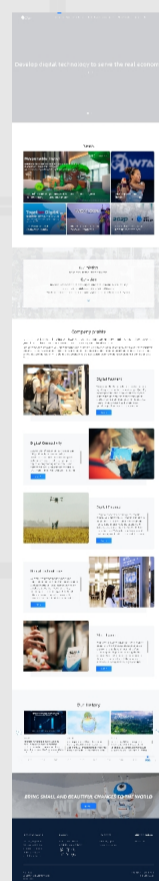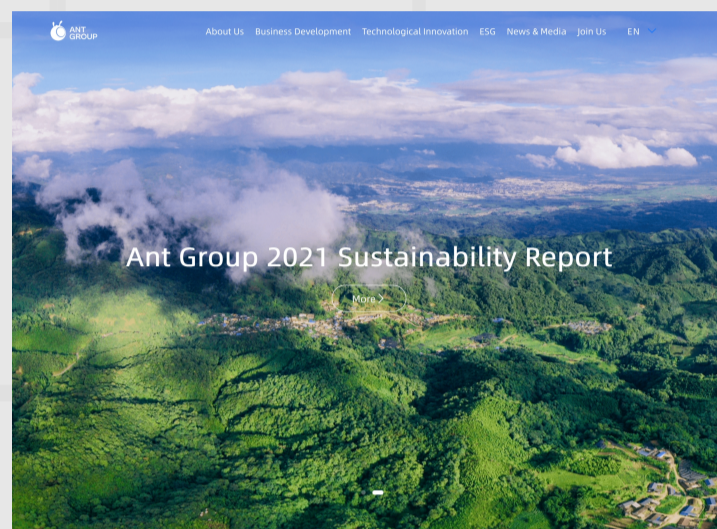
From Ant group home page.
(https://www.antgroup.com/en/)

Analyse & Critique

The home page of the Ant Group website serves as the company profile, showcasing what the company does and what they have achieved. The main component of the page are articles.

At the top of the page, there is a simple navigation bar that directs users to different sub-pages that expand on various themes.

The page is well-adapted to the design system, incorporating layout rules, colour, motion, and visualisations.
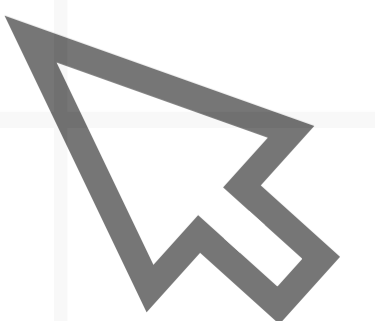
TASK 1   TASK 2   TASK 3   TASK 4

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Digital Finance

From Ant group home page.
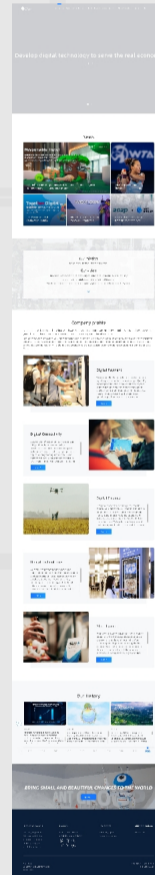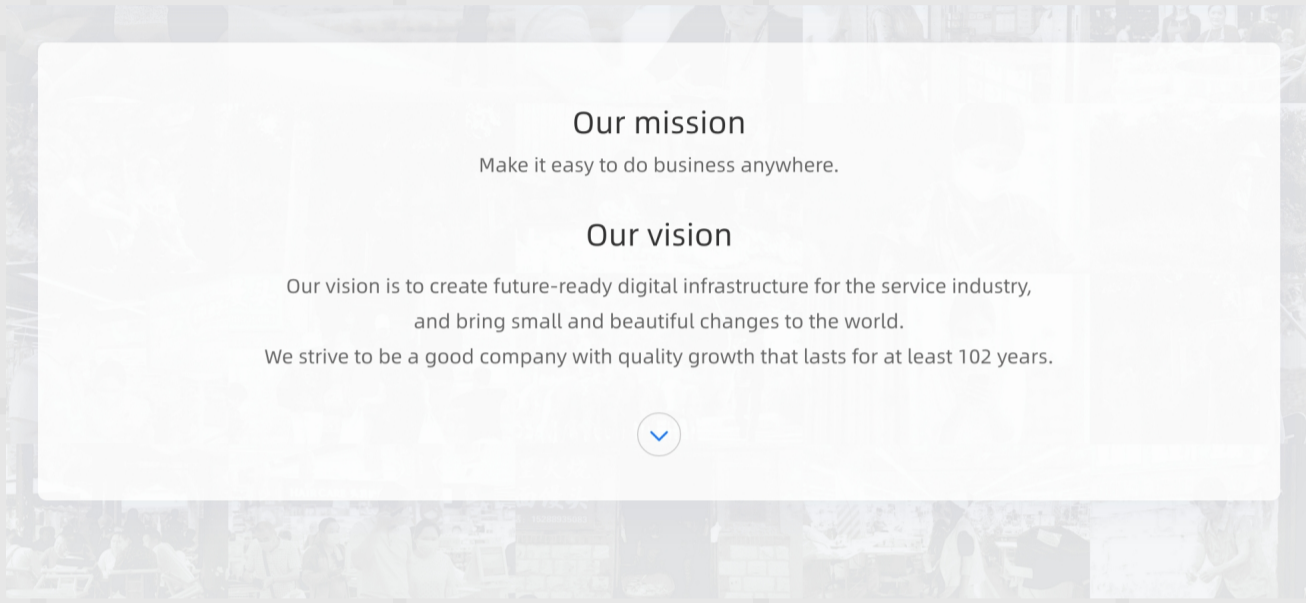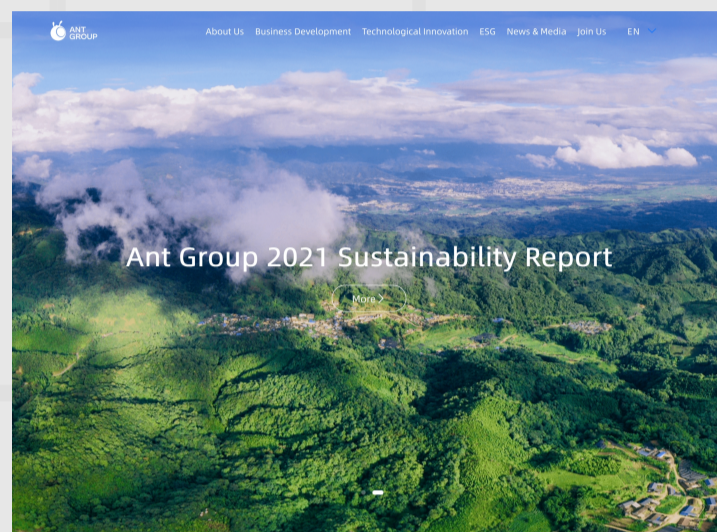(https://www.antgroup.com/en/)

Analyse & Critique

Compared with the principles and components of the design system, it only takes a small part from the system.

It's a formal, professional page with a modern design style strongly influenced by the brand. Images take up a large portion, however, which are not discussed in the design system.
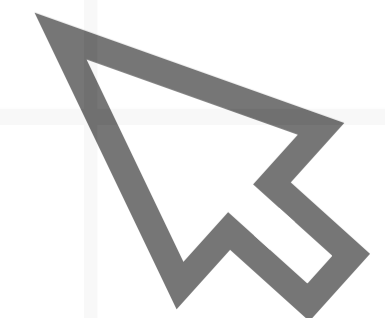
The page also follows rules regarding text size to ensure an easy-to-read format in a logical order.
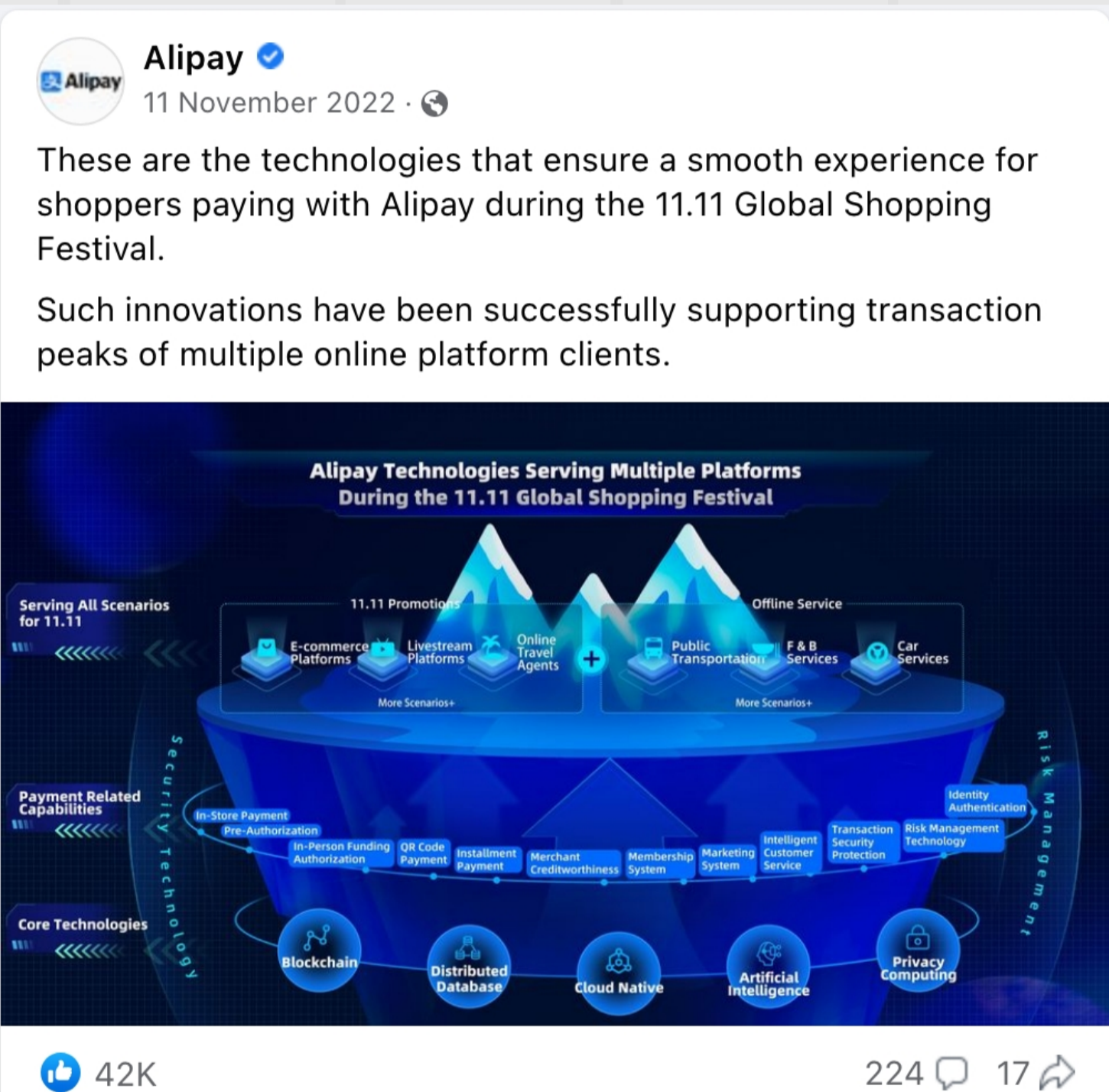
TASK 1   TASK 2   TASK 3   TASK 4

3.0

Alipay ✔
11 November 2022 · 🌐

These are the technologies that ensure a smooth experience for shoppers paying with Alipay during the 11.11 Global Shopping Festival.

Such innovations have been successfully supporting transaction peaks of multiple online platform clients.

👍 42K   224 💬   17 ↗

Face book page from ant group
(https://www.facebook.com/alipayglobal)

Social Media Post

Alipay is the official Facebook page of the Ant Group. This page features information graphics that incorporate principles from the design system, using rules such as colour standards and text layout.

TASK 1   TASK 2   TASK 3   TASK 4

Alipay Technologies Serving Multiple Platforms
During the 11.11 Global Shopping Festival
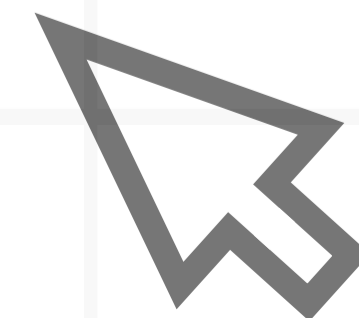
Analyse & Critique

The aim of this social media post is to show users how much value they created during the Global Shopping Fest. The color palette is derived from the brand's colors. A circle island taking up half of the picture stands in the middle of the poster, creating balance. Some rectangular and rounded text boxes show the processing of the Fest assistants along with some icons. This post adopts layout, illustration rules, colours, icons, and typeface from the system.

TASK 1   TASK 2   TASK 3   TASK 4

▶ VISUAL SOLUTIONS RE-DESIGN

Polaris   By   **shopify**

Apply the design system and present a finished design solution

1. Atom & Molecule

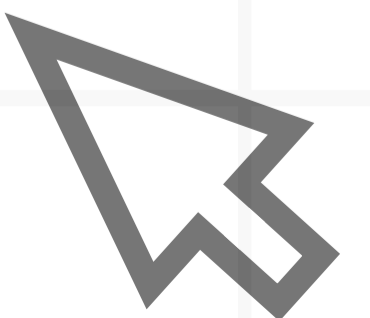2. Organism

3. Web Page

4. Poster

5. Social Media Post

TASK 1   TASK 2   TASK 3   TASK 4

Atom

For the atom I decide to re-design the [Plain buttons] from the Polaris Design. Polaris Design defines [Plain buttons] as the button which look similar to links, less important or less commonly used actions, such as "view shipping settings". Positive & negative vision available.

Normal   Mouse Hover

Edit shipping address   Edit shipping address

Process to counter   Process to counter

#FFFFFF   #002A16   #0E5935

Normal

Address

Enter your address here   Submit

Mouse Hover & text entered

Address

University of W, Hamilton, New Zealand   Submit

Molecule

For the molecule I decide to use label, button , input field to design a tiny form for [submit].

TASK 1   TASK 2   TASK 3   TASK 4
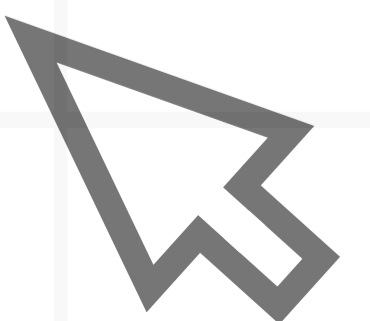
Organism

For the organism I decide to make a [user profile submit form] by use a header, radio button and text inputs.
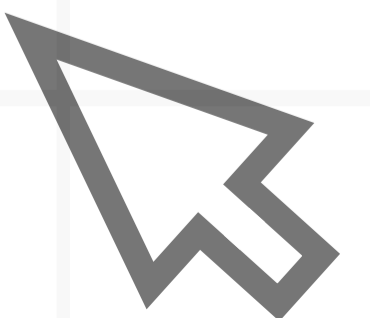
Name

Enter your text here

Phone

Enter your text here

Email

Enter your text here

Address

Enter your text here

○ **Hide my profile**
Other user will not able you see your

Submit

Name

Alice

Phone

Enter your text here

Email

Enter your text here

Address

Enter your text here

◉ **Hide my profile**
Other user will not able you see your

Submit

TASK 1   TASK 2   TASK 3   TASK 4

Web Page

1.Here is the website from Shopify.

Start a free trial and enjoy 3 months of Shopify for $1/month on select plans. Sign up now

shopify

Bring your ideas to life for $1/month

The future of business is yours to shape. Sign up for a free trial and enjoy 3 months of Shopify for $1/month on select plans.

Enter your email address | Start free trial

Try Shopify free for 3 days, no credit card required. By entering your email, you agree to receive marketing emails from Shopify.

Customizable templates

Free website designs to launch your store quickly and easily.

All in one

Shopify takes care of everything from marketing and payments to secure transactions and shipping.

A safe and efficient platform

Millions of users trust Shopify to manage their online stores.

2.Check the layout.

3.Define molecule & organism

Customizable templates

Free website designs to launch your store quickly and easily.

Enter your email address | Start free trial

Try Shopify free for 3 days, no credit card required. By entering your email, you agree to receive marketing emails from Shopify.

Bring your ideas to life for $1/month

The future of business is yours to shape. Sign up for a free trial and enjoy 3 months of Shopify for $1/month on select plans.

shopify
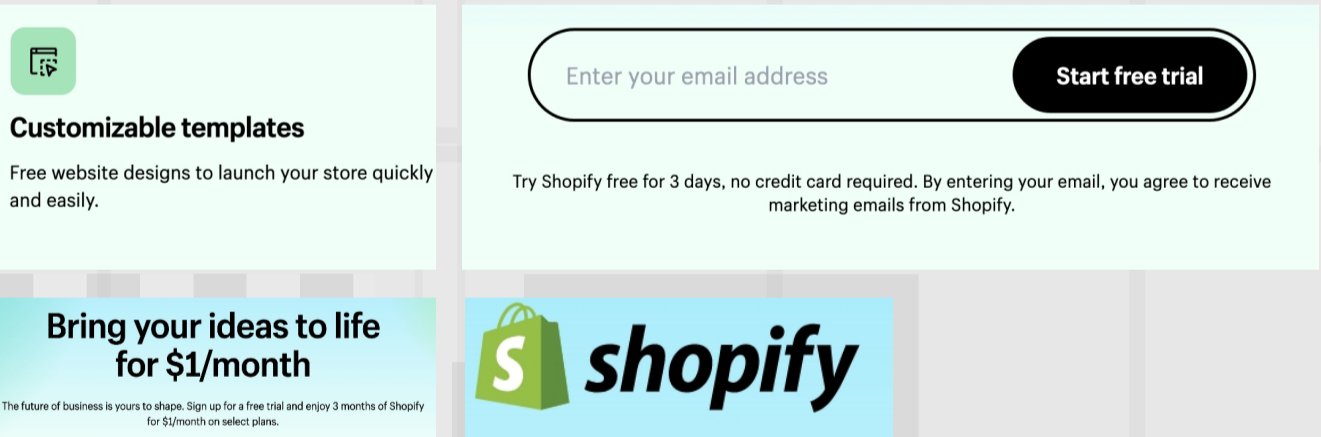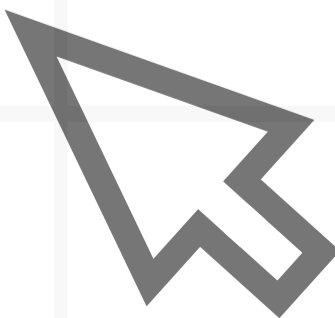
TASK 1   TASK 2   TASK 3   TASK 4

3.Use the principles from design system to Create some elements.

Decorative Surface

Decorative Icon

Decorative Text

We use a font stack that adapts to the operating system it runs on, like macOS, iOS, Windows, Android or Linux distributions.

Aa
iOS, macOS, iPadOS
San Francisco

Aa
Windows
Segoe UI

Aa
Android
Roboto

Aa
Linux (Ubuntu)
Default sans-serif font

Icons

Icons in the Shopify admin act as visual aids to help merchants complete tasks. They're simple, informative, and build on the visual language of the design system.

Colour Palette:

Font:
Ubuntu Bold Aa
Ubuntu Medium Aa

Icons:

Brand Logo:

shopify

TOP RATED
SHOPIFY USERS

Button:

Button   Button

Text Field:

Enter text here

TASK 1   TASK 2   TASK 3   TASK 4

Final solution:

Sign up for a free trial and enjoy 3 months of Shopify for $1/month on select plan. Sign up

shopify

Shape the future of your business

Sign up for a free trial and enjoy 3 months of Shopify for $1/month on select plan.
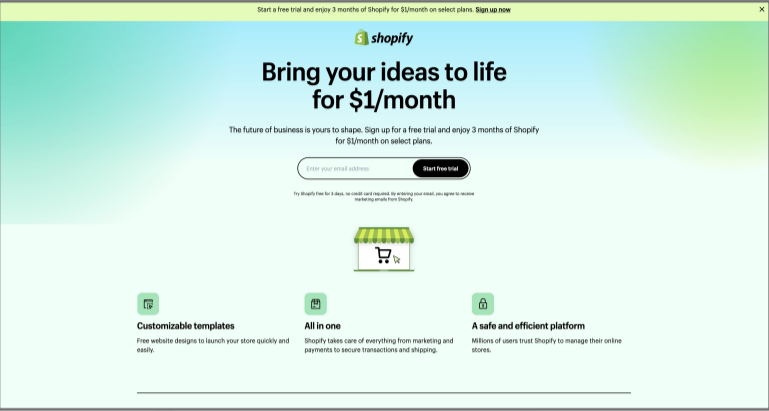
Enter your email   Sign up

shopify

Efficient platform help you build your business

TOP RATED
SHOPIFY USERS

Sign up for a free trial and enjoy 3 months of Shopify for $1/month on select plan.
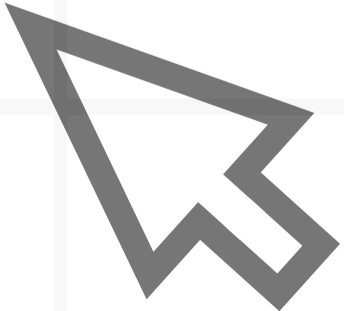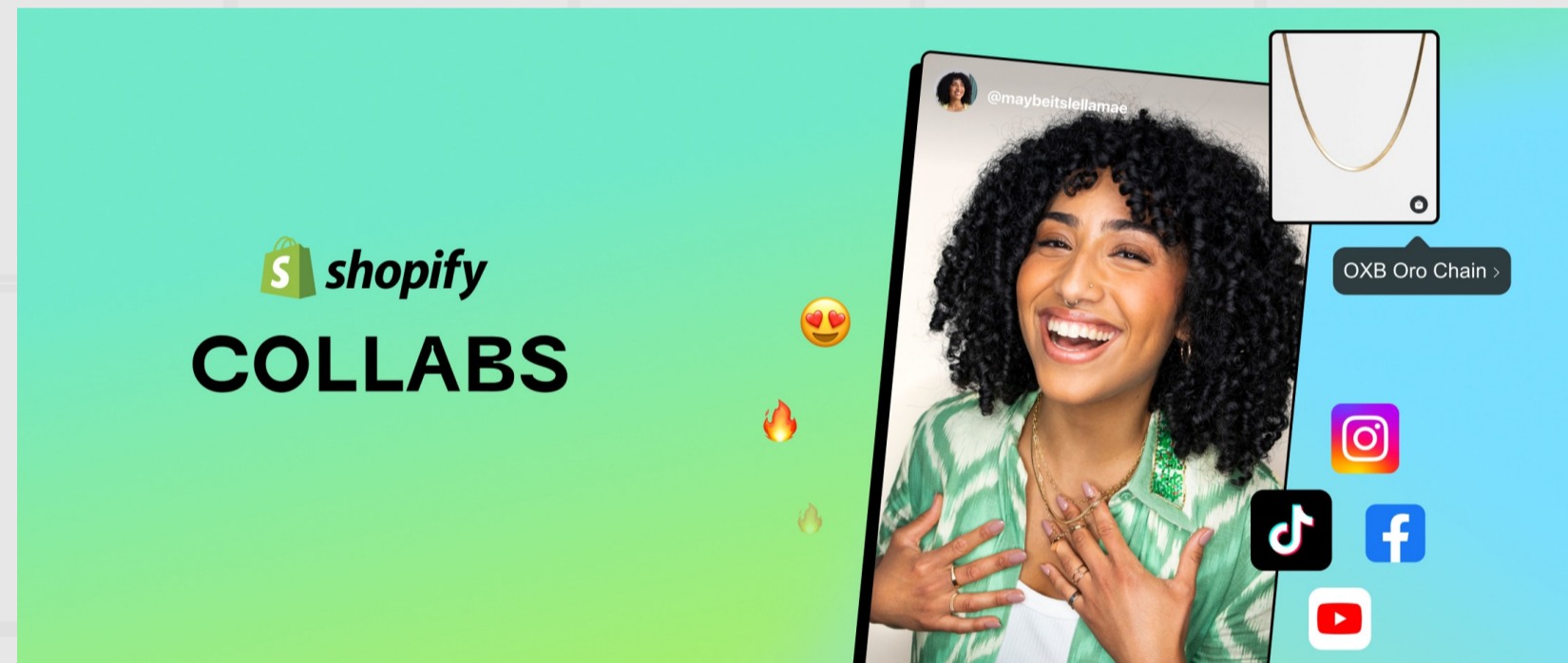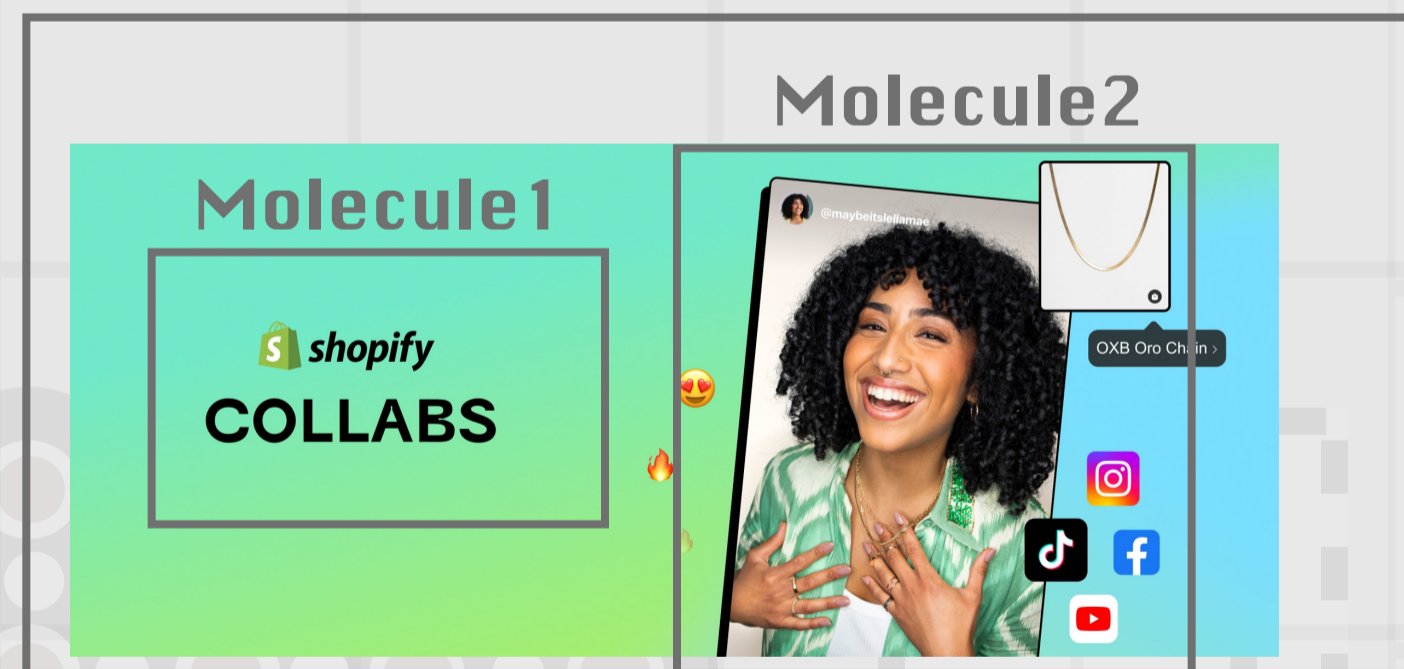
TASK 1   TASK 2   TASK 3   TASK 4

Poster

1.Here is one of the poster used in Shopify news website. It's an advertisement to keep the client's eyes on the popular items that selling by using social media


(https://news.shopify.com/connecting-creators-with-shopifys-millions-of-merchants-introducing-shopify-collabs#)

2.It uses real photos of model that using or wearing the item and the detail of the item to show the popularities of the item, with the icons from different social media. Also some Emoji used. That's the first part that join the user attention. The second part will be the brand logo and the key word in this case which is COLLABS and written in capital to show the theme.

Molecule1

Molecule2

Organism

3.Make background In similar style.
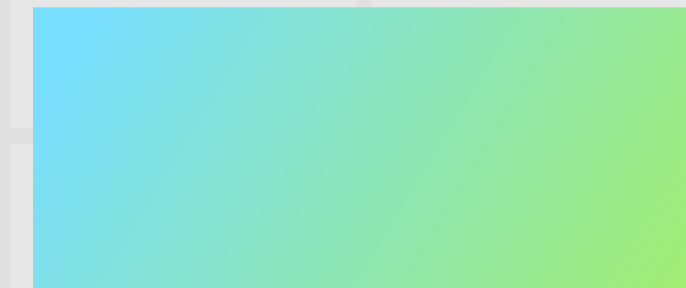
4.Find copyright free photos with white background and customise the style

TASK 1   TASK 2   TASK 3   TASK 4

5.Get proportion, resize and add border & text.Add some emojis and icons. Then do a similar style layout.

(Img source: https://www.pexels.com/photo/a-woman-in-black-dress-posing-for-a-photoshoot-10280968/)

shopify
COLLABS

OXB Oro Chain ›

Photo1

Photo2

Photo1

Photo1

Photo2

Photo2

@Greenishere
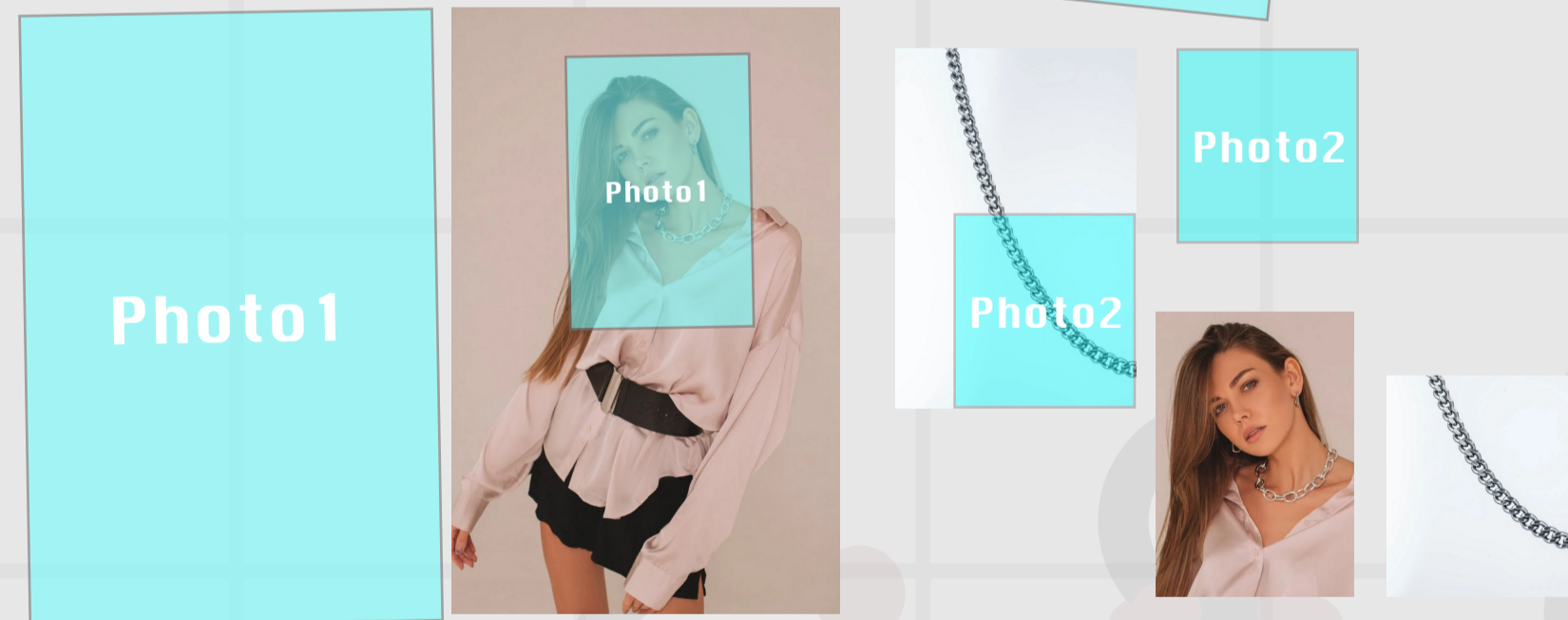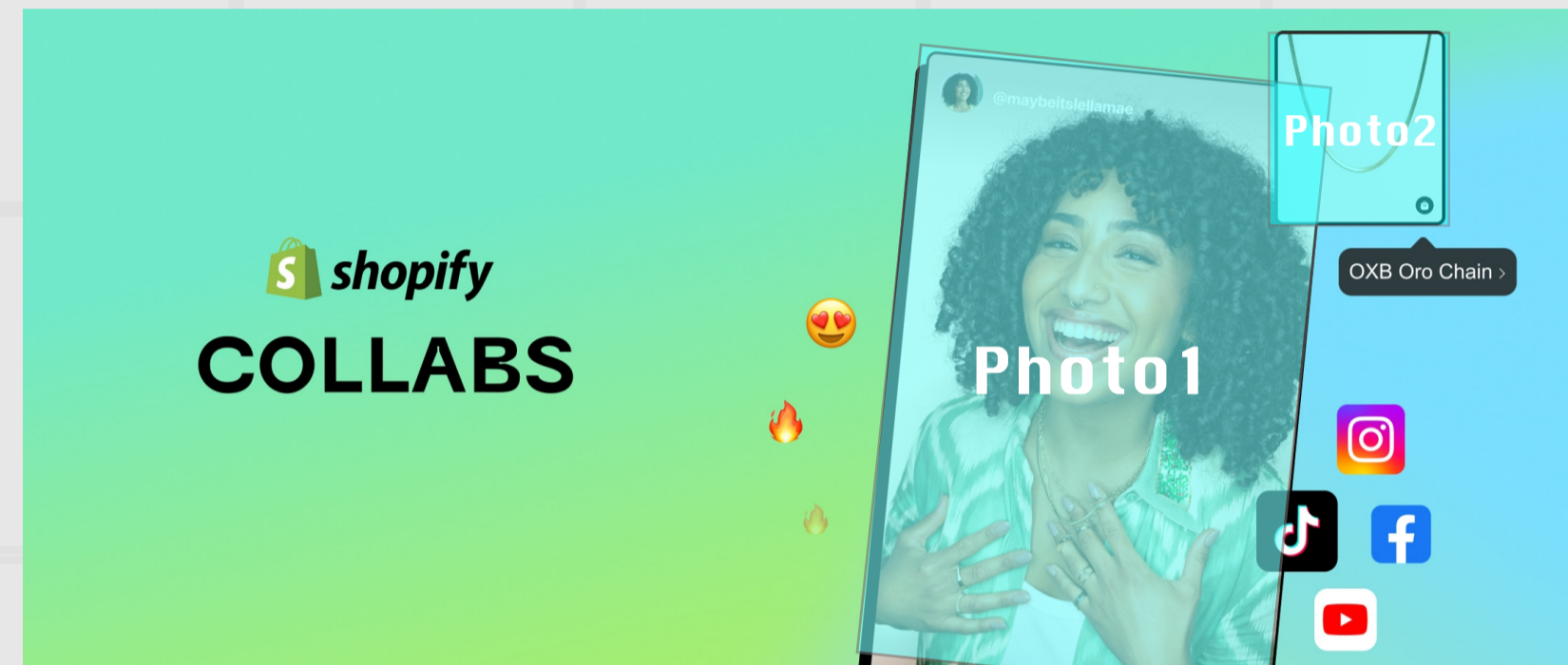
Sliver Girl Necklace ›

Source: https://www.pexels.com/photo/woman-in-white-blouse-10512915/
Source: https://www.pexels.com/photo/a-chain-on-a-white-background-16124724/
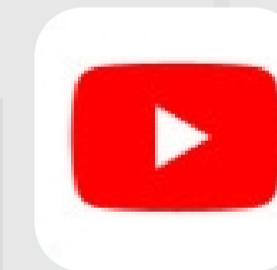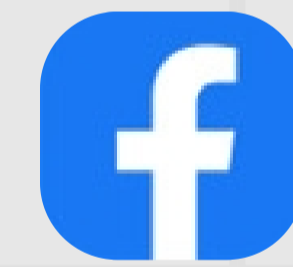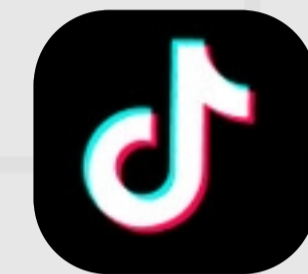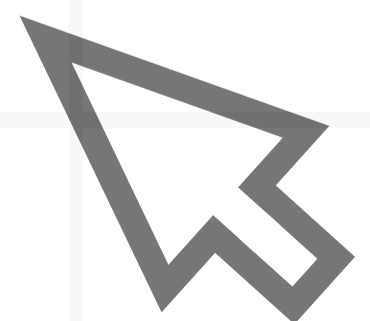
TASK 1

TASK 2

TASK 3

TASK 4

5.Set angle and add label & logo.

Sliver Girl Necklace ›

@Greenishere

🥰
🔥
🔥

shopify

COLLABS

TASK 1   TASK 2   TASK 3   TASK 4
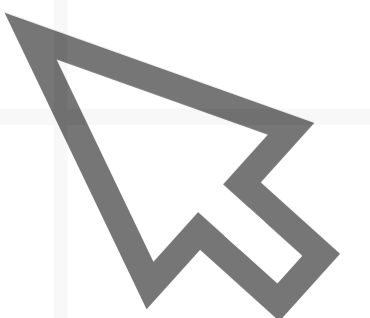
Final solution:

TASK 1   TASK 2   TASK 3   TASK 4

Social Media Post

1. Here is one of the post in twitter for show the client how the portal can be use. With blur gradient colour & Shopify page on it.

Shopify Support ✔ 🔒 @ShopifySupport · Mar 3

Did you know 92% of consumers will buy again if returns are easy?

Consider this reason ninety-two for our new self-serve return portal.

Return requested for order #1001   Inbox ×

Happy Eyes <info@happyeyes.com>   8:02 AM (34 minutes ago)
to me ▾

😎 Happy Eyes   ORDER #1001

Your return request was sent

Your return request was sent and is being reviewed. We'll email you once it's been completed.

[View your order]   or Visit our store

Return summary

Crystal Rose Sunglasses x 1 $38.00
Pink / Clear Acrylic
Regular Width

If you have any questions, reply to this email or contact us at support@happyeyes.com

▶ 1,670 views   0:04 / 0:06 🔊 ⛶

💬 14   🔁 9   ♡ 32   📊 7,968   📤

Show this thread

2. Get the colour from the system and remix a background.

Color roles

○ Surface   ● On surface   🟢 Primary   ⚪ Secondary   🔵 Interactive

🔴 Critical   🟡 Warning   🟢 Success   🔵 Highlight   🟢 Decorative

We define colors based on the role they play in the interface. There are 10 color roles, which we use to generate the values of all the color variants in the palette.

3. We can see the original are in red and yellow, we can try green and blue

4. Take the proportion.

Shopify Support ✔ 🔒 @ShopifySupport · Mar 3
Did you know 92% of consumers will buy again if returns are easy?

Consider this reason ninety-two for our new self-serve return portal.

▶ 1,670 views   0:04 / 0:06 🔊 ⛶

💬 14   🔁 9   ♡ 32   📊 7,968   📤

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bg

bg   Object   bg
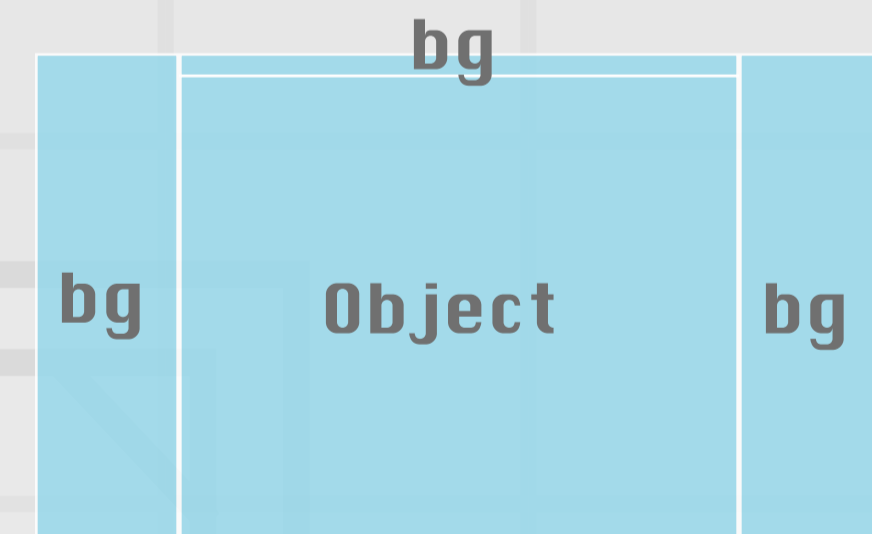
TASK 1   **TASK 2**   **TASK 3**   TASK 4

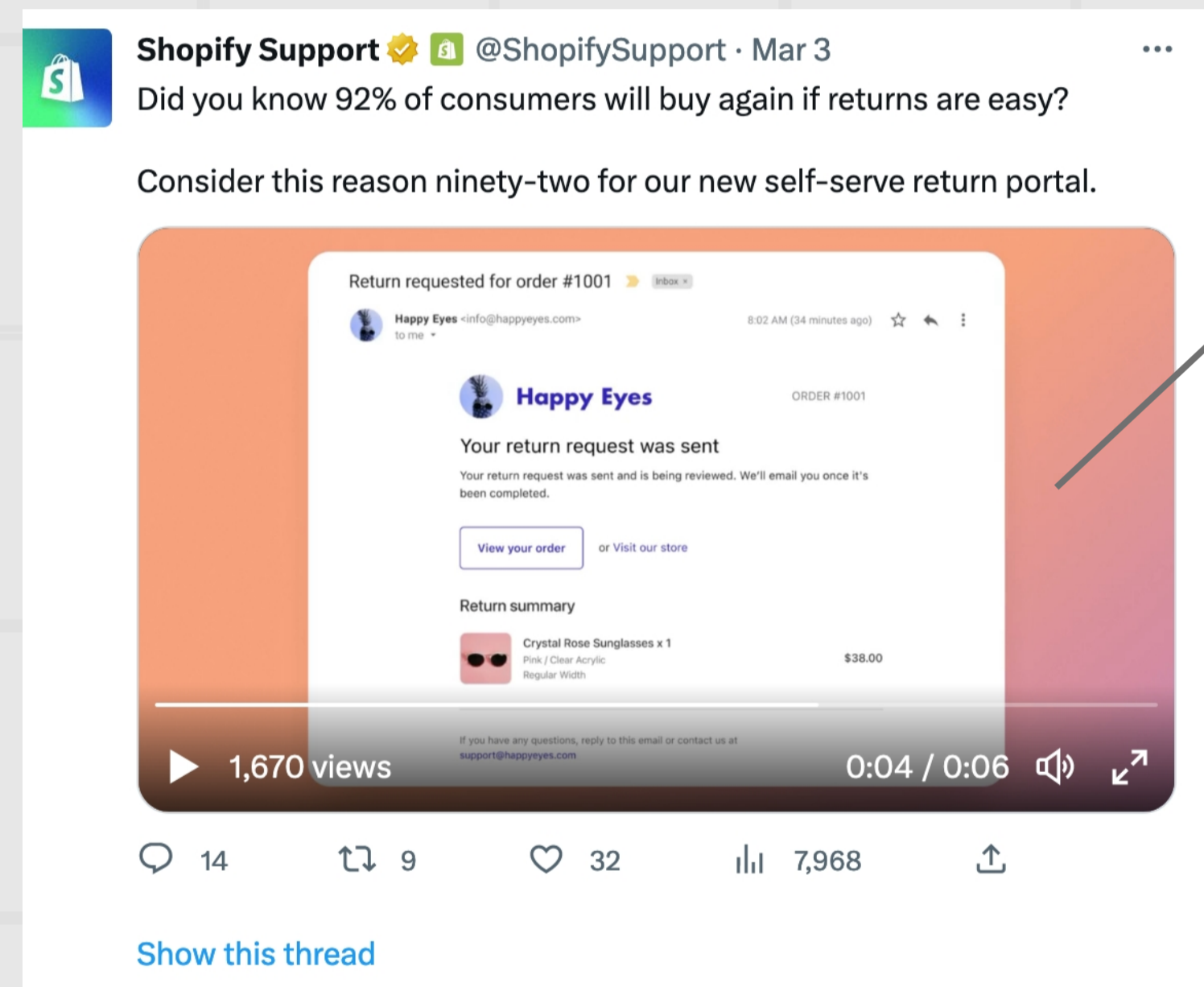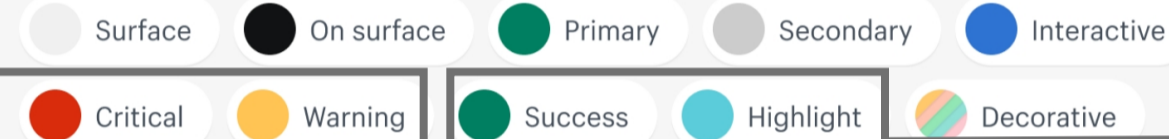# ▶ VISUAL SOLUTIONS RE-DESIGN
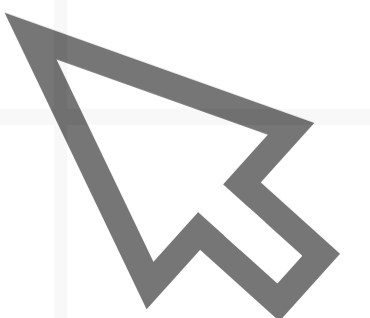
Final Solution:

Shopify Support 🛡 🛍 @ShopifySupport · Mar 3

Do you know price change based on quantity?

Consider use our add-ons to achieve for your best solution.

Install   Cancel   Install app

Price Change Based On Quantity
by Singleton software

Seamless Music   Price Change Based
                                  On Quantity

This app needs to

🛡 Access store information   🔒 Edit store information

You're agreeing to share personal information with this app. View the developer's privacy policy before installing.

Deleting this app from your store will remove its access, and request the removal of customer information if it was collected. Learn more about data privacy.

Contact Singleton software for support

💬 14   ⇄ 9   ♡ 32   📊 7,968   📤

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Shopify Support 🛡 🛍 @ShopifySupport · Mar 3

Did you know 92% of consumers will buy again if returns are easy?

Consider this reason ninety-two for our new self-serve return portal.

Return requested for order #1001

Happy Eyes

Happy Eyes

Your return request was sent

Your return request was sent and is being reviewed. We'll email you once it's been completed.

View your order

Return summary

Crystal Rose Sunglasses x 1 $49.00

▶ 1,670 views   0:04 / 0:06

💬 14   ⇄ 9   ♡ 32   📊 7,968   📤

Show this thread

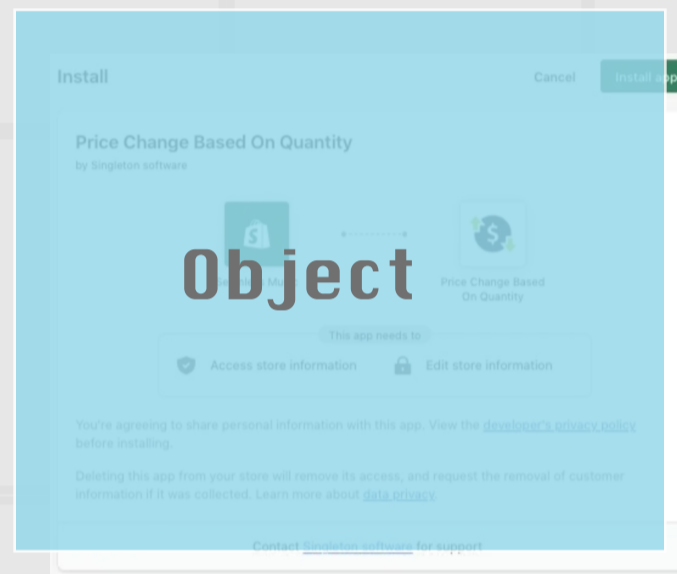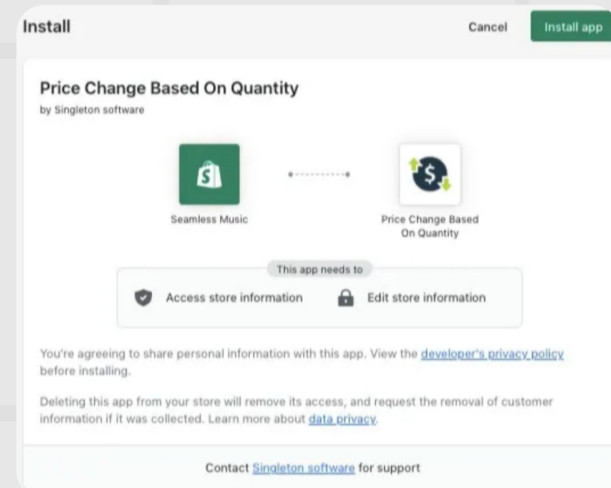TASK 1   TASK 2   TASK 3   TASK 4

▶ VISUAL SOLUTIONS RE-DESIGN

Social Media Post
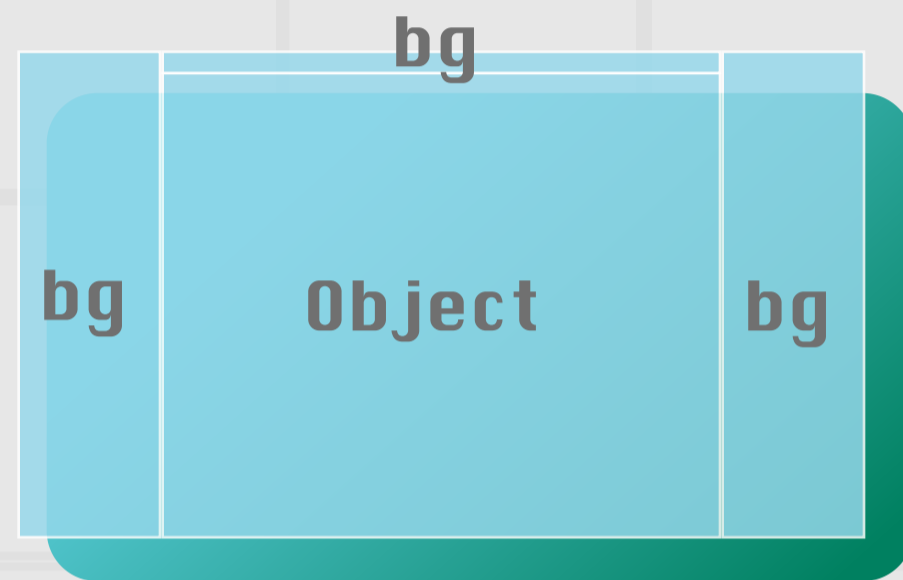
5.Find a page that can be use and resize

Object

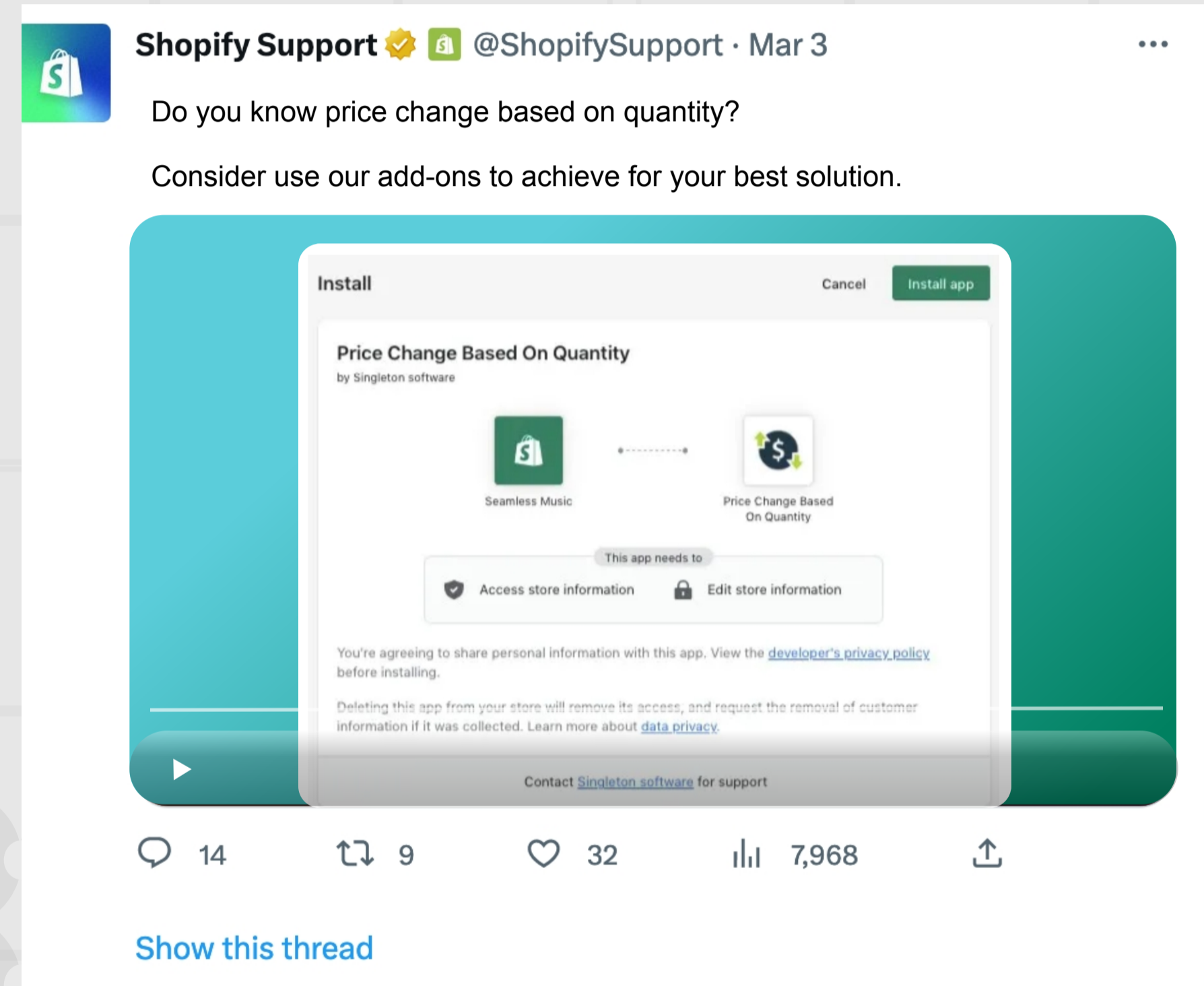### Round the edge of the page

6.Set up background

bg

bg | Object | bg

7.Combine

bg

bg | | bg

8.Add text

Shopify Support ✔ 🛒 @ShopifySupport · Mar 3 · · ·

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💬 14   🔁 9   ♡ 32   📊 7,968   ⬆

Show this thread

TASK 1   TASK 2   TASK 3   TASK 4

References

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