



By Ahmed Genaidy

Design Language Systems

FOR
DUMMIES®

A h m e d

M o h a m e d

A b d e l m a g e e d

I b r a h e m

O m a r

G e n a i d y

First Name

A h m e d

M o h a m e d

A b d e l m a g e e d

I b r a h e m

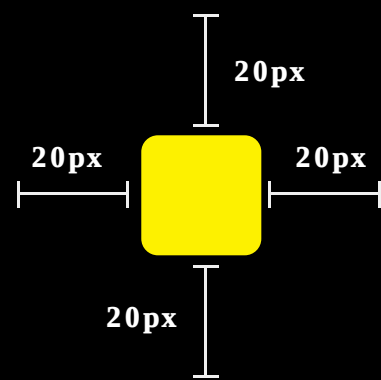
O m a r

Last Name

G e n a i d y



Designers



Developers

```
<SCRIPT LANGUAGE="JavaScript">
var now = new Date();

var days = new
Array('Sunday', 'Monday', 'Tuesday', 'W
ednesday', 'Thursday', 'Friday', 'Satur
day');

var months = new
Array('January', 'February', 'March', '
April', 'May', 'June', 'July', 'August',
'September', 'Oc
```



Stakeholders

2000 ROI
3000 MNO
3221 mins
221m profit
OKRs

1



1 copy



1 copy 2



1 copy 3



1 copy 4



1 copy 5



1 copy 6



1 copy 7



1 copy 8



1 copy 9



1 copy 10



1 copy 11





dashboard-ui-
conflict[1]



dashboard-ui-
conflict[1]v1



dashboard-ui-
conflict[1]v1sara



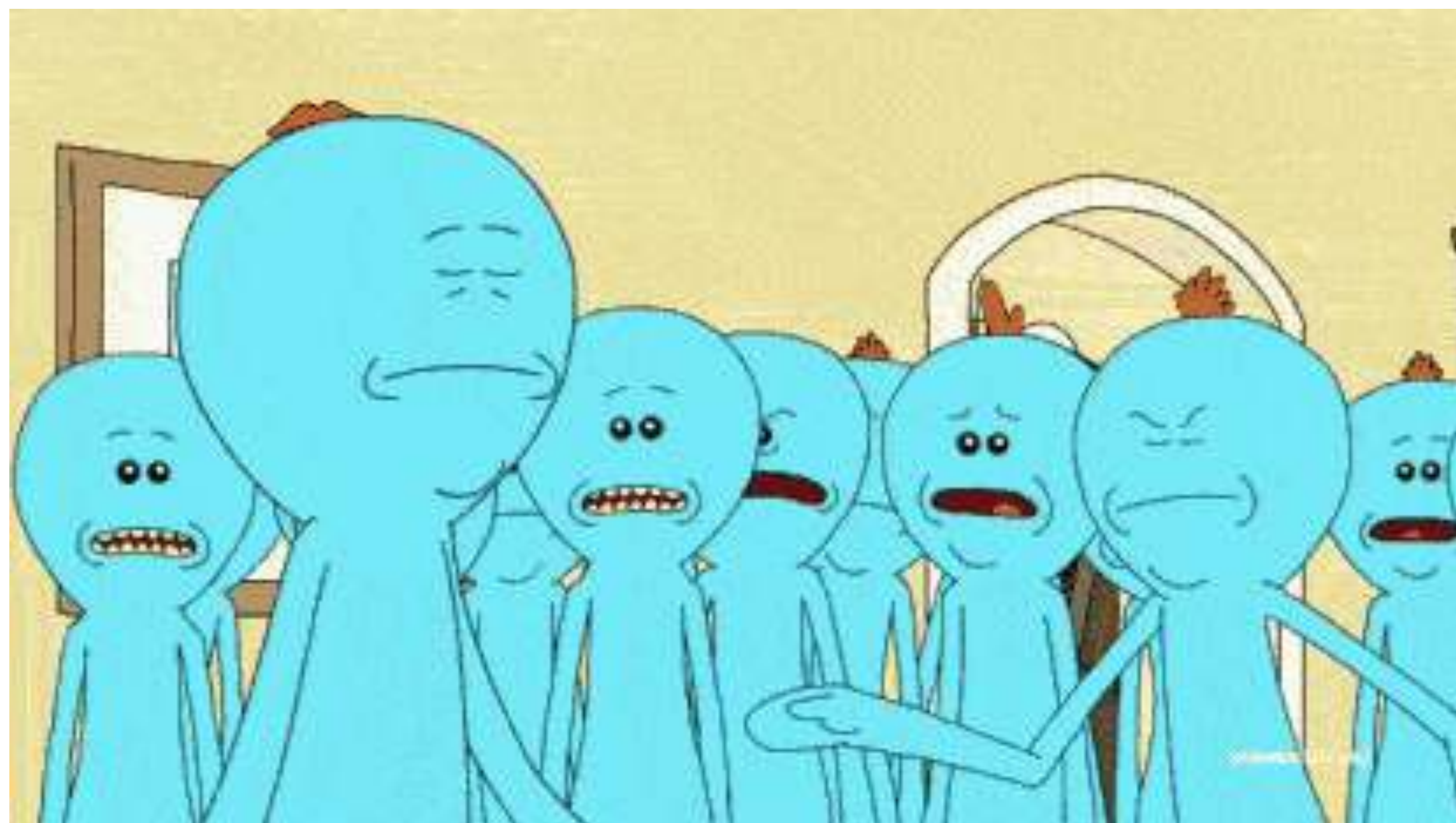
dashboard-ui-
conflict[...ara final



dashboard-ui-
conflict[...l review



dashboard-ui-
conflict[...iew final



Why Design language systems

- ¥ Creates Protocol of communication between teams and design team**
- ¥ Creates Protocol of Communication between design team members**
- ¥ Builds constant language between all team members**

Language

/'læŋɡwɪdʒ/

**Group of people who agree
on some vocabulary to
define things.**

The Thing life cycle

- ¥ Design the Thing**
- ¥ Document the Thing (vocabulary)**
- ¥ Communicate the Thing**

DLS Vocabularies

1. Naming convention

2. Components

3. Brand Voice

4. Grid System

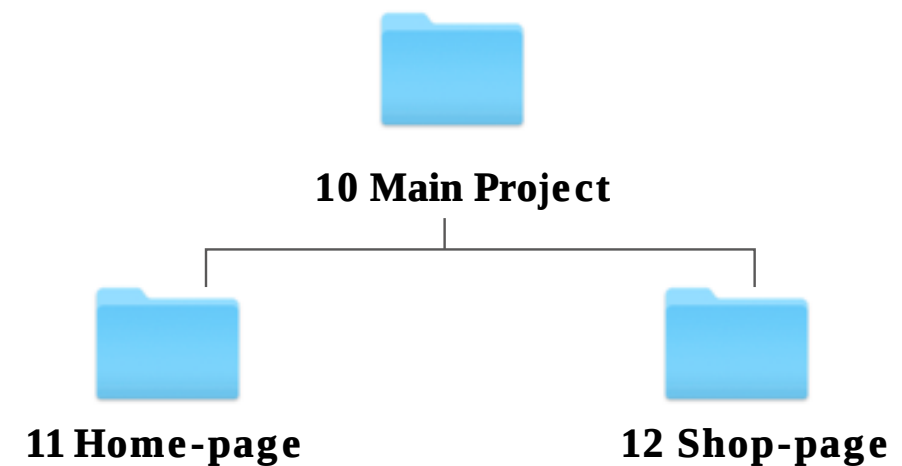
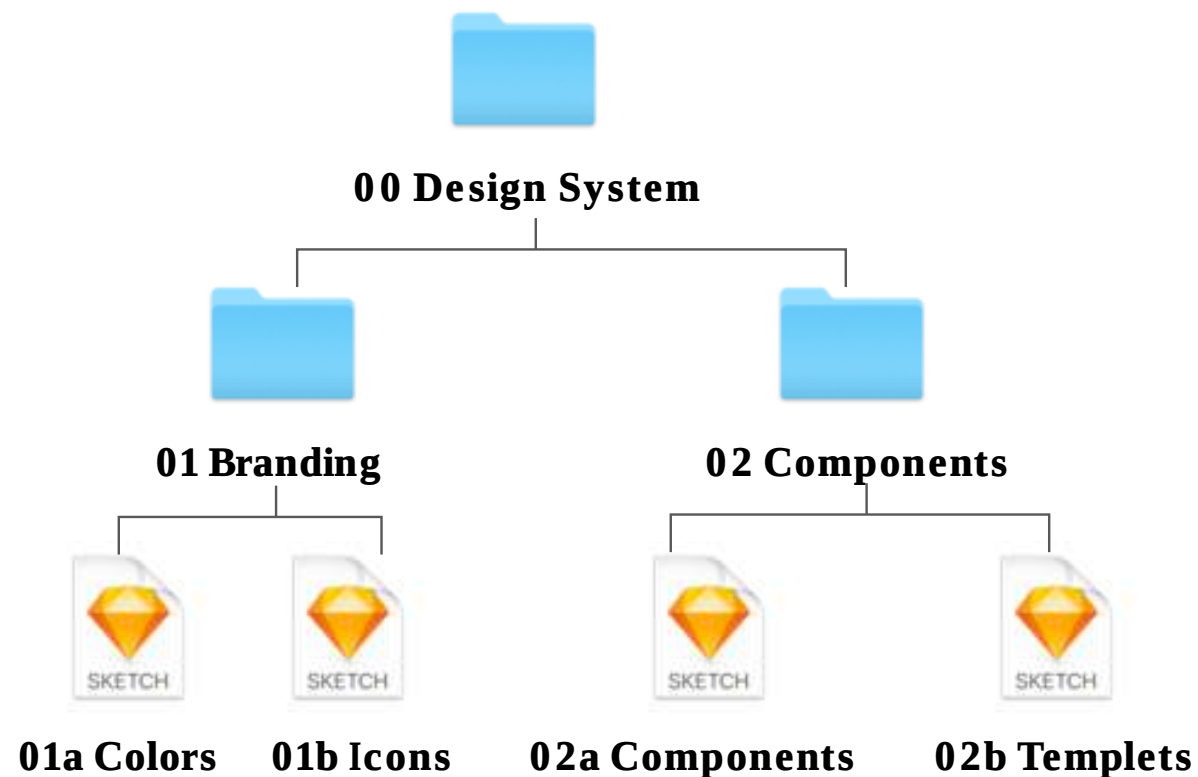
5. Brand values

1. Naming convention

Folders naming convention guidelines

##(a-z) name

2 Digits the first digit is the number of Project and the second number is the project section
1 character represent the sections in subsection in the project



Assets naming guidelines

- All letters should be lowercase
- Use "-" between words in the naming
- For low resolution for mobile append to the name "_low"



tick-icon_low.png

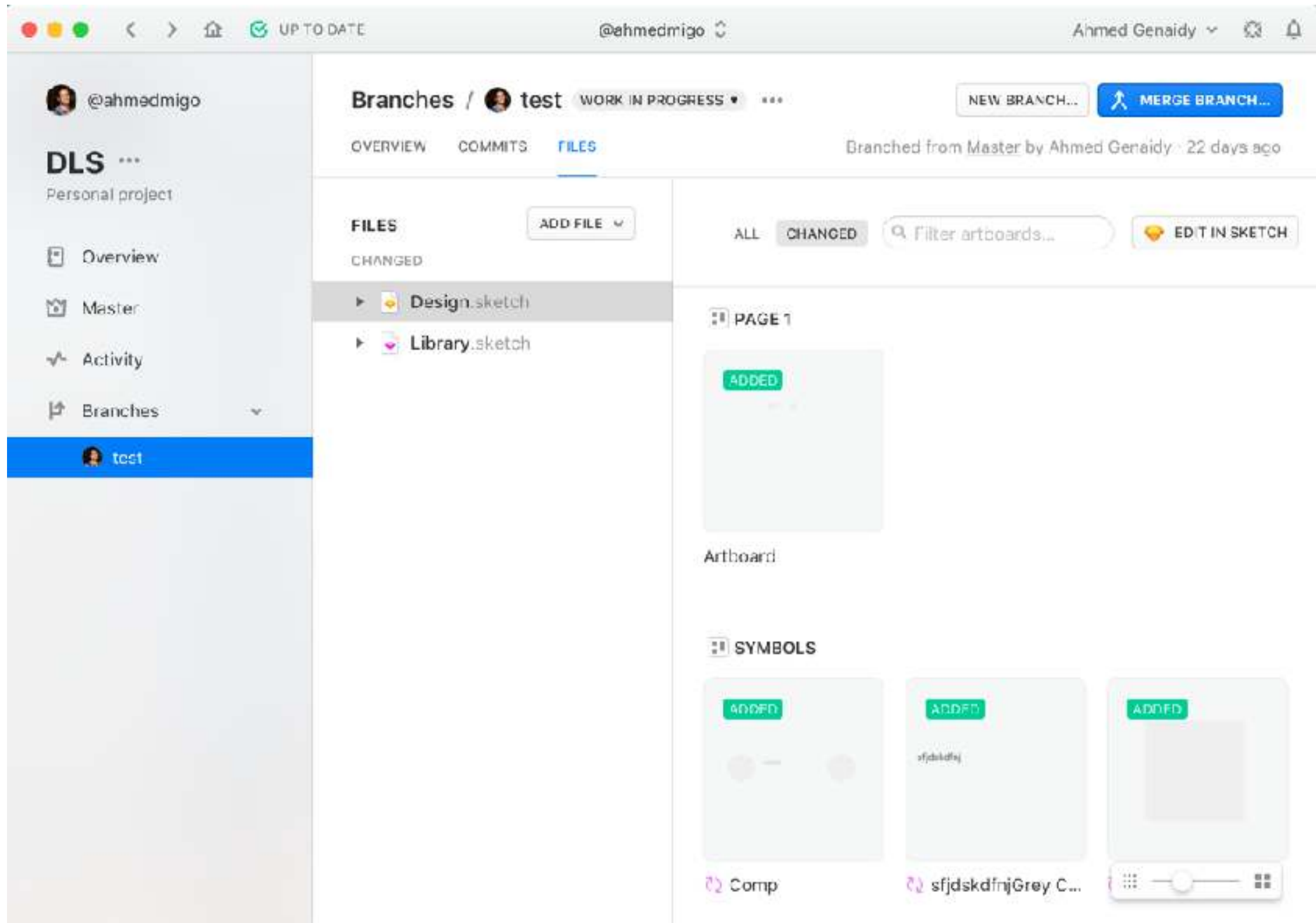
Naming convention

Tools to use



Google docs

Managing sketch files



Version Control tools for sketch



<https://www.goabstract.com/>



kactus-io



Plant

2. Components

! " # \$ % & ' \$ ()

* + , - . /

0 " " " (/

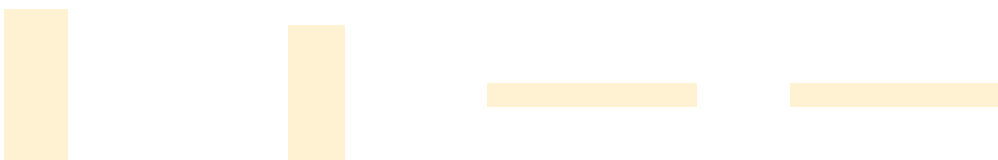


*) 1 " . (\$ 1 +)

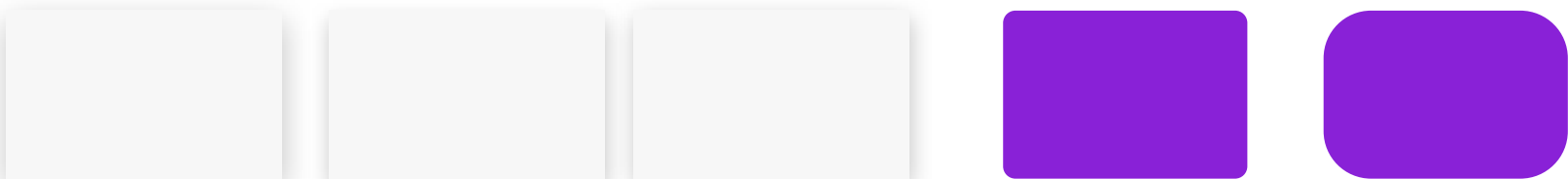
*) 1 " . (\$ 1 +)

Typography **Typography**

2 1 \$ # , - . 3
/ 1 \$ (4 " (/



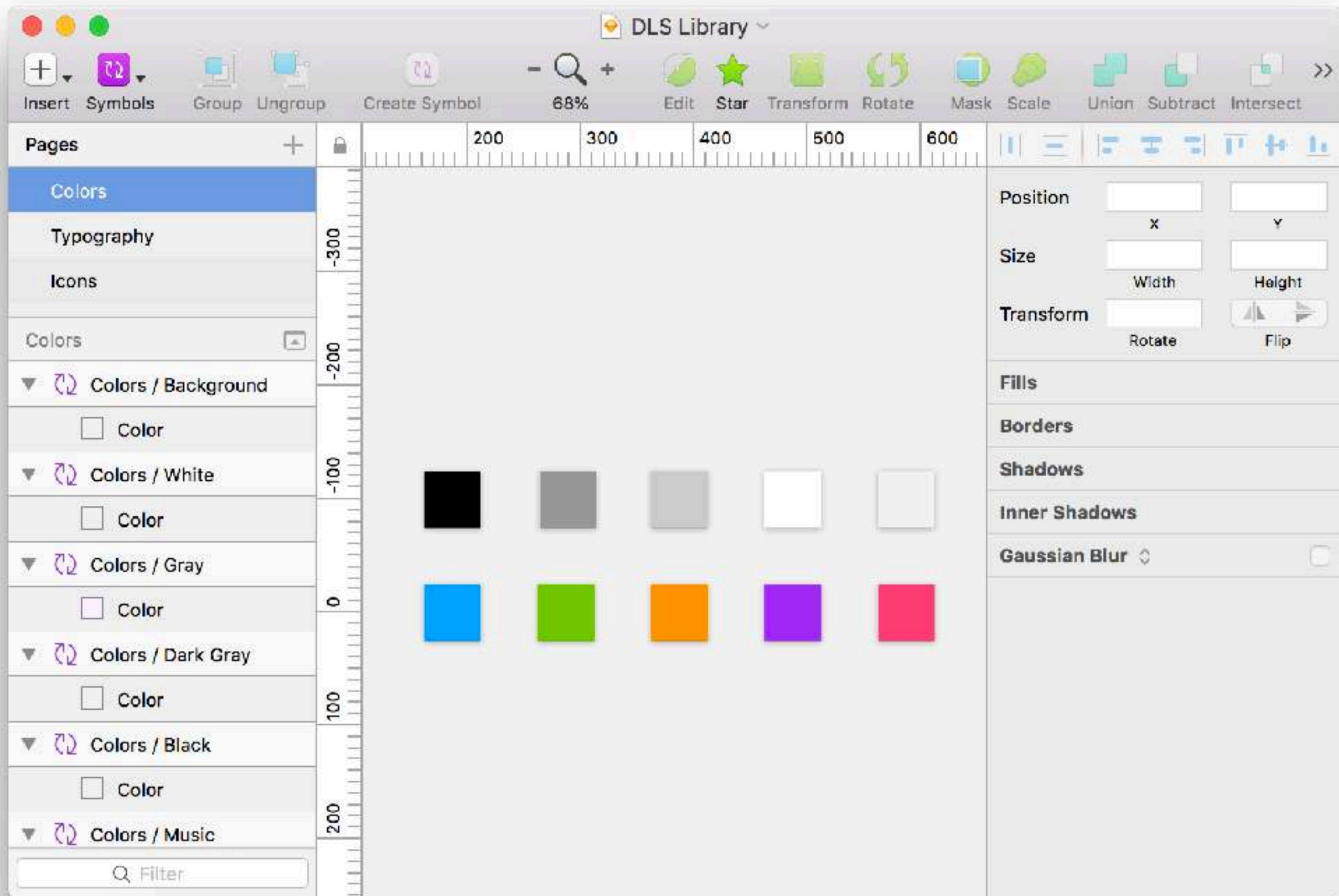
2 4) ' 5 /

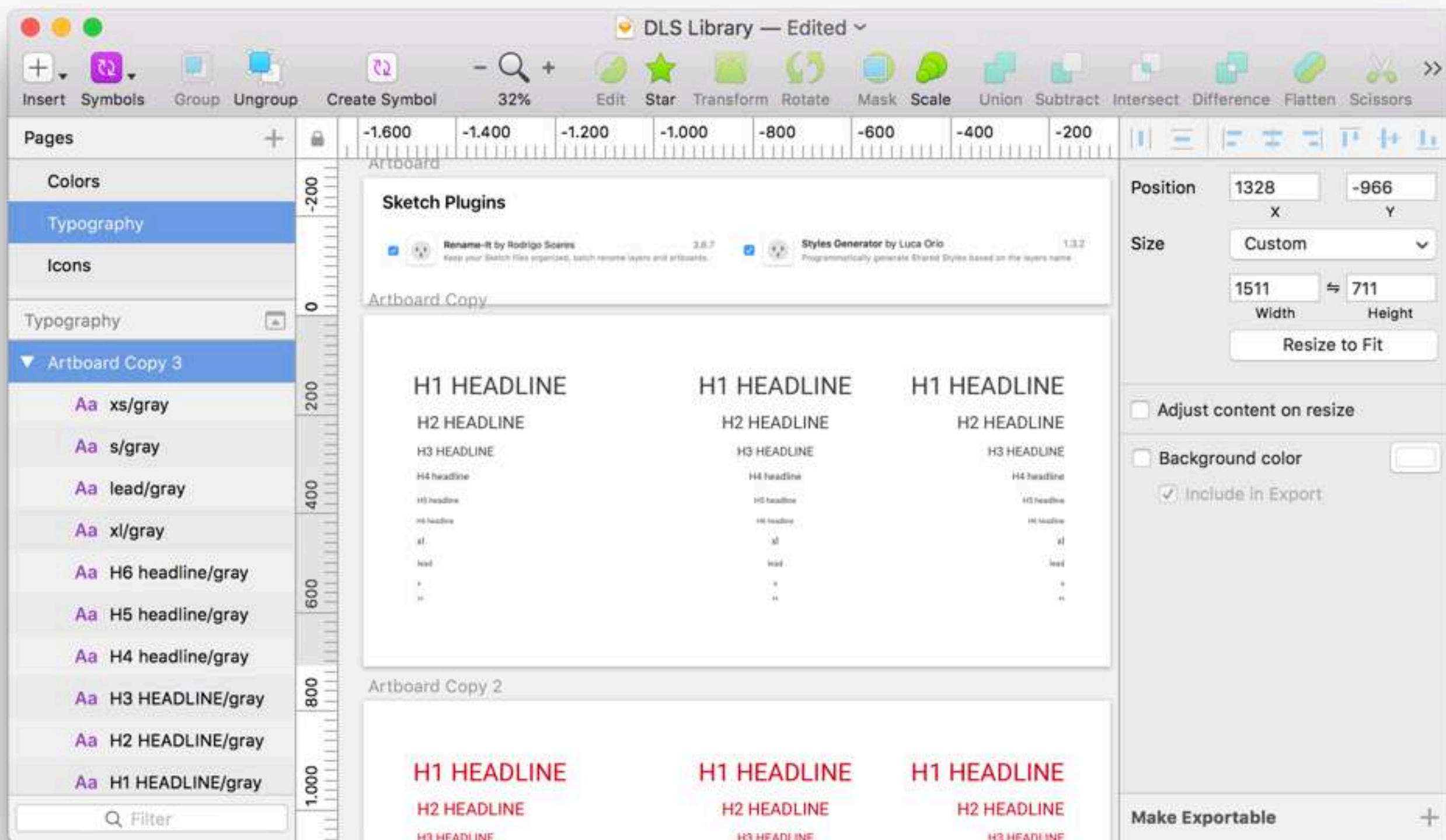


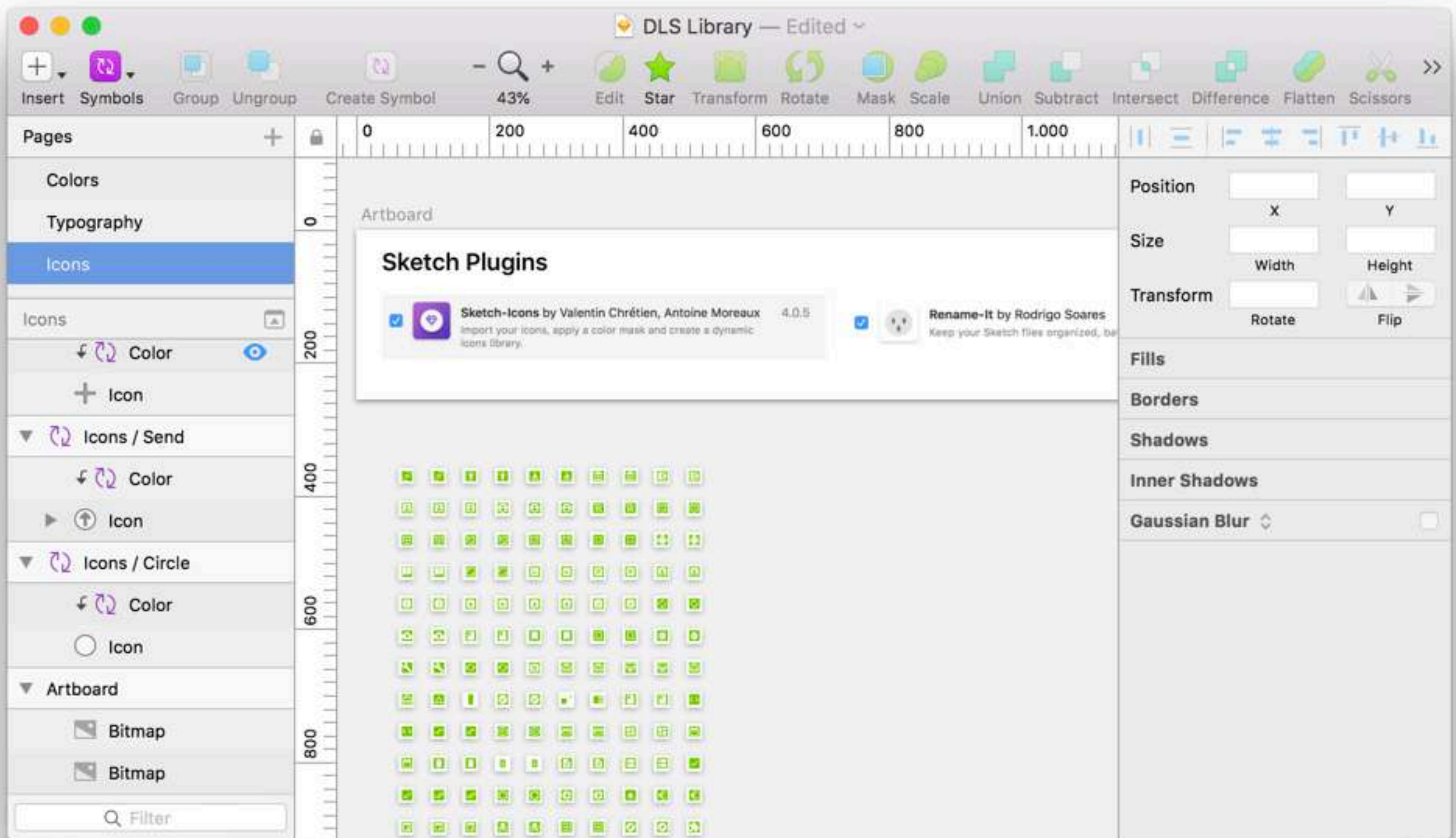
0 " 6 1 " - 5 - 4 /

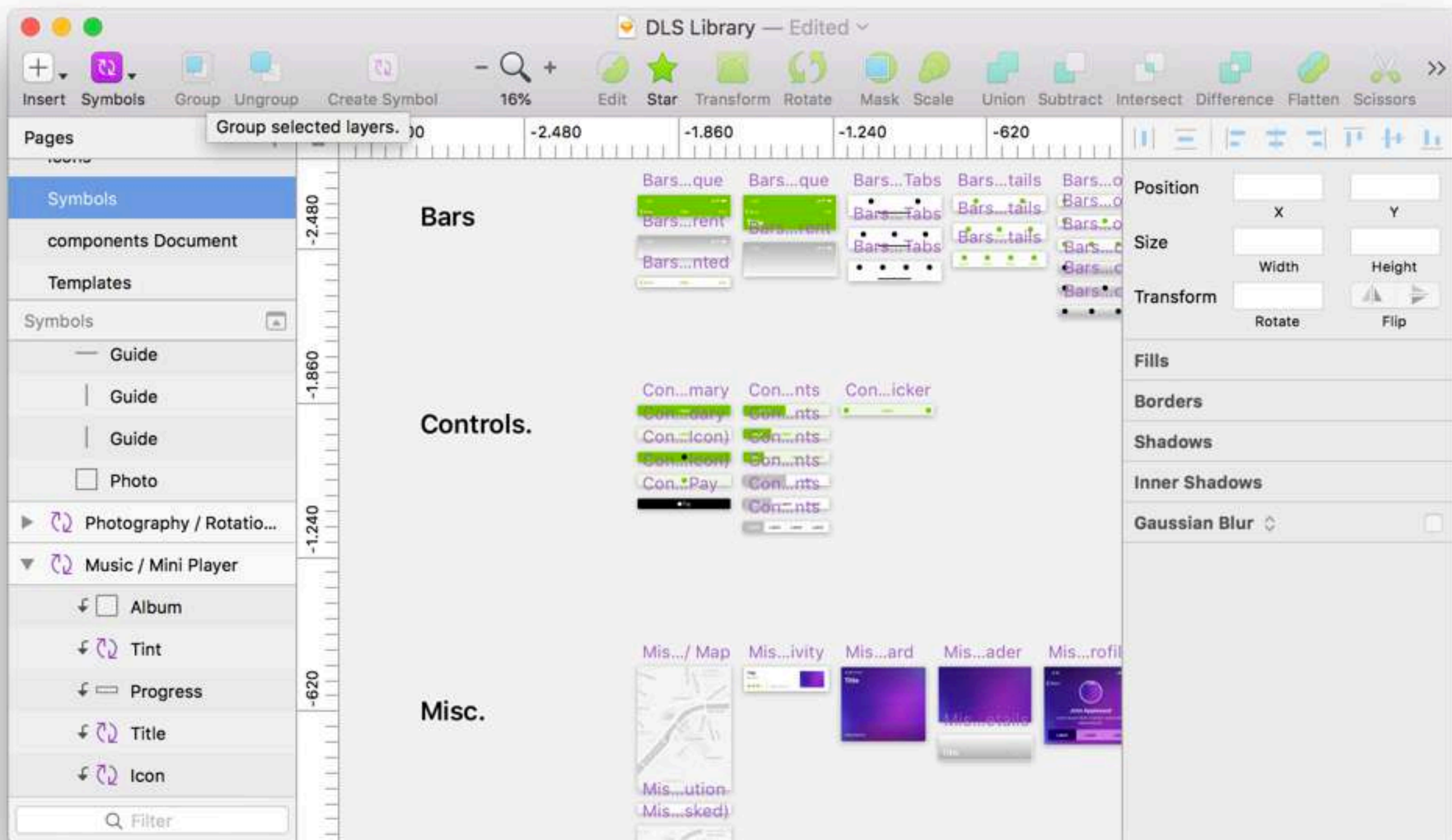


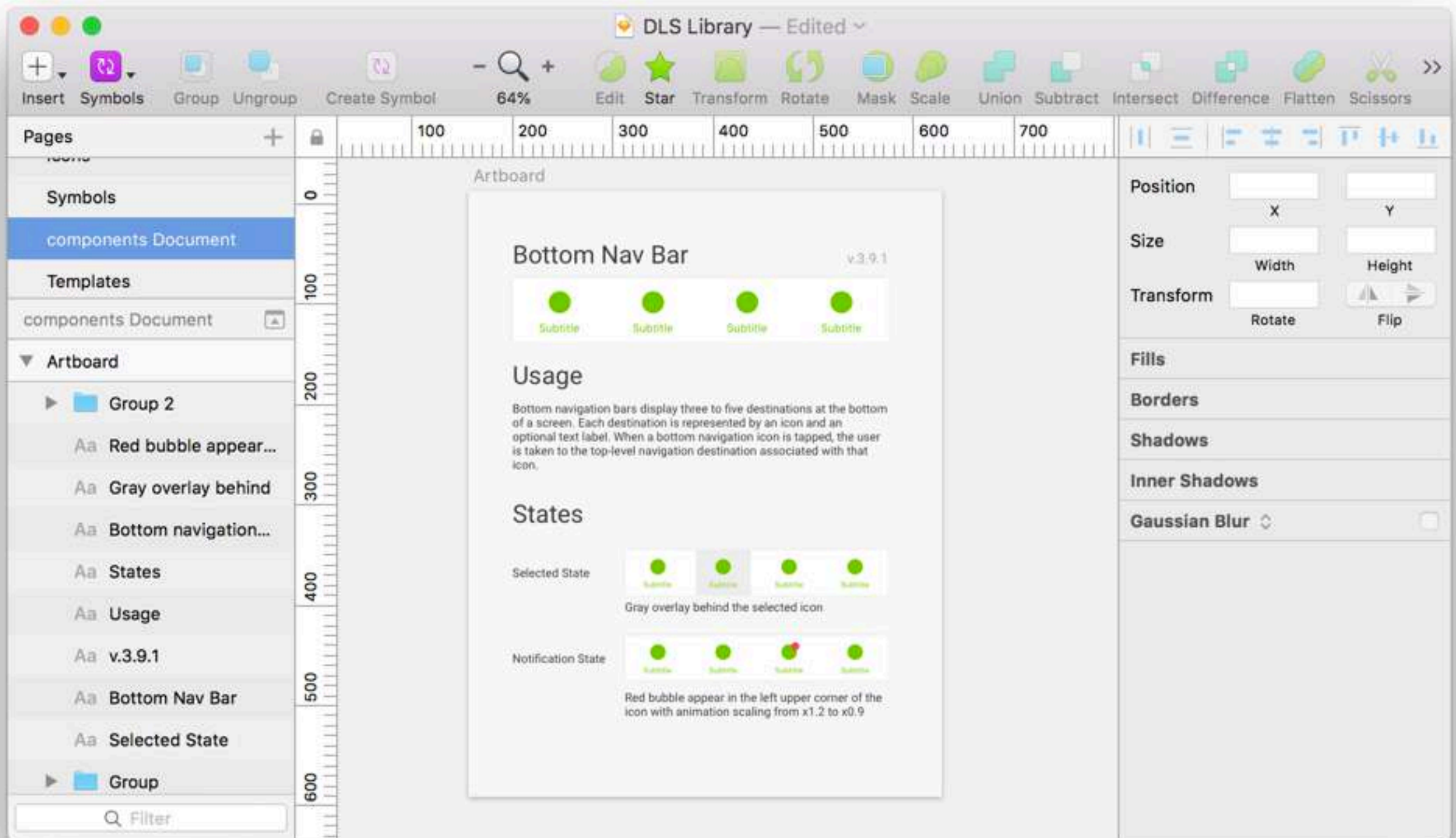
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9 + \$ 4 : , / : , - :) " & (: 6 , - ; <

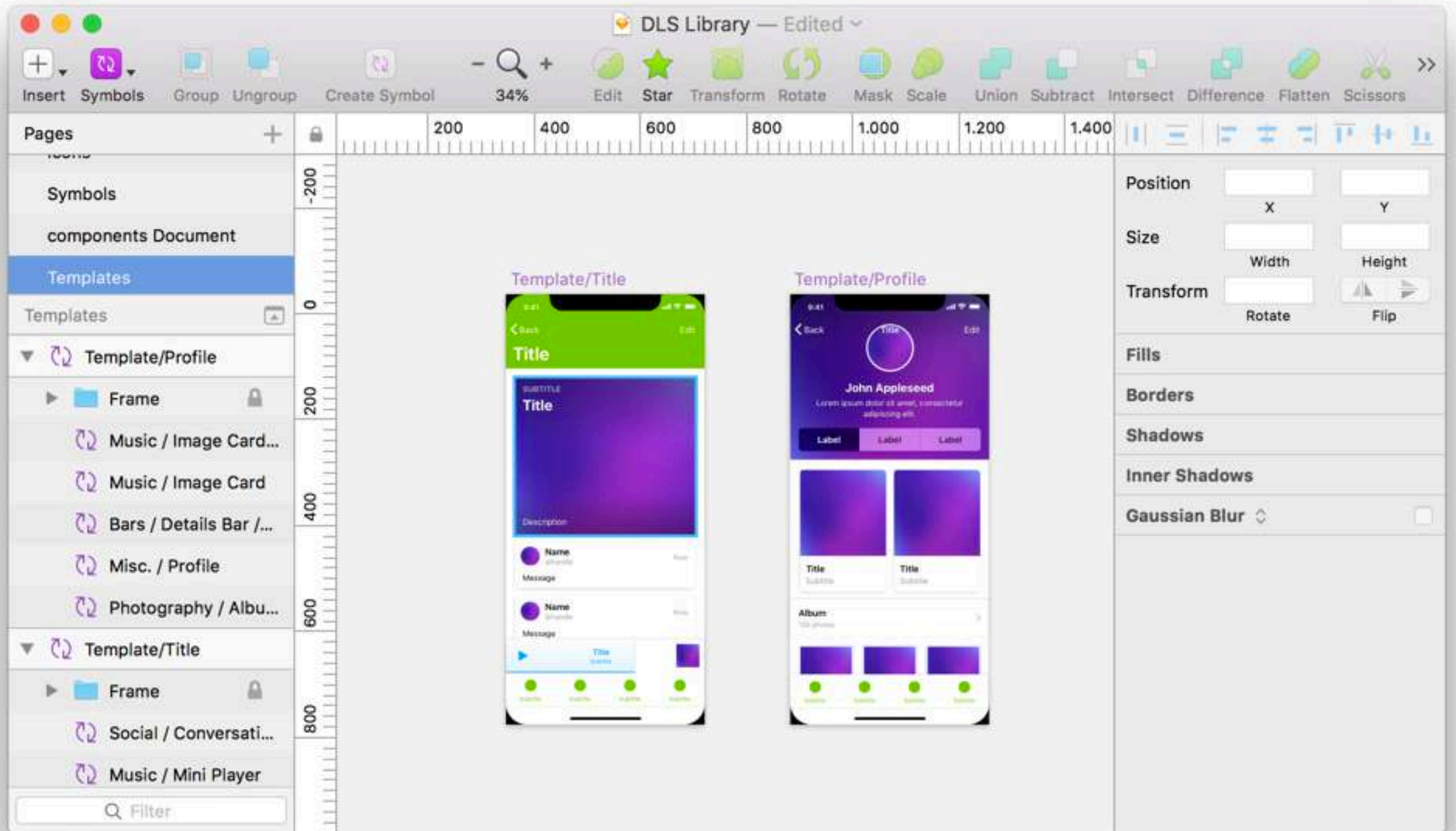






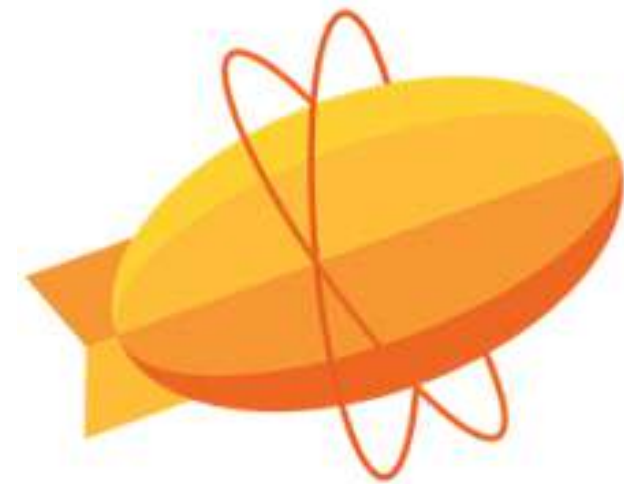
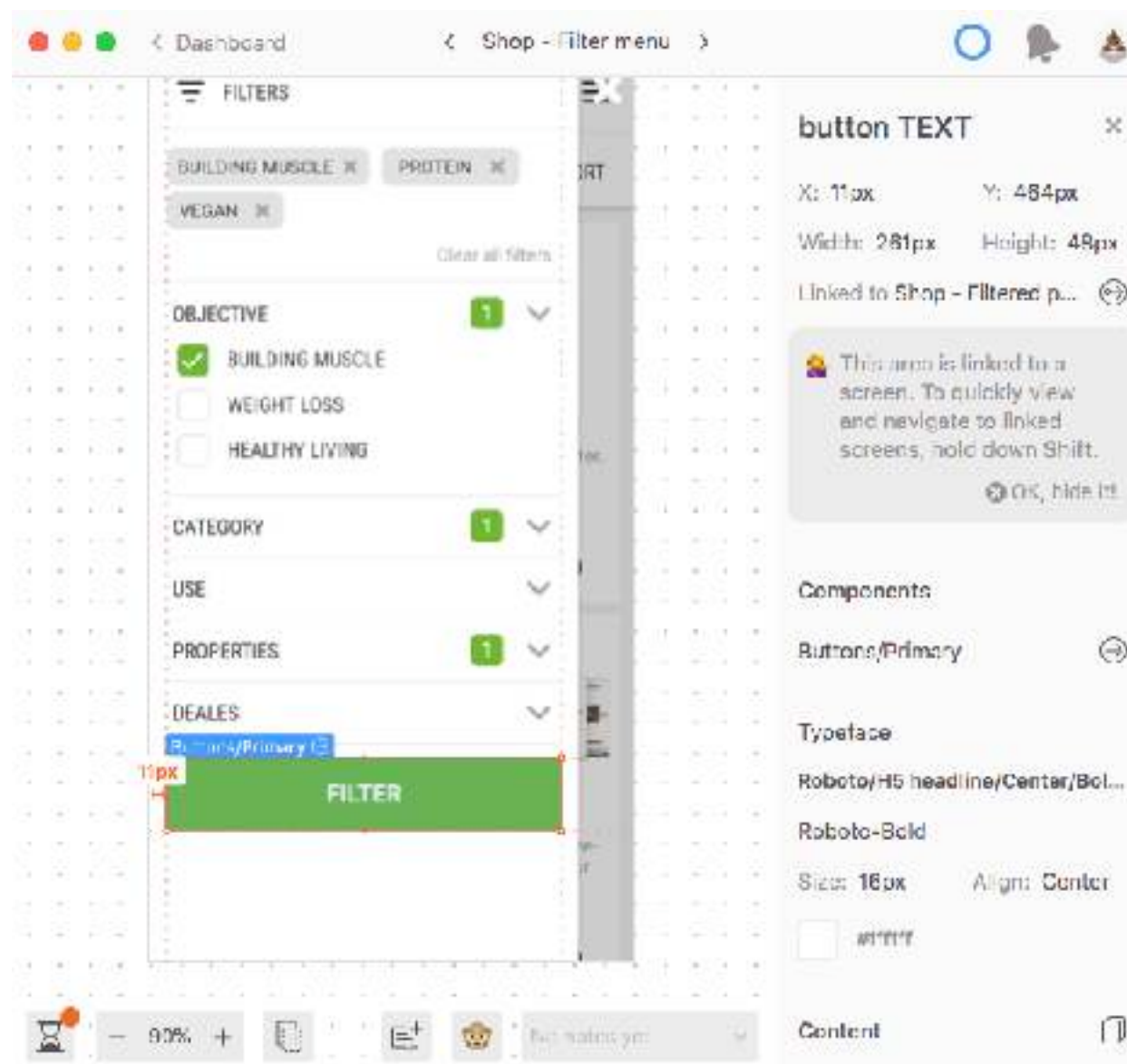






2. Components

Communicate with developers Using Zeplin

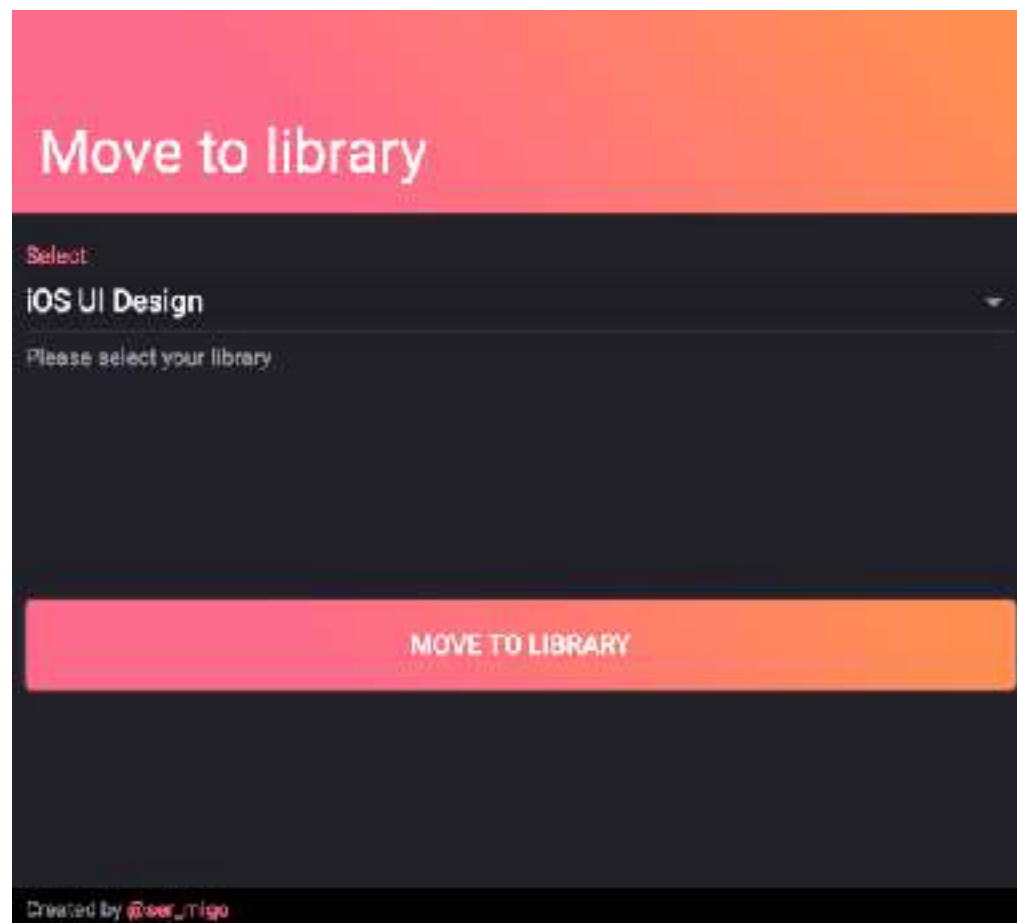


Examples

- Polaris—Shopify's Design System
- IBM's Design System
- Airbnb's Design Language System
- Fluent—Microsoft's Design Language System
- Nachos—Trello's Design Language System
- Lightning Design System—Salesforce
- Apple's Design Language System

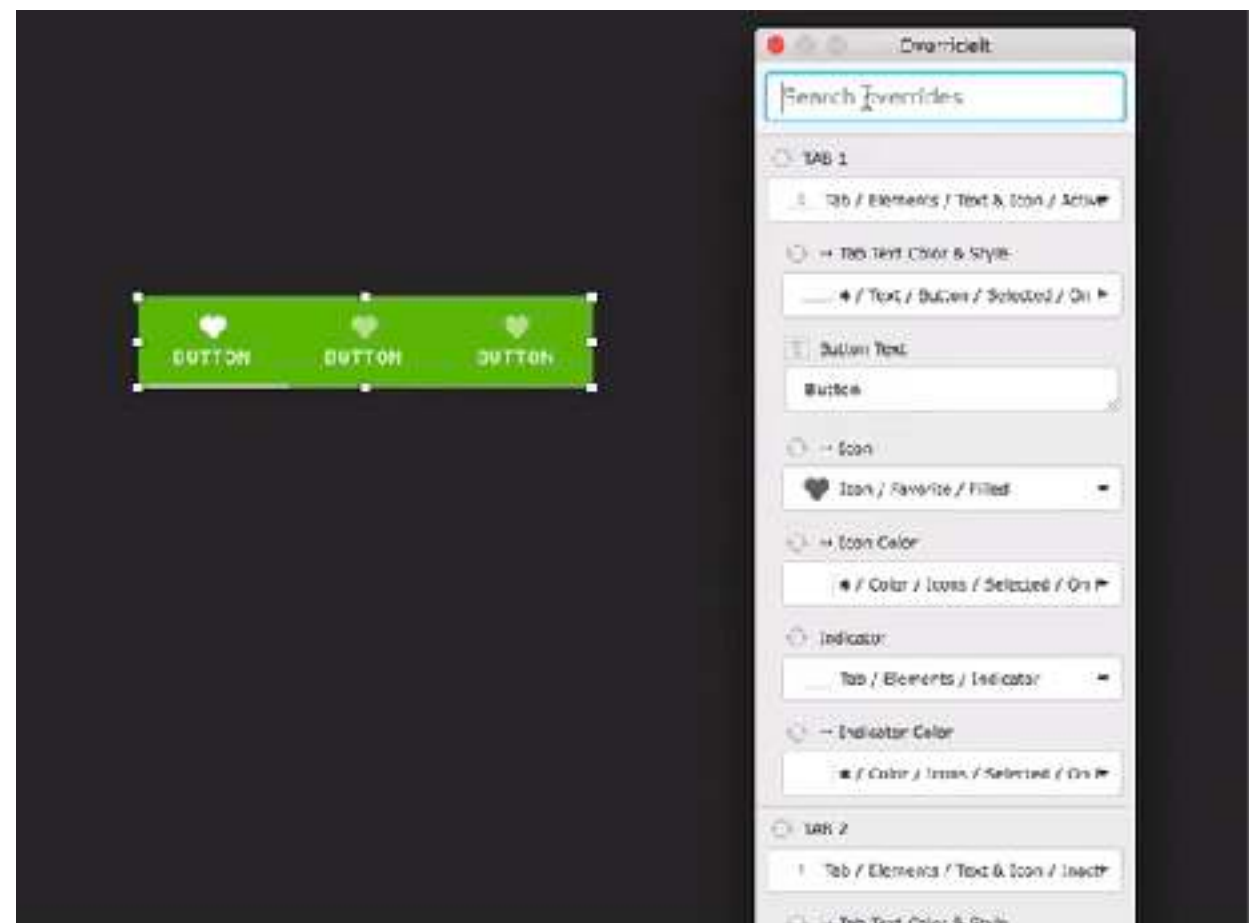
My Sketch Plugins

Move to library



<https://github.com/ahmedmigo/Move-to-library-sketchplugin>

Overrideit



<https://github.com/ahmedmigo/overrideit-sketchplugin>

Ask ME

[**https://github.com/ahmedmigo**](https://github.com/ahmedmigo)

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