




WYSIWYG



Elora Kim & Chris Shia

Art 369: Software for
People



AGENDA

- 1 . WYSIWYG and UI/
UX Intro &
History
- 2 . Types of Design
Systems
- 3 . Future of Design
- 4 . Proposal



One

WYSIWYG and UI/UX Intro & History

WYSIWYG

WYSIWYG (wiz-ee-wig) > what you see is what you get

A type of editing software that allows content to be edited in a form that resembles its appearance when printed or displayed as a finished product, such as a printed document, web page, or slide presentation



UI/UX

UI: User Interface (Visual design, layout, elements)

UX: User Experience (Usability, Accessibility, User Research)

GUI

GUI stands for graphical user interface which is a form of user interface that allows users to interact with electronic devices through graphical icons and visual indicators such as secondary notation

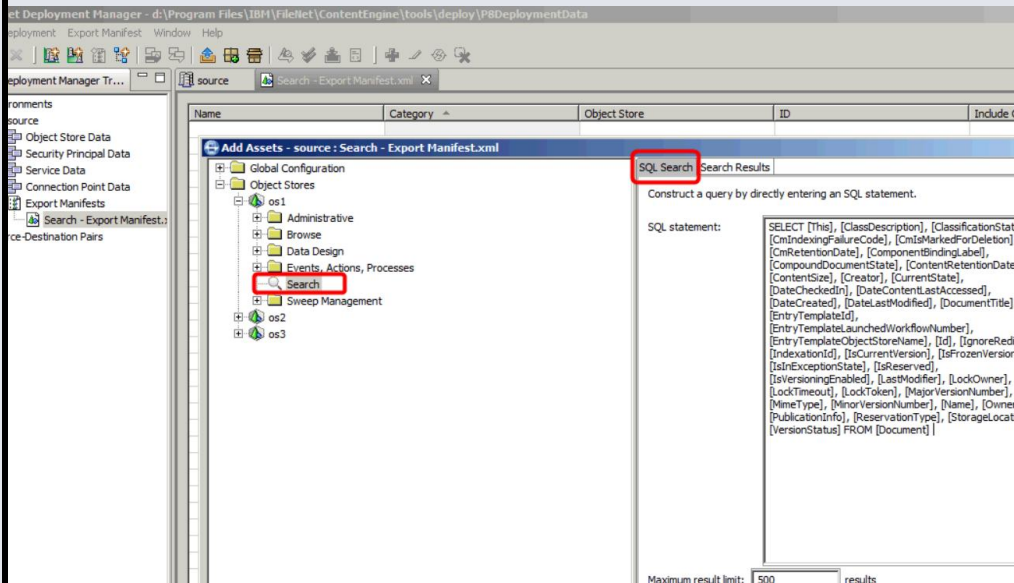


CMS: Content Management System (eg. Wordpress)

1995

FileNet

The first CMS!



2000s

“CMS” becomes ubiquitous

WordPress with premade templates, Alfresco in 2006 being the first open source CMS

1996

Vignette released Storybuilder

Coined the word “CMS”

Recently

CMS evolved to deliver digital content to desktop and laptop computers, mobile devices, smartwatches

“Headless” CMS -> content repository (backend) that lacks presentation (frontend) -> displays content via API

TWO

Tools Used in Design

Design System (or Design
Language)



The comprehensive
set of design
standards,
documentation, and
principles.



Atmosphere describes the feelings we get that are evoked by colour, texture and typography.

You might already think of atmosphere in different terms. You might call it “feel”, “mood” or even “visual identity.” Whatever words you choose, the atmosphere of a design doesn’t depend on layout. It’s independent of arrangement and visual placement. It will be seen, or felt, at every screen size and on every device.

<https://atomicdesign.bradfrost.com/table-of-contents/>

Atomic Design

1: Atoms —→ 2: Molecules —→ 3: Organisms —→ 4: Templates —→ 5: Pages

Building blocks with innate properties (eg. HTML elements, <text>)

Atoms come together (simple UI elements, eg. a form label, search input, and button = search form molecule)

More complex UI and distinct patterns (eg. a search form in a header bar -> header bar is standalone section with smaller pieces of interface, logo, text, etc)

Page level objects that place components into layout and articulate content structure (Eg. a homepage template)

Instances of templates that show UI with real content, text, media, etc.

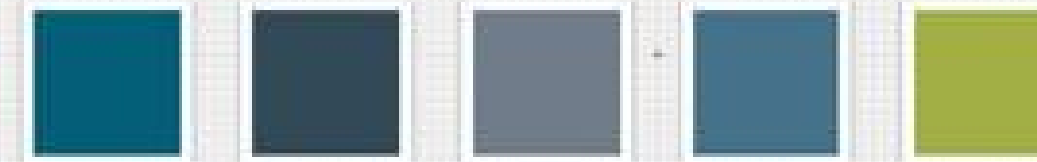
Style Tiles

Style Tiles

PROJECT: Style Tiles

VERSION: 1.0

Possible Colors



Textures



Typography

This is a Header

Font: PT Sans Bold - Google Webfonts #337ca9

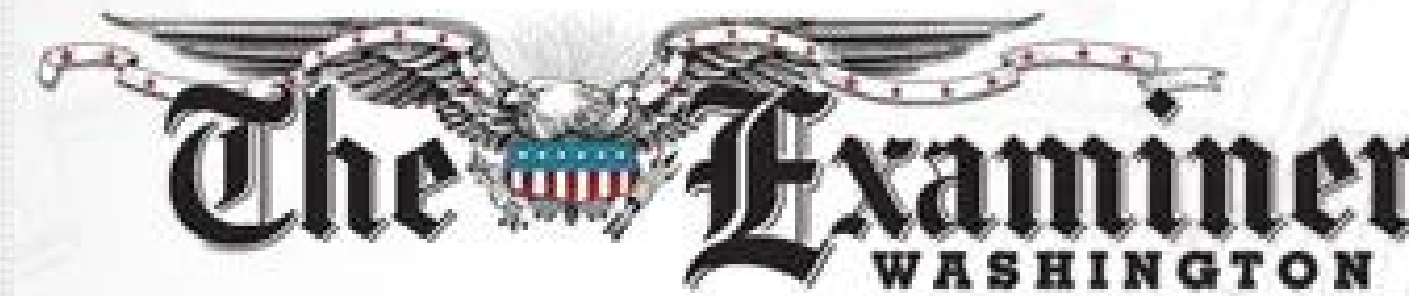
■ THIS IS A SUB HEAD ■

Font: PT Sans Bold - Google Webfonts #324a57

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.

This is a text link

Font: PT Sans - Google Webfonts #333333



Style Tile
version:1

Election Headline

Font: Kufurista Web Bold by Typkit

Election Subhead

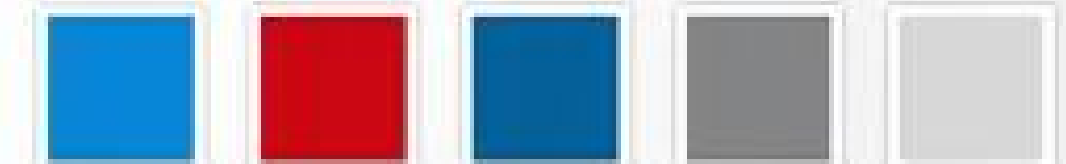
Font: Kufurista Web Regular by Typkit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at

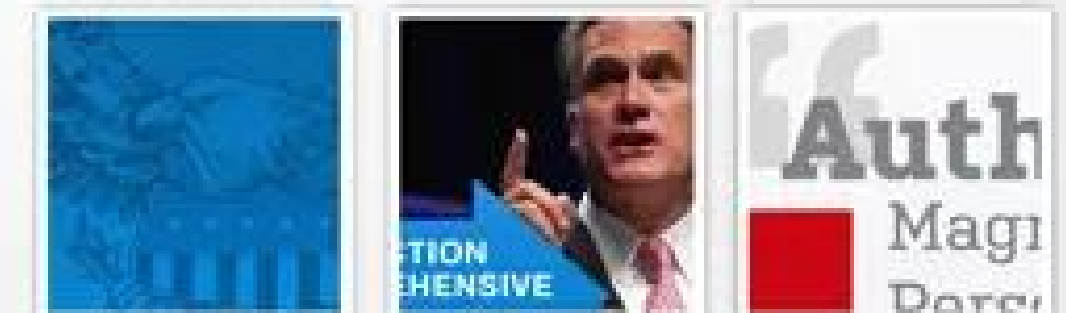
[This is an example of a Text link >](#)

[Learn More ©](#)

Possible Colors



Possible Patterns



Current Comprehensive
Smart **Stimulating**

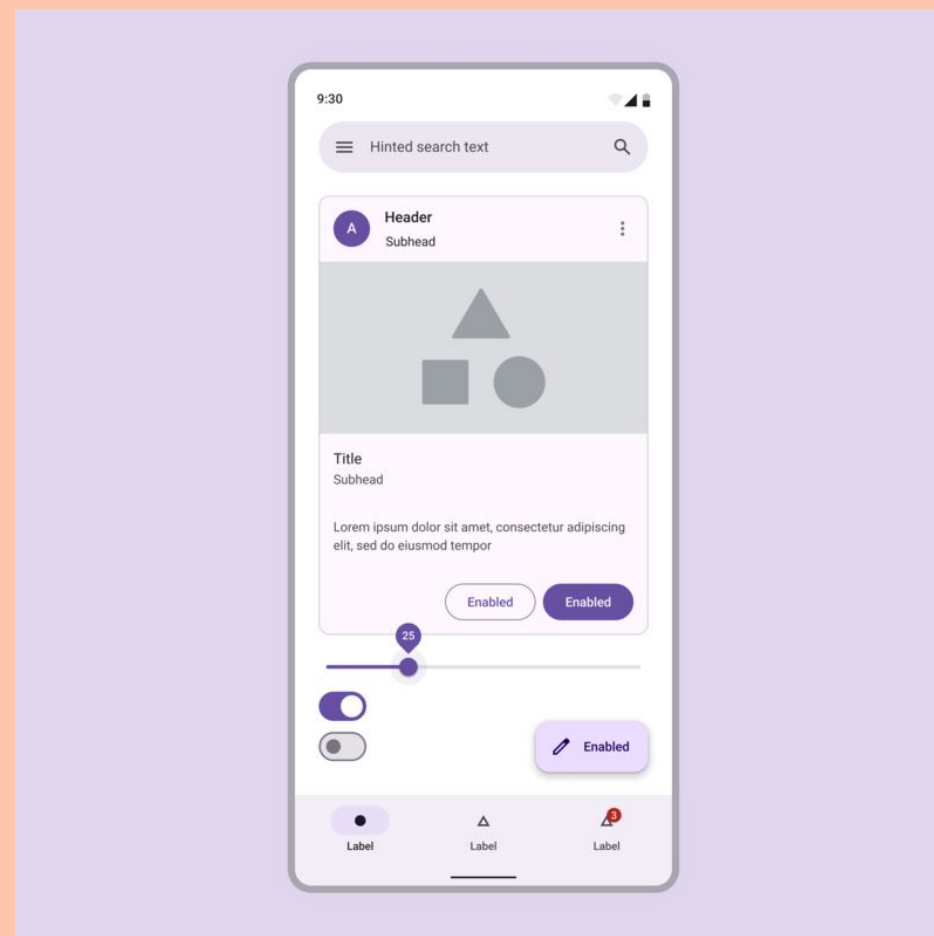
Examples of Design Frameworks

Different principles on color, sizes, layout, responsiveness, etc.

Material

Designed by Google (consistency, predictability, simplicity)

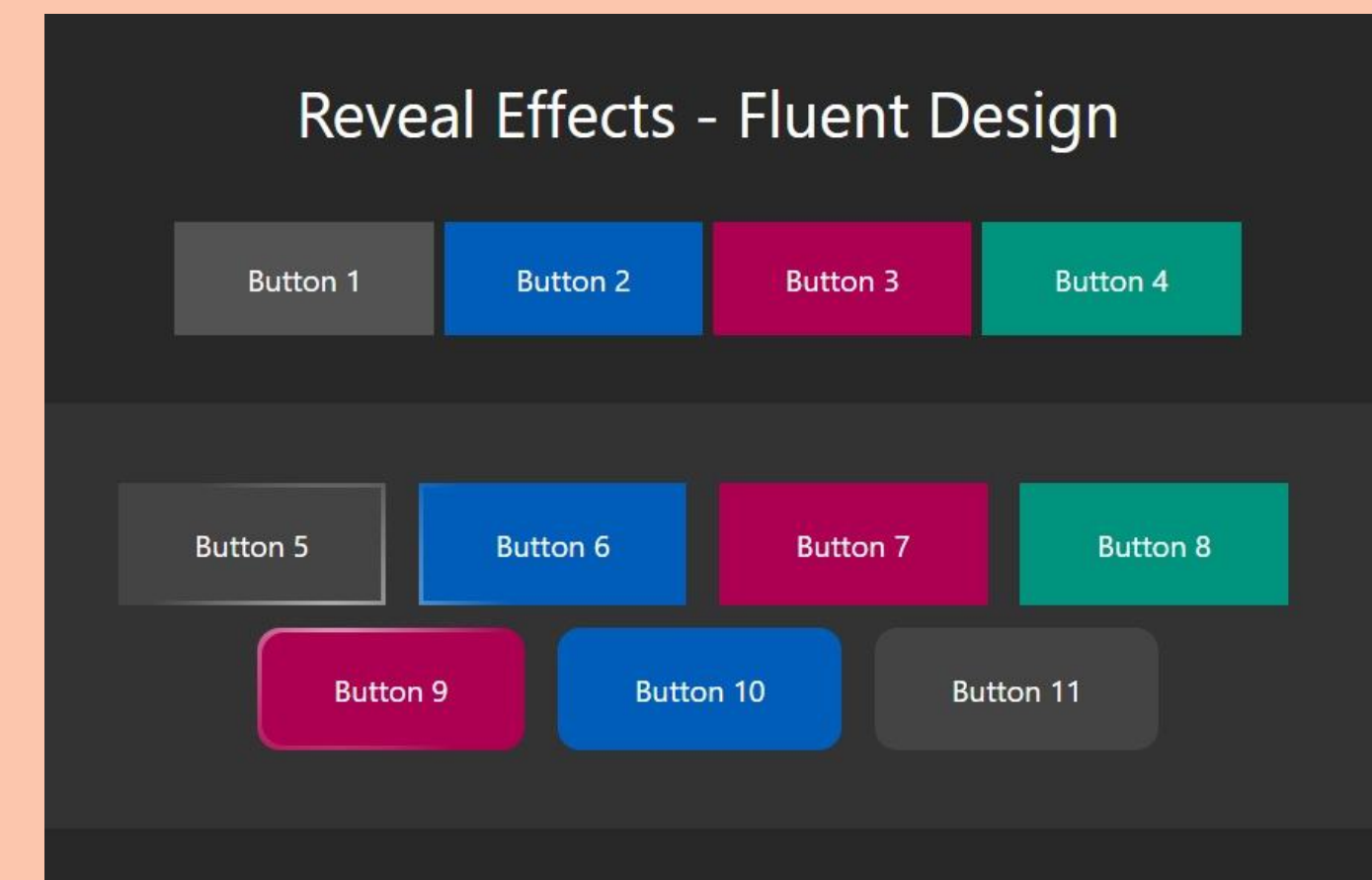
Gmail, Google Drive...



Fluent

Designed by Microsoft (Light, Depth, Motion, Material, and Scale)

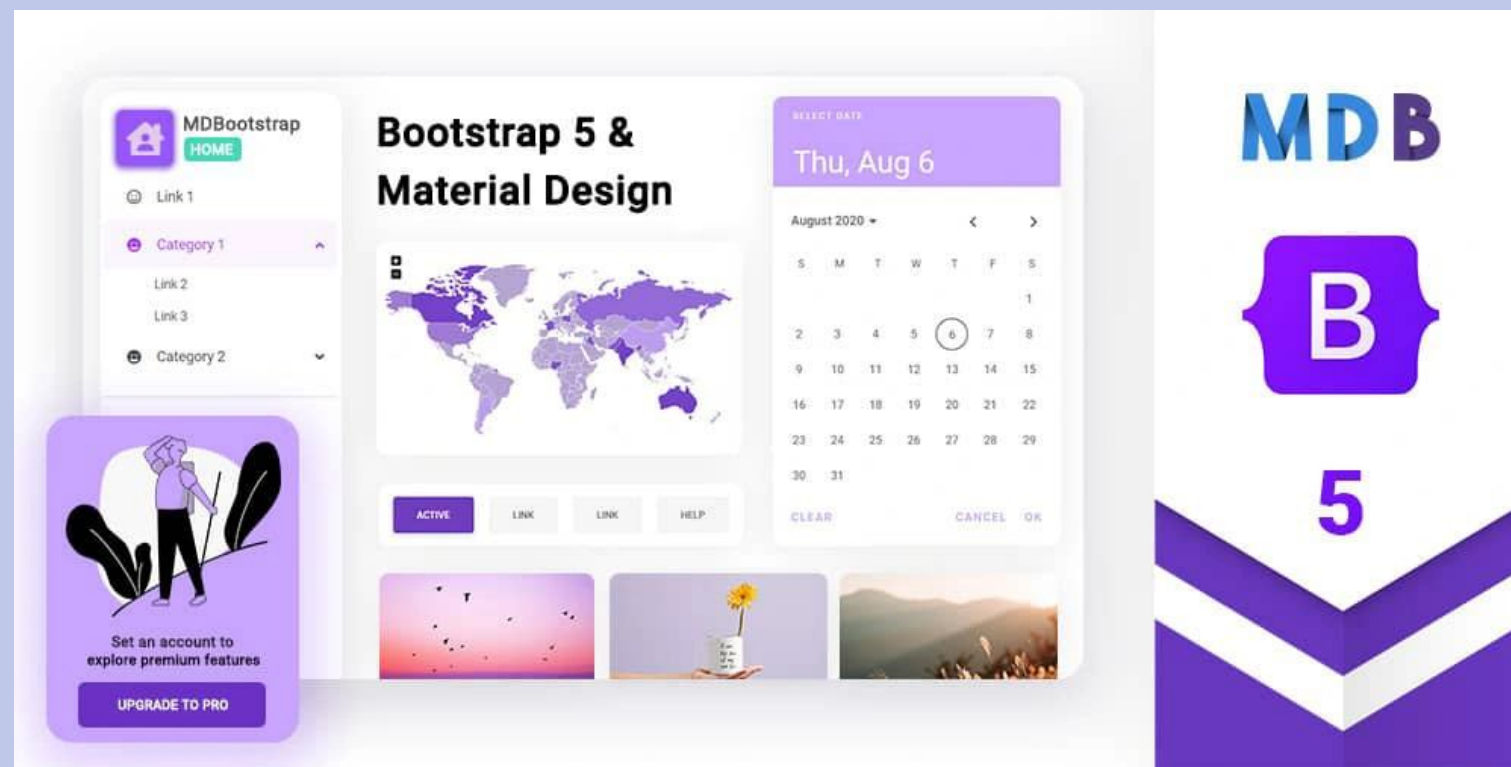
Windows 11, Microsoft Office



More Examples

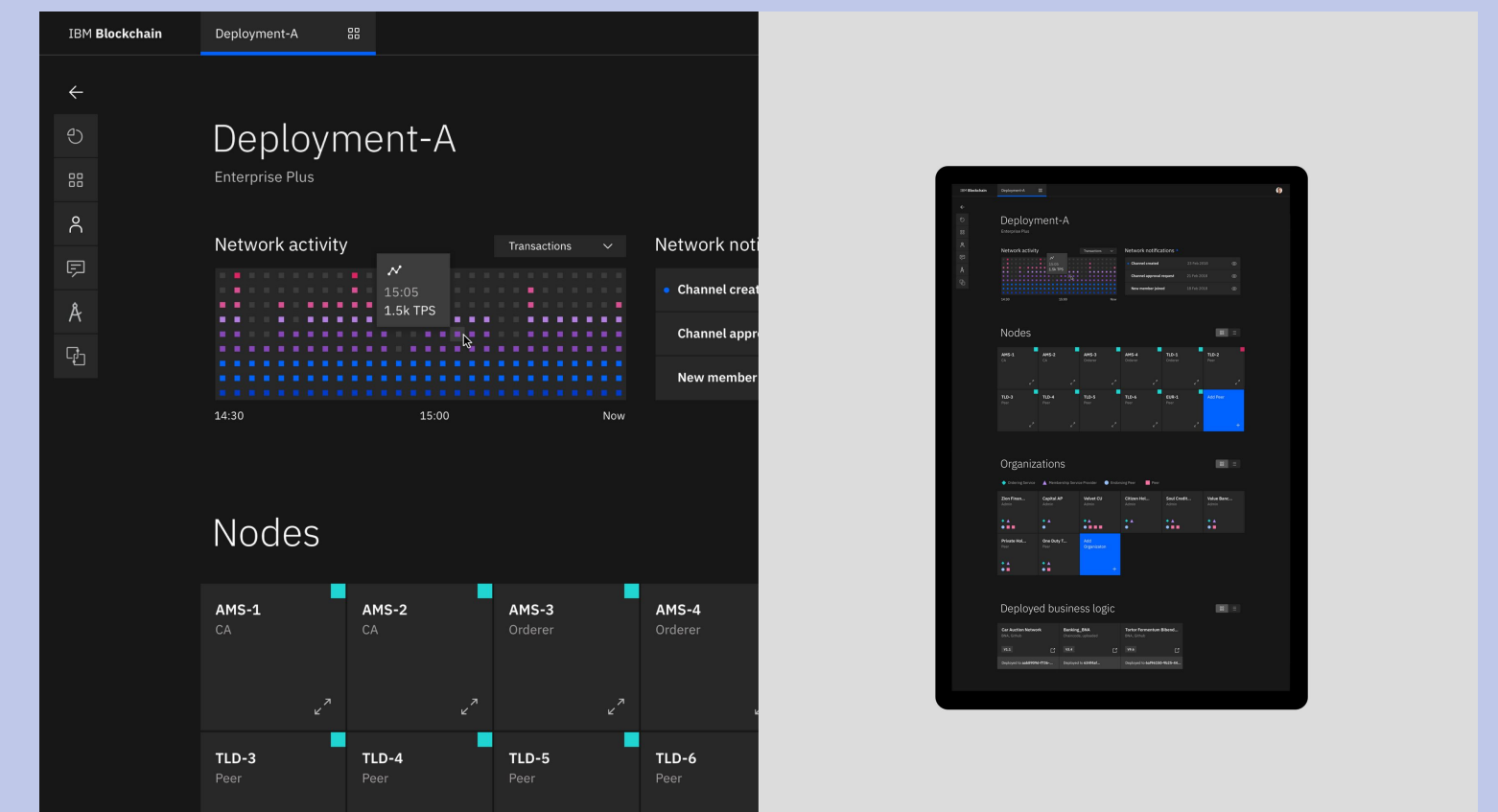
Bootstrap

Designed by Twitter (ready made elements, grid system)



Carbon Design System

Designed by IBM (accessibility and consistency, large library of React elements)



Adele

The repository of publicly available design
systems and pattern libraries

[Start Exploring Systems](#)

[Why Adele?](#)

Find publicly available
design systems and
pattern libraries!

Three

**Future of
Design**

Why is Web Design “dead”? (Sergio Nouvel)

- “Exhausted possibilities”
 - UX Design > Web Design
 - “enhancing user satisfaction by improving the usability, ease of use, and pleasure provided in the interaction between the user and the product”

1. Commodifying of Templates

2. Web patterns are mature

3. AI and Automation

4. Facebook pages = new small business page

5. Mobile is killing the web

Issues with Patterns

1

Misuse of patterns

Design is “already” completed” by templates and no need for designer as you can take it off the shelf

2

Outcomes > context

eg. a scheduler for a regular medical appointment vs an emergency appointment

3

User needs are conflated

“How can I check the progress of my application?”
“Can I update or change my delivery address?”
“Can I quickly repeat or renew an application?”
to:
“How can we get all the details we need from users to allow them to register for an account?”

Democratization of Design?

The field is more accessible: good or bad?

“the bar for being able to get into design is lower than it’s ever been” which to designers is both a blessing and a curse.

THE YEAR IS 2056. EVERYONE IS A GRAPHIC DESIGNER



Decentralization and NFTs

Do NFTs help designers make more money? Or are they harmful?

Nuisance

Fake

Troubling

Nice

Faultless

Thrilling

Artificial Intelligence

Give designers more tools or replace designers altogether?



Four

Proposal

Atomic Lab

Your
Elements
5
1%

Known
Elements
44370
You Invented 0

Mixtures
Remaining
0
Buy More

search form card component login page

Completed Challenges 0

Restart

Elements (double tap elements to pin)

button

SEARCH

input

ENTER KEYWORD

icon



Atomic Lab

Your
Elements
5
1%

Known
Elements
44370
You Invented 0

Mixtures
Remaining
0
Buy More

search form card component login page

Completed Challenges 0

Restart

Elements (double tap elements to pin)

button

SEARCH

SEARCH

input

ENTER KEYWORD

icon



Atomic Lab

Your
Elements
5
1%

Known
Elements
44370
You Invented 0

Mixtures
Remaining
0
Buy More

search form card component login page

Completed Challenges 0

Restart

Elements (double tap elements to pin)

button

SEARCH

SEARCH

input

ENTER KEYWORD

ENTER KEYWORD

icon



Atomic Lab

Your
Elements
5
1%

Known
Elements
44370
You Invented 0

Mixtures
Remaining
0
Buy More

search form card component login page

Completed Challenges 0

Restart

Elements (double tap elements to pin)

button

SEARCH

input

ENTER KEYWORD

icon



SEARCH

ENTER KEYWORD

Atomic Lab

Your
Elements
5
1%

Known
Elements
44370
You Invented 0

Mixtures
Remaining
0
Buy More

search form card component login page

Completed Challenges 0

Restart

Elements (double tap elements to pin)

button

SEARCH

input

ENTER KEYWORD

icon



SEARCH

ENTER KEYWORD

Atomic Lab

Your
Elements
6
1%

Known
Elements
44370
You Invented 0

Mixtures
Remaining
0
Buy More

search form card component login page

Completed Challenges 0

Restart

Elements (double tap elements to pin)

button

SEARCH

search engine

SEARCH THE SITE
ENTER KEYWORD SEARCH

input

ENTER KEYWORD



Thanks!