



ROAD RUNNER RULES

OR MORE WHAT YOU'D CALL GUIDELINES OF A DESIGN SYSTEM

MICAH GODBOLT



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ROAD RUNNER RULES

[BIT.LY/ROAD-RUNNER-RULES](http://bit.ly/road-runner-rules)

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MICAH GODBOLT

Frontend Architect

**Author of *Frontend Architecture for Design Systems*
(fea.pub)**

@micahgodbolt

micah.codes



ROAD RUNNER RULES



ROAD RUNNER RULES

Or More What You'd Call
Guidelines
of a Design System





A young girl with blonde hair in a ponytail, wearing a white dress, stands in a field of colorful tulips. She is looking down at a flower in her hands. The background is a soft-focus field of tulips in various colors like pink, yellow, and purple, with a bright sky above.

EMERY: 4 YEARS OLD

“Daddy, can I have a flower?”

“I want a flower, now!”

“This flower looks beautiful.”





RHYS: 2 YEARS OLD

“Flower?”

“Flower!”

“Flower”



LINGUISTICS





**LINGUISTICS: A SET OF STRUCTURAL RULES
GOVERNING THE COMPOSITION OF CLAUSES, PHRASES,
AND WORDS IN ANY GIVEN NATURAL LANGUAGE.**



PHONOLOGY

The organization of sounds

ONSET

RIME

B

eau

T

y



MORPHOLOGY

The structure and composition of words

ADJECTIVE

N

A

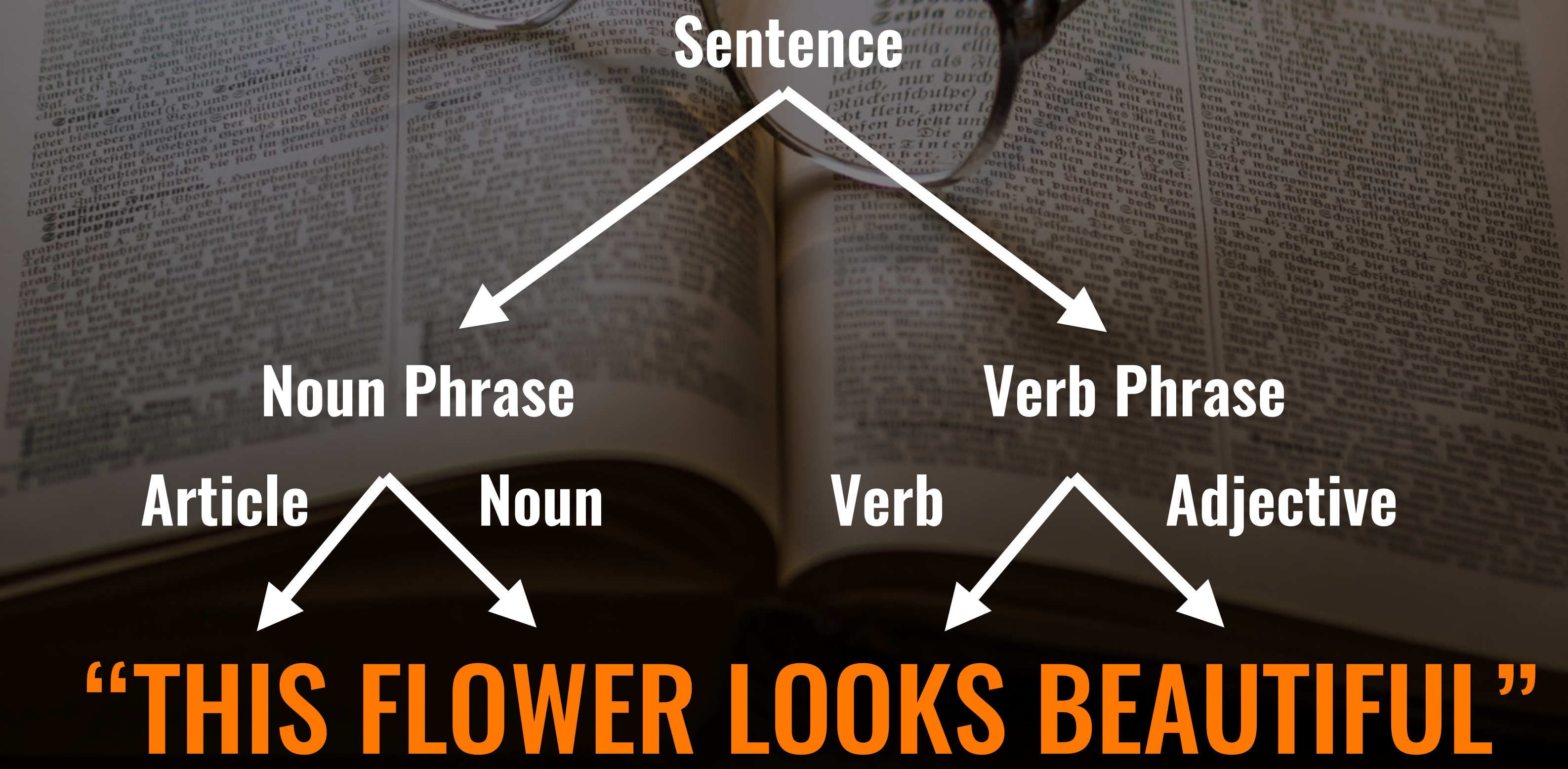
BEAUTY

FUL



SYNTAX

The structure of sentences



WHAT DOES LINGUISTICS HAVE TO DO WITH DESIGN SYSTEMS?



WHAT IF WE DID A SCIENTIFIC STUDY OF A VISUAL LANGUAGE



A SYSTEM OF COMMUNICATION USING VISUAL ELEMENTS

[WIKIPEDIA.ORG/WIKI/VISUAL_LANGUAGE](https://en.wikipedia.org/wiki/Visual_language)



A SHARED VOCABULARY FOR DESIGN

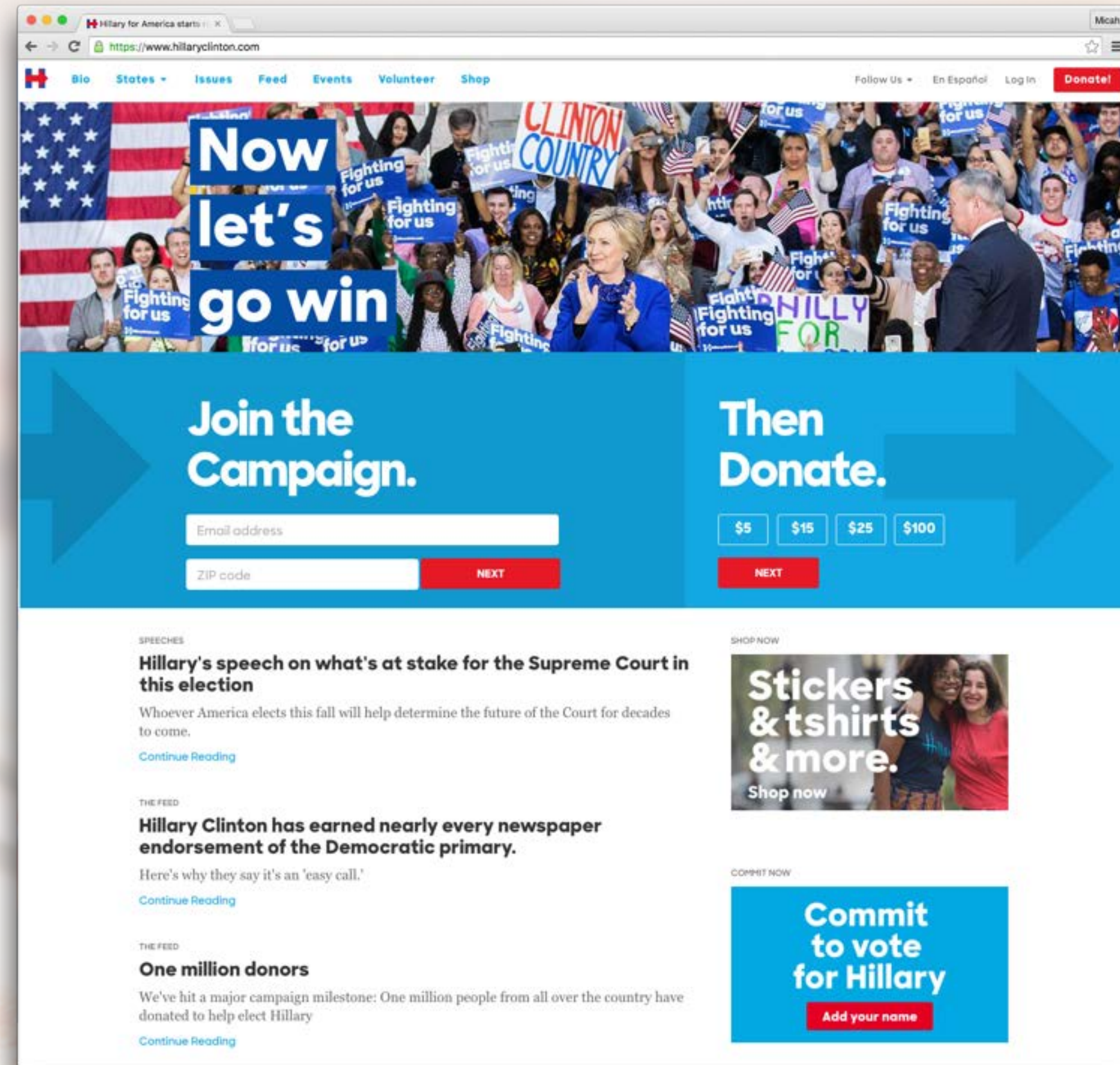
WWW.IBM.COM/DESIGN/LANGUAGE



THEY BOTH HAVE A COMMON GOAL

Communicating Ideas

- Trust
- Value
- Reliability
- Authority



[HTTPS://WWW.WANYEL.COM/](https://www.wanyel.com/)



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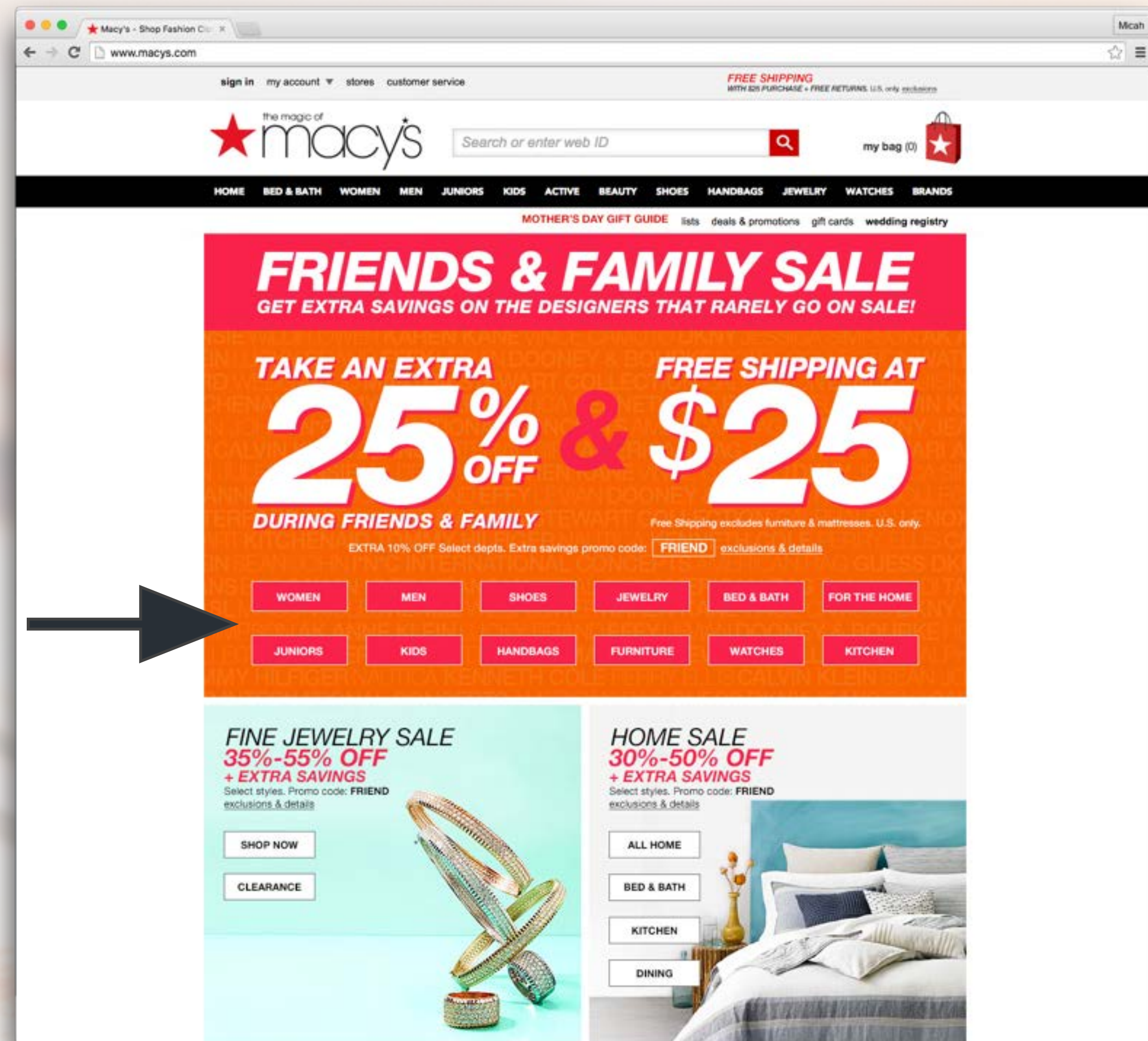
[BIT.LY/ROAD-RUNNER-RULES](https://bit.ly/road-runner-rules)

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THEY BOTH HAVE A COMMON GOAL

Communicating Intention

- Click here
- Read this first
- Use this for navigation
- Go here for help



[HTTPS://WWW.MACYS.COM](https://www.macys.com)



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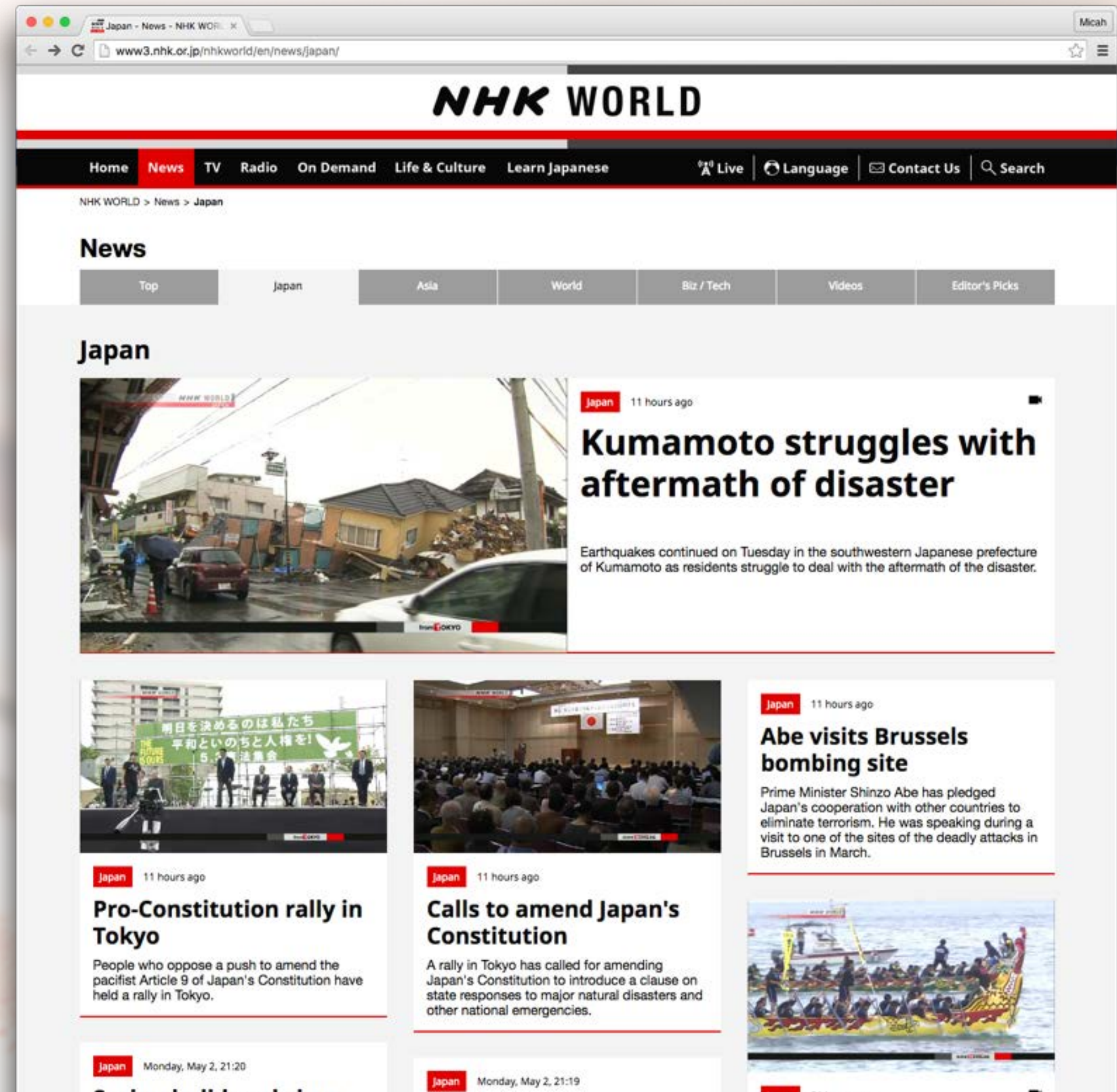
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THEY BOTH SHARE COMMON TRAITS

Dialects

- Word Length
- Information Density
- Power Colors



THEY BOTH SHARE COMMON TRAITS

Jargon

- Price Quality Matrix

Personal	Organization	Enterprise
Work on your own projects or invite collaborators to join you in private repositories.	Work with your team on GitHub.com and manage users with different permission levels.	Host your team's code on your own servers or in a private cloud with your existing security controls.
Starting at \$7/month	Starting at \$25/month	Starting at \$2,500/year
Upgrade your account	Create an organization	Start an Enterprise trial

[Learn more about our pricing plans](#)

Open Source	Startup	Small Business	Premium
Free always	\$129 per month	\$249 per month	\$489 per month
<ul style="list-style-type: none">✓ Fair use✓ Unlimited build minutes✓ Unlimited repositories✓ Unlimited collaborators	<ul style="list-style-type: none">2 Concurrent jobs✓ Unlimited build minutes✓ Unlimited repositories✓ Unlimited collaborators	<ul style="list-style-type: none">5 Concurrent jobs✓ Unlimited build minutes✓ Unlimited repositories✓ Unlimited collaborators	<ul style="list-style-type: none">10 Concurrent jobs✓ Unlimited build minutes✓ Unlimited repositories✓ Unlimited collaborators
Get Started	Start Trial	Start Trial	Start Trial

Pricing in USD. Excludes any applicable tax.

\$5 /mo	\$10 /mo	\$20 /mo Most Popular Plan	\$40 /mo	\$80 /mo
512MB Memory	1GB Memory	2GB Memory	4GB Memory	8GB Memory
1 Core Processor	1 Core Processor	2 Core Processor	2 Core Processor	4 Core Processor
20GB SSD Disk	30GB SSD Disk	40GB SSD Disk	60GB SSD Disk	80GB SSD Disk
1TB Transfer	2TB Transfer	4TB Transfer	4TB Transfer	5TB Transfer
SIGN UP	SIGN UP	SIGN UP	SIGN UP	SIGN UP

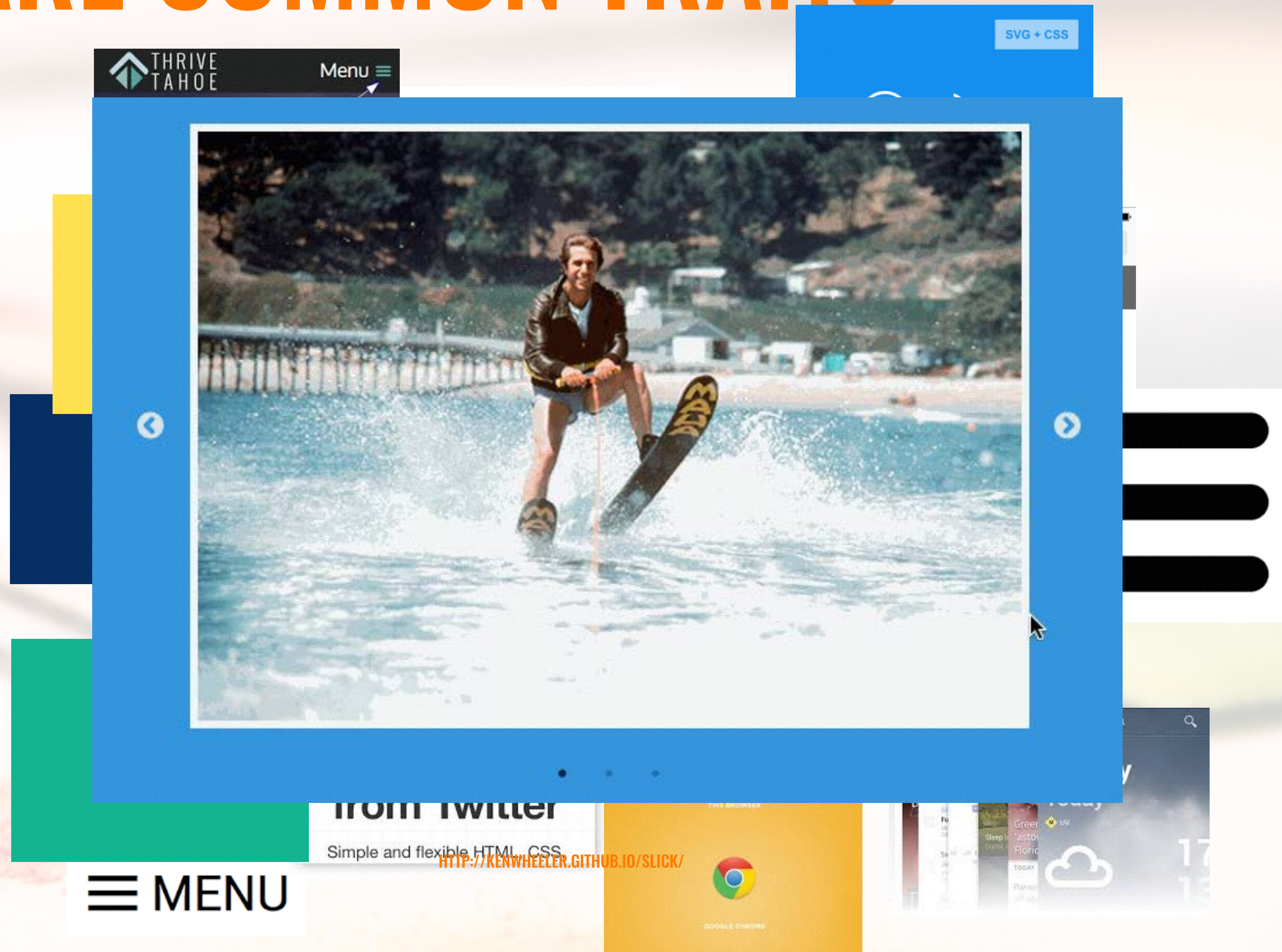
ESSENTIAL	TEAM	PROFESSIONAL FREE TRIAL STARTS HERE	ENTERPRISE
All the fundamentals with minimal setup	Work together better with your growing team	Customize and improve global performance	Ultimate control and flexibility that scales
\$5 per agent per month*	\$19 per agent per month*	\$49 per agent per month*	\$99 per agent per month*
*Billed annually or \$9 month-to-month	*Billed annually or \$25 month-to-month	*Billed annually or \$59 month-to-month	*Billed annually or \$125 month-to-month
<ul style="list-style-type: none">• Unlimited email & social channels• Basic knowledge base• Web Widget & Mobile SDK• Agent Macros	<ul style="list-style-type: none">• Branded Help Center• Customer portal• Business rules• Performance Dashboards• Public Apps Marketplace	<ul style="list-style-type: none">• Community forums• Multilingual content• Business hours & SLAs• CSAT surveys• Insights analytics• Custom private apps	<ul style="list-style-type: none">• Custom agent roles• Multibrand support• Ticket Forms• Multiple schedules• Hourly insights analytics• Launch Success Program• Auditing & admin controls
TRY BUY	TRY BUY	TRY BUY	CONTACT US



THEY BOTH SHARE COMMON TRAITS

Slang

- Carousel Navigation
- Hamburger Menu



BOTH CAN BE BROKEN DOWN INTO SMALLER UNITS



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“PHONOLOGY” OF VISUAL LANGUAGE

The organization of “sounds”

Layout

- Balance
- Proportion



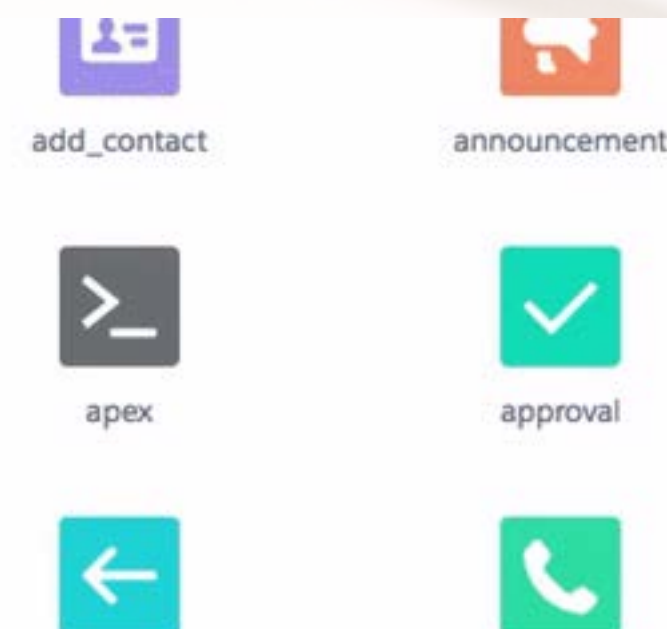
Typography

- Weight
- Scale



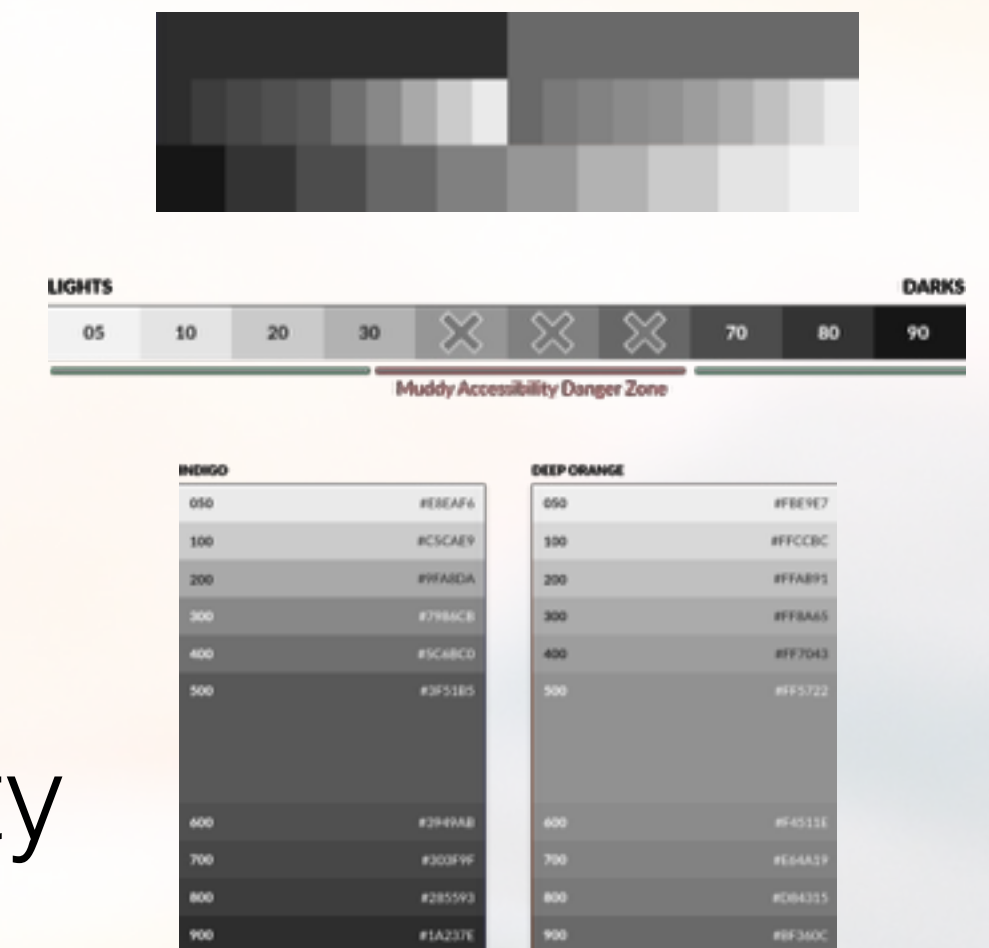
Iconography

- Interface
- Ornamental



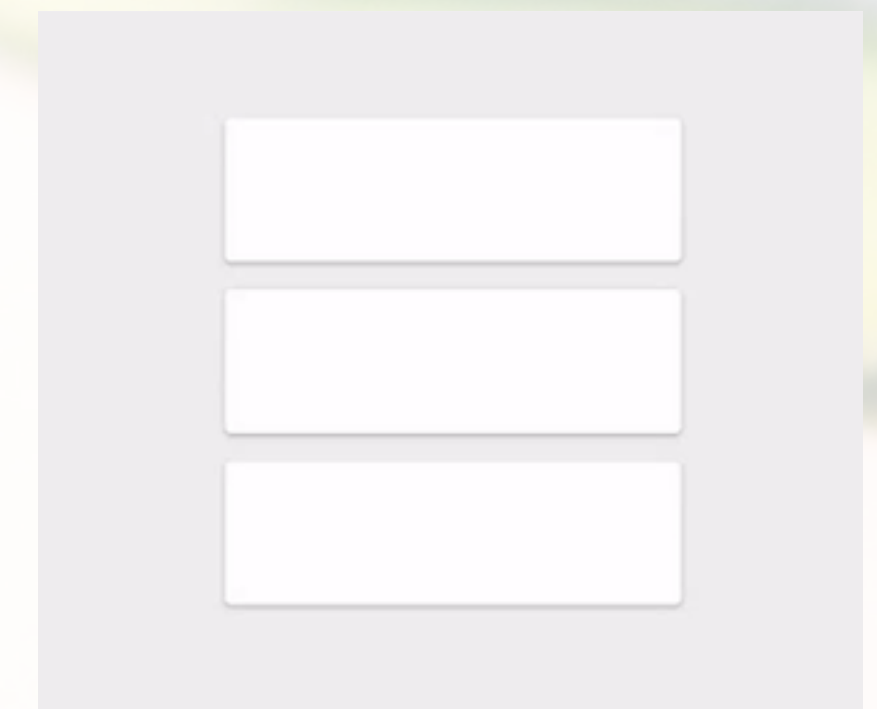
Color

- Palettes
- Tints/Shades
- Contrast/Accessibility



Animation

- Types
- Speed
- Appropriate Uses



[HTTPS://MEDIUM.COM/EIGHTSHAPES-LLC/COLOR-IN-DESIGN-SYSTEMS-A1C80F65FA3](https://medium.com/eightshapes-llc/color-in-design-systems-a1c80f65fa3) [HTTPS://WWW.LIGHTNINGDESIGNSYSTEM.COM/RESOURCES/ICONS/](https://www.lightningdesignsystem.com/resources/icons/)

[HTTPS://WWW.IBM.COM/DESIGN/LANGUAGE/Framework/VISUAL/LAYOUT](https://www.ibm.com/design/language/framework/visual/layout) [HTTP://WWW.GOOGLE.COM/DESIGN/SPEC/ANIMATION/RESPONSIVE-INTERACTION.HTML](http://www.google.com/design/spec/animation/responsive-interaction.html)



“MORPHOLOGY” OF VISUAL LANGUAGE

The structure and composition of “words”

Create a Password



SUBMIT →



“MORPHOLOGY” OF VISUAL LANGUAGE

The structure and composition of “words”

Create a Password



SUBMIT C

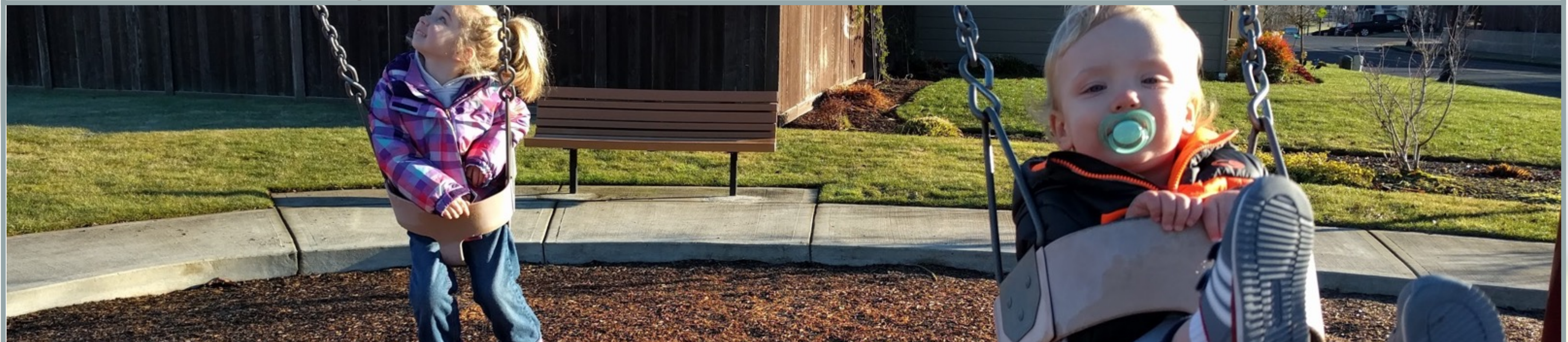


“SYNTAX” OF VISUAL LANGUAGE

The structure of sentences

PARKS R US

ABOUT | CONTACT



SUBMIT C

FUN

LAUGHS

UNDERDOGS

FIND A PARK



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“SYNTAX” OF VISUAL LANGUAGE

SEARCH THE SITE

ENTER KEYWORD

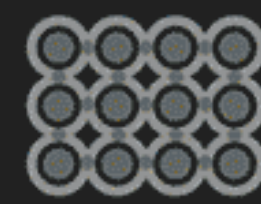
SEARCH



ATOMS



MOLECULES



ORGANISMS



TEMPLATES



PAGES

[HTTP://BRADFROST.COM/WP-CONTENT/UPLOADS/2015/12/ATOMIC-GIF-3.GIF](http://bradfrost.com/wp-content/uploads/2015/12/atomic-gif-3.gif)



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DESIGN SYSTEM

~~LINGUISTICS~~: A SET OF STRUCTURAL RULES
GOVERNING THE COMPOSITION OF CLAUSES, PHRASES,
AND WORDS IN ANY GIVEN ~~NATURAL~~ LANGUAGE.
VISUAL



DESIGN SYSTEMS





Josh Riggs @joshriggs · Apr 5

@micahgodbolt what *is* a design system, in your own words?



Micah Godbolt

@micahgodbolt

A Design System is a set of rules and assets that define how to express everything a visual language needs to say cc/[@joshriggs](#)



RULES

Methodologies

- OOCSS (Object Oriented CSS)

Two Main Principles

1. Separation of structure and skin
2. Separation of container and content

```
<div class="toggle simple">
  <div class="toggle-control open">
    <h1 class="toggle-title">
      Title 1
    </h1>
  </div>
  <div class="toggle-details open">
    ...
  </div>
  ...
</div>
```



RULES

Methodologies

- SMACSS (Scaleable Modular Architecture for CSS)

Folder Structure

1. Base
2. Layout
3. Module
4. State
5. Theme

```
<div class="toggle toggle-simple">
  <div class="toggle-control is-active">
    <h2 class="toggle-title">Title 1</h2>
  </div>

  <div class="toggle-details is-active">
    ...
  </div>
  ...
</div>
```



RULES

Methodologies

- BEM (Block Element Modifier)

```
<div class="toggle toggle--simple">  
  <div class="toggle__control toggle__control--active">  
    <h2 class="toggle__title">Title 1</h2>  
  </div>  
  
  <div class="toggle__details toggle__details--active">  
    . . .  
  </div>  
  
  . . .  
</div>
```



RULES

Rules of Thumb



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RULES

Rules of Thumb

- Single Source of Truth

```
<section class="blog-feed">
  <h1>Our Blog</h1>
  <article>
    <h1 class="title">
      A Blog Title
    </h1>
    ...
  </article>
</section>
```

```
.blog-feed h1 {
  color: red;
  font-size: 32px;
}

article .title {
  font-size: 26px;
  line-height: 1.2;
}
```



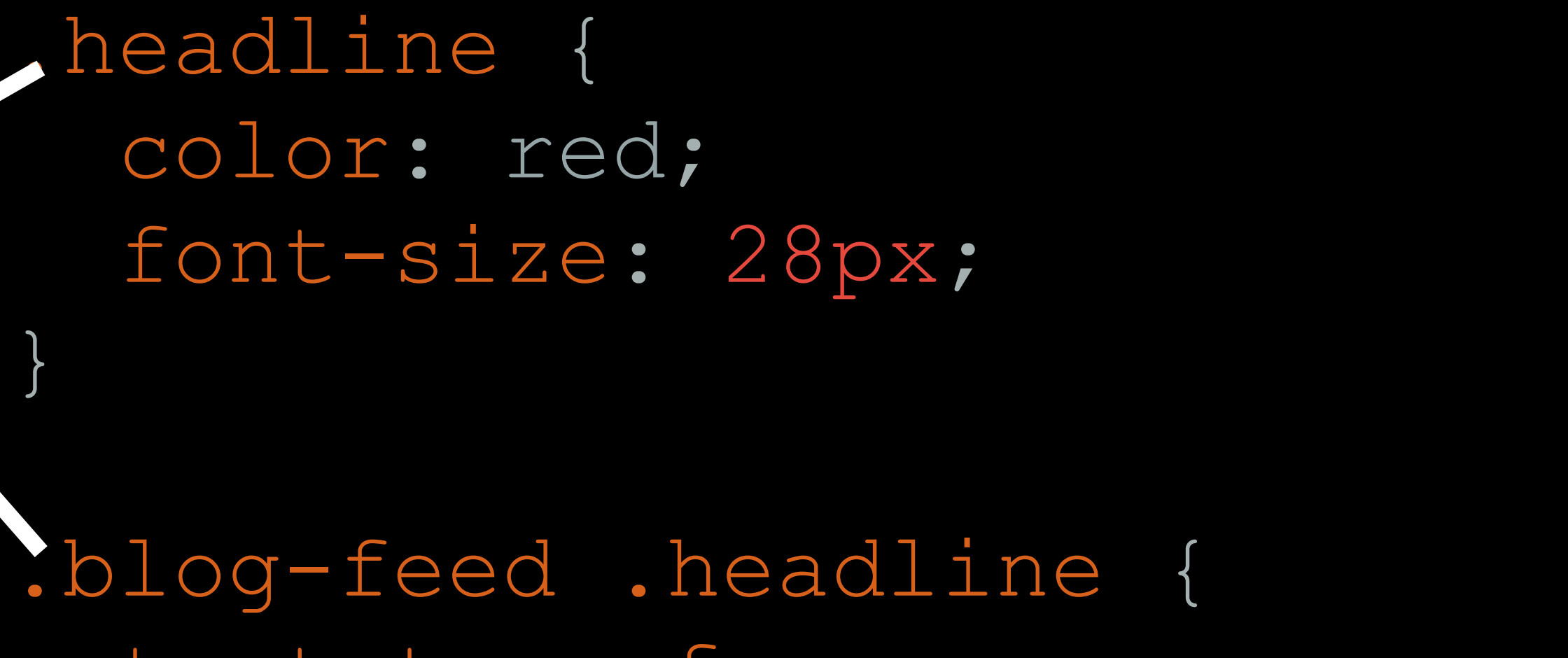
RULES

Rules of Thumb

- Single Responsibility Principle

```
<section class="blog-feed">  
  <h2 class="headline"></h2>  
</section>
```

```
<footer>  
  <h2 class="headline"></h2>  
</footer>
```



```
headline {  
  color: red;  
  font-size: 28px;  
}  
  
.blog-feed .headline {  
  text-transform: uppercase;  
}
```



RULES

Rules of Thumb

- Flat CSS Selectors

```
.about-contact .hero1 .container  
> section.features-quarter  
> section.f-contact h3 {  
  color: red;  
}
```

```
.about-contact .hero1 .container  
> section.features-quarter  
> section.f-contact h3.active {  
  color: white;  
}
```



RULES

Rules of Thumb

- Flat CSS Selectors

```
.about-contact__title {  
  color: red;  
}
```

```
.about-contact__title--active {  
  color: white;  
}
```



RULES

Asset Guidelines



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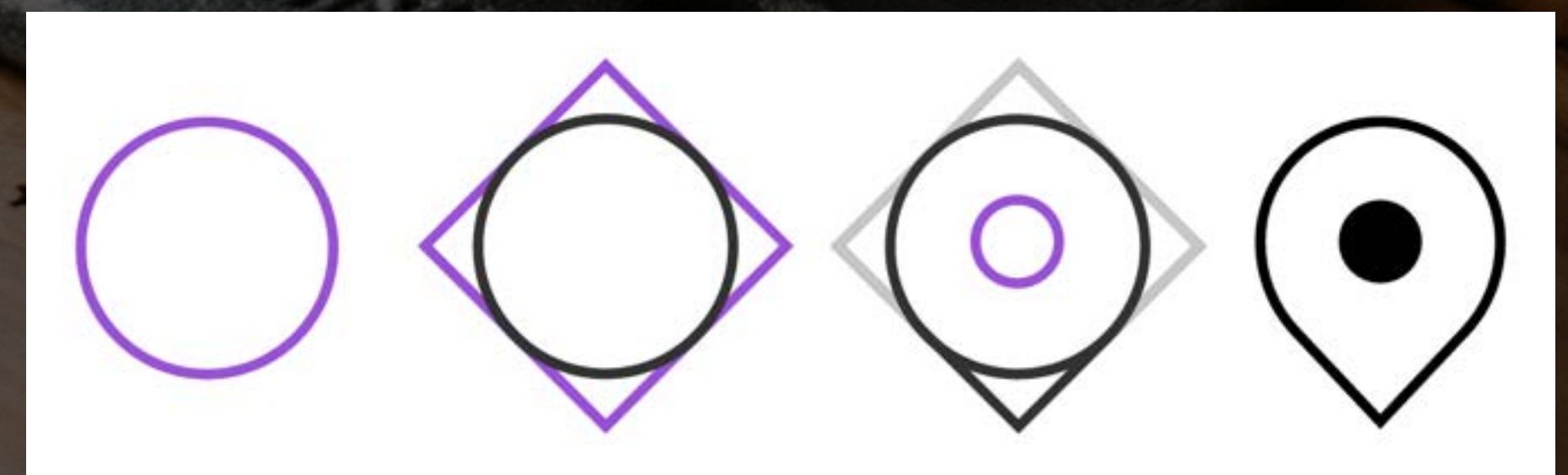
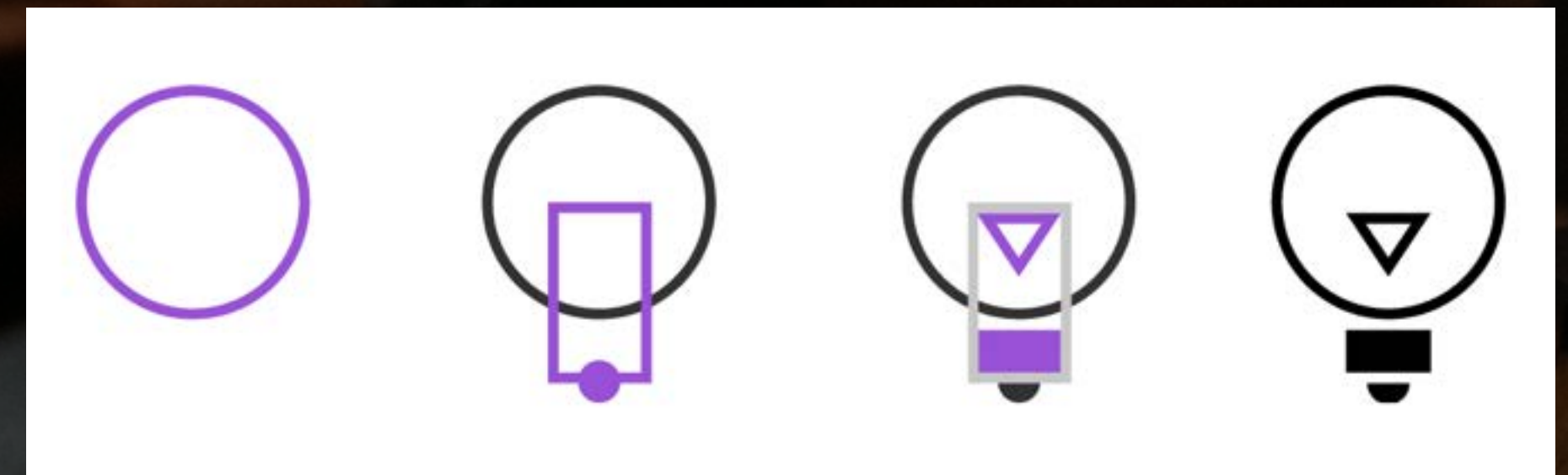
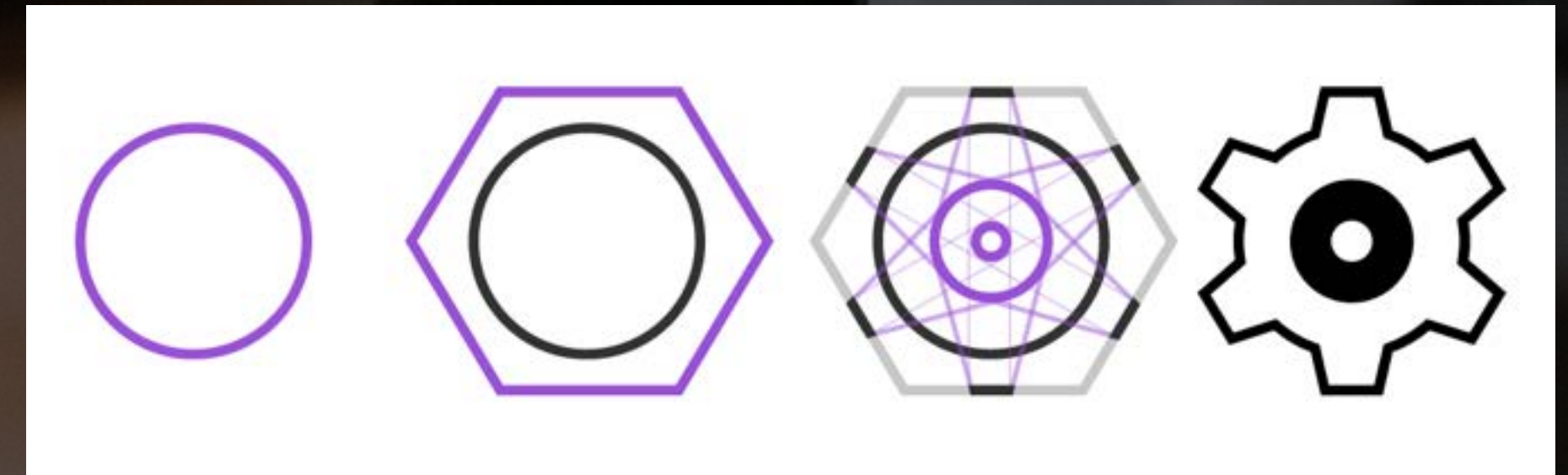
[BIT.LY/ROAD-RUNNER-RULES](https://bit.ly/road-runner-rules)

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RULES

Asset Guidelines

- How to create icons



[HTTPS://WWW.IBM.COM/DESIGN/LANGUAGE/Framework/VISUAL/ICONOGRAPHY](https://www.ibm.com/design/language/framework/visual/iconography)



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RULES

Asset Guidelines

- Photography dos and don'ts



✓ Natural body language



✗ Without feeling too posed



✓ Pleasantly happy



✗ Not overly or inexplicably happy



✓ Cool hued lighting



✗ Not warm hued lighting



✓ In a dense setting, have a focal point in the foreground and a shallow depth of field



✗ Rather than multiple equally-weighted figures

[HTTPS://DESIGN.ATLASSIAN.COM/BRAND/PHOTOGRAPHY](https://design.atlassian.com/brand/photography)



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RULES

Custom Rules

- Visible
- Agreed Upon
- Actionable

1. The Road Runner cannot harm the Coyote except by going "beep beep"
2. No outside force can harm the Coyote – only his own ineptitude or the failure of Acme products.
3. The Coyote could stop anytime – if he were not a fanatic. (Repeat: "A fanatic is one who redoubles his effort when he has forgotten his aim." – George Santayana)."
4. No dialogue ever, except "beep-beep!"
5. The Road Runner must stay on the road – otherwise, logically, he would not be called Road Runner.
6. All action must be confined to the natural environment of the two characters – the southwest American desert.
7. All materials tools, weapons, or mechanical conveniences must be obtained from the Acme Corporation.
8. Whenever possible, make gravity the Coyote's greatest enemy.
9. The Coyote is always more humiliated than harmed by his failures.



ASSETS

HTML:



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ASSETS

HTML:

- Raw Markup

EXAMPLE

Dropdown ▼

Action
Another action
Something else here

```
<div class="dropdown">
  <button class="btn btn-default dropdown-toggle" type="button" id="dropdownMenu1" data-
toggle="dropdown" aria-haspopup="true" aria-expanded="true">
    Dropdown
    <span class="caret"></span>
  </button>
  <ul class="dropdown-menu" aria-labelledby="dropdownMenu1">
    <li><a href="#">Action</a></li>
    <li><a href="#">Another action</a></li>
    <li><a href="#">Something else here</a></li>
    <li role="separator" class="divider"></li>
    <li><a href="#">Separated link</a></li>
  </ul>
</div>
```

Copy

[HTTP://GETBOOTSTRAP.COM/COMPONENTS/](http://getbootstrap.com/components/)



ASSETS

HTML:

- Templates

```
<article{{ attributes.addClass(classes) }}>
  <mark class="hidden" data-comment-timestamp="{{ new_indicator_timestamp }}">
  </mark>

  <footer class="comment__meta">
    {{ user_picture }}
    <p class="comment__submitted">{{ submitted }}</p>

    {% if parent %}
      <p class="parent visually-hidden">{{ parent }}</p>
    {% endif %}

    {{ permalink }}
  </footer>

  <div{{ content_attributes.addClass('content') }}>
    {% if title %}
      {{ title_prefix }}
      <h3{{ title_attributes }}>{{ title }}</h3>
      {{ title_suffix }}
    {% endif %}
    {{ content }}
  </div>
</article>
```

[HTTPS://GITHUB.COM/DRUPAL/DRUPAL
COMMENT.HTML.TWIG](https://github.com/drupal/drupal/blob/master/core/themes/default/templates/comment.html.twig)



ASSETS

HTML:

- API



Moulin Rouge in Paris

Immortalised in the posters of Toulouse-Lautrec and later on screen by Baz Luhrmann, the Moulin Rouge twinkles beneath a 1925 replica of



Destination

Ko Pha-Ngan

In the family of southern Gulf islands, Ko Pha-Ngan sits in the crystal sea between Ko Samui, its business-savvy older brother, and little Ko Tao, the spunky younger brother full of dive-centric energy.

Card with image

= ui_component('cards/card', properties: {as_below})

```
{
  url: "#",
  title: "Moulin Rouge in Paris",
  description: "Immortalised in the posters of Toulouse-Lautrec and later on screen by Baz Luhrmann, the Moulin R",
  image_alt: "",
  image_url: "http://cache.graphicslib.viator.com/graphicslib/thumbs674x446/5022/SITours/moulin-rouge-show-paris-",
  fixed?: true
}
```

Card with kind, context text and context pin

= ui_component('cards/card', properties: {as_below})

```
{
  url: "#",
  kind: "destination",
  context_pin: true,
  context_text: "Destination",
  title: "Ko Pha-Ngan",
  description: "In the family of southern Gulf islands, Ko Pha-Ngan sits in the crystal sea between Ko Samui, its",
  fixed?: true
}
```

[HTTPS://RIZZO.LONELYPLANET.COM/STYLEGUIDE/UI-COMPONENTS/CARDS](https://rizzo.lonelyplanet.com/styleguide/ui-components/cards)



ASSETS

Linked Assets:

- CSS
- JavaScript
- Fonts
- Images/SVGs



ASSETS

Build Assets:

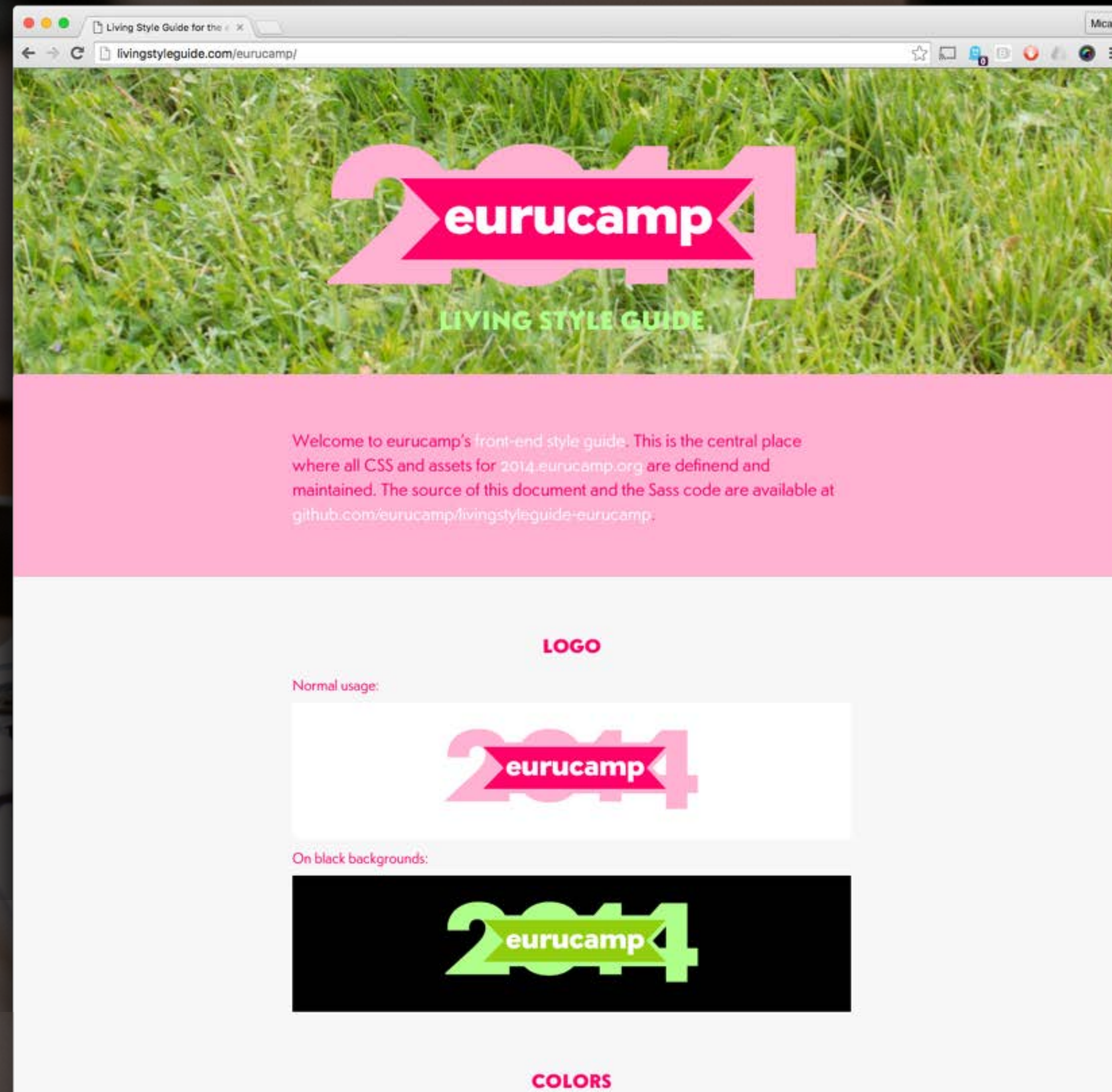
- Sass
- JavaScript Modules
- Task Runners



DELIVERING A DESIGN SYSTEM

Style Guides

- KSS
- Living Style Guide
- Hologram



[HTTPS://TRULIA.GITHUB.IO/HOLOGRAM/](https://trulia.github.io/hologram/)
[HTTP://WARPSPIRE.COM/KSS/](http://warpspire.com/kss/)
[HTTPS://LIVINGSTYLEGUIDE.ORG/](https://livingstyleguide.org/)



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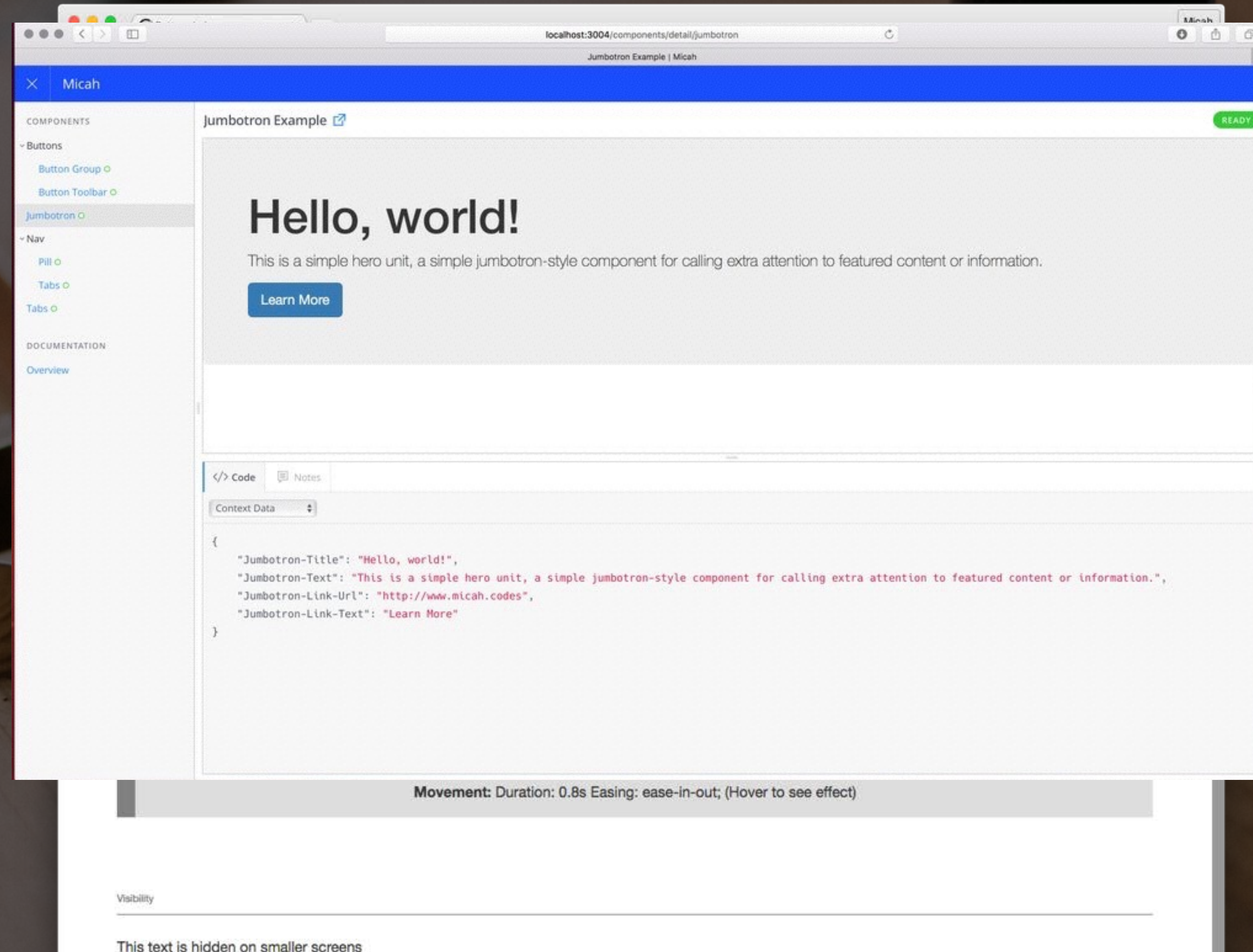
@MICAHGODBOLT

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DELIVERING A DESIGN SYSTEM

Pattern Libraries:

- Fractal
- Pattern Lab



[HTTP://FRCTL.GITHUB.IO/](http://FRCTL.GITHUB.IO/)

[HTTP://PATTERNLAB.IO/](http://PATTERNLAB.IO/)



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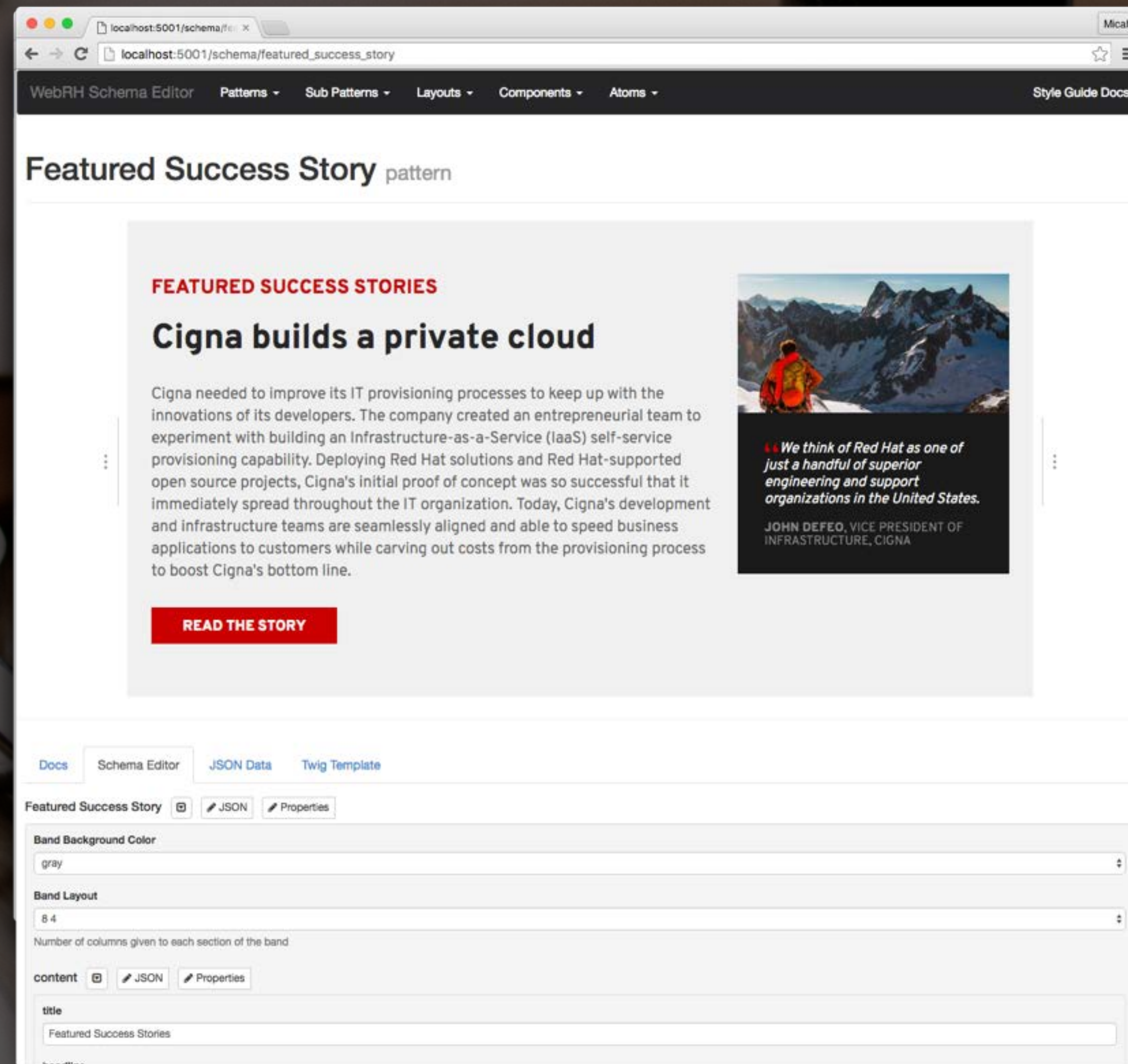
@MICAHGODBOLT

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DELIVERING A DESIGN SYSTEM

Roll Your Own

- Lightning Design System
- Rizzo (Lonely Planet)
- Pattern Kit



[HTTPS://GITHUB.COM/PATTERNBUILDER/PATTERN-KIT](https://github.com/patternbuilder/pattern-kit)

[HTTPS://WWW.LIGHTNINGDESIGNSYSTEM.COM](https://www.lightningdesignsystem.com)

[HTTPS://RIZZO.LONELYPLANET.COM](https://rizzo.lonelyplanet.com)



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DESIGN SYSTEMS

A Design System is a set of rules and assets...



DESIGN SYSTEMS

...define how to express everything a visual language needs to say



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VIDEOS

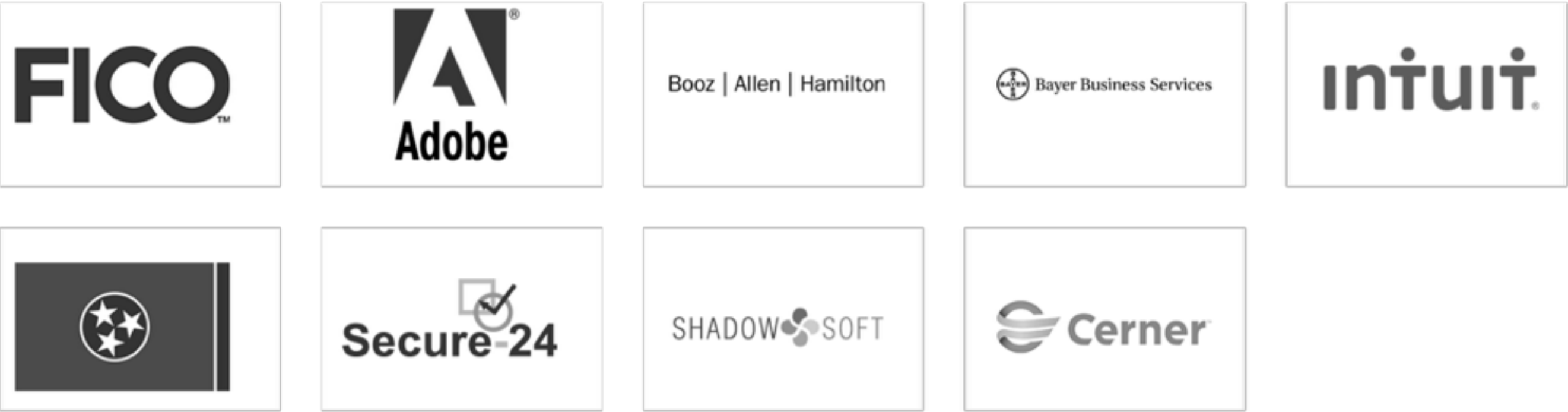
Learn directly from our customers, partners, and solution experts

EXPLORE ALL VIDEOS

Peavey amplifies business intelli... ⌚ ↗

Peavey amplifies business intelligence

WHEN OUR CUSTOMERS SUCCEED, SO DO WE



EXPLORE ALL SUCCESS STORIES

VIDEOS

Learn directly from our customers, partners, and solution experts

Peavey amplifies business intelli... ⌚ ↗

Peavey amplifies business intelligence

2015 Red Hat Summit: Recap ⌚ ↗

Red Hat Summit 2015: Recap

Avianca streamlines application ... ⌚ ↗

Avianca streamlines application integration

EXPLORE ALL VIDEOS

WHEN OUR CUSTOMERS SUCCEED, SO DO WE

FICO



Adobe

Booz | Allen | Hamilton

Bayer Business Services

intuit



Secure-24

SHADOW SOFT

Cerner

EXPLORE ALL SUCCESS STORIES

VIDEOS

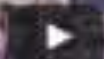
Learn directly from our customers, partners, and solution experts

Peavey amplifies business intelli...



Peavey amplifies business intelligence

2015 Red Hat Summit: Recap



Red Hat Summit 2015: Recap

Avianca streamlines application ...



Avianca streamlines application integration

EXPLORE ALL VIDEOS

DESIGN SYSTEMS ARE THE FUTURE OF THE WEB



[HTTPS://TWITTER.COM/SOPHSHEPHERD/STATUS/725075564445483012](https://twitter.com/SOPHSHEPHERD/status/725075564445483012)

One more thing...

HOW DO WE GET OUR DESIGN SYSTEM INTO DRUPAL?

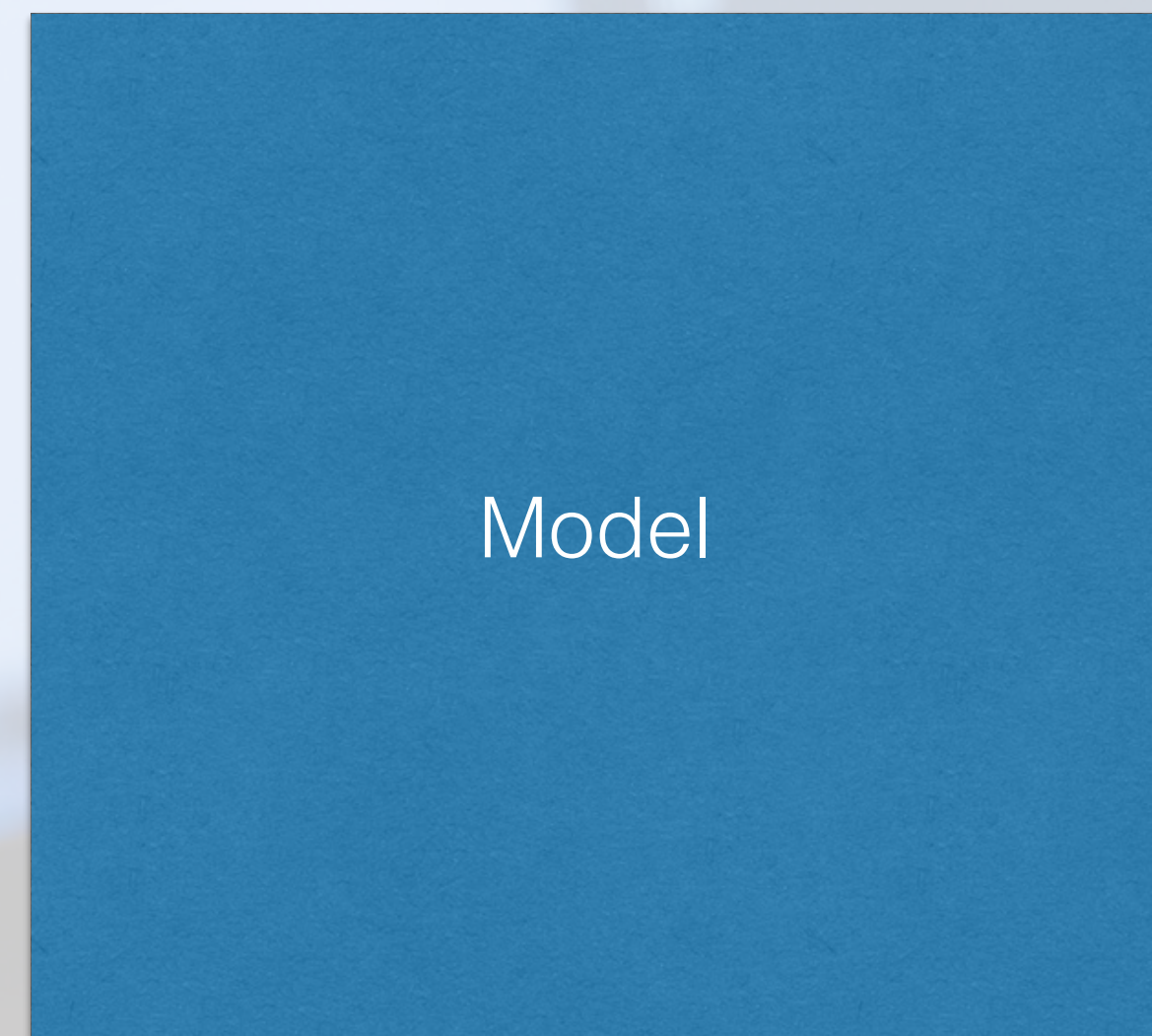


HOW DO WE GET OUR DESIGN SYSTEM INTO DRUPAL?

Why haven't we already done this?



DIRTY DATA MODELS



Model

`$title`

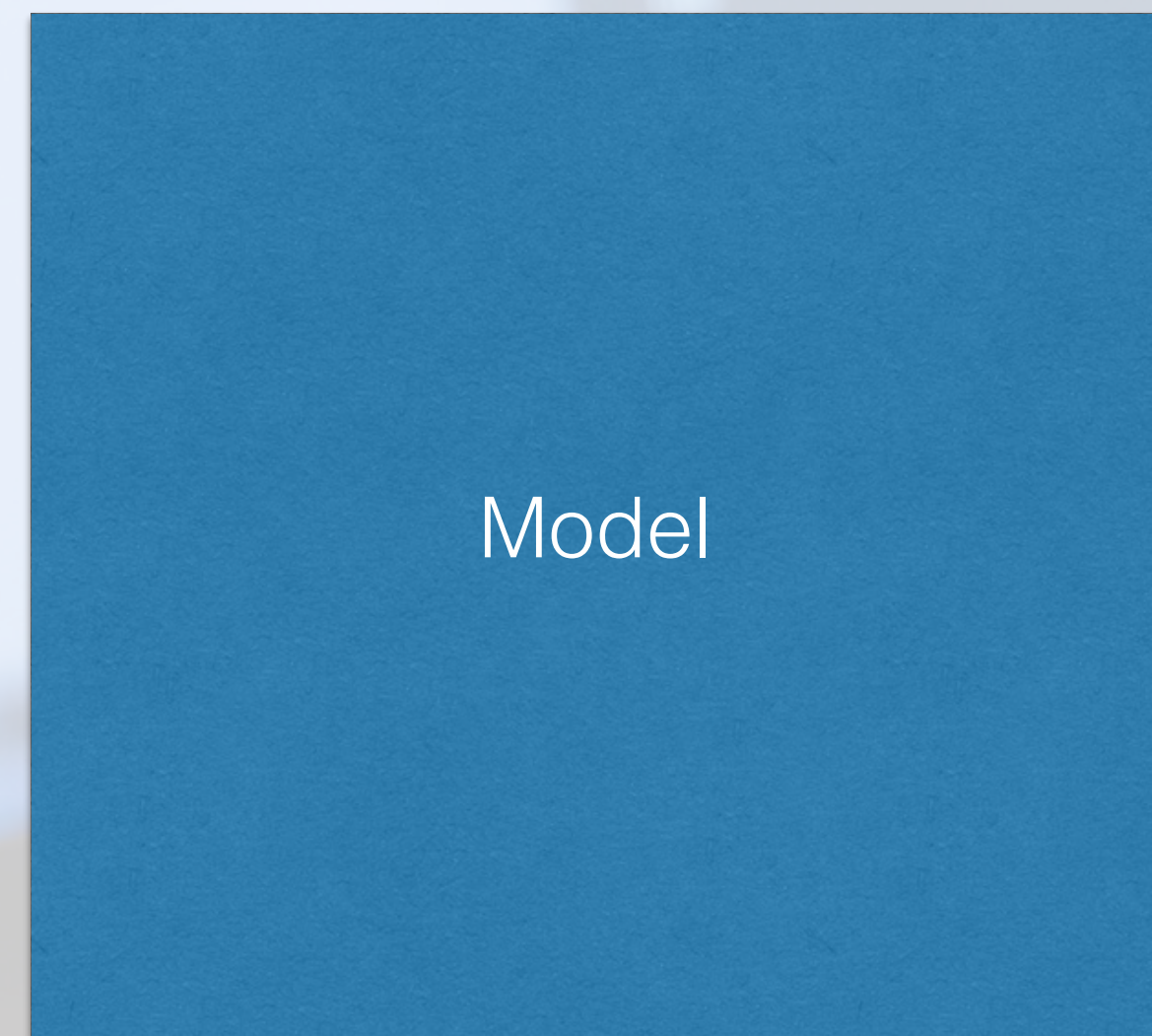
`function(title)`

`<h1>Title</h1>`



DIRTY DATA MODELS

Solved by D8



Model

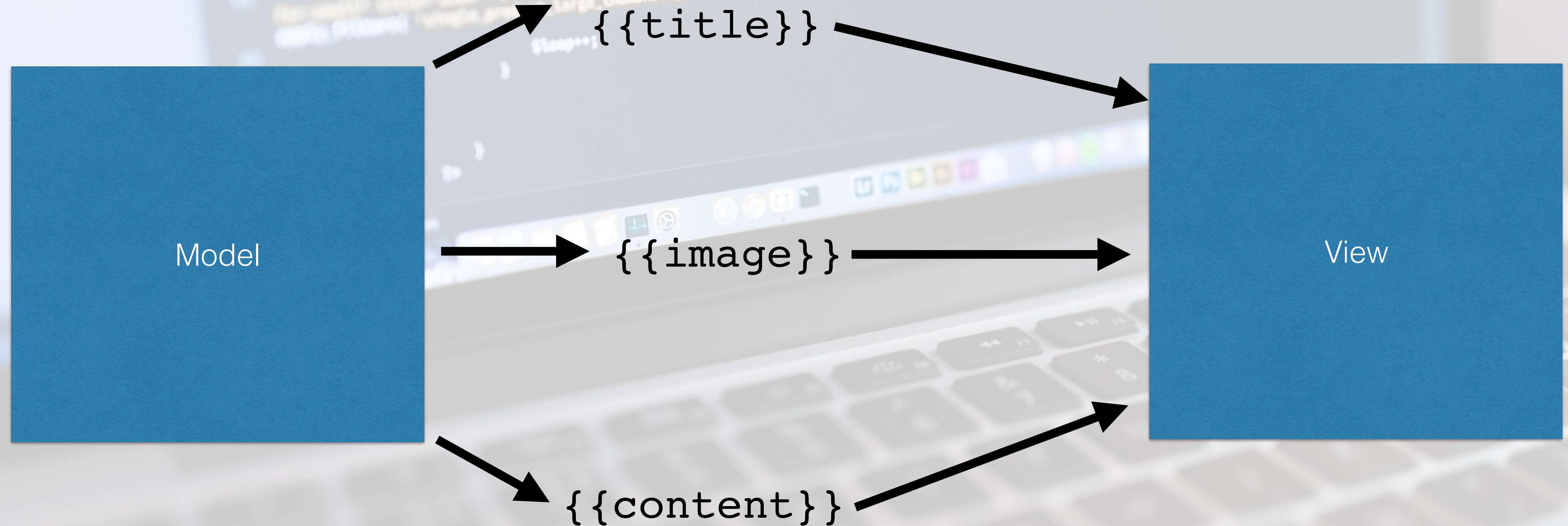
`{{title}}`

`{{image}}`

`{{content}}`

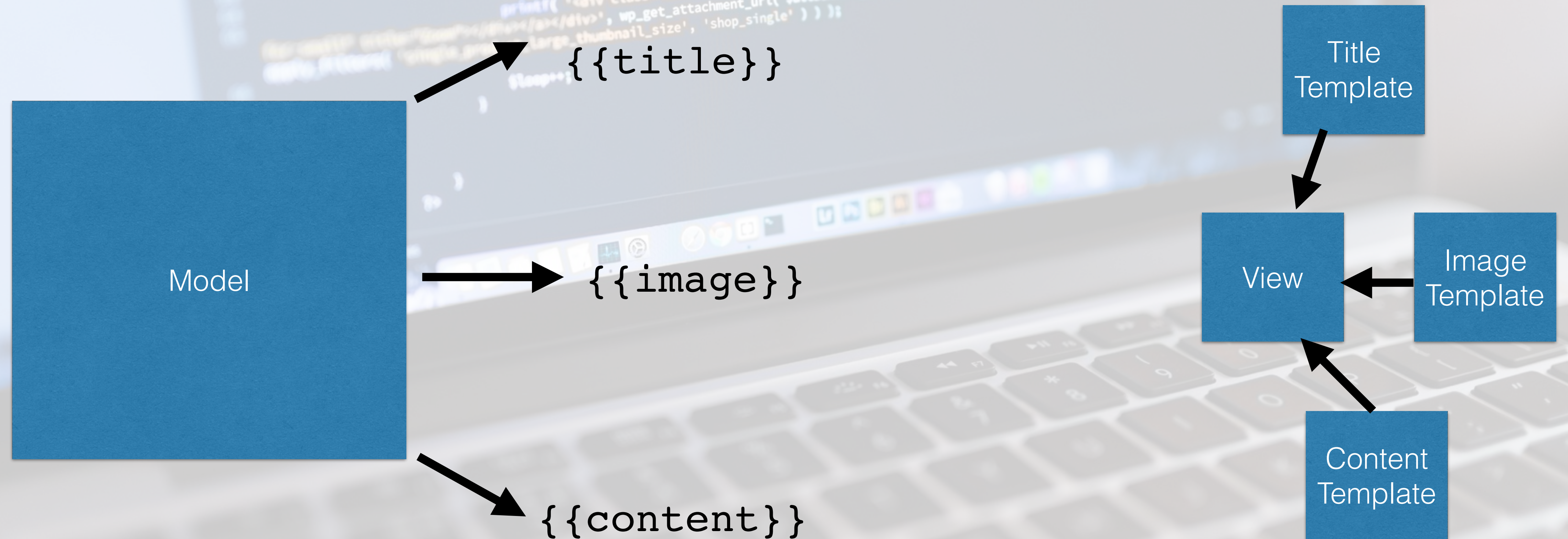


TYRANNY OF THE MODEL VIEW PARADIGM

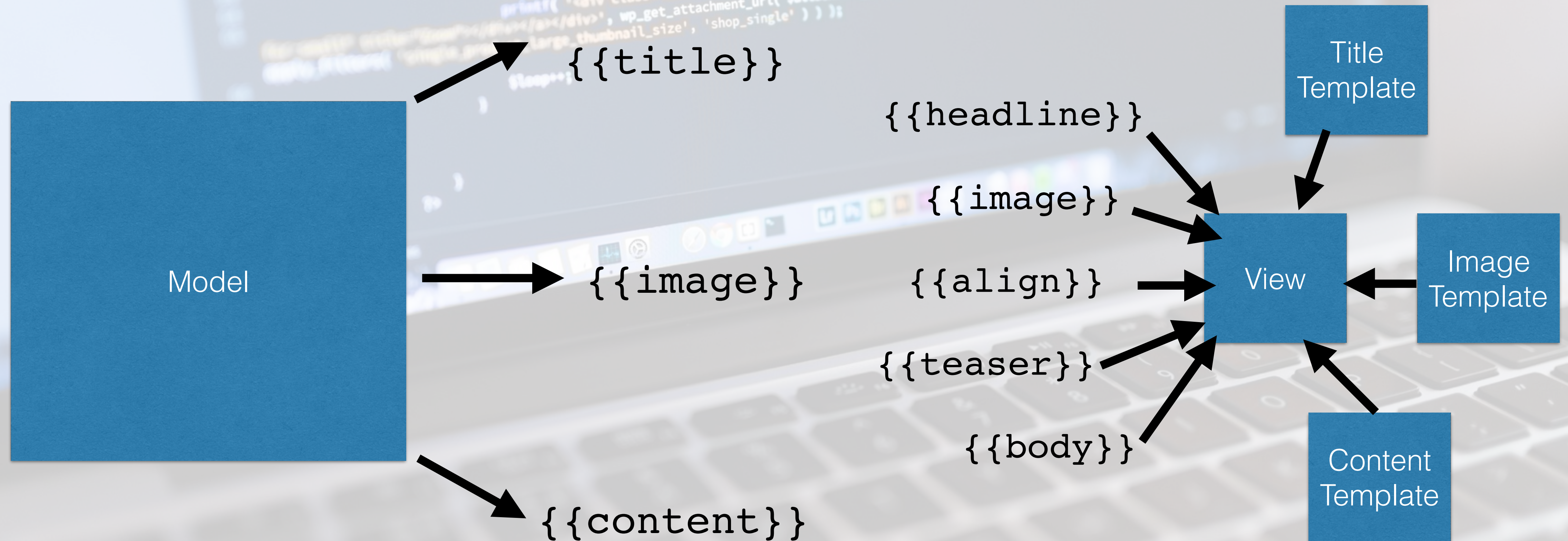


TYRANNY OF THE MODEL VIEW PARADIGM

Enter Atomic Design

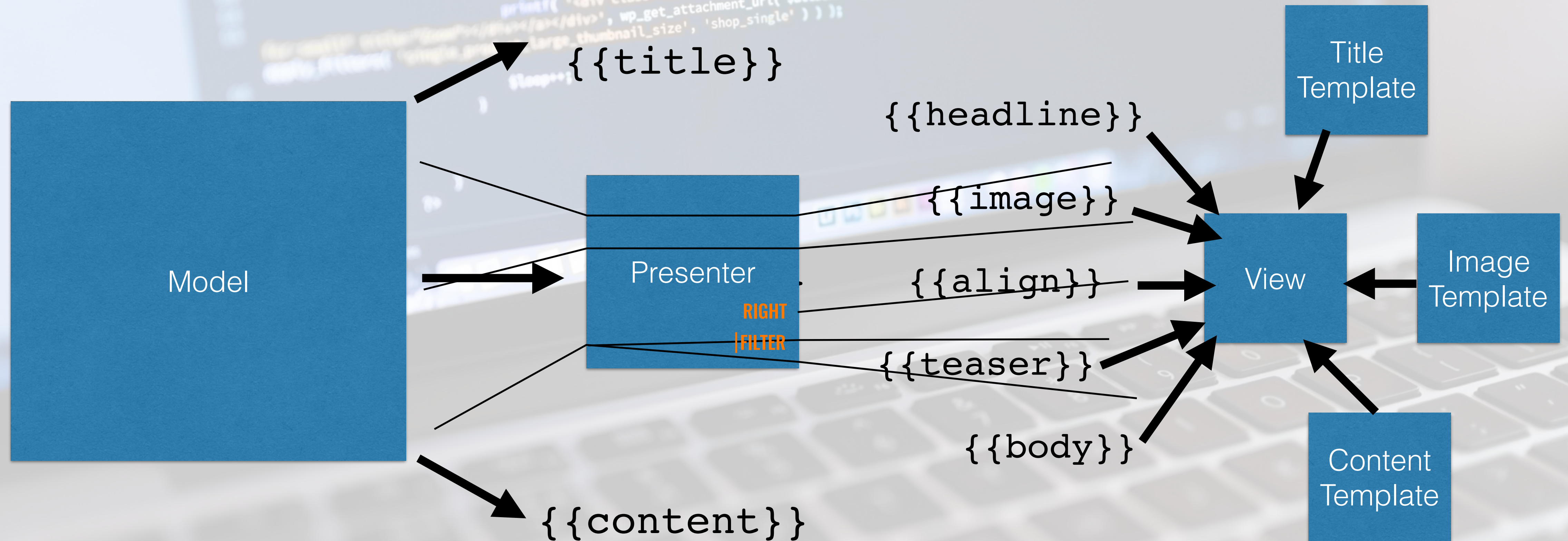


MODEL AND VIEW DON'T SPEAK THE SAME LANGUAGE



MODEL AND VIEW DON'T SPEAK THE SAME LANGUAGE

Say hello to the Presenter



MODEL VIEW PRESENTER

A Basic Presenter

```
{% extends 'card.twig' %}

{% block body %}
    {% include 'title.twig' with {'headline': title} only %}

    {% include 'image.twig' with {
        'image': image,
        'align': 'right'}
    only %}

    {% include 'content.twig' with {
        'teaser': content|truncate(35),
        'body': content}
    only %}
{% endblock %}
```



MODEL VIEW PRESENTER

Including the Title



```
{% include 'title.twig' with {'headline': title} only %}
```

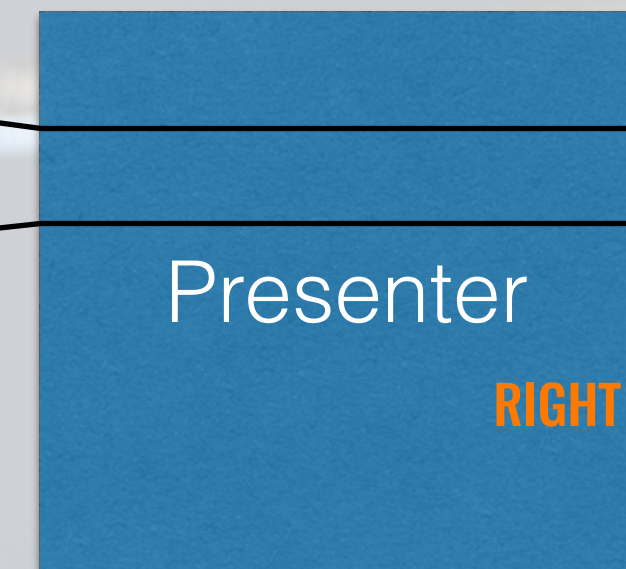


MODEL VIEW PRESENTER

Including the Image

{{title}}

{{image}}



{{headline}}

{{image}}

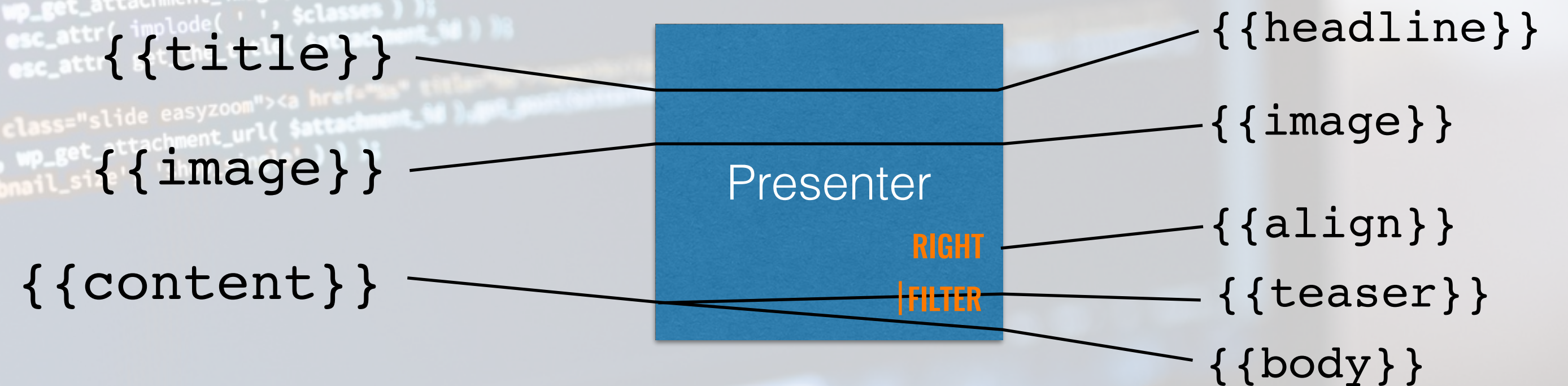
{{align}}

```
{% include 'image.twig' with {  
    'image': image,  
    'align': 'right'}  
only %}
```



MODEL VIEW PRESENTER

Including the Content



```
{% include 'content.twig' with {
    'body': content,
    'teaser': content|truncate(35) }
only %}
```



MODEL VIEW PRESENTER

Using Extends: Keeping the presenter pure

```
{% extends 'card.twig' %}

{% block body %}
...
{% endblock %}
```

```
{# card.twig #}
<div class="card">
{% block body %}

{% endblock %}
</div>
```



MODEL VIEW PRESENTER

A Basic Presenter

```
{% extends 'card.twig' %}

{% block body %}
    {% include 'title.twig' with {'headline': title} only %}

    {% include 'image.twig' with {
        'image': image,
        'align': 'right' }
    only %}

    {% include 'content.twig' with {
        'teaser': content|truncate(35),
        'body': content }
    only %}
{% endblock %}
```



MODEL VIEW PRESENTER

Defining the Model: Creating an API

```
{
  "type": "object",
  "properties": {
    "title": {
      "type": "string",
    },
    "image": {
      "type": "string",
    },
    "content": {
      "type": "string",
      "format": "html"
    }
  },
  "required": ["title", "image", "content"]
}
```

The diagram illustrates the mapping between a JSON Model and a web form. A blue box labeled "Model" has three arrows pointing to specific fields in a form:

- An arrow points from the "Model" box to the "title" field, which contains the placeholder text `{{title}}`.
- An arrow points from the "Model" box to the "image" field, which contains the placeholder text `{{image}}`.
- An arrow points from the "Model" box to the "content" field, which contains the placeholder text `{{content}}`.

The form itself has the following structure:

- title ***: A text input field with the placeholder `{{title}}`.
- image ***: A text input field with the placeholder `{{image}}`.
- content**: A text area with the placeholder `{{content}}`.
- Text format**: A dropdown menu currently set to "Full HTML".
- Help text**: "Get information about text formats ?"
- List of rules**:
 - Web page addresses and e-mail addresses turn into links automatically.
 - Lines and paragraphs break automatically.



INTRODUCING PATTERN BUILDER

- Prototype your **entire design system** in a static environment
 - JSON Schemas
 - Twig
- Import your MVP into D7 with a **single Drush command.**
 - Creates a Paragraph bundle for each Model
 - Combine Paragraphs to make new content types
- Render your clean Model through standard **Twig templates**



INTRODUCING PATTERN BUILDER

Come to room **291** right after this talk for a BOF/demo!

drupal.org/project/patternbuilder

github.com/patternbuilder





So How Was It? - Tell Us What You Think

Evaluate this session - _____



Thanks!