Research to create meaningful design systems and brands

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what is a design system?
- a knowledge base that outlines the "design language" of an organization with a collection of documents, guidelines, values, UI kits, and other digital assets.
- establishes how things ought to be designed in an organization

commonly included components
- logo
- colors
- branding
- typography
- components
- mobile guidelines
- buttons
- app architecture
- icons and images
- coding guidelines

who typically creates design systems?
- typically a collaborative effort between most stakeholders in the product design process: programmers/engineers, product managers, designers, and c-suite

why create a design system?
- aligns organization on organizational design, coding, presentation
- makes processes more efficient, simplified
- establishes a clear and recognizable identity to people inside and outside of your organization
- creates more fluid user experience

research to create a design philosophy
- what are the organization's values?
  - how can these values be reflected in each of the components of a design system? (a lot of these have existing or in progress trainings that would be good to do first)
    - what colors and why?
    - what logo and why?
    - what kind of language and why?
- what does the organization want to be known for?
- what is the organization's mission statement?
- where will you host your design system such that it is accessible by your organization?
  - a website?
  - figma?
  - internal knowledge base?
  - Miro?
- What is the intended art direction of your brand? How does it tie into your organization's values? Create a mood board to reflect the direction you are trying to achieve

more specific ideas for steps in research process?
1. delineate values
   a. brainstorm 5 words that best represent your company values
   b. brainstorm 5 words that best represent your company personality
2. general art direction
   a. explore online and physical inspiration
      i. take a walk outside- what do you notice?
      ii. visit online websites like Pinterest, dribble, and behance
      iii. visit the websites or apps of similar companies- what do you notice? how do you want your organization to be different?
      iv. if your brand product is tangible, hold it in your hands. Write down your observations
      v. make 2-3 sketches of wh
   b. create a mood board that visually represents a design guideline for your organization
3. wireframing? planning? sketching?
   a. sketch a layout of your design system
      i. how is information best presented?
      ii. does this align with your organization's values?
      iii. is it accessible?
4. prototype
   a. create design system prototype on figma

(in progress)

interactive activity ideas
- go through 2-3 of the design system examples
  - what common design system components did you see?
  - how is information organized?
  - what did you like or dislike?
- create design system for your own brand (idk if this is too large of a task)
  - respond to each of the questions in the "research to create a design philosophy" section

- probably will 3-5 common design system components and 1-2 individually chosen components for the training STA to include
- create a mock-website on Figma to present the information

examples
- Google Design System
- Atlassian Design System
- Uber Design Guide
- Apple Human Interface Guidelines