



New Algorithmic Approaches to Graphic Design

I hope this
makes sense.

Martín Bravo

@brvmrtn



Design
Systems?

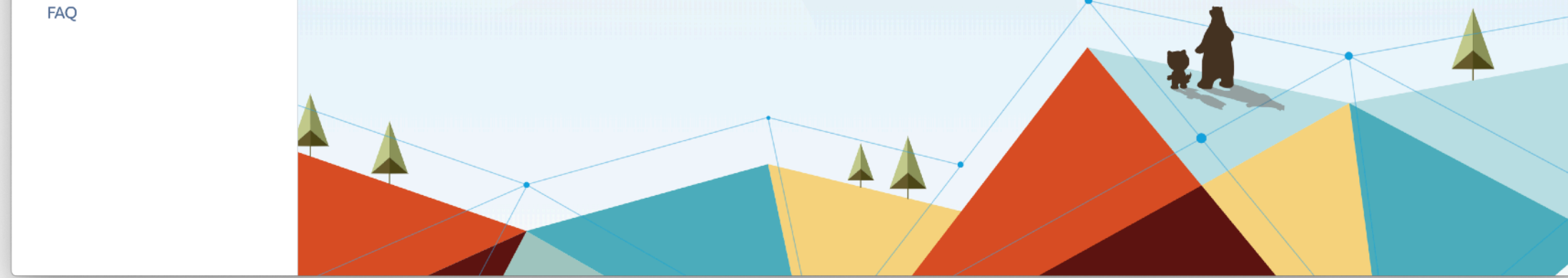
Setup, while keeping the product easy to navigate and understand.

ship new products and features.

[Review guidelines](#)

[Get components](#)

Meetup experience, the Swarm



Check out these practical guides to help you understand how to design for the Shopify platform using Polaris.

[Shopify experience values](#) [Crafting the Shopify admin](#)

[Designing apps for Shopify](#) [Internationalization](#)

Hudl Uniform

Download v2.1.0 View on GitHub

Utilities
 at your designs and deliver types quickly and consistently, without touching of CSS.
[with utilities](#)

Page templates
 Use our basic page templates as a starting point for your design and development process.
[Start from a template](#)

Design Systems Repo | A Colle... Primer CSS USWDS: The United States We... Hudl Uniform Homepage - Material Design

material.io

MATERIAL DESIGN

Design Components Develop Resources

Build beautiful products, faster.

Material is a design system – backed by open-source code – that helps teams build high-quality digital experiences

[GET STARTED](#) [WATCH VIDEO](#)

Design guidance and code
 Use our most popular design and development resources to jumpstart your latest project

Material Design guidelines
 Material Design principles, styles, and best practices

Components
 Design guidance and developer documentation for interactive UI building blocks

Icons
 Access five sets of stylized system icons, available in a range of formats and sizes

Design Syste... Color | Mailc... Atlassian Desi... GitHub Style... https://rimble... Stacks

ux.mailchimp.com/patterns/color

Patterns

FOUNDATIONS

- Color
- Data Visualization
- Grid System
- Typography

COMPONENTS

- Buttons
- Dialogs
- Feedback
- Form Elements
- Freddicons
- Helper Classes
- Lists
- Navigation

Color

Brand

Cavendish
#FFE01B

Functional Colors

- Peppercorn** #241C15
- Oyster** #403B3B
- Tuna** #8C8C8C
- Basmati** #DBD9D2
- Parsnip** #EFEDEA
- Jaspe** #F6F6F6
- Kale** #007C89

Hudl Uniform Homepage - Material Design

col

x websites. It establishes a common components, and outlines high level

Design S... Home... Lightning... Color | M... Atlassian... GitHub S... https://ri... Stacks... Swarm... USWDS... Hudl Uni... +

design-system.service.gov.uk

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BETA This is a new service – your [feedback](#) will help us to improve it.

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Design Systems... Atlassian Desig... GitHub Style Gu... https://rimble.c... Stacks... Swarm Des...

atlassian.design

Design, develop, and deliver

Use Atlassian's end-to-end design language to create

What are
design systems
a symptom of?

**A sign
systems
manual**

Crosby/Fletcher/Forbes

size 1

size 2

size 3

size 4

size 5

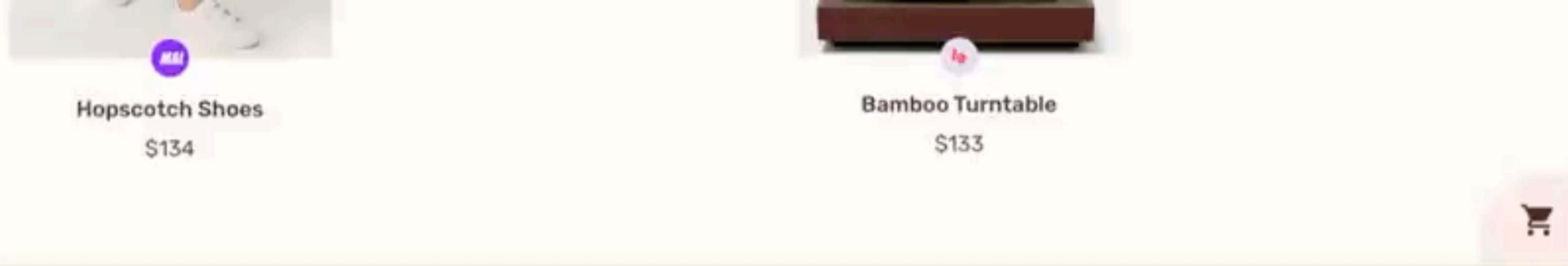
size 6

size 7

“We are now in transition from an object-oriented to a systems-oriented culture. Here change emanates, not from things, but from the way things are done.”

| Jack Burnham
| Systems Esthetics (1968)

A need for
designing for
complex *digital*
systems at scale



AGFA

AmericanAirlines[®]



Lufthansa



Bell Atlantic

ARCO

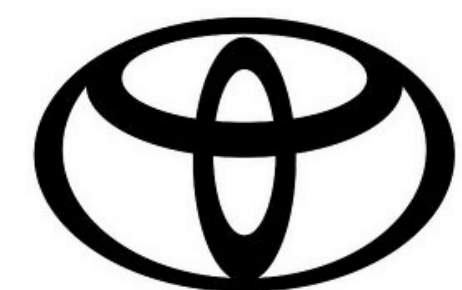


Knoll

Crate&Barrel

Jeep[®]

Panasonic



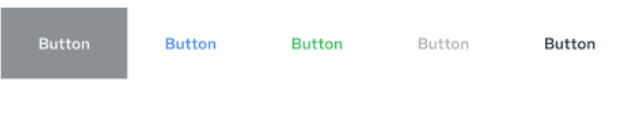
TOYOTA



BLAUPUNKT

BASF

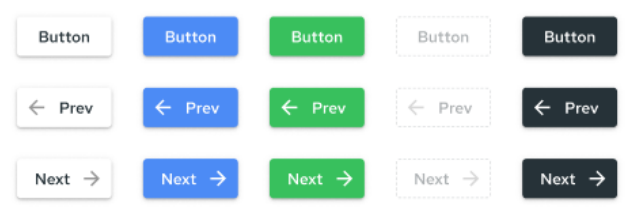
Flat



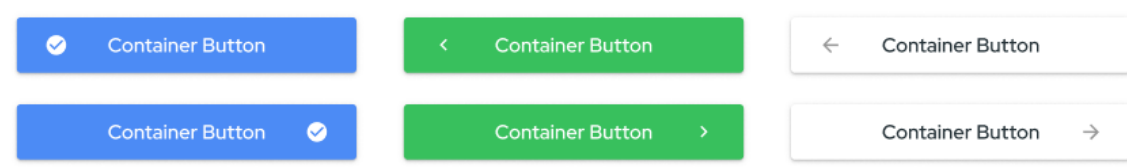
Ghost



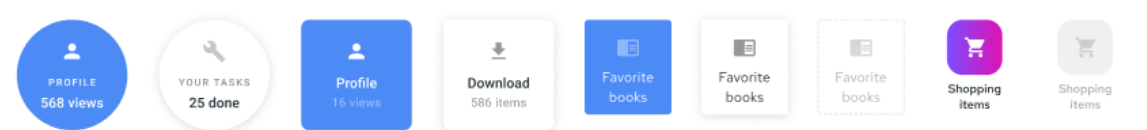
Raised



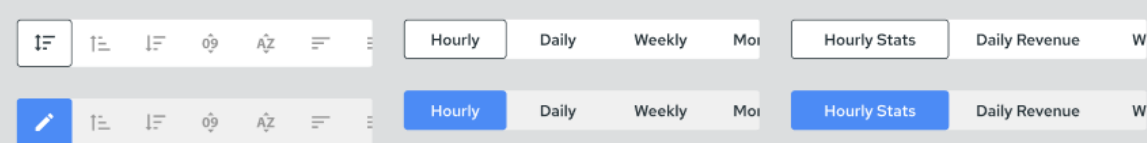
Container



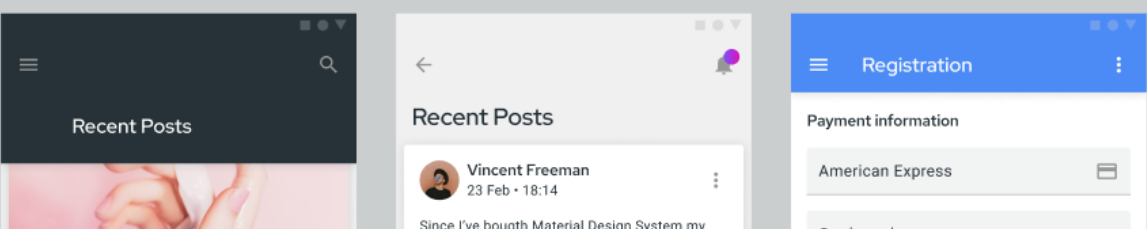
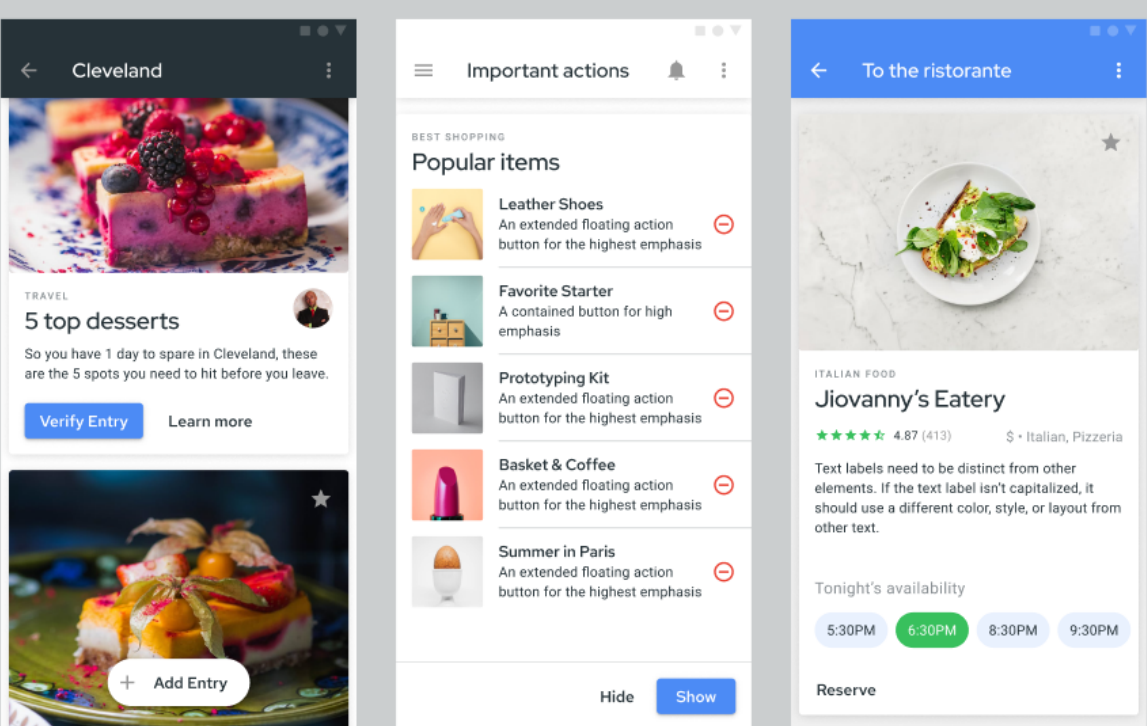
Cusom



Patterns



Templates



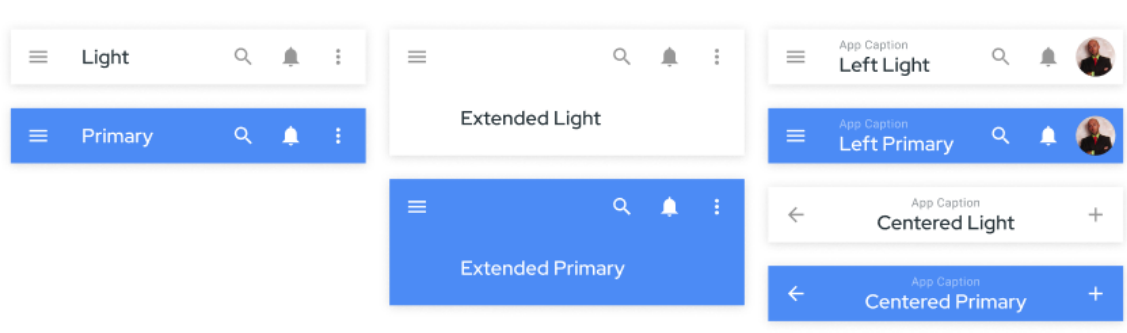
FAB (Floating Action Button)



Square



Top



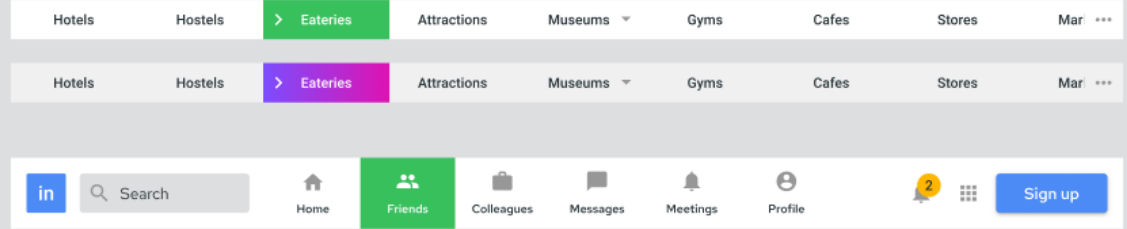
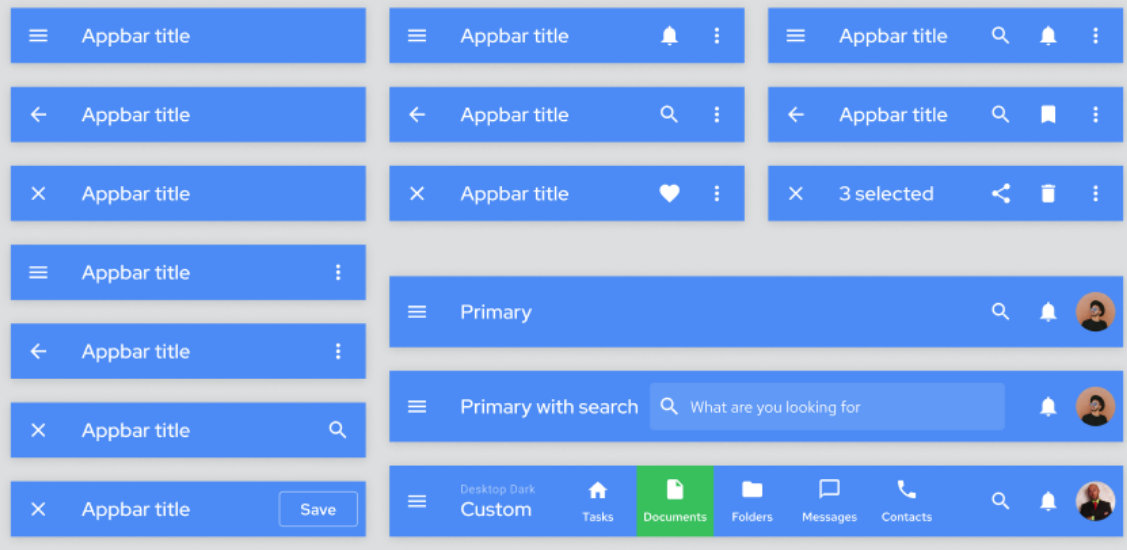
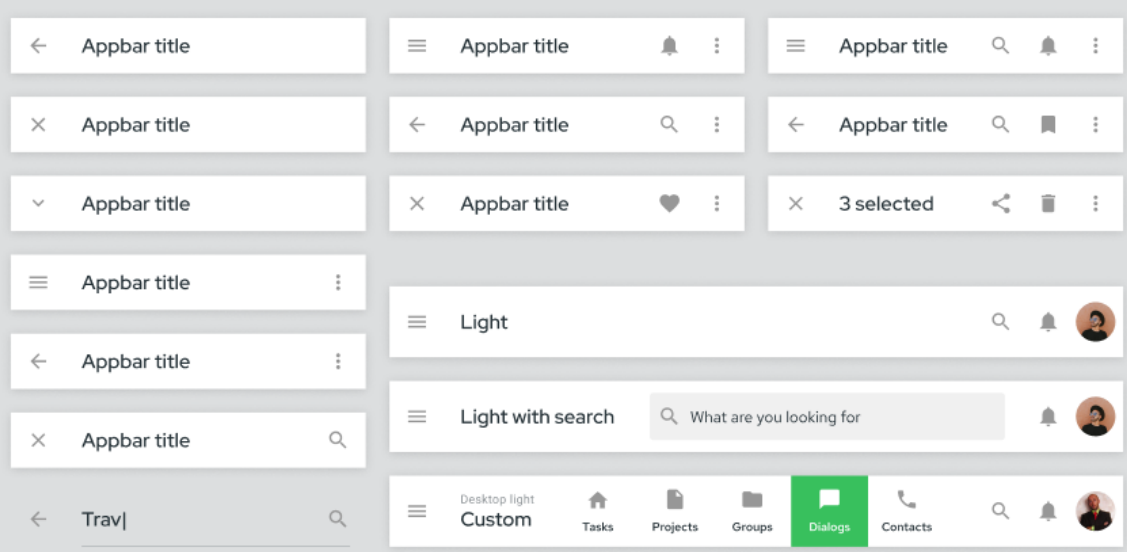
Submenu



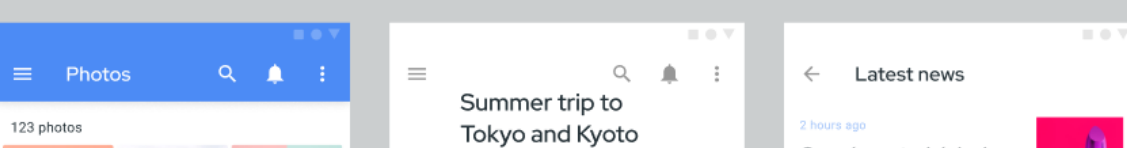
Bottom



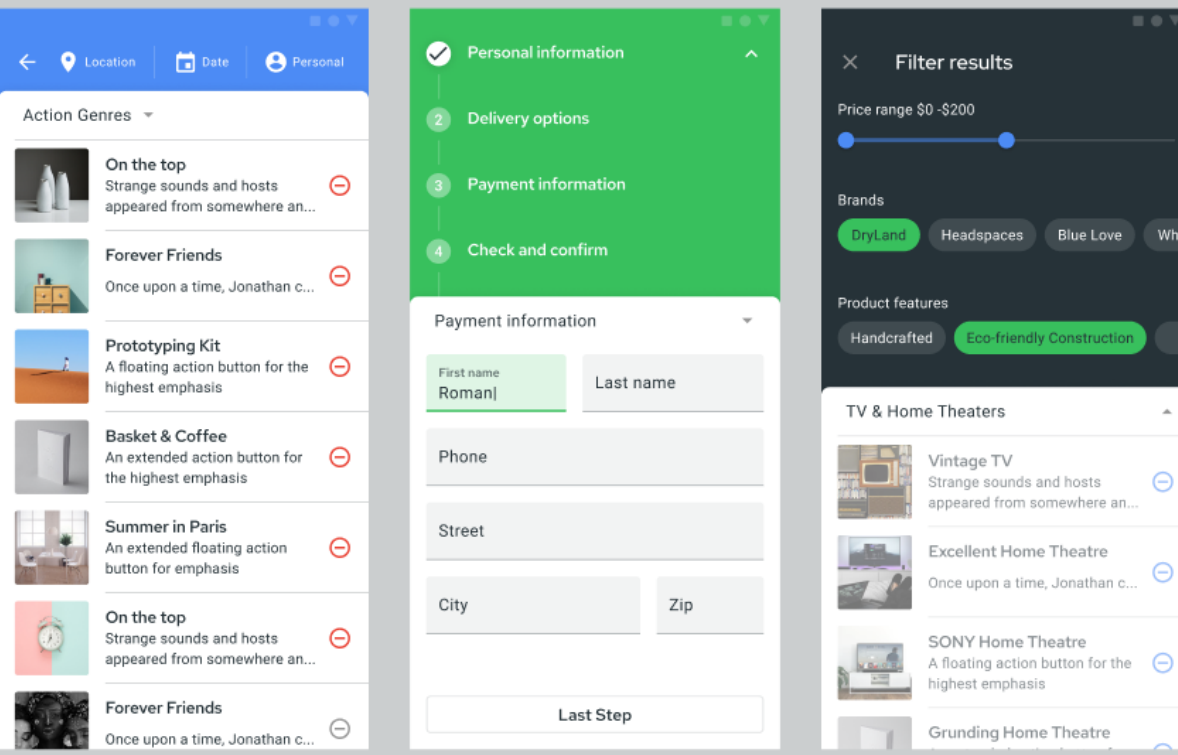
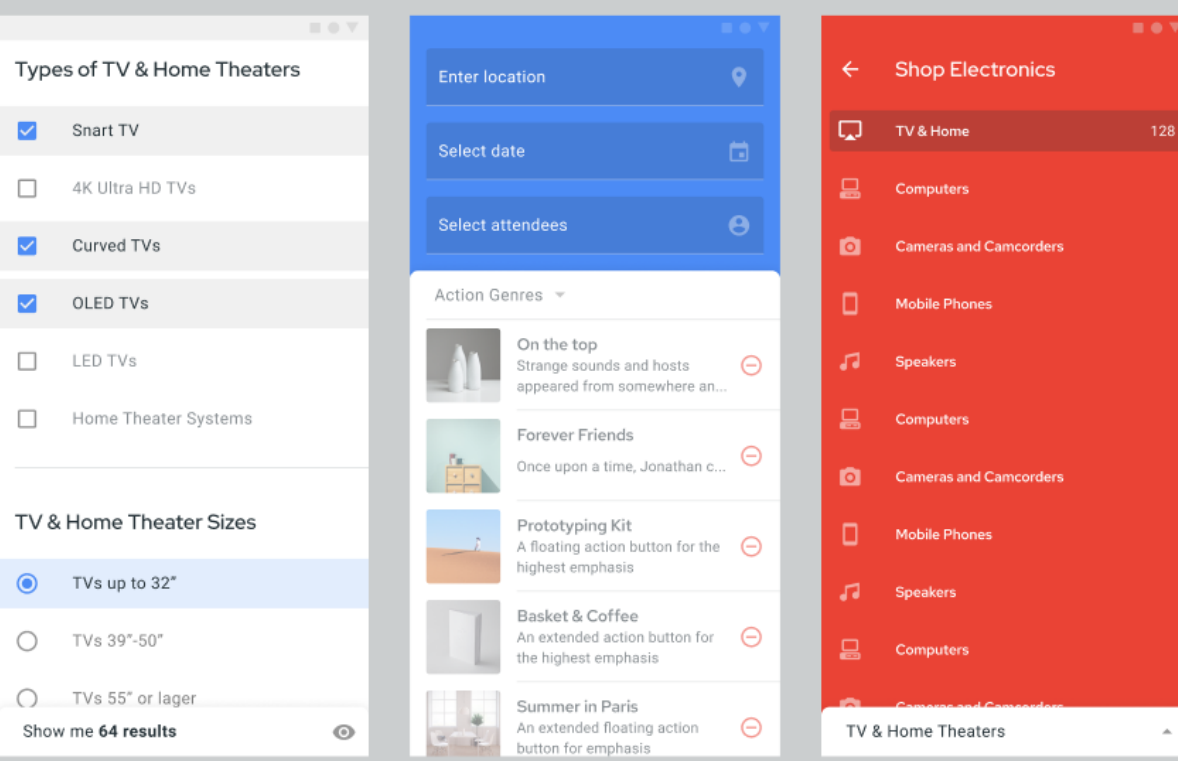
Patterns



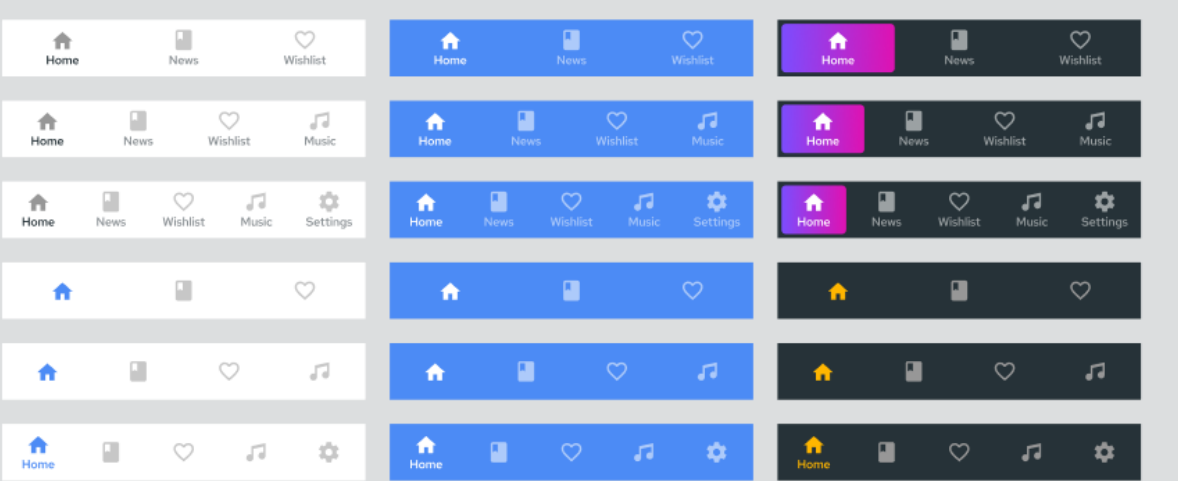
Templates



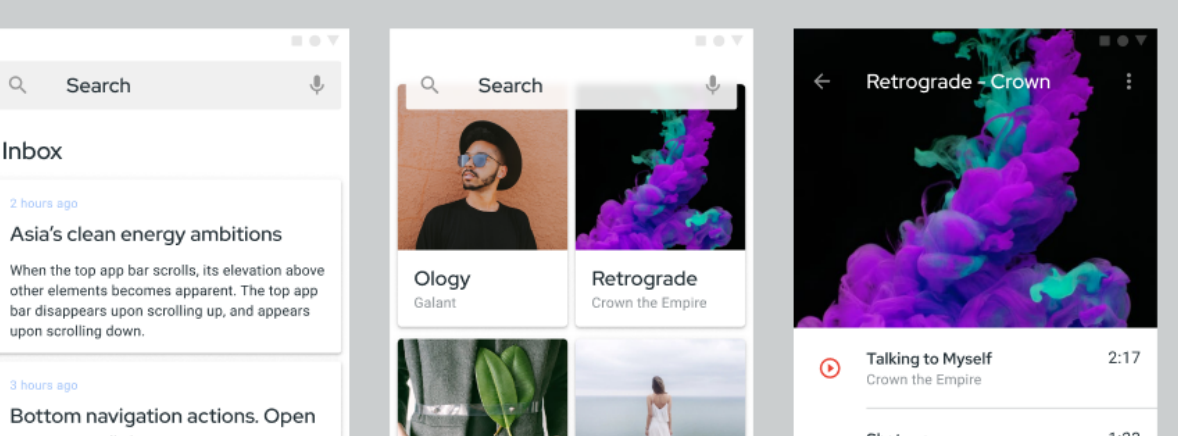
Templates



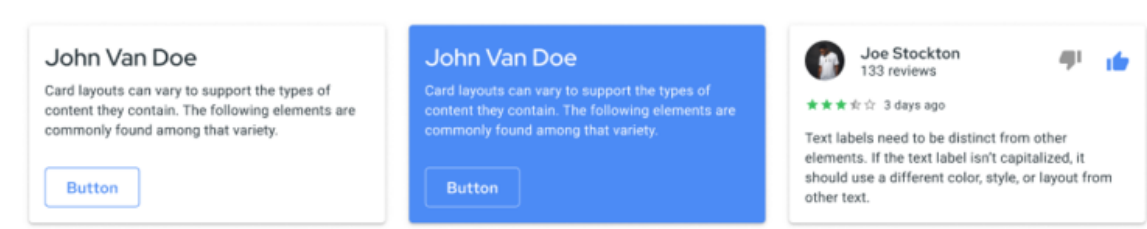
Patterns



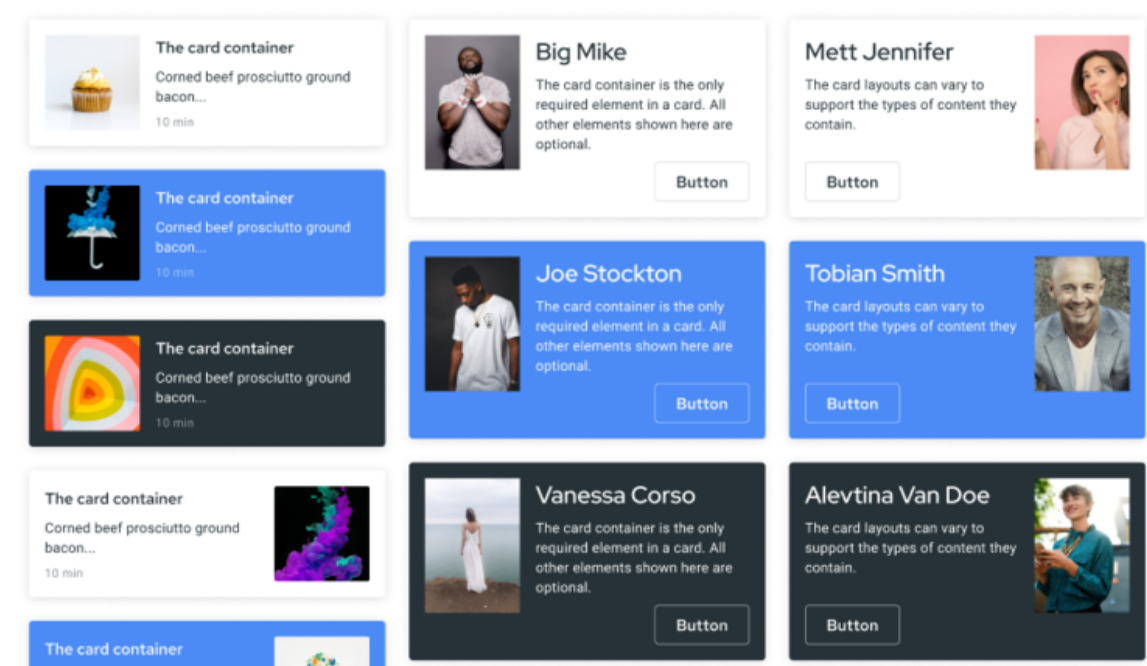
Templates



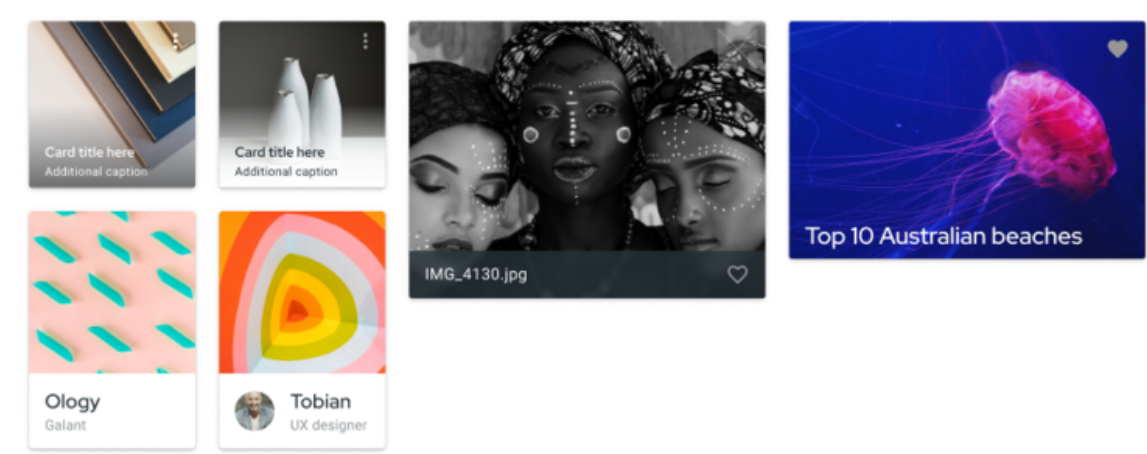
Text Only



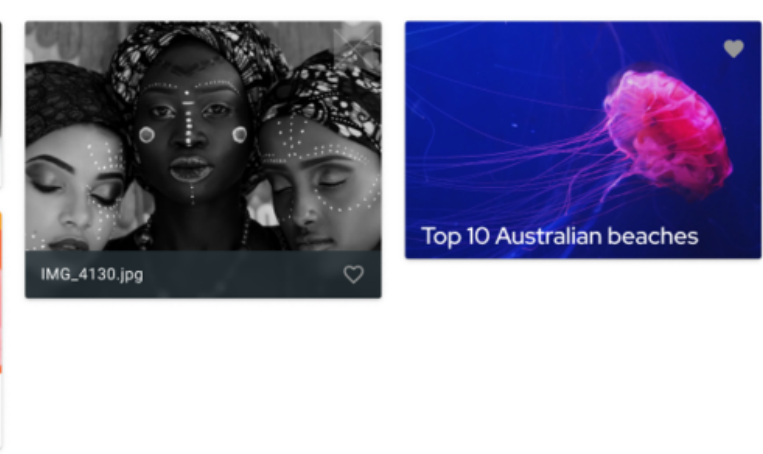
Text & Pic



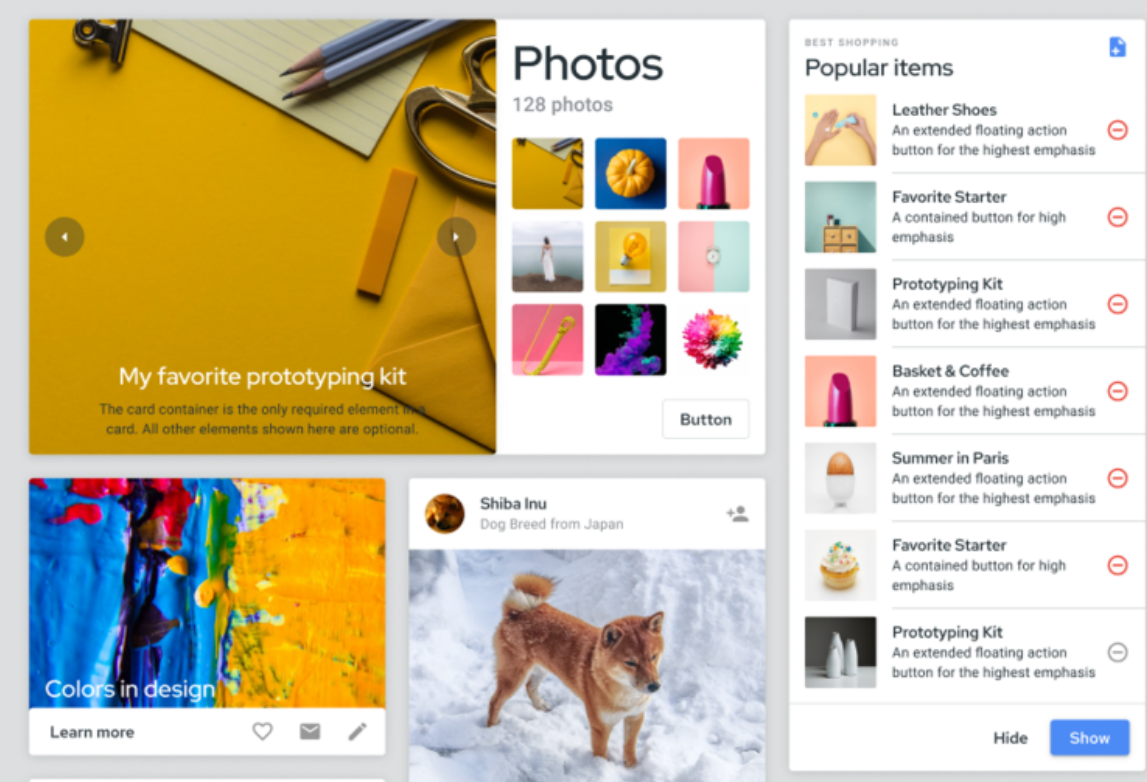
Grid Card

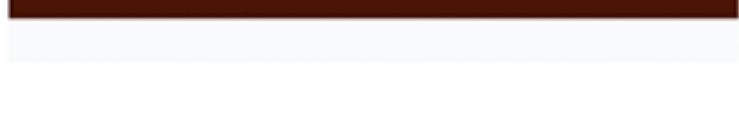
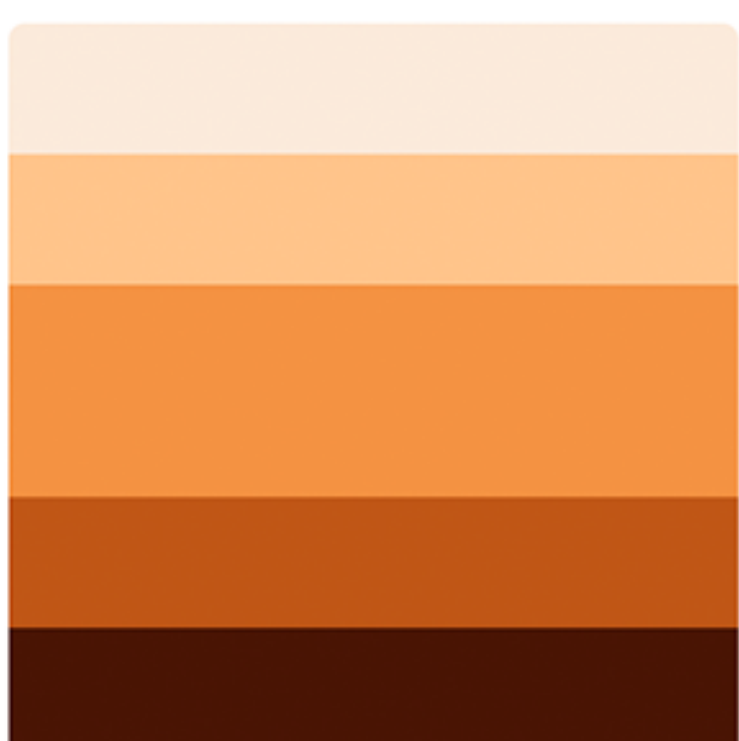
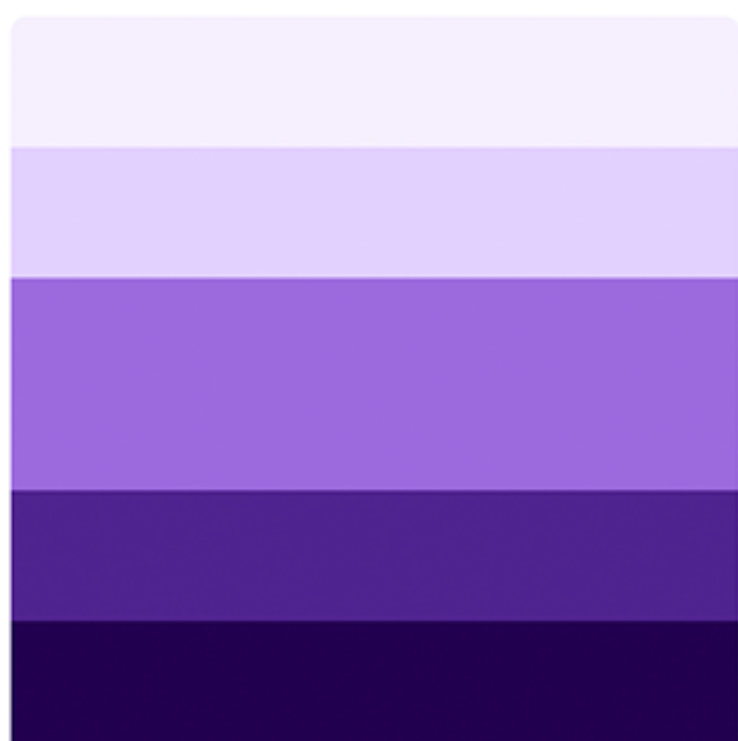


Big Pic



Patterns







meural.com

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Introducing the Meural Canvas
The smart art frame that brings every brushstroke to life.

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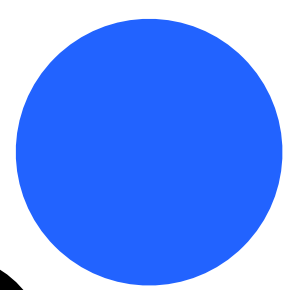
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What should
inform a modern
design practice?

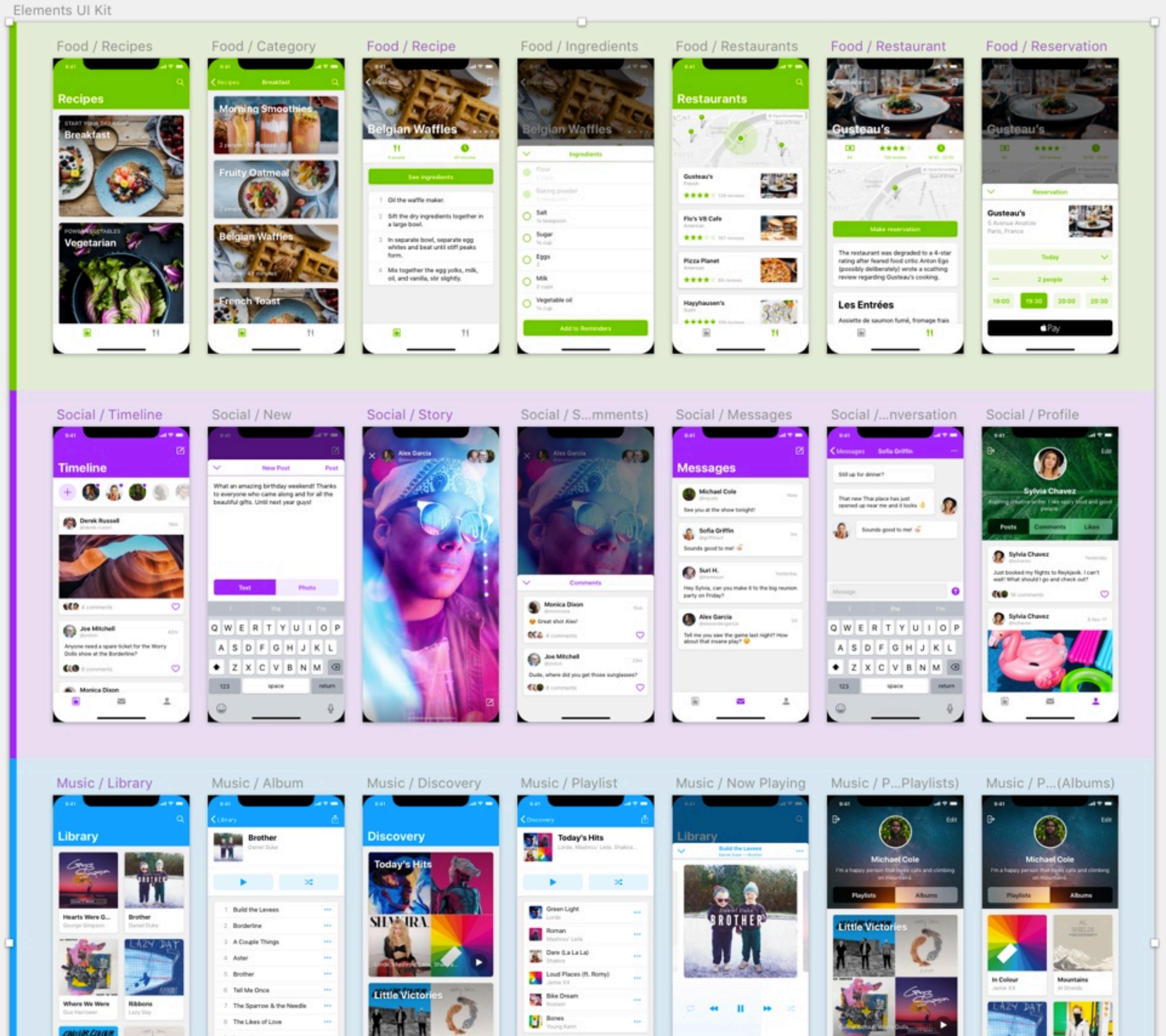
Code
is a
material.



Design

Engineering

- Apps ▾
 - ▶ Social / New
 - ▶ Social / Story
 - ▶ Social / Story (Comments)
 - ▶ Social / Profile
 - ▶ Social / Messages
 - ▶ Social / Conversation
 - ▶ Music / Library
 - ▶ Music / Profile (Albums)
 - ▶ Music / Profile (Playlists)
 - ▶ Music / Discovery
 - ▶ Music / Now Playing
 - ▶ Music / Playlist
 - ▶ Music / Album
 - ▶ Photography / Albums
 - ▶ Photography / Photos
 - ▶ Photography / Photo
 - ▶ Photography / Camera
 - ▶ Photography / Filters
 - ▶ Photography / Edit
 - ▶ Photography / Places
 - ▶ Travel / Guides
 - ▶ Travel / Guide
 - ▶ Travel / Cities
 - ▶ Travel / City
 - ▶ Travel / Reservation
 - ▶ Travel / Restaurants
 - ▶ Travel / Hotels
 - ▶ Elements UI Kit
 - ▶ Background
- Filter



Position: X: -120, Y: -359

Size: Custom (Width: 3145, Height: 5060) [Resize to Fit]

Adjust content on resize

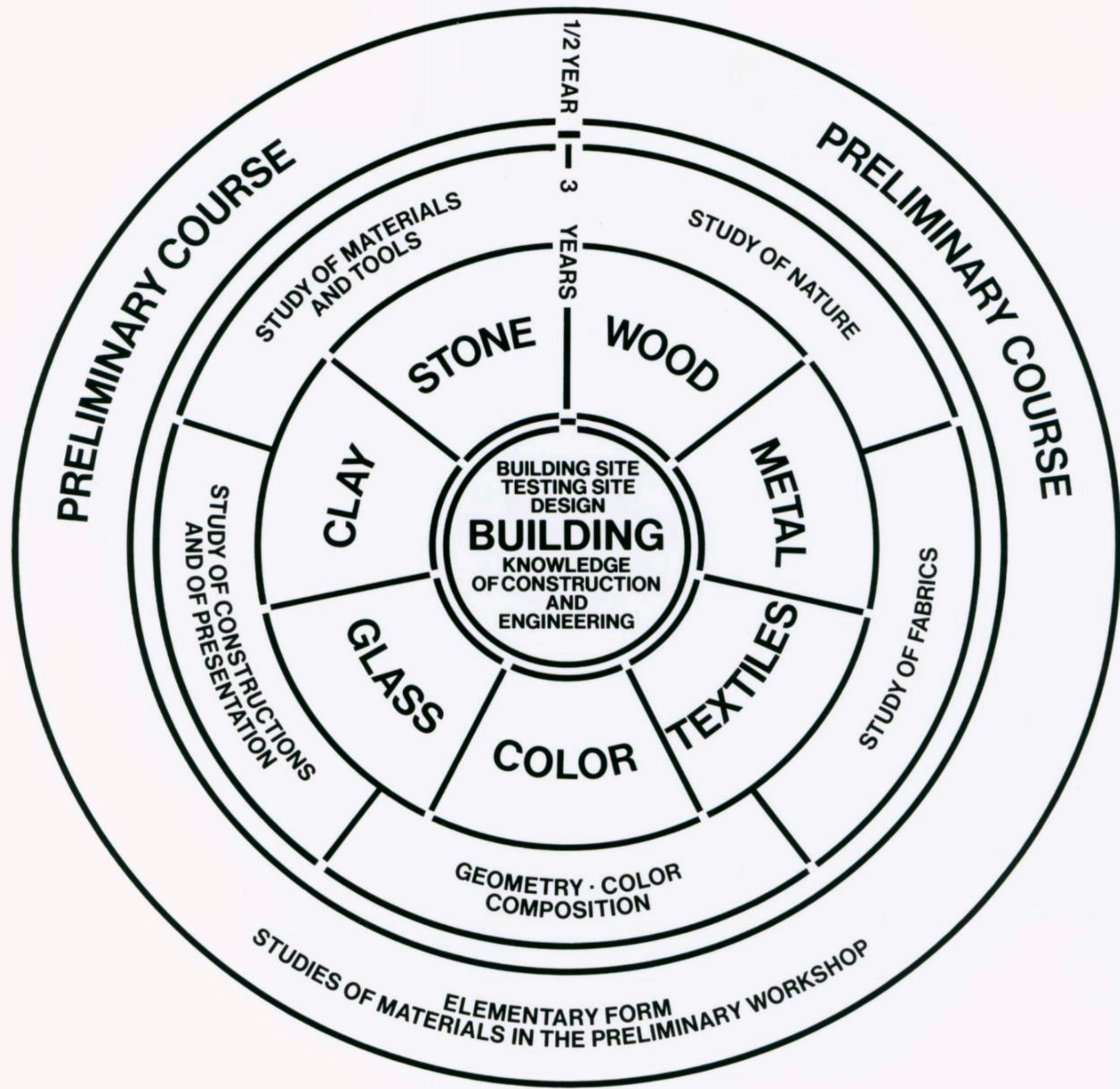
Background color

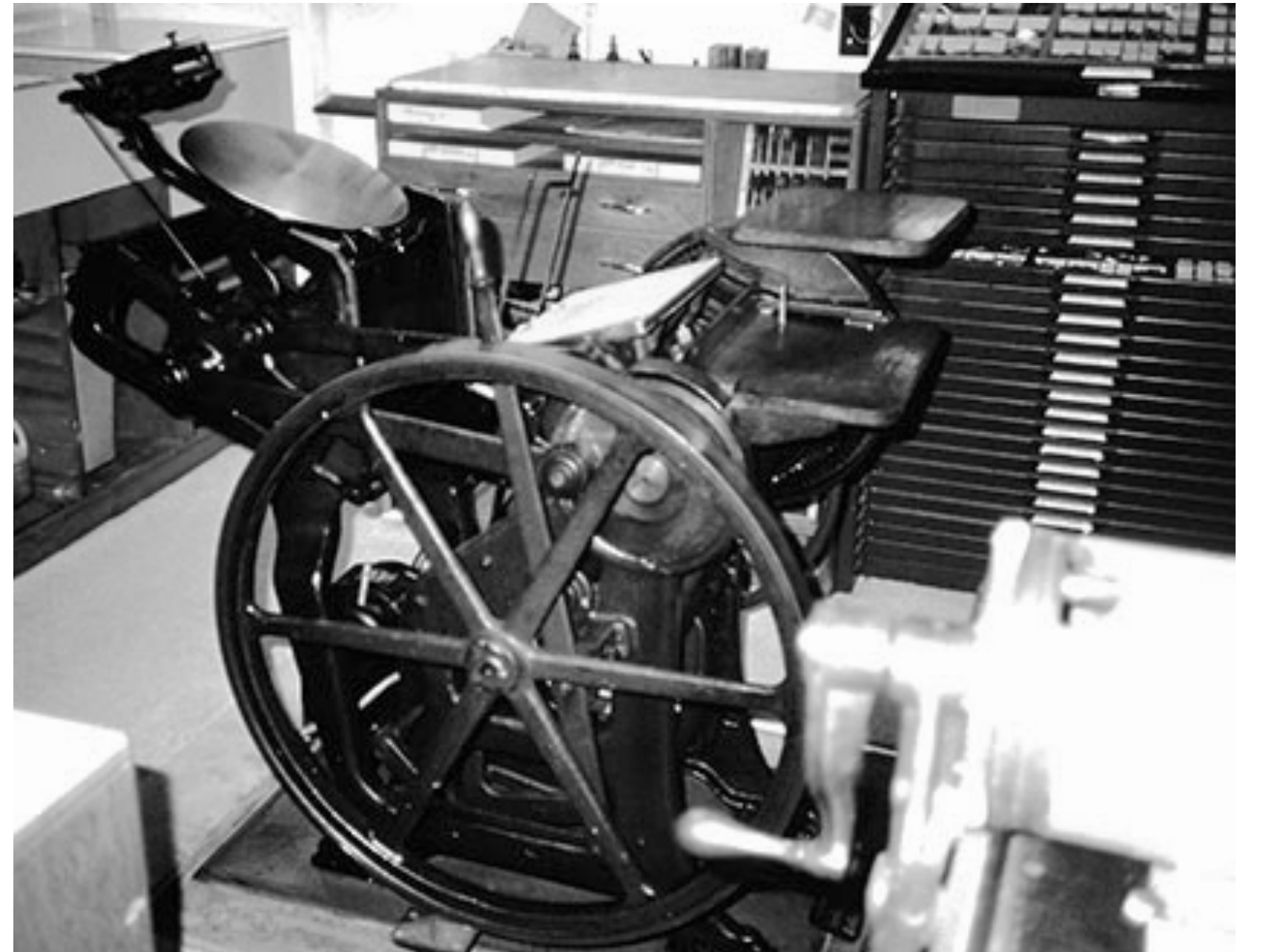
Include in Export

Export: 1x [Format: PNG] [Export Element UI Kit...]

“Meta-design is much more difficult than design; it’s easier to draw something than to explain how to draw it.”

| Donald Knuth
| The Metafont Book (1989)

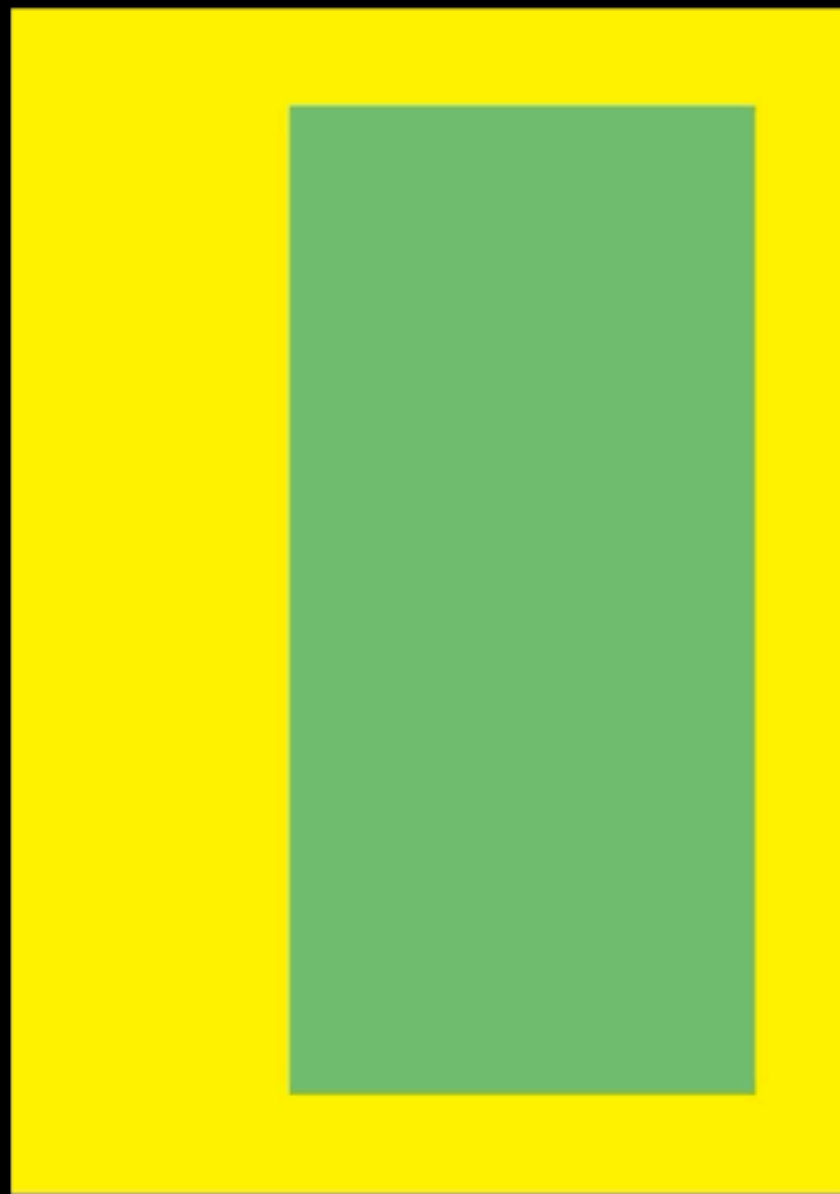








Wood, Metal,
Clay, Stone,
Glass, Textiles,
Color, Code.

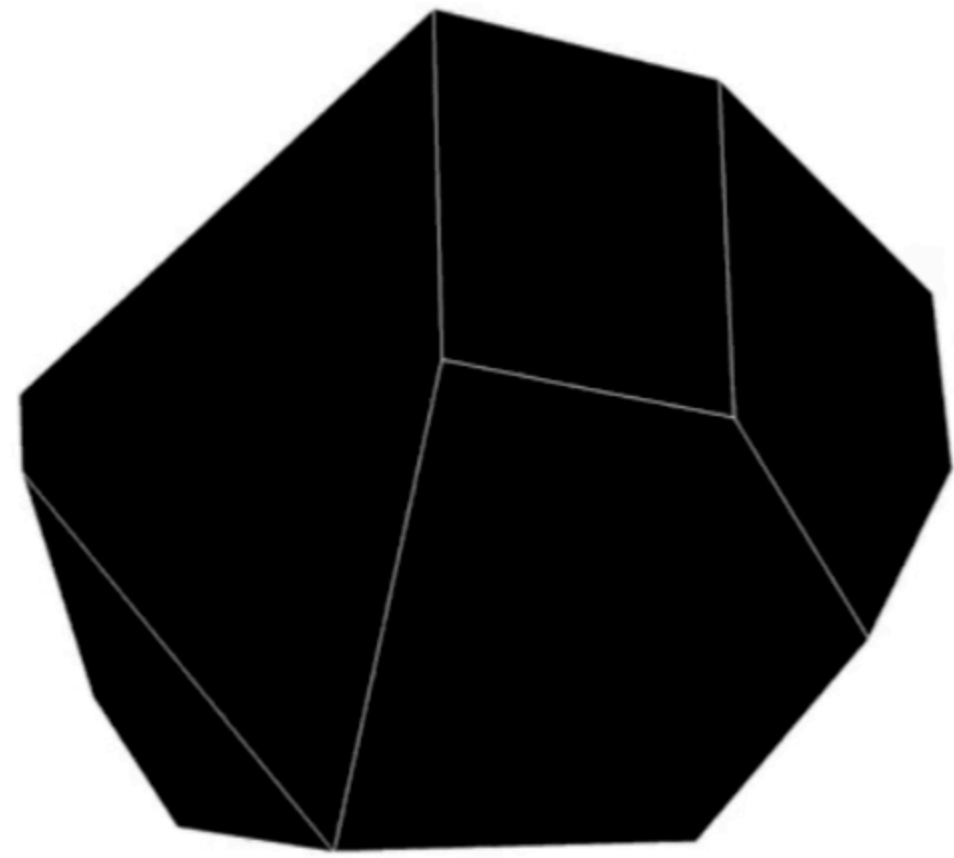


Graphic	+
Wordmark	+
Graphic color	+
Background color	+
Stroke	+
Output	+

Generate



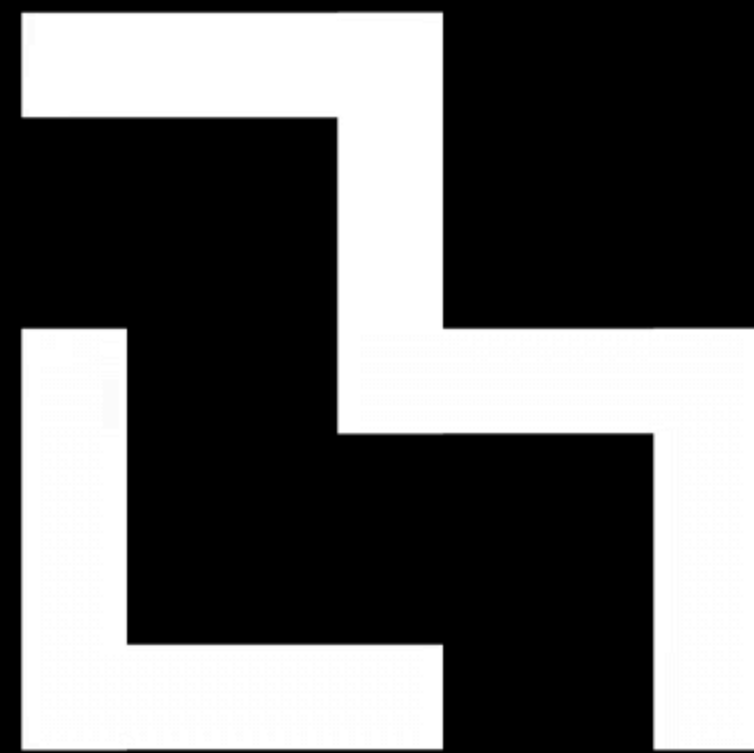
Visual identities
as dynamic
entities.



Casa da Musica, Sagmeister & Walsh, 2010



Dutch National Museum of World Cultures, Lava, 2008



Mit Media Lab, Pentagram, 2014



Whitney Museum, Experimental Jetset, 2013



Noa Noa, Venue & Screen System

A



Noa Noa, Posters



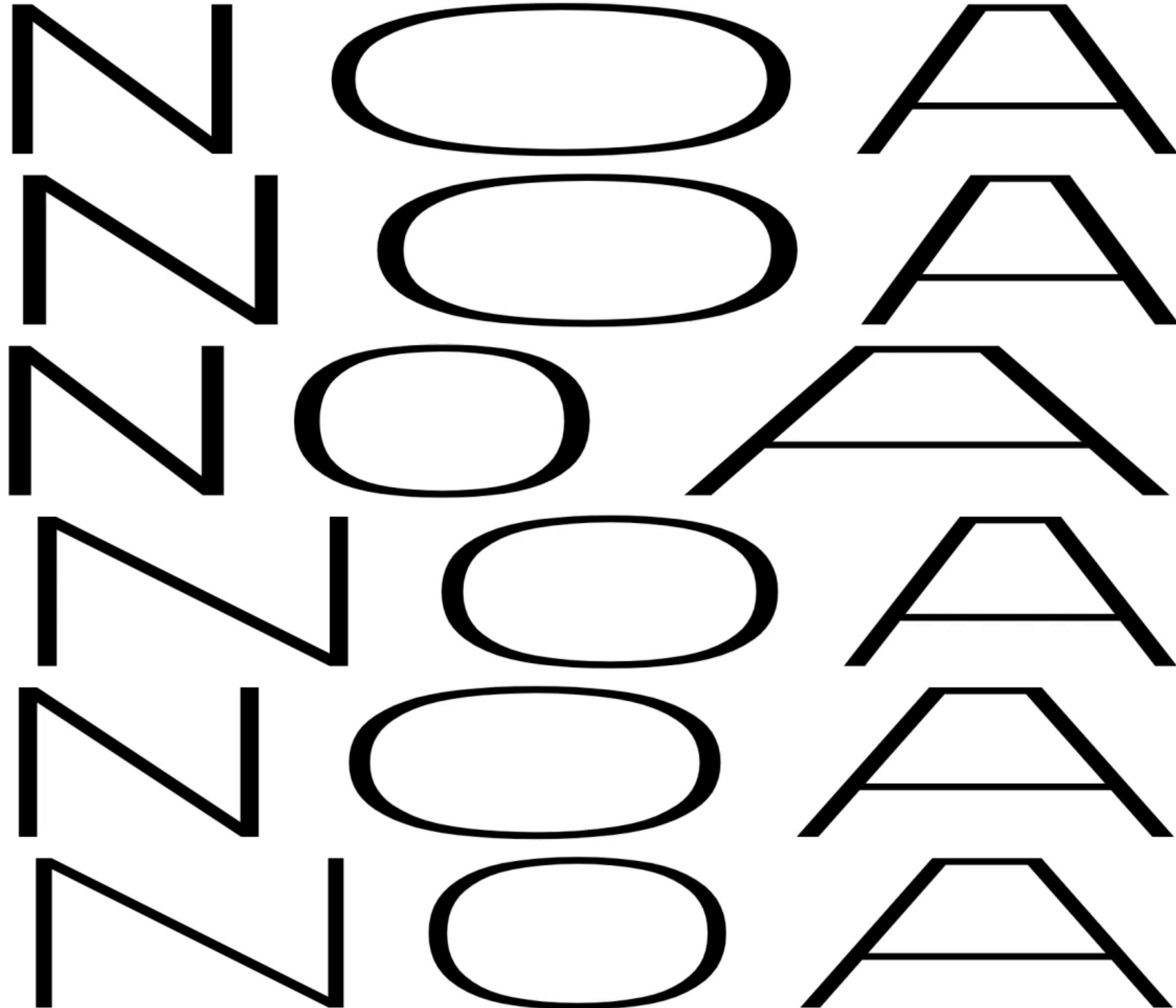
Dynamic Identities in Cultural and Public Contexts


Ulrike Felsing, Design 2context, ZHdK
Lars Müller Publishers

III.

**What Are Flexible Visual
Identities?**

Design through
~~mockups~~
functional
prototypes.



 Learning GitPart 50 of 205 from *Learning Path: Git*

Take a minute to see how much you've learned so far:

1 What could a tag be used for?

- To indicate that a file needs to be checked.
- To indicate that the version of code is ready for users.
- To indicate that you are in a "detached HEAD" state.

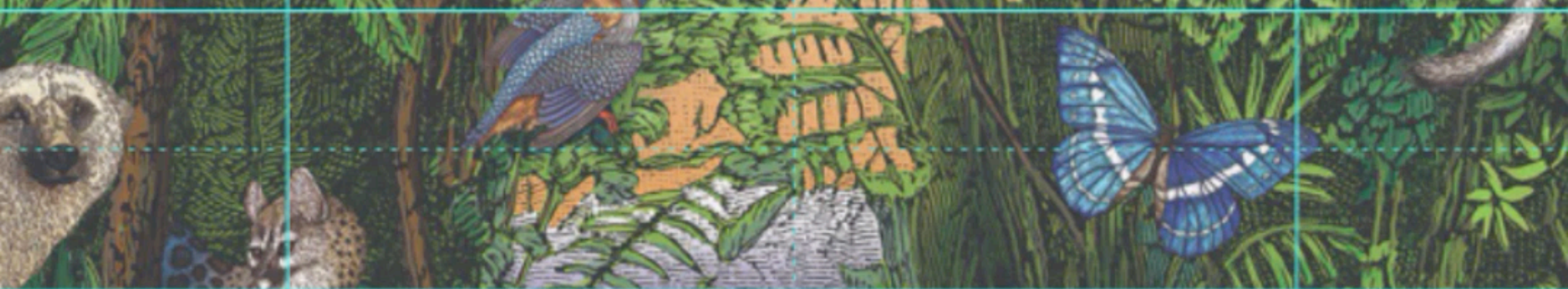
2 What is the basic workflow of creating a new file in git?

- local working directory -> staging area -> local repository -> remote repository
- local working directory -> local repository -> staging area -> remote repository
- staging area -> local working directory -> local repository -> remote repository
- remote repository -> local repository -> local working directory -> staging area

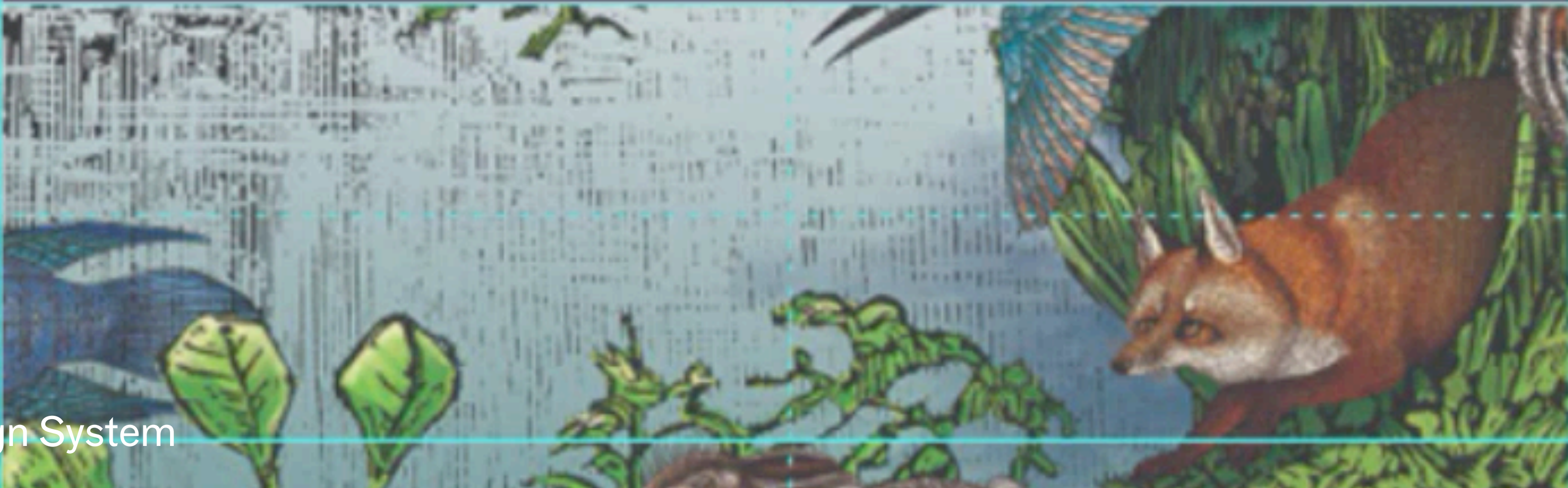
Deliver
~~guidelines~~
workflows
& tools.

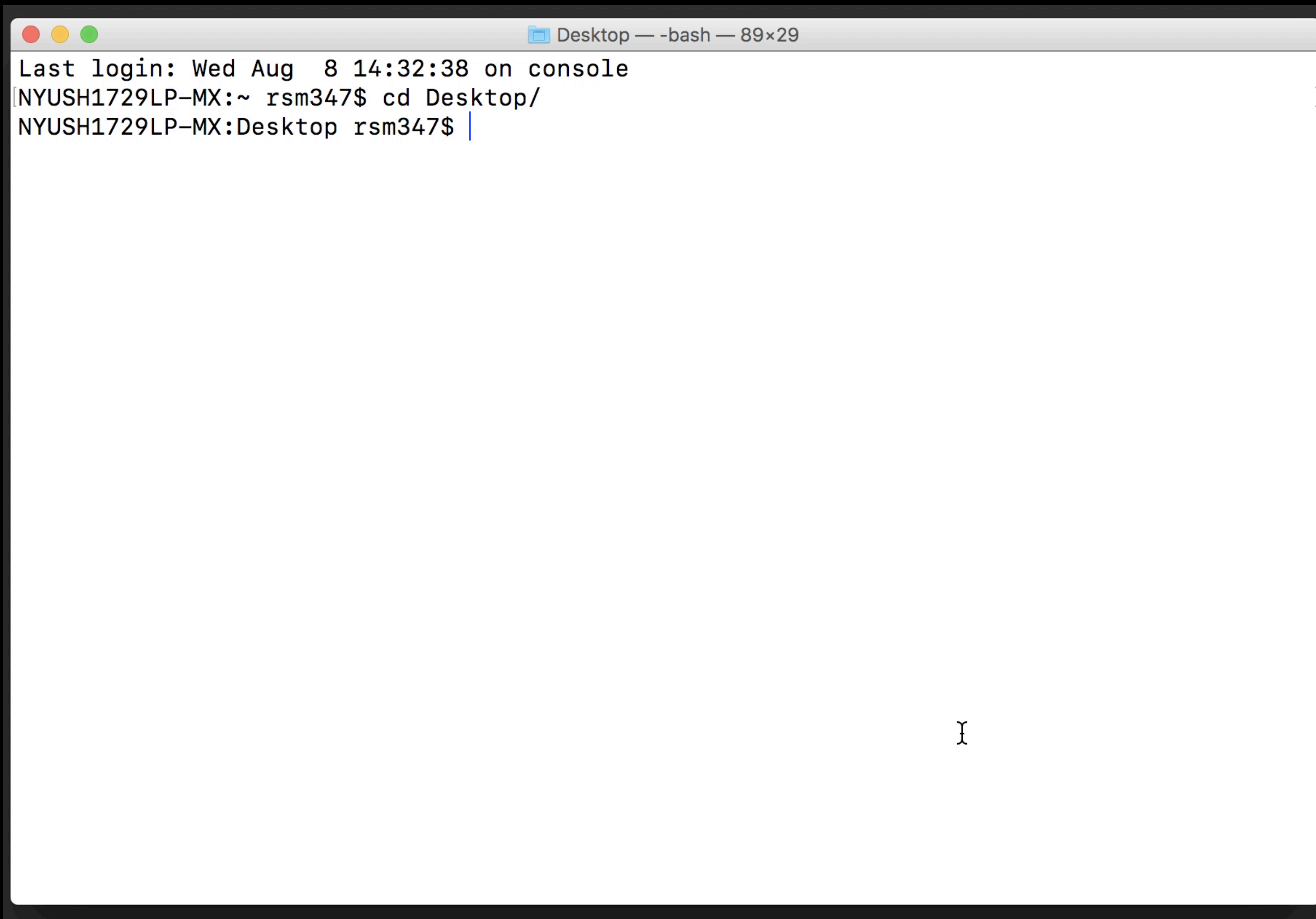
“Designers love to craft design principles, rules for their coworkers to follow – this rarely works. The principles always create more work. There is little motivation for anyone to change their own behaviour simply because someone with no authority posts a sign. Smart designers study how coworkers tools/processes make it hard to do good design – and they make better ones.”

| Scott Berkun
| Author

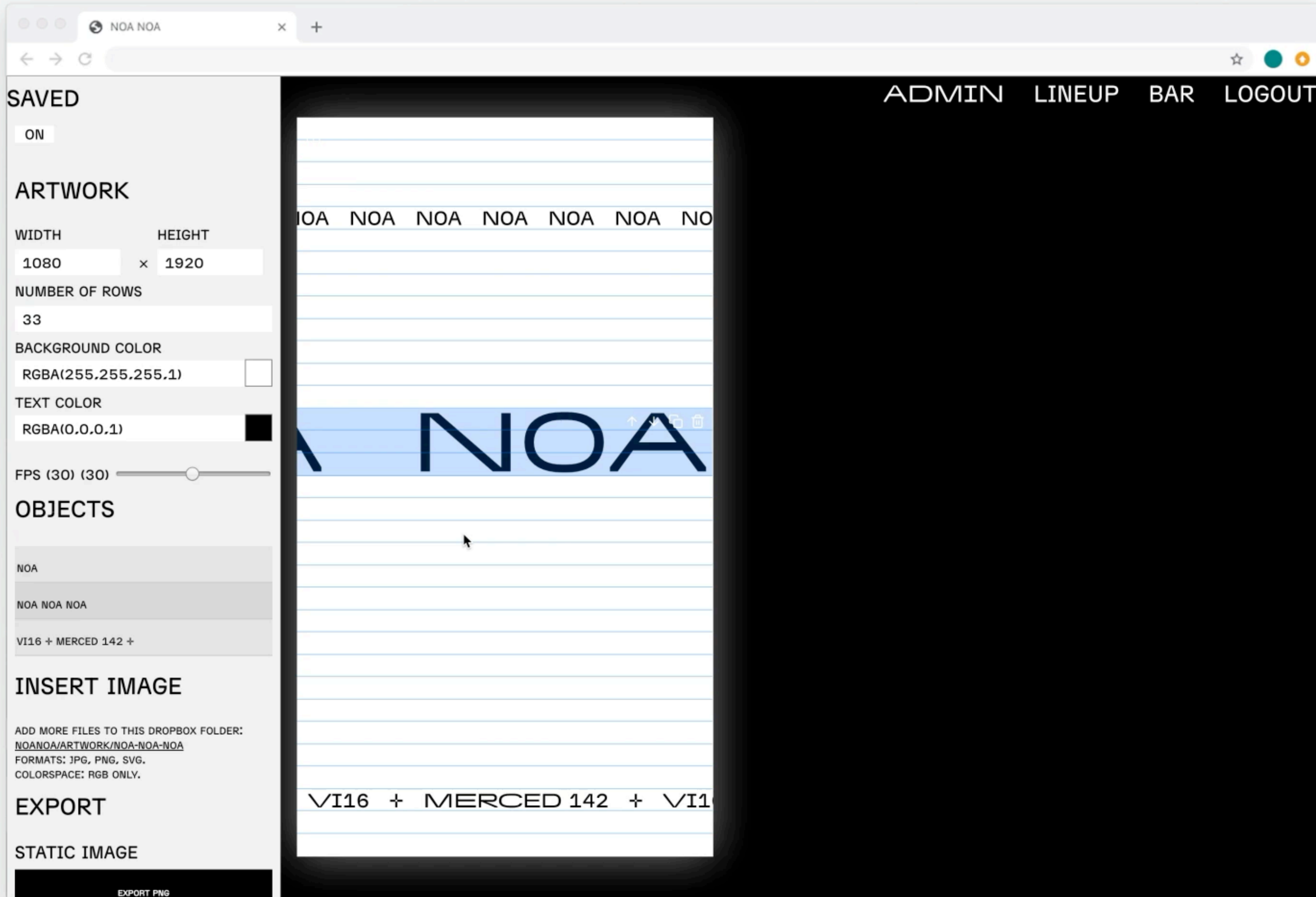


O'REILLY®

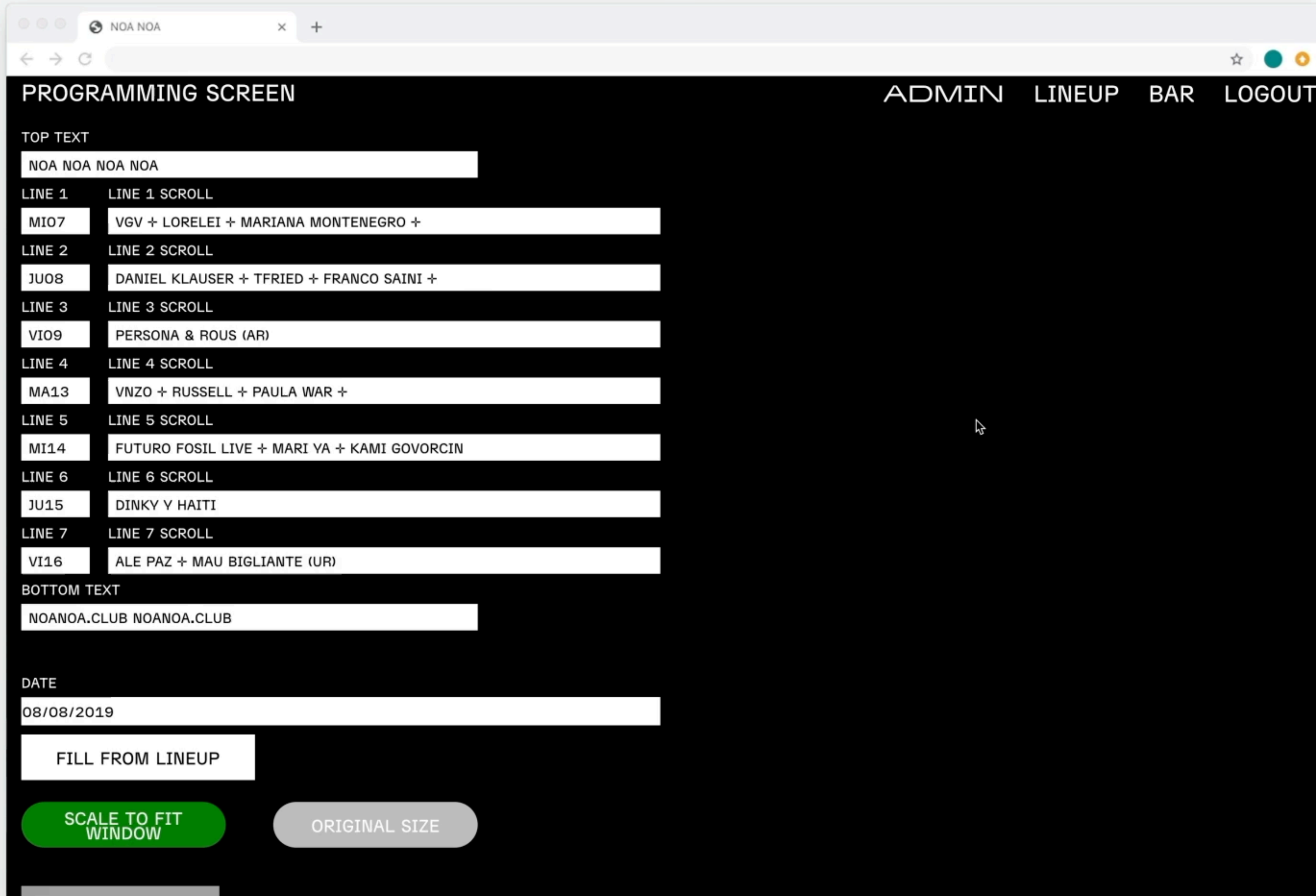




```
Desktop — -bash — 89x29
Last login: Wed Aug  8 14:32:38 on console
NYUSH1729LP-MX:~ rsm347$ cd Desktop/
NYUSH1729LP-MX:Desktop rsm347$ |
```



Noa Noa, Moving Poster Generation Tool



Noa Noa, Screen Assets Generation Tools



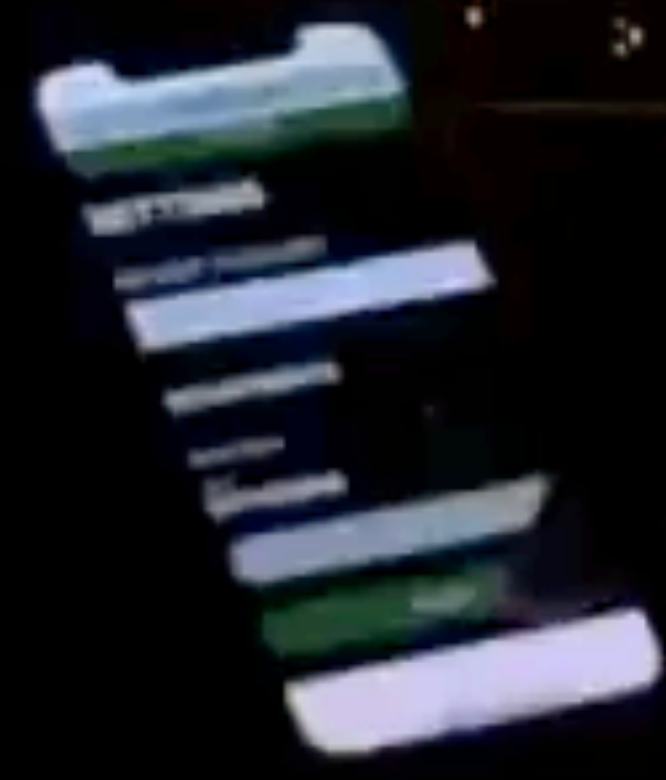
CHICA NOA N

MILWA INULIAN INI
MI03 AILETA
JU04 WA VOACONI
VI05D TIFREIE
MA09 JNU (LAFR)
MI10 AILETA
JU11 WAAREZ
VI12 MANUAC
WEB INOAVNIC

MERCED ←



Noa Noa, Venue & Screen System



Noa Noa, Live Screen Control System



- Graphic
- Wordmark
- Graphic color
- Background color
- Stroke
- Output

Generate

31.68 x 41.71

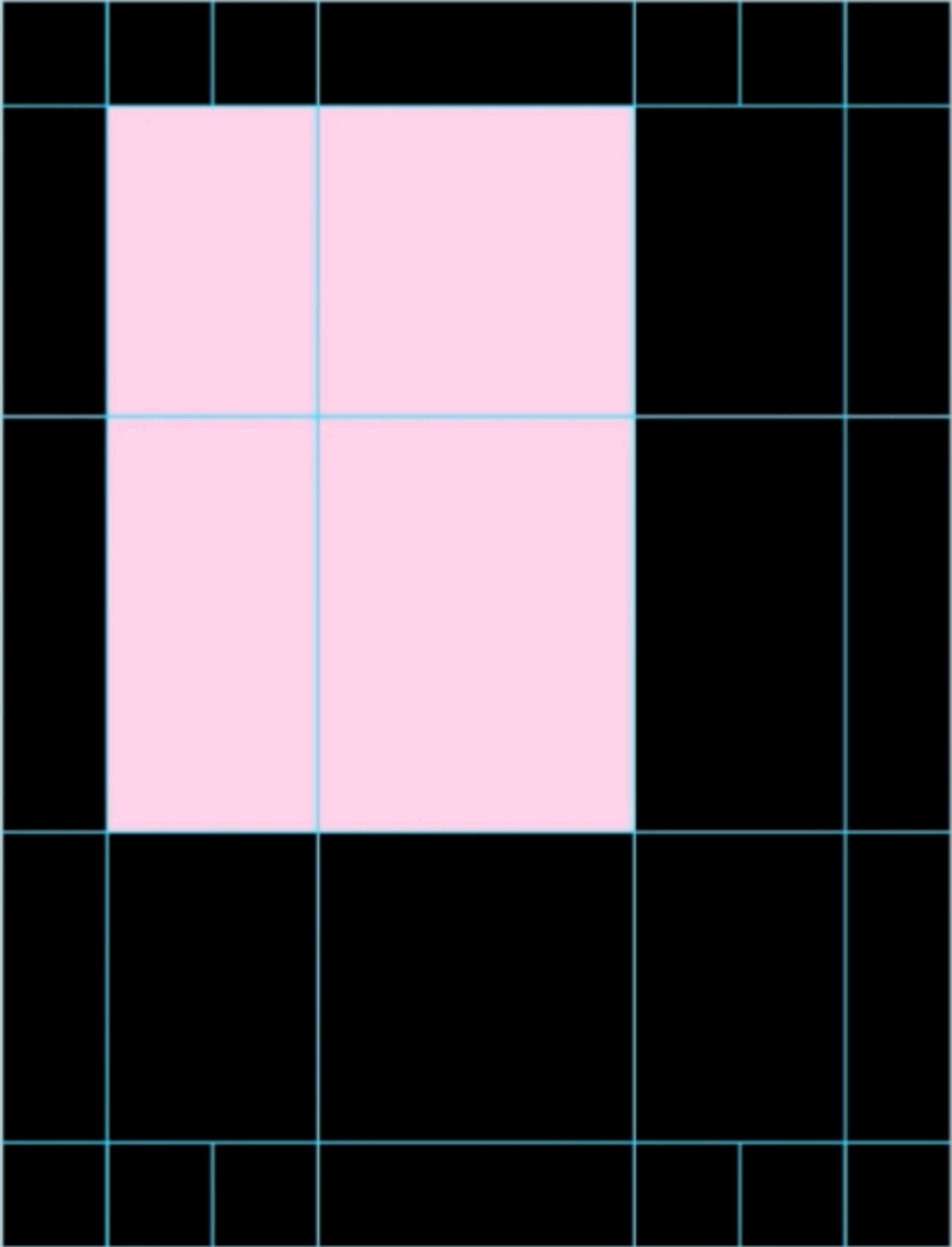
cm in px

Mostrar Guías

Forma Aleatoria

Colores Alatoreos

Generar SVG



What should inform a modern design practice?

Code
is a
material.

Design through
functional
prototypes.

Visual identities
as dynamic
entities.

Deliver
workflows
and tools.



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SYSTEMS

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