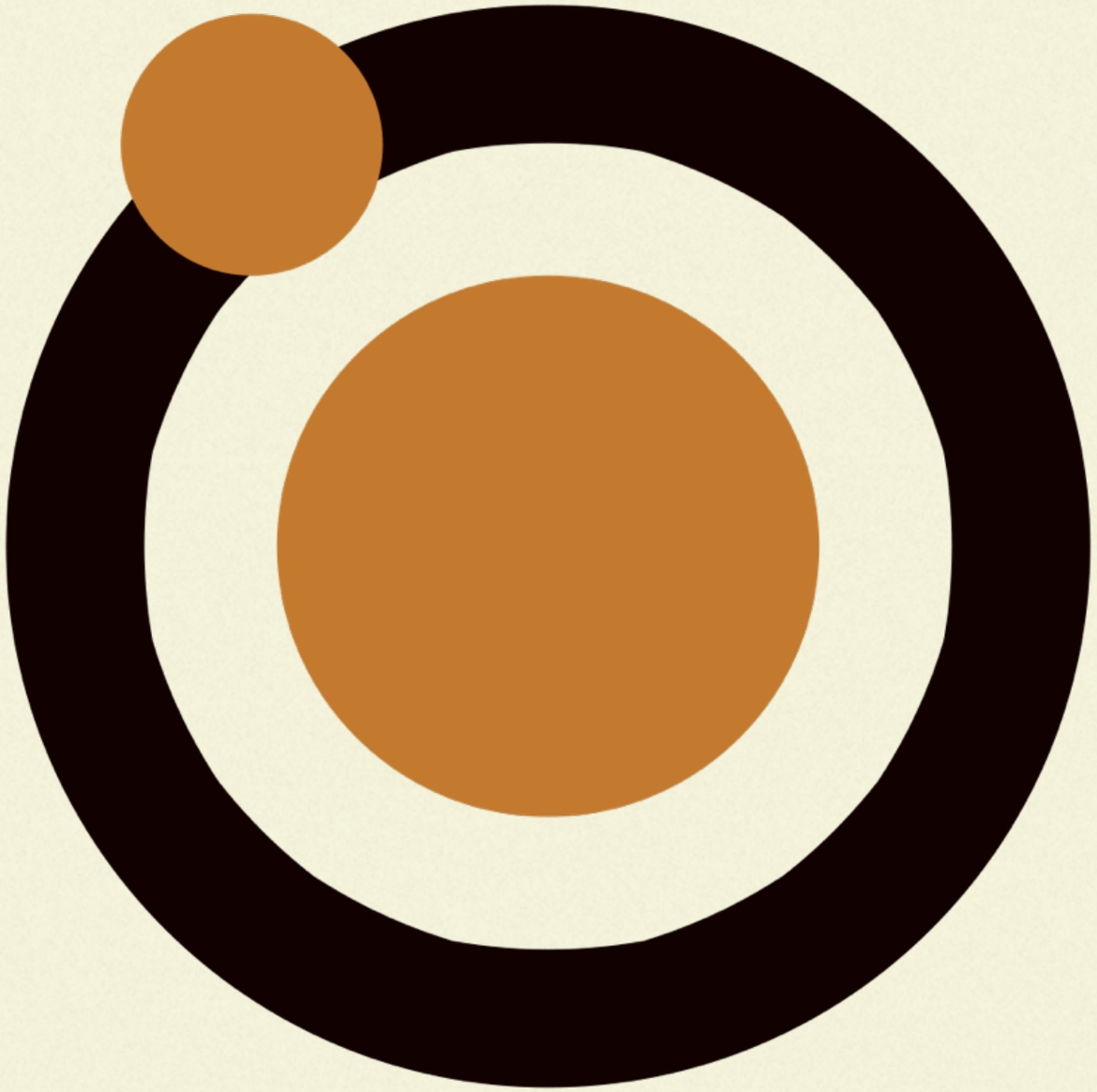

ATOMIC DESIGN

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http://www.flickr.com/photos/pandora_6666/4927865092/

$14.99

- The Original
- Easy to understand
- Printed in Australia

e-Ways

No.19

Good for teaching
Intended for those with some experience !

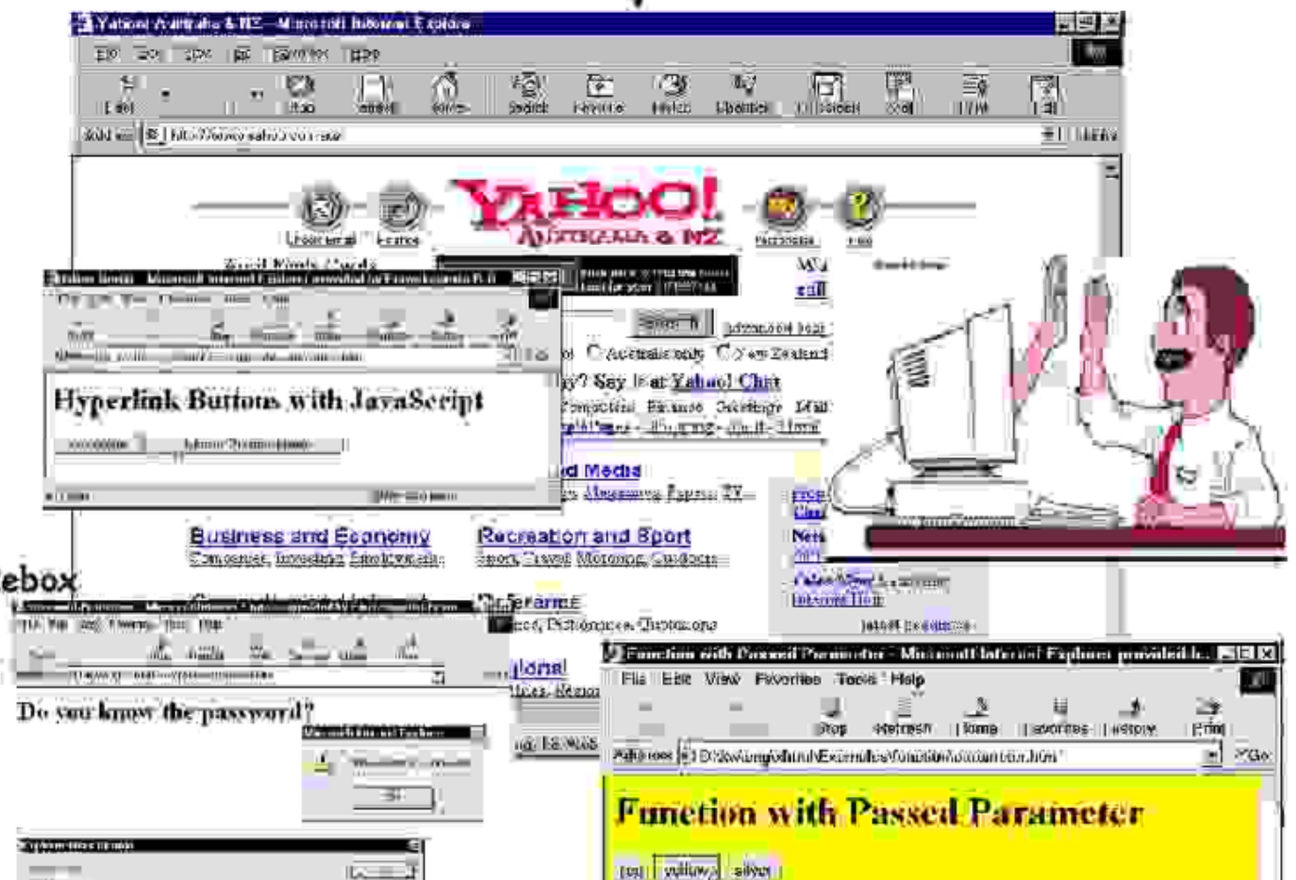
Get Going with XHTML Web Pages

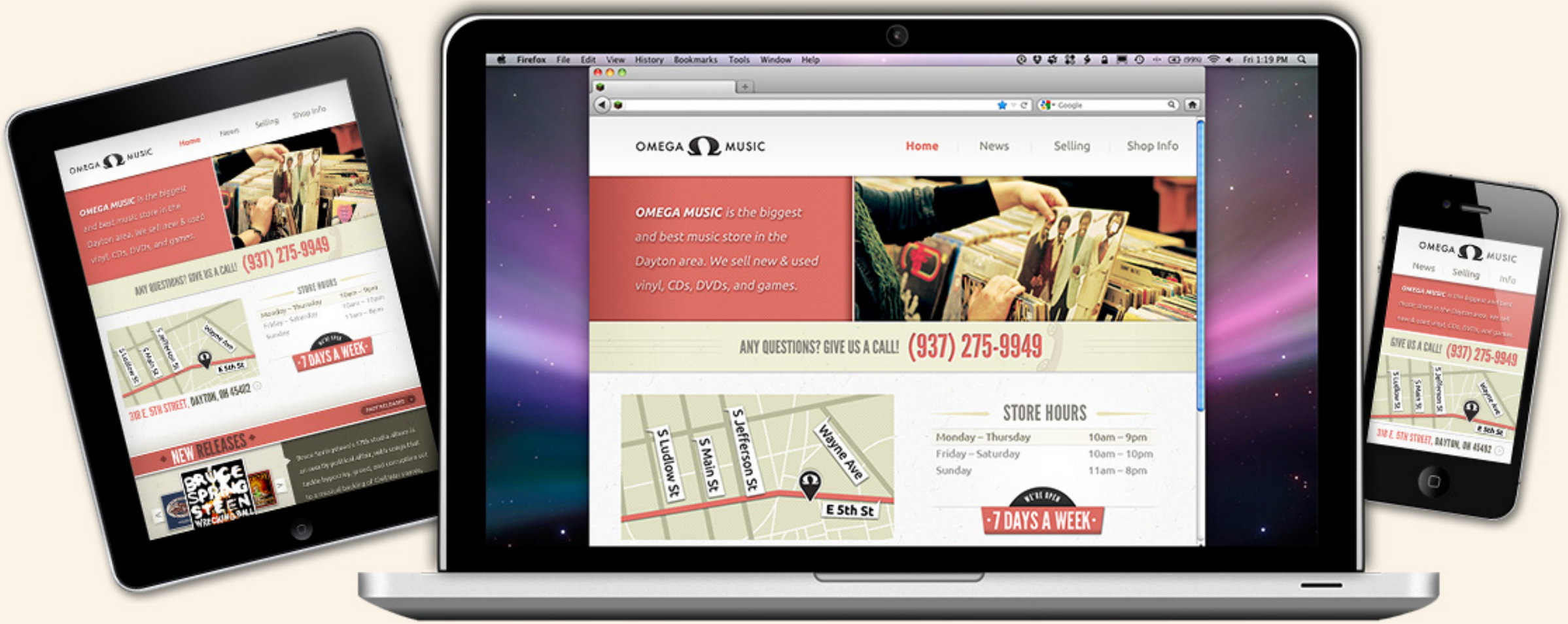
For those with some experience

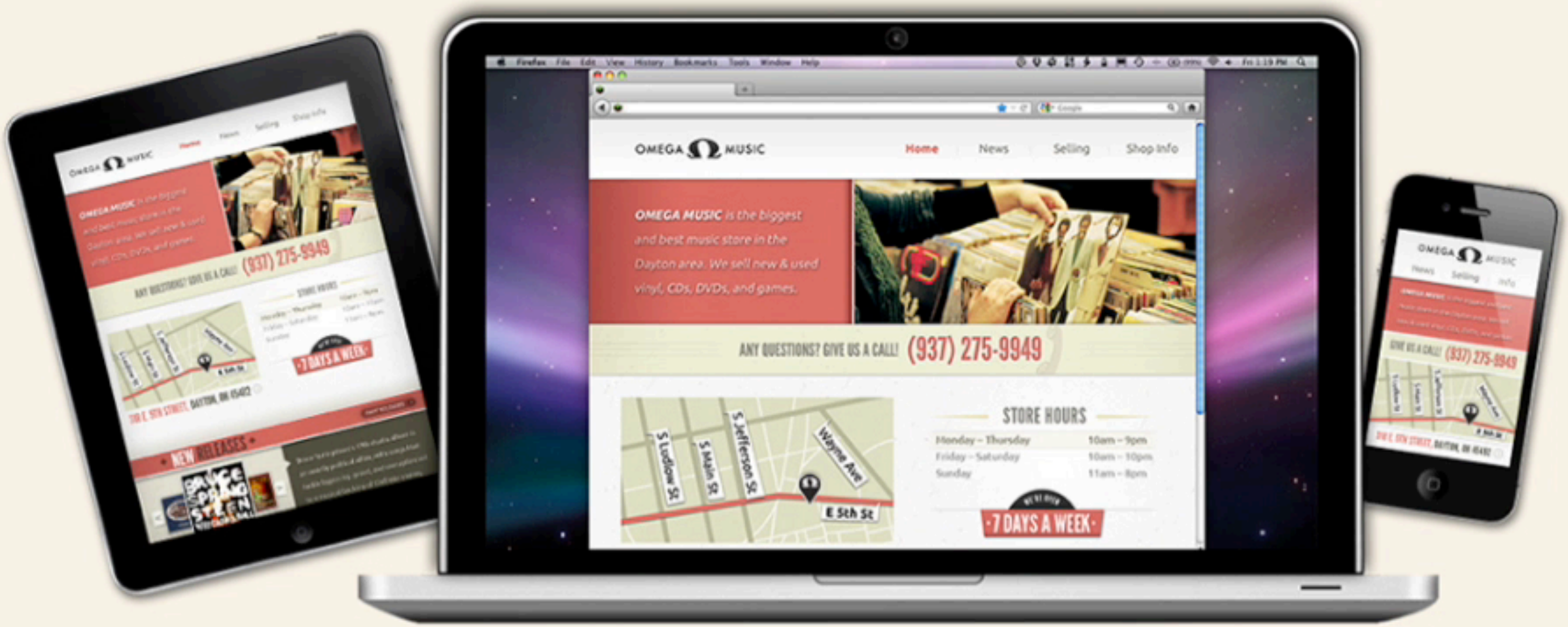
Get Going with Web Pages XHTML

Covering:

- XHTML and CSS
- DHTML
- JavaScript
  - objects
  - properties
  - and methods
  - redirection
- <meta>
- tags, tags, tags...
- Loops
- Event Handlers
- Bottons, Links & Jukebox
- some CGI and XML
- extract information
- add sound
- animate text
- style sheets
- pull-down menues




OMEGA MUSIC
Home
News
Selling
Shop Info
OMEGA MUSIC is the biggest and best music store in the Dayton area. We sell new & used vinyl, CDs, DVDs, and games.
ANY QUESTIONS? GIVE US A CALL! (937) 275-9949
STORE HOURS
Monday – Thursday 10am – 9pm
Friday – Saturday 10am – 10pm
Sunday 11am – 8pm
S Ludlow St
S Main St
S Jefferson St
Wayne Ave
E 5th St
·7 DAYS A WEEK·
NEW RELEASES
BRUCE SPRINGSTEEN WRECKING BALL
310 E. 5TH STREET, DAYTON, OH 45402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-7 DAYS A WEEK-
S Ludlow St
S Main St
S Jefferson St
Wayne Ave
E 5th St

WHAT IS AN INTERFACE MADE OF?

We're not designing pages, we're designing systems of components.

-Stephen Hay

http://bradfrost.com/blog/mobile/bdconf-stephen-hay-presents-responsive-design-workflow/

Foundation

The most advanced responsive front-end framework in the world.

Download Foundation 5

★ 18.3k stargazers @ZURBfoundation

http://foundation.zurb.com/

Bootstrap Getting started CSS Components JavaScript Customize Expo Blog

Bootstrap is the most popular HTML, CSS, and JS framework for developing responsive, mobile first projects on the web.

Download Bootstrap

Currently v3.2.0

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Collect, Monitor and Analyze Your Log Data in Real-time!
No credit card required
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getbootstrap.com

THESE THINGS ARE GREAT, BUT...

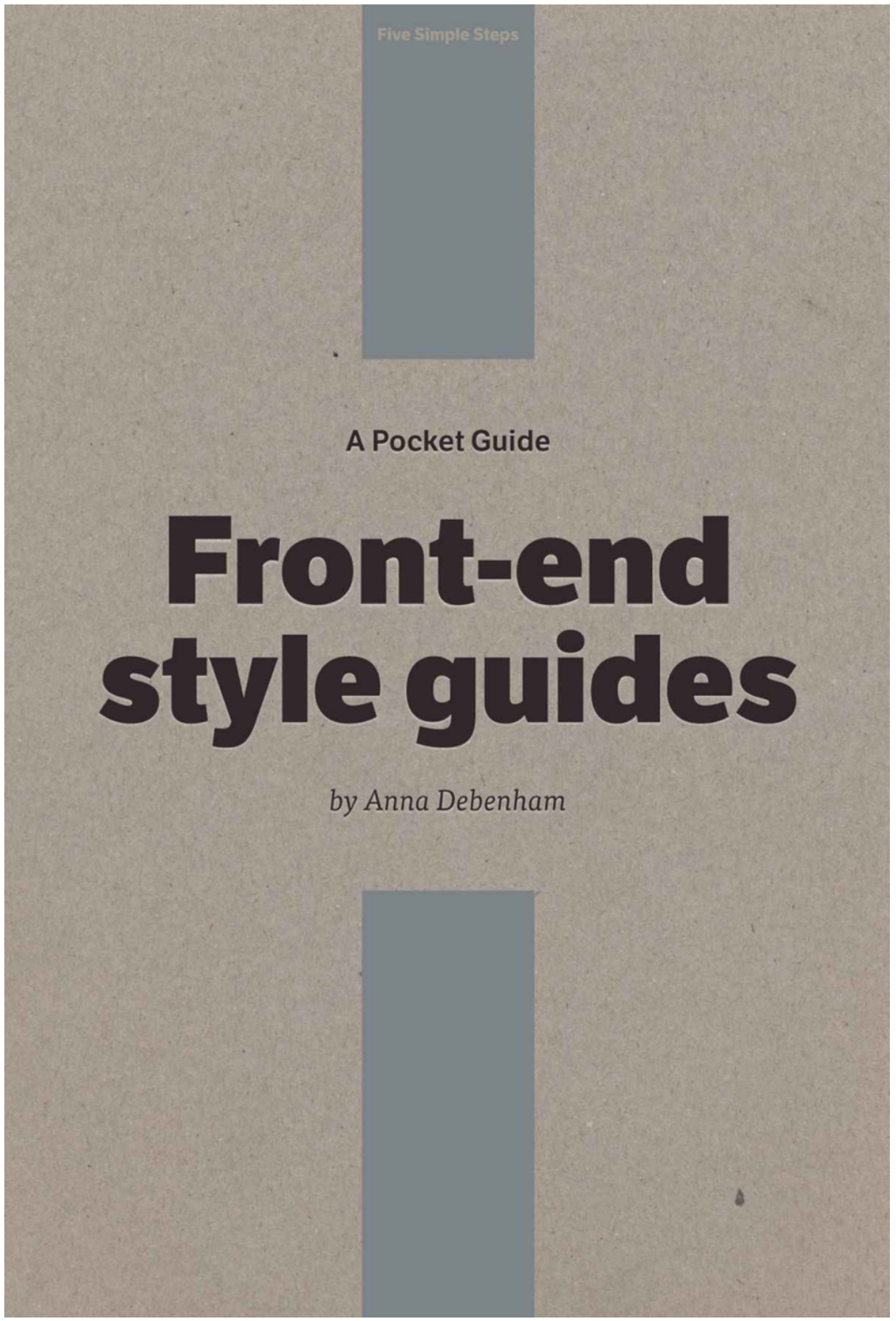
FRAMEWORK POTENTIAL PITFALLS

- One-size-fits-all
- Lookalike issues
- Potential for bloat/unneeded stuff
- Might not do everything you need
- Subscribe to someone else's structure, naming, style

Responsive deliverables should look a lot like fully-functioning Twitter Bootstrap-style systems custom tailored for your clients' needs.

-Dave Rupert

http://daverupert.com/2013/04/responsive-deliverables/



http://maban.co.uk/projects/front-end-style-guides/

BENEFITS OF FRONT-END STYLE GUIDES

- Promotes consistency and cohesion
- Easier to test
- Better workflow
- Creates a shared vocabulary
- Useful reference
- Future-friendly foundation

http://24ways.org/2011/front-end-style-guides/

CODE for AMERICA

WEBSITE STYLE GUIDE

BOOKMARK ICONS

Flag Red

152X152

120X120

76X76

60X60

32X32

16X16

Flag Blue

http://style.codeforamerica.org/

Grid System

Typography

Form Elements

Navigation

Tables

Lists

Pattern Library

The MailChimp Pattern Library is a byproduct of our move to a responsive, nimble, and intuitive app. Constant iteration requires both an efficient workflow and a well defined collection of atomic elements that can assemble new UIs quickly without accruing new technical or design debt.

We're also solving an internal communication problem by documenting and assembling a reference site of our patterns. A common lexicon of code and UI elements benefits us in a few ways:

- We can build consistently and focus on workflows and logic, not web forms and list items
- We can reuse code instead of roping in a developer
- We can maintain our code by seeing our patterns in one place, define elements in our application, and keep redundancy to a minimum

We guard our pattern library jealously, and add new patterns only when the case for doing so is sound. New patterns come at a high cost—they require new design elements, additional code, maintenance, and they increase the cognitive load on users.

Our pattern library is both a learning tool and a compass that corrects our course as we build new things. We share our work here to help others on a similar path.

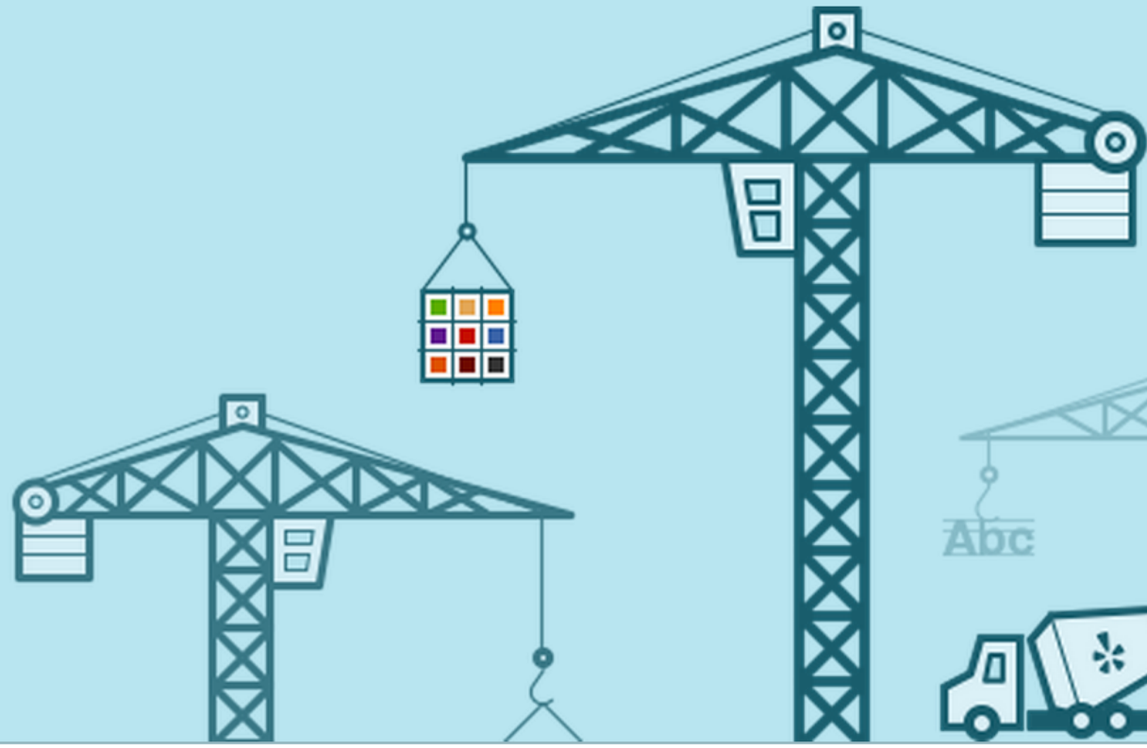
http://ux.mailchimp.com/patterns/

yelp Styleguide

Have you used the styleguide today?

The styleguide is a resource for designers, product managers, and developers, providing a common language around Yelp's UI patterns. We use it to maintain modular front-end code and visual consistency across the web app.

Learn about why and how we made the styleguide over on the Engineering Blog.



Foundation
Color
Typography utilities
Layout utilities
Links
Buttons
Forms
Lists
Containers
Alerts & popups
Navigation
Graphical elements

Foundation

General typography

Yelp's typography pattern is called yType. Its foundation lies

http://yelp.com/styleguide

Style Guide

Last Updated: **April 3, 2012**

Grid Framework

- How To Use
- Litmus Test

Regions

- Borders
- Keyline
- Prefix & Suffix
- Push & Pull
- Sizes

Blocks

- Two-Up
- Three-Up
- Four-Up
- Five-Up

http://www.starbucks.com/static/reference/styleguide/

Blocks Three-Up

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Alt

DRINK	CALORIES	FAT (G)
Caramel Frappuccino® Light Blended Coffee	130	1
Coffee Frappuccino® Blended Coffee	180	2.5
Shaken Tazo® Iced Passion® Tea (unsweetened)	0	0
Shaken Tazo® Iced Black Tea Lemonade	100	0
Nonfat Iced Vanilla Latte	120	0

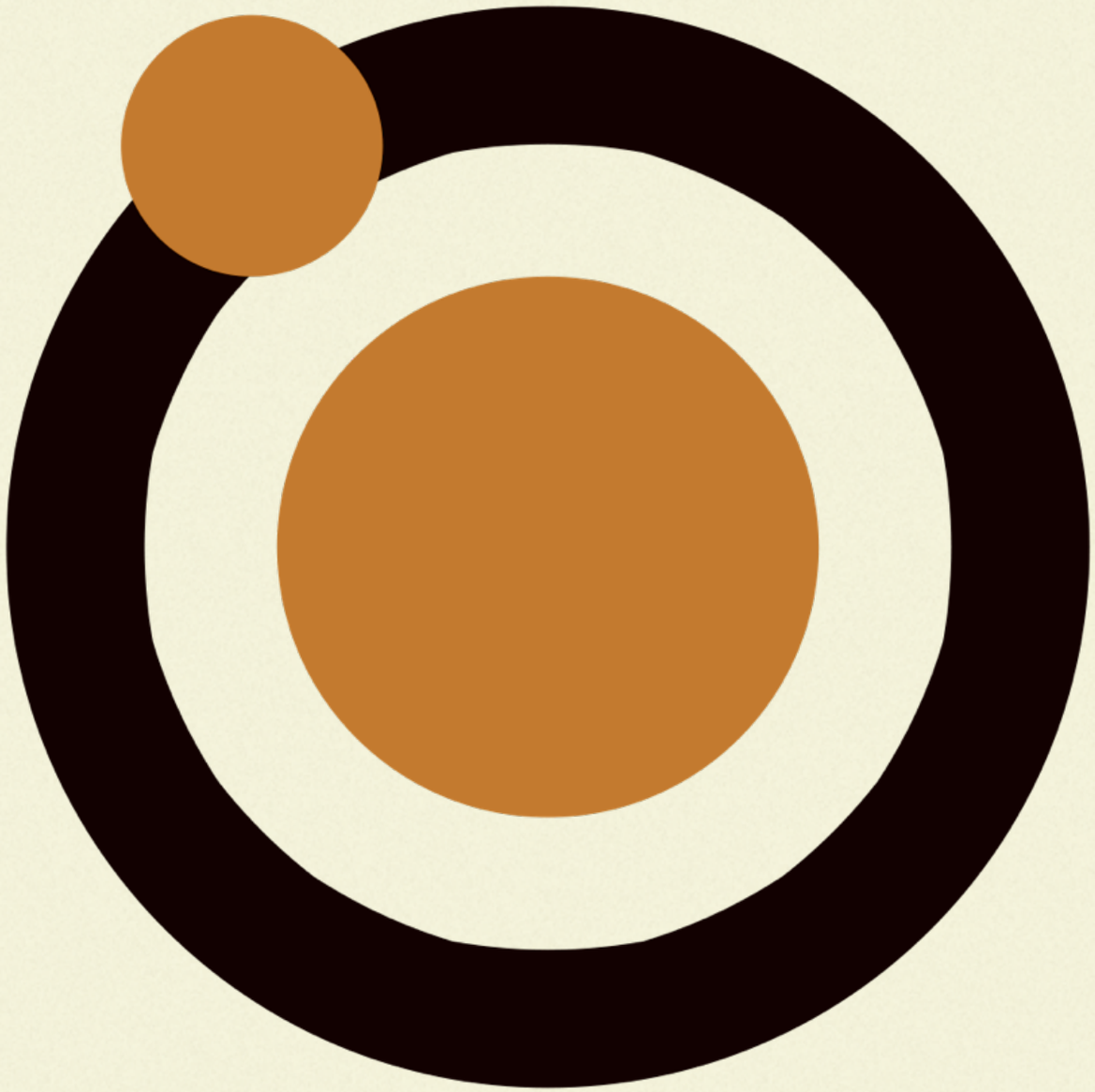
Responsive

PRODUCT(S)	AMOUNT	QUANTITY	SUBTOTAL	OPTIONS	
$25 Thank You	$25.00	1	$25.00	Edit	Remove
Standard	-	1	No Charge		
$100 Washington State University	$100.00	1	$100.00	Edit	Remove
Thank You	$2.95	1	$2.95		

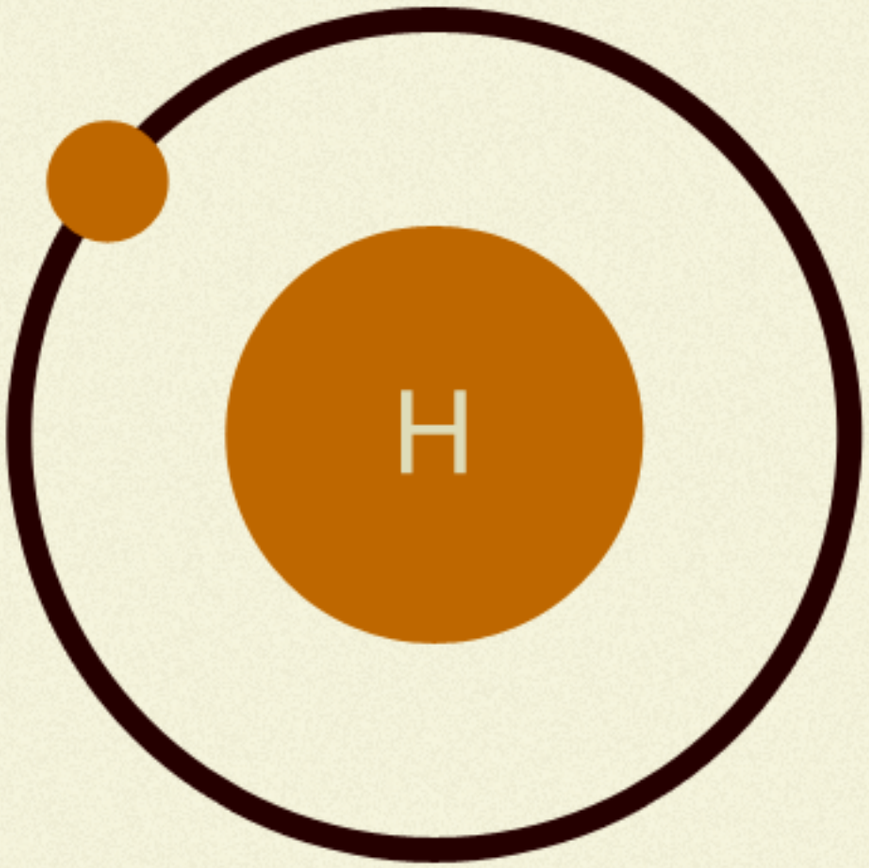
I LOVE THESE.

MO' PATTERNS, MO' PROBLEMS

- Time consuming to create
- Treated as a auxiliary project
- Often too abstract
- Seen only as a designer/developer tool
- Often created after a project launches
- Lacking a clear methodology



ATOMIC DESIGN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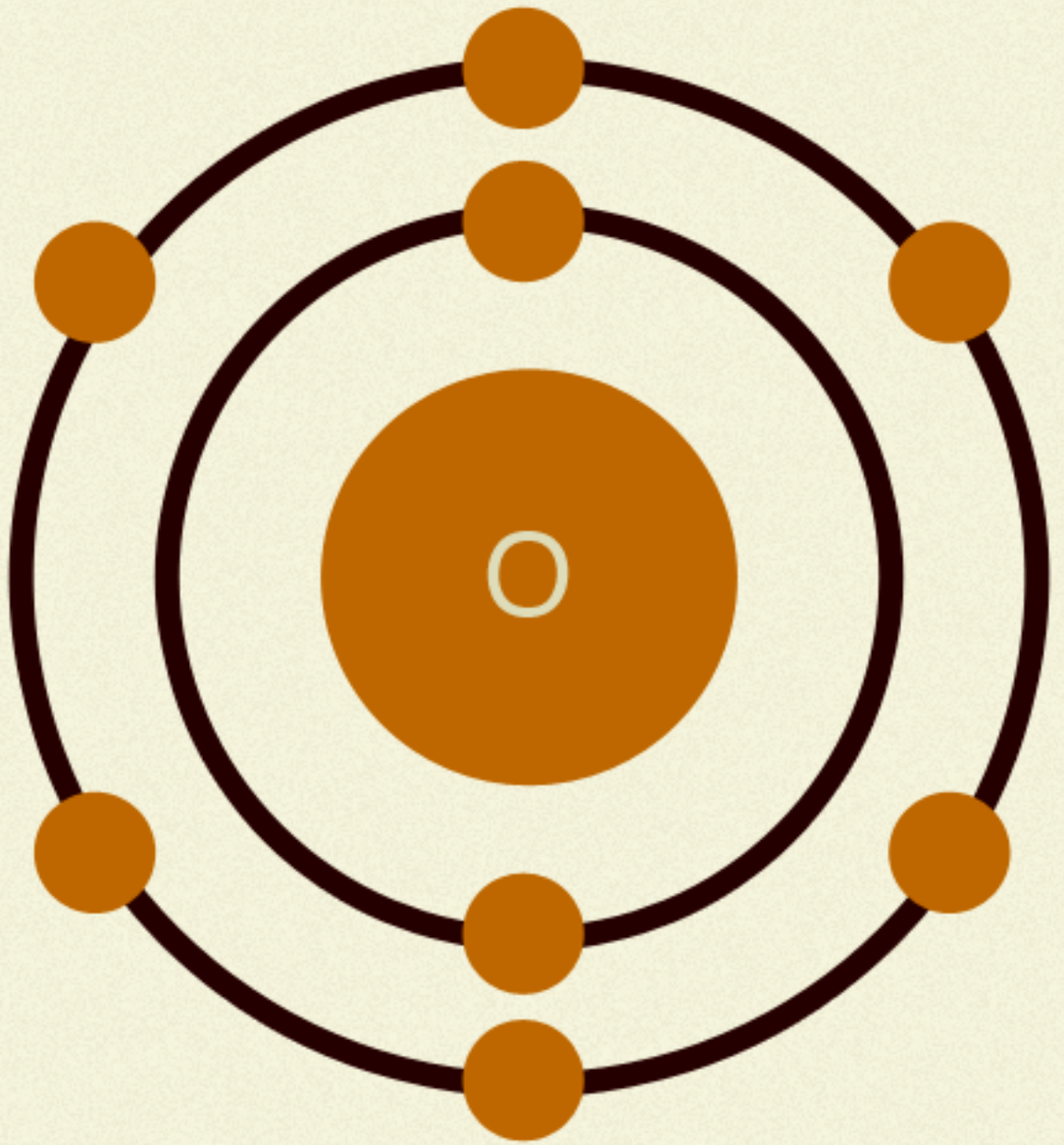
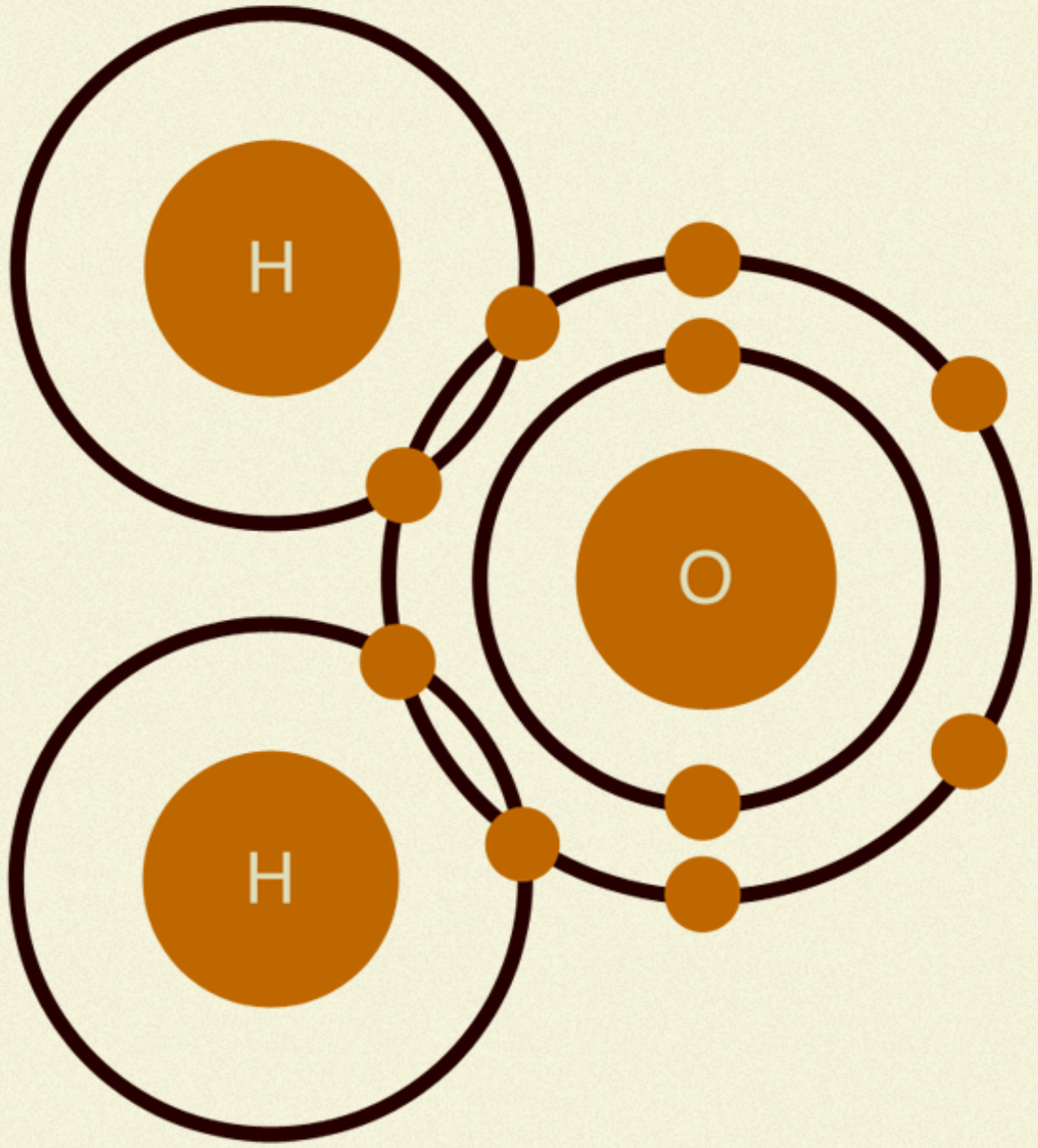
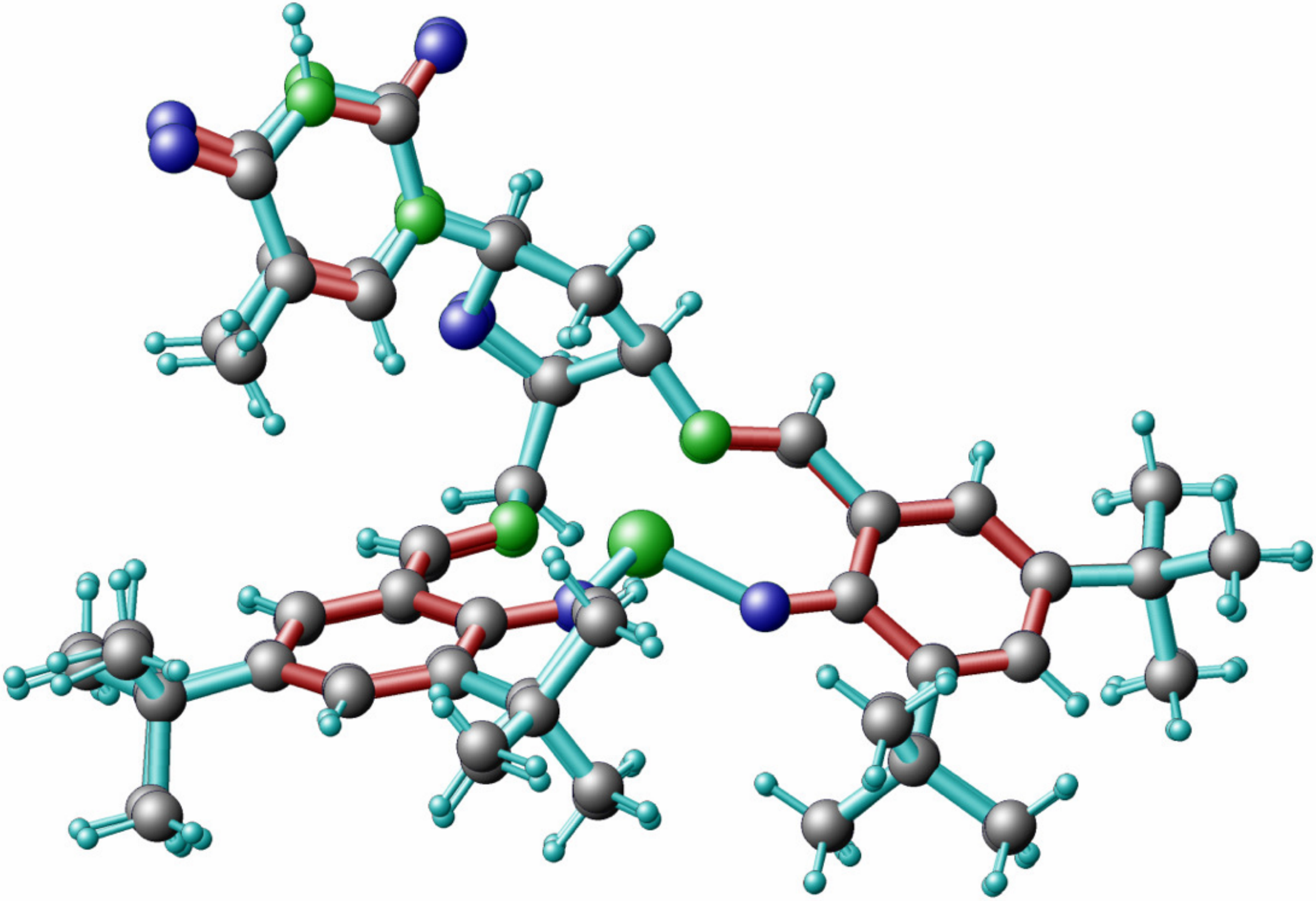

O



$$2H_2 + O_2 \rightarrow 2H_2O$$



hydrogen 1 H 1.0079																	helium 2 He 4.0026
lithium 3 Li 6.941	beryllium 4 Be 9.0122											boron 5 B 10.811	carbon 6 C 12.011	nitrogen 7 N 14.007	oxygen 8 O 15.999	fluorine 9 F 18.998	neon 10 Ne 20.180
sodium 11 Na 22.990	magnesium 12 Mg 24.305											aluminium 13 Al 26.982	silicon 14 Si 28.086	phosphorus 15 P 30.974	sulfur 16 S 32.065	chlorine 17 Cl 35.453	argon 18 Ar 39.948
potassium 19 K 39.098	calcium 20 Ca 40.078		scandium 21 Sc 44.956	titanium 22 Ti 47.867	vanadium 23 V 50.942	chromium 24 Cr 51.996	manganese 25 Mn 54.938	iron 26 Fe 55.845	cobalt 27 Co 58.933	nickel 28 Ni 58.693	copper 29 Cu 63.546	zinc 30 Zn 65.39	gallium 31 Ga 69.723	germanium 32 Ge 72.61	arsenic 33 As 74.922	selenium 34 Se 78.96	bromine 35 Br 79.904	krypton 36 Kr 83.80
rubidium 37 Rb 85.468	strontium 38 Sr 87.62		yttrium 39 Y 88.906	zirconium 40 Zr 91.224	niobium 41 Nb 92.906	molybdenum 42 Mo 95.94	technetium 43 Tc [98]	ruthenium 44 Ru 101.07	rhodium 45 Rh 102.91	palladium 46 Pd 106.42	silver 47 Ag 107.87	cadmium 48 Cd 112.41	indium 49 In 114.82	tin 50 Sn 118.71	antimony 51 Sb 121.76	tellurium 52 Te 127.60	iodine 53 I 126.90	xenon 54 Xe 131.29
caesium 55 Cs 132.91	barium 56 Ba 137.33	57-70 ✶	lutetium 71 Lu 174.97	hafnium 72 Hf 178.49	tantalum 73 Ta 180.95	tungsten 74 W 183.84	rhenium 75 Re 186.21	osmium 76 Os 190.23	iridium 77 Ir 192.22	platinum 78 Pt 195.08	gold 79 Au 196.97	mercury 80 Hg 200.59	thallium 81 Tl 204.38	lead 82 Pb 207.2	bismuth 83 Bi 208.98	polonium 84 [209]	astatine 85 [210]	radon 86 [222]
francium 87 Fr [223]	radium 88 Ra [226]	89-102 ✶ ✶	lawrencium 103 Lr [262]	rutherfordium 104 Rf [261]	dubnium 105 Db [262]	seaborgium 106 Sg [266]	bohrium 107 Bh [264]	hassium 108 Hs [269]	meitnerium 109 Mt [268]	ununnilium 110 Uun [271]	unununium 111 Uuu [272]	ununbium 112 Uub [277]		unenquadium 114 Uuq [289]				

*Lanthanide series	lanthanum 57 La 138.91	cerium 58 Ce 140.12	praseodymium 59 Pr 140.91	neodymium 60 Nd 144.24	promethium 61 Pm [145]	samarium 62 Sm 150.36	europium 63 Eu 151.96	gadolinium 64 Gd 157.25	terbium 65 Tb 158.93	dysprosium 66 Dy 162.50	holmium 67 Ho 164.93	erbium 68 Er 167.26	thulium 69 Tm 168.93	ytterbium 70 Yb 173.04
**Actinide series	actinium 89 Ac [227]	thorium 90 Th 232.04	protactinium 91 Pa 231.04	uranium 92 U 238.03	neptunium 93 Np [237]	plutonium 94 Pu [244]	americium 95 Am [243]	curium 96 Cm [247]	berkelium 97 Bk [247]	californium 98 Cf [251]	einsteinium 99 Es [252]	fermium 100 Fm [257]	mendelevium 101 Md [258]	nobelium 102 No [259]

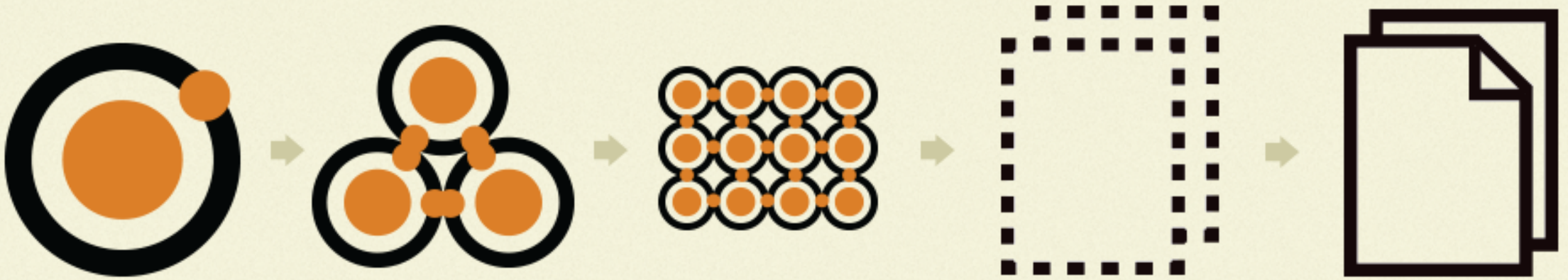
Periodic Table of the Elements

html																	col	table
head	span									div	fieldset	form	body	h1	section	colgroup	tr	
title	a									pre	meter	select	aside	h2	header	caption	td	
meta	rt	dfn	em	i	small	ins	s	br	p	blockquot	legend	optgroup	address	h3	nav	menu	th	
base	rp	abbr	time	b	strong	del	kbd	hr	ol	dl	label	option	datalist	h4	article	command	tbody	
link	noscript	q	var	sub	mark	bdi	wbr	figcaption	ul	dt	input	output	keygen	h5	footer	summary	thead	
style	script	cite	samp	sup	ruby	bdo	code	figure	li	dd	textarea	button	progress	h6	hgroup	details	tfoot	

img	area	map	embed	object	param	source	iframe	canvas	track	audio	video

http://joshduck.com/periodic-table.html

- Root element
- Metadata and scripting
- Embedding content
- Text-level semantics
- Grouping content
- Forms
- Document sections
- Tabular data
- Interactive elements



ATOMS MOLECULES ORGANISMS TEMPLATES PAGES

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ORGANISMS
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PAGES

SEARCH THE SITE

LABEL

ENTER KEYWORD

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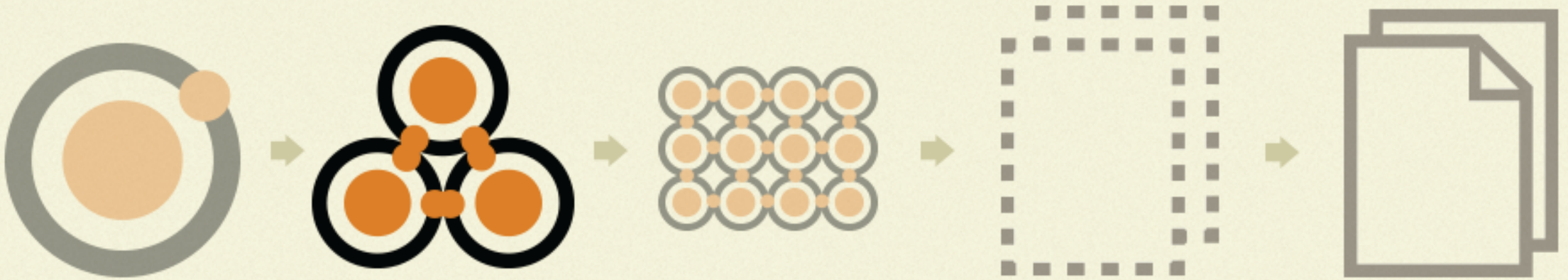
BUTTON



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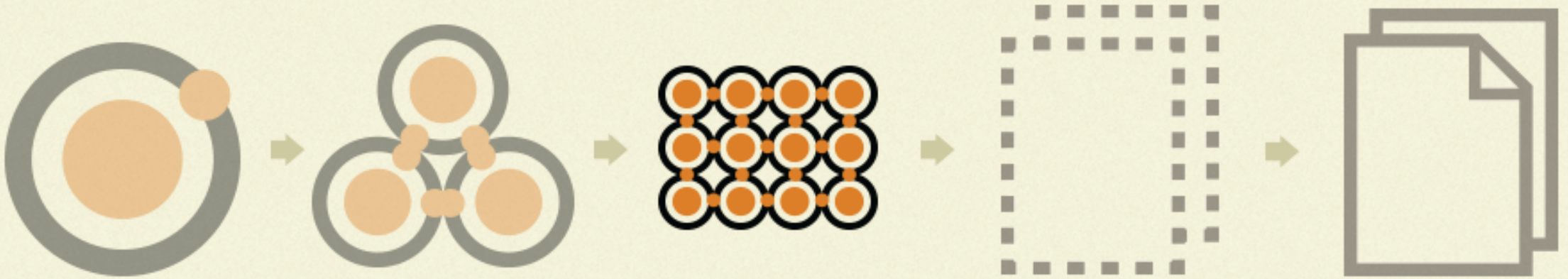

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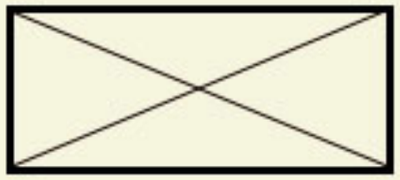

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24 WAYS

to impress your friends

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Remy Sharp @rem 1h

On week 2 of move to android using the htc one (which I really like) but this whole thing may fail simply because my hands are too small :(

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View summary

Mashable @mashable 1h

Trees' Greatest Fear Will Leave You in Splinters [COMIC] on.mash.to/H2a9XP

View photo

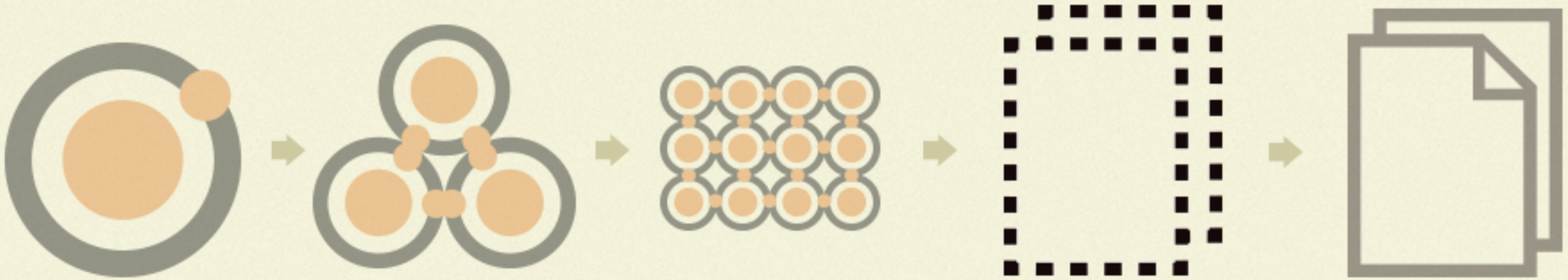
Jeffrey Zeldman @zeldman 1h

Stress burger deluxe with a side of fries.

Expand

Paul Boag @boagworld 1h

@zeldman stress burger. Is that an American thing where they go boo



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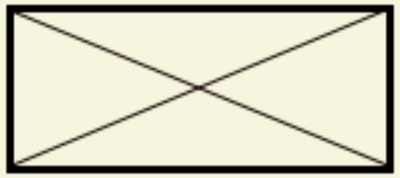

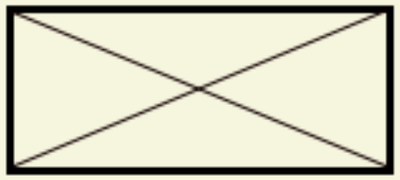

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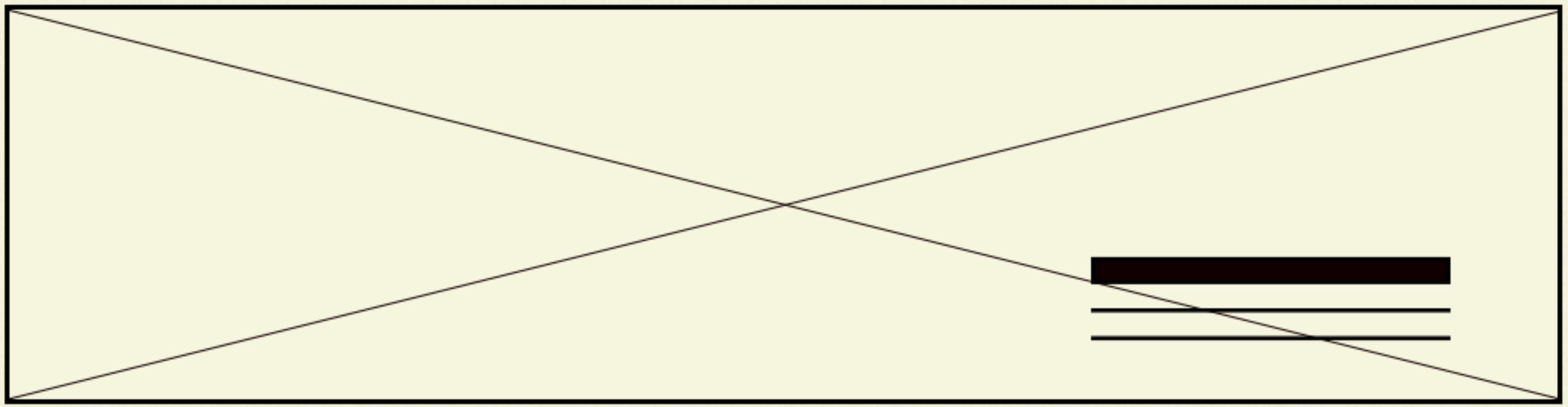
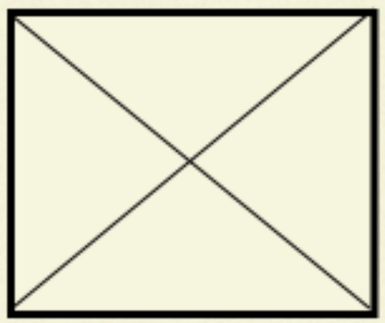
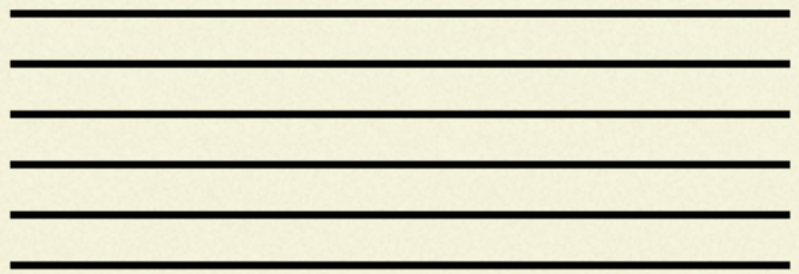
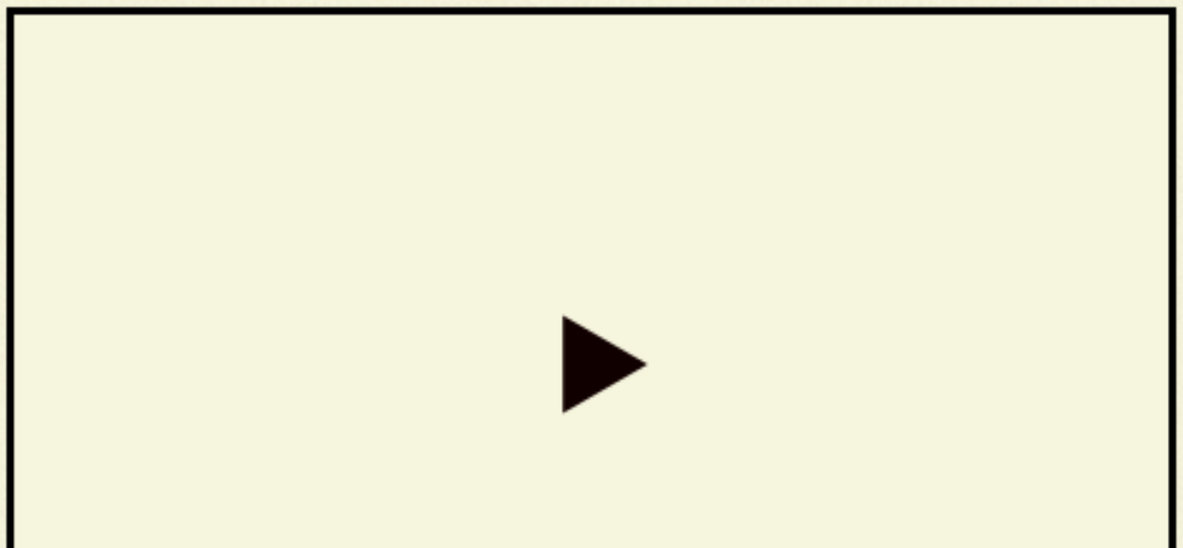
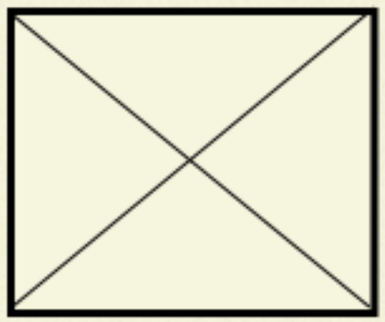
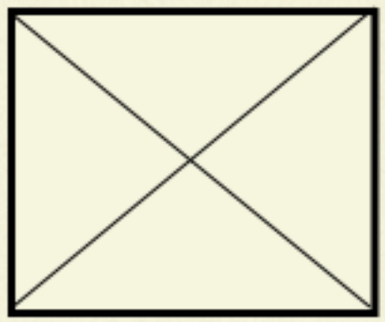


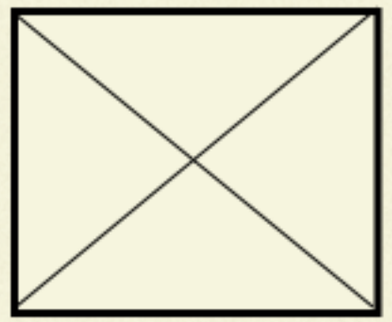


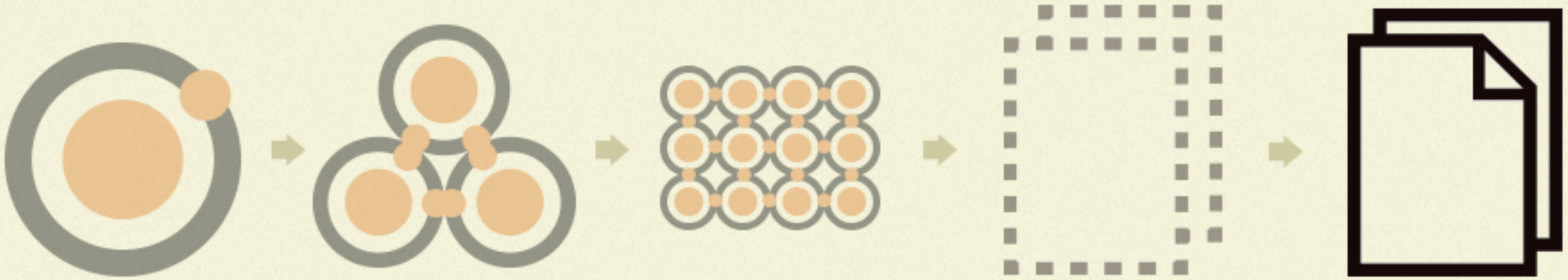




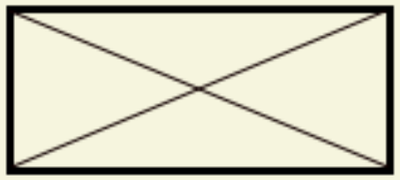








ATOMS MOLECULES ORGANISMS TEMPLATES PAGES

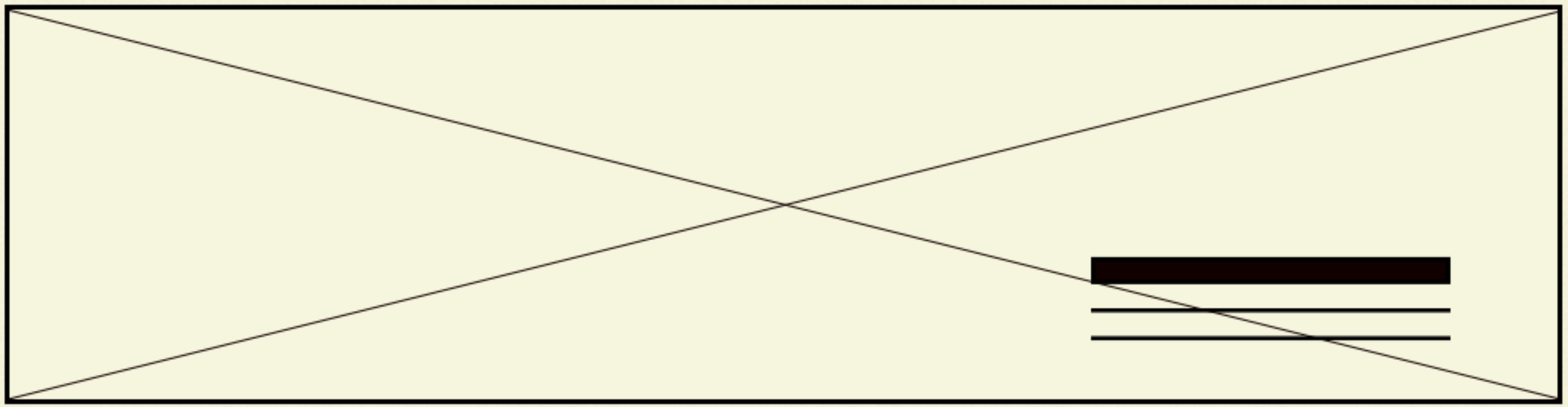


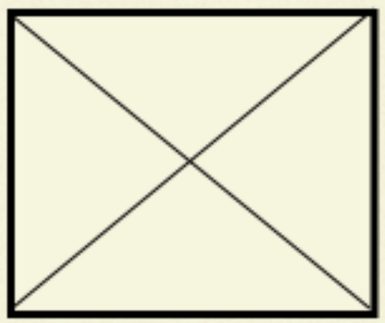
Home About Blog Contact

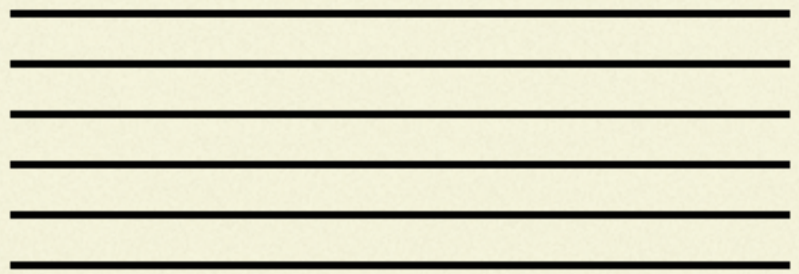
SEARCH THE SITE

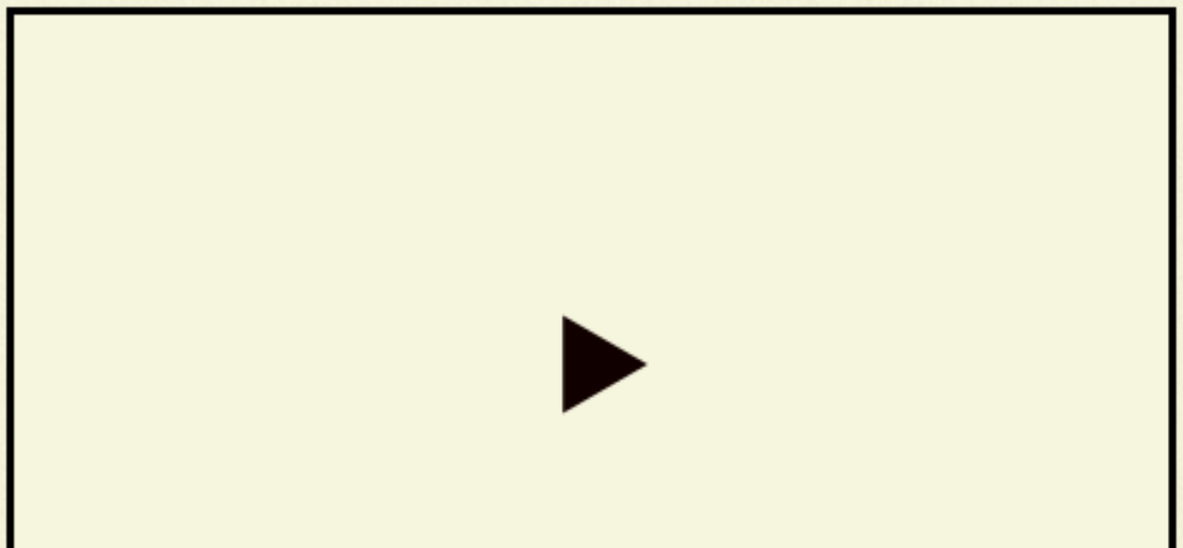
ENTER KEYWORD

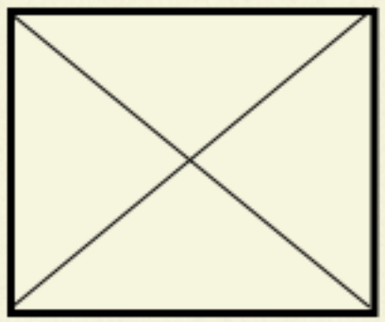
SEARCH

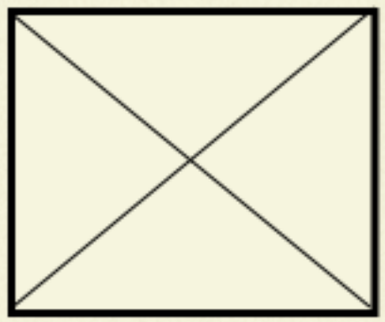


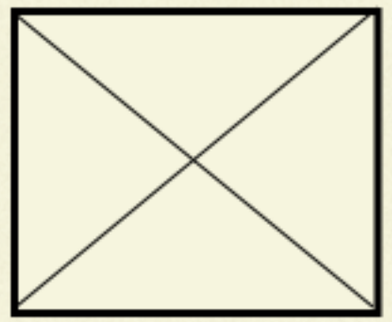


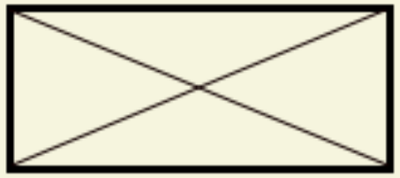




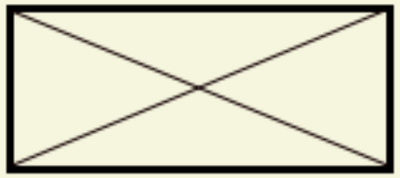






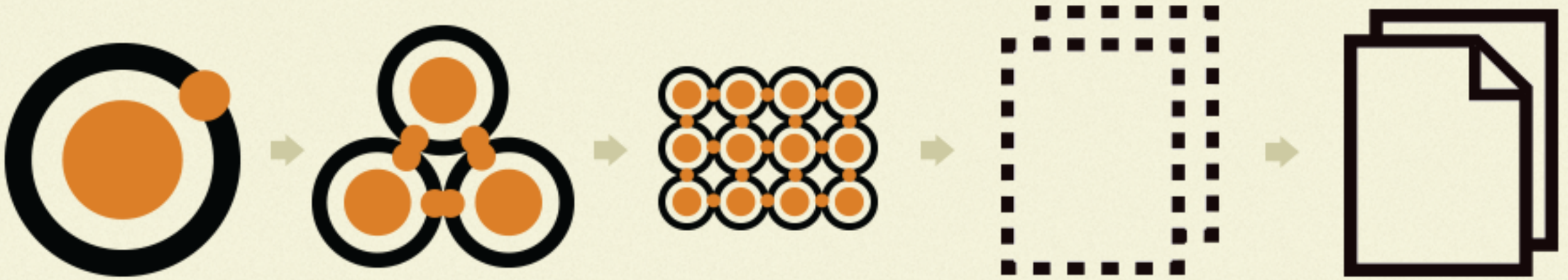


This Is Real Content.



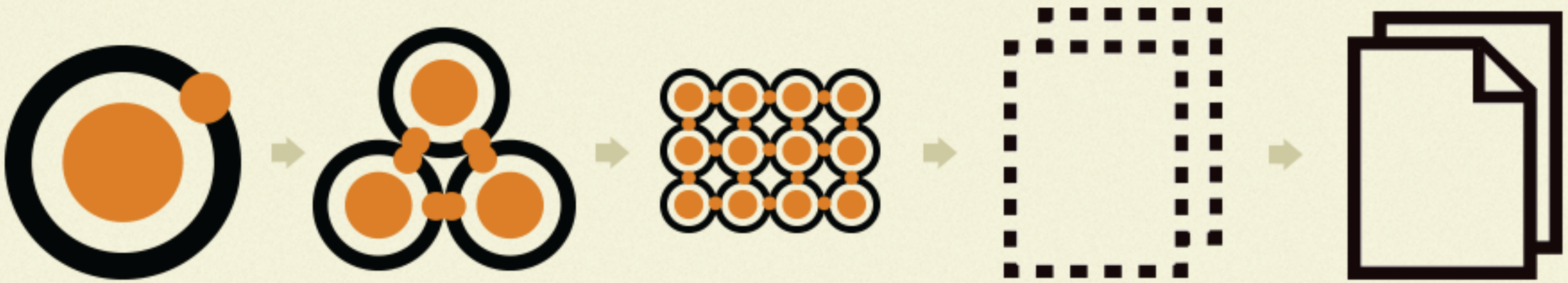
Alert: due to inclement weather, the ski lifts and lodge areas will be closed between 9AM-7PM on Monday, January 23rd, 2018

This Is Real Content.

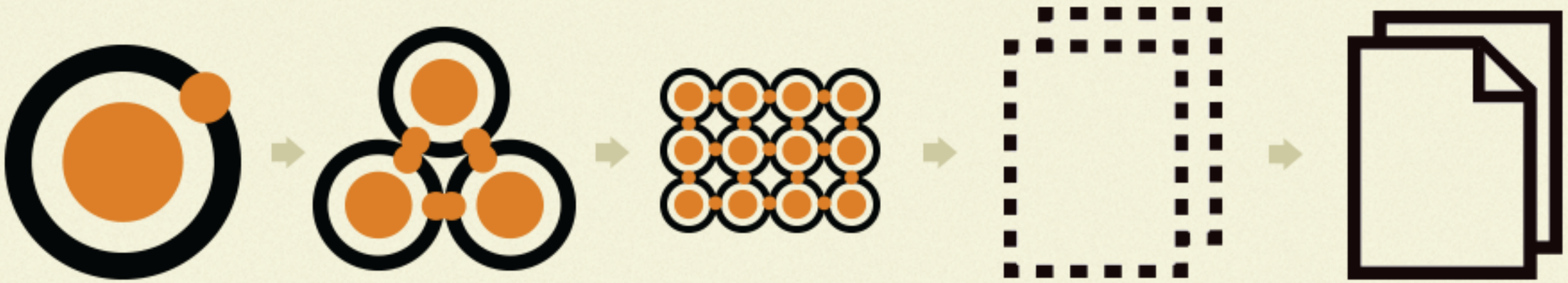


ATOMS MOLECULES ORGANISMS TEMPLATES PAGES

ABSTRACT — CONCRETE



ATOMS — MOLECULES — ORGANISMS — TEMPLATES — PAGES



ATOMS MOLECULES ORGANISMS TEMPLATES PAGES

REFERENCE BUILD REVIEW

pattern lab
create design systems with atomic design

DAVE OLSEN
@dmolsen

WHAT PATTERN LAB IS

- A design system builder
- Your comprehensive interface design system
- A style guide starter kit
- A design toolkit (viewport resizer and other tools)

WHAT PATTERN LAB AIN'T

- A UI framework
- Language, library, style, workflow dependent
- Incredibly rigid
- "Just" a pattern library, but also not a CMS site generator

ATOMS
MOLECULES
ORGANISMS
TEMPLATES
PAGES

Colors

#ff0000	#00ff00	#0000ff	#ffff00	#00ffff	#ff00ff	#ffffff	#808080	#000000

Fonts

Primary font: "HelveticaNeue", "Helvetica", "Arial", sans-serif;

Primary font italic: "HelveticaNeue", "Helvetica", "Arial", sans-serif;

Primary font bold: "HelveticaNeue", "Helvetica", "Arial", sans-serif;

Secondary font: Georgia, Times, "Times New Roman", serif;

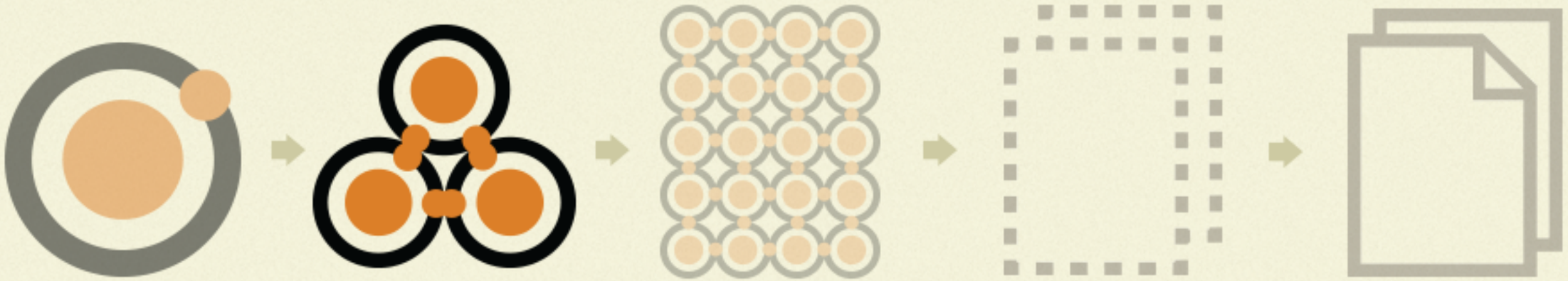
Secondary font italic: Georgia, Times, "Times New Roman", serif;

Secondary font bold; Georgia, Times, "Times New Roman", serif;

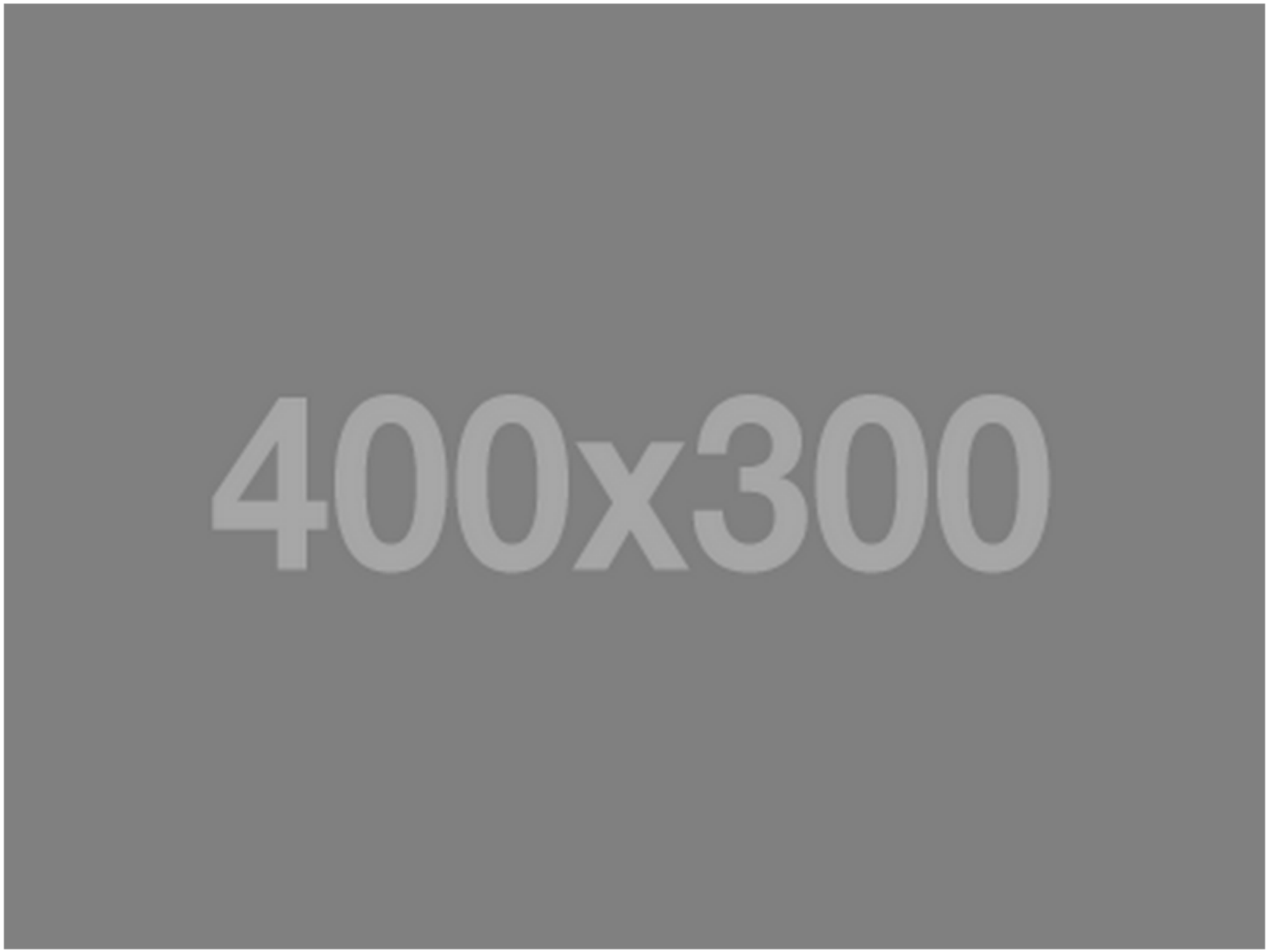
Animations

Fade: Duration: 0.3s Easing: ease-out (Hover to see effect)

Movement: Duration: 0.8s Easing: ease-in-out; (Hover to see effect)



ATOMS MOLECULES ORGANISMS TEMPLATES PAGES



Lorem ipsum dolor sit (37 characters)

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

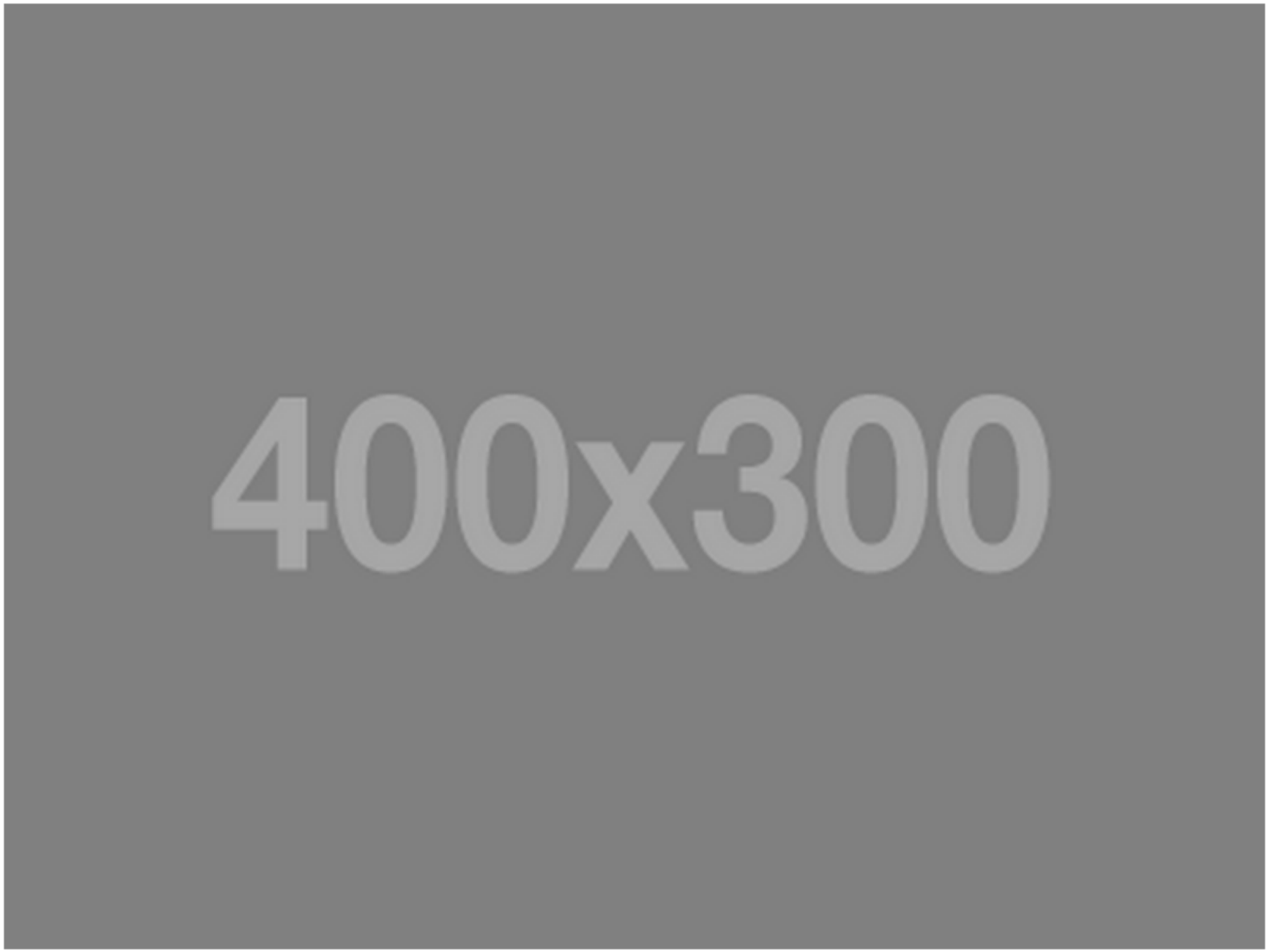
Logic-less templates.

Available in Ruby, JavaScript, Python, Erlang, PHP, Perl, Objective-C, Java, .NET, Android, C++, Go, Lua, ooc, ActionScript, ColdFusion, Scala, Clojure, Fantom, CoffeeScript, D, and for node.js.

Works great with TextMate, Vim, Emacs, and Coda.

The Manual: mustache(5) and mustache(1)

Demo



Lorem ipsum dolor sit (37 characters)

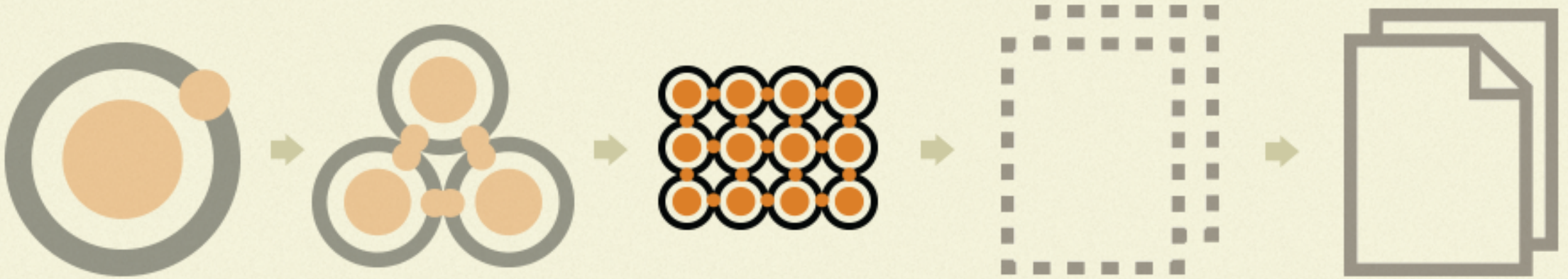
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

MOLECULE GUTS

```
<div class="block block-post">
   <a href="{{ url }}">
      <div class="b-img">
         {{> atoms-thumb }}
      </div>
      <h3 class="b-title">{{ headline }}</h3>
      <p class="b-excerpt">{{ excerpt }}</p>
   </a>
</div>
```

BASIC INCLUDE

```
{{> molecules-block-post }}
```



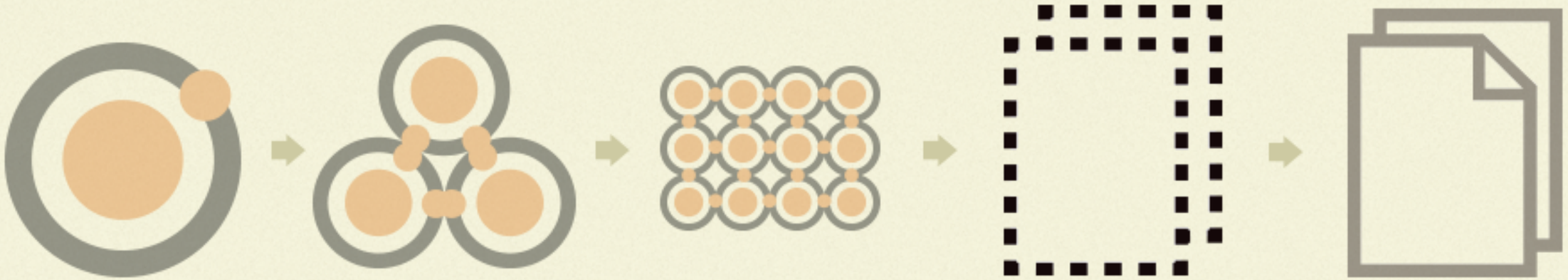
ATOMS MOLECULES ORGANISMS TEMPLATES PAGES

ORGANISM GUTS

```
<header class="header" role="banner">
    {{> atoms-logo }}
    {{> molecules-primary-nav }}
    {{> molecules-search }}
</header>
```

BASIC INCLUDE

```
{{> organisms-header }}
```



ATOMS MOLECULES ORGANISMS TEMPLATES PAGES

LOREM IPSUM

EYEBROW

LOREM IPSUM DOLOR SIT (37 CHARACTERS)

TIME INC. CONTENT REACHES 4 BILLION DEVICES EVERY 36 SECONDS

EYEBROW

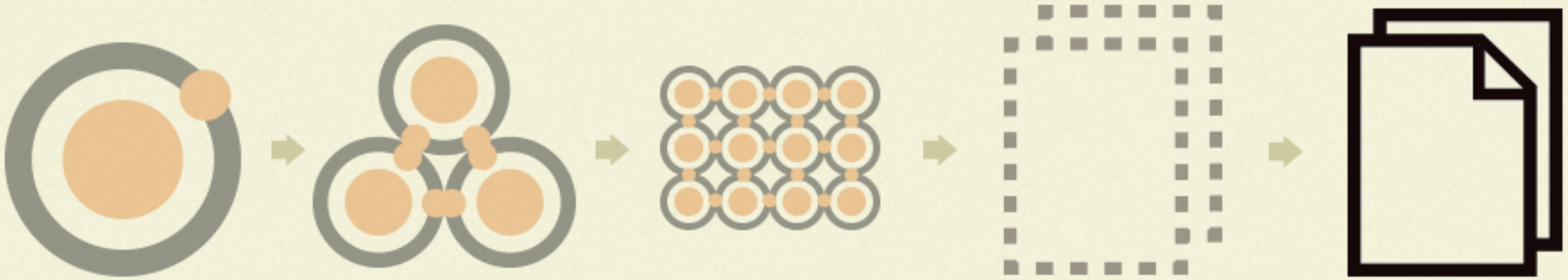
LOREM IPSUM DOLOR SIT (37 CHARACTERS)

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

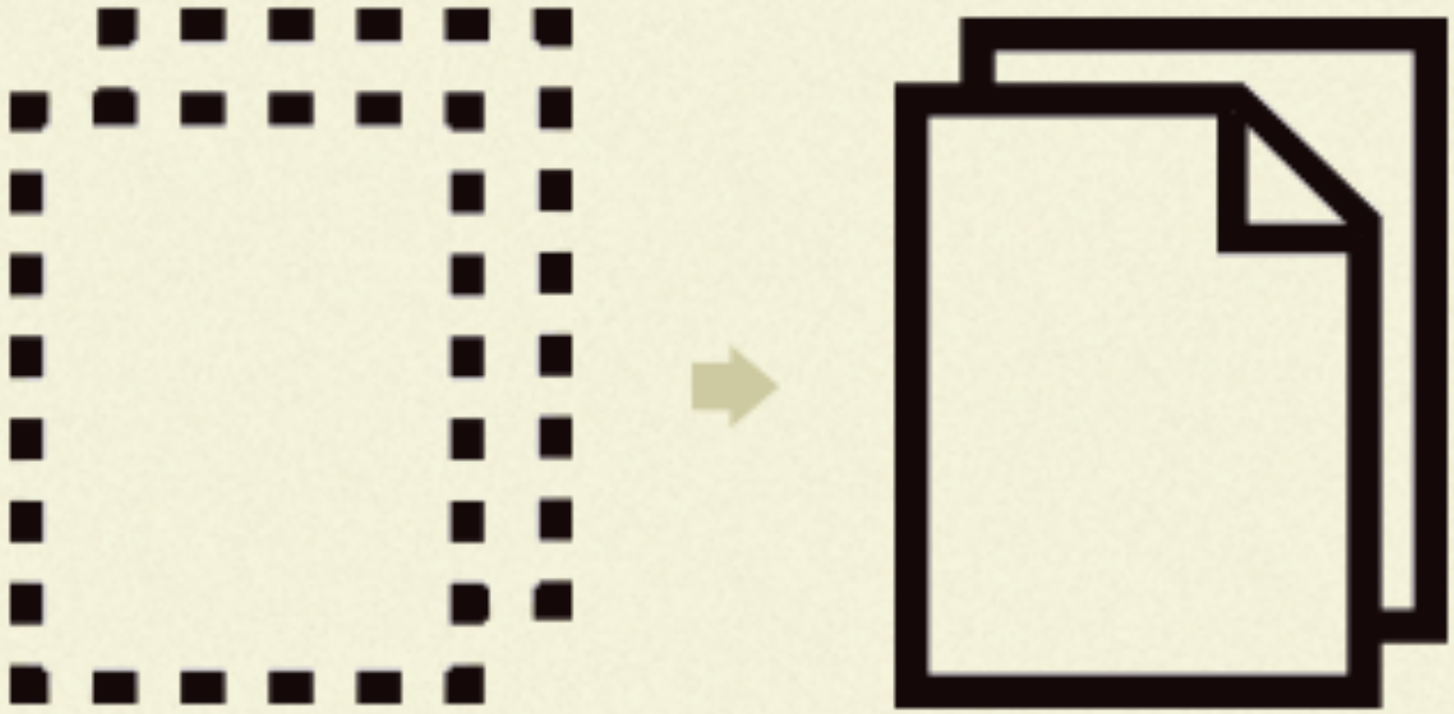
CALL TO ACTION ›

TEMPLATE GUTS

```
{{> organisms-header }}
<main role="main">
 {{# hero }}
 {{> molecules-hero-video }}
 {{/ hero }}
 <section class="section">
   {{# experience }}
   {{> organisms-story-feature }}
   {{/ experience }}
</section>
<section class="section">
   {{# factoid-advertising }}
   {{> organisms-factoid }}
   {{/ factoid-advertising }}
</section>
```



ATOMS MOLECULES ORGANISMS TEMPLATES PAGES



TEMPLATES

CONTENT STRUCTURE

PAGES

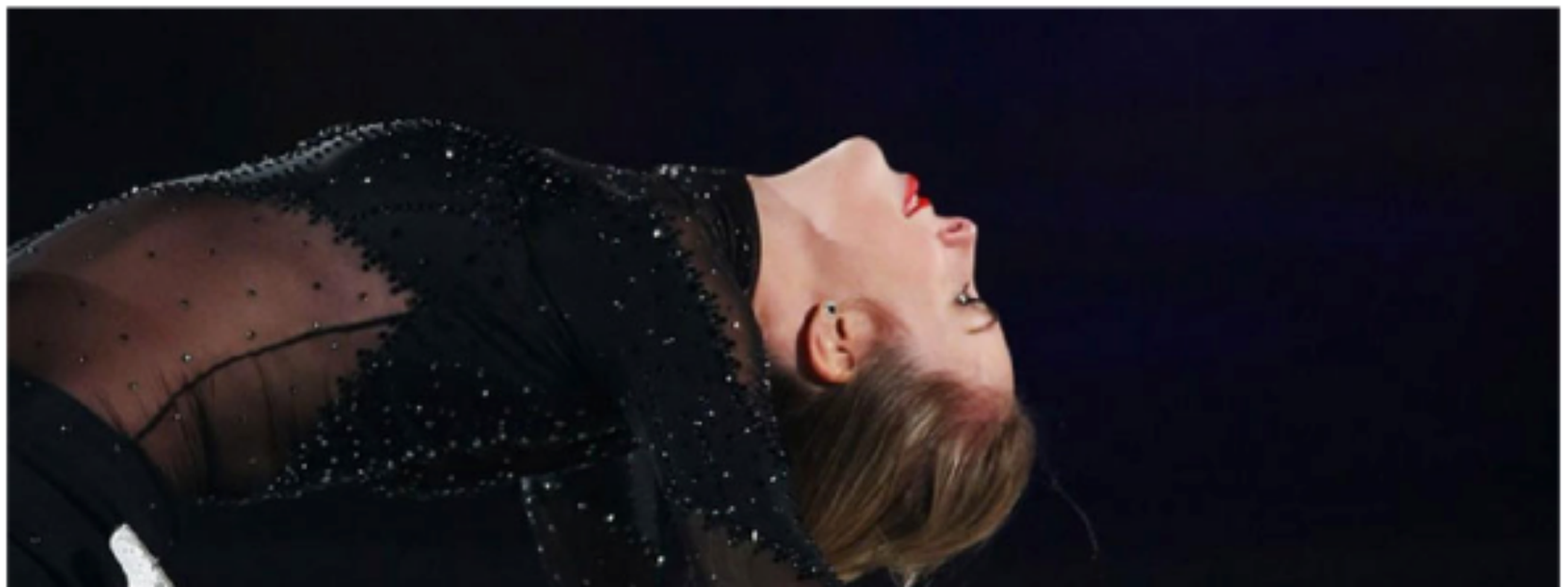
ACTUAL CONTENT

LOREM IPSUM

EYEBROW

LOREM IPSUM DOLOR SIT (37 CHARACTERS)

MOVING PEOPLE



EXPERIENCES

CHAMPION STORYTELLING AT THE OLYMPIC GAMES

WE HIRED GRADS FROM 42 OF THE BEST UNIVERSITIES IN THE WORLD LAST YEAR, INCLUDING YOURS

CAREERS

DO COOL THINGS THAT MATTER

Get to know us from the inside and out. From our history and culture, to the people behind our brands, get the inside scoop on our latest innovations.

JOIN OUR TEAM ›

PIPING IN REAL CONTENT

```
{
   "title" : "Time Inc.",
   "bodyClass": "home",
   "hero" : {
        "headline": "Moving People"
        "img": {
            "src": "/images/hero_beyonce.jpg",
            "alt": "Beyonce"
        }
   },

…
```

VIEWER

320PX.

320PX.

480PX.

320PX.

480PX.

768PX.

320PX.

480PX.

768PX.

1024PX.

320PX.

480PX.

768PX.

1024PX.

THE FOLD.

320PX.

480PX.

768PX.

1024PX.

THE FOLD.

OH GOD THE FOLD.

Article Headline Lorem ipsum dolor sit amet

by Author Name on June 3rd

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer fringilla sem a urna porttitor fringilla. Nulla eget justo felis.

Aliquam erat volutpat. Mauris vulputate scelerisque feugiat. Cras a erat a diam venenatis aliquam. Sed tempus, purus ac pretium varius, risus orci sagittis purus, quis auctor libero magna nec magna. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Maecenas eros dolor, rutrum eu sollicitudin eu, commodo at leo. Suspendisse potenti. Sed eu nibh sit amet quam auctor feugiat vel et risus. Maecenas eu urna adipiscing neque dictum mollis suscipi in augue. Praesent pulvinar condimentum sagittis. Maecenas laoreet neque non eros consectetur fringilla. Donec vitae risus leo, vitae pharetra ipsum. Sed placerat eros eget elit iaculis semper. Aliquam congue blandit orci ac pretium.

Aliquam ultrices cursus mauris, eget volutpat justo mattis nec. Sed a orci turpis. Aliquam aliquet placerat dui, consectetur tincidunt leo tristique et. Vivamus enim nisi, blandit a venenatis quis, convallis et arcu. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris libero sapien, placerat in sodales eu, tempor quis dui. Vivamus egestas faucibus pulvinar. Maecenas eget diam nunc. Phasellus at sem eros, ac suscipit neque. Phasellus sollicitudin libero a odio dignissim scelerisque. Aliquam purus nulla, tempor eget ullamcorper quis, rhoncus non dui.

> *A block quotation (also known as a long quotation or extract) is a quotation in a written document, that is set off from the main text as a paragraph, or block of text, and typically distinguished visually using indentation and a different typeface or smaller size quotation.*

Cras at fringilla ipsum. Donec nec libero eget est blandit dignissim a eu ante. Morbi augue nulla, luctus eu sagittis vel, malesuada ut felis. Aliquam erat volutpat. Morbi malesuada augue ac massa hendrerit

Related Posts

- Headline Lorem ipsum dolor sit amet
- Laborum, molestiae, rerum, dolores eveniet
- quae est fugit distinctio iure odit minus non ipsum
- dolorum deserunt omnis voluptates voluptatum
- nventore dignissimos vel molestiae, rerum, dolore

Recent Tweets

- Headline Lorem ipsum dolor sit amet
  2 weeks ago
- Laborum, molestiae, rerum, dolores eveniet
  2 weeks ago
- quae est fugit distinctio iure odit minus non ipsum
  2 weeks ago
- dolorum deserunt omnis voluptates voluptatum
  2 weeks ago
- nventore dignissimos vel molestiae, rerum, dolore

Article Headline Lorem ipsum dolor sit amet

by Author Name on June 3rd

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer fringilla sem a urna porttitor fringilla. Nulla eget justo felis.

Aliquam erat volutpat. Mauris vulputate scelerisque feugiat. Cras a erat a diam venenatis aliquam. Sed tempus, purus ac pretium varius, risus orci sagittis purus, quis auctor libero magna nec magna. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Maecenas eros dolor, rutrum eu sollicitudin eu, commodo at leo. Suspendisse potenti. Sed eu nibh sit amet quam auctor feugiat vel et risus. Maecenas eu urna adipiscing neque dictum mollis suscipit in augue. Praesent pulvinar condimentum sagittis. Maecenas laoreet neque non eros consectetur fringilla. Donec vitae risus leo, vitae pharetra ipsum. Sed placerat eros eget elit iaculis semper. Aliquam congue blandit orci ac pretium.

Aliquam ultrices cursus mauris, eget volutpat justo mattis nec. Sed a orci turpis. Aliquam aliquet placerat dui, consectetur tincidunt leo tristique et. Vivamus enim nisi, blandit a venenatis quis, convallis et arcu. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris libero sapien, placerat in sodales eu, tempor quis dui. Vivamus egestas faucibus pulvinar. Maecenas eget diam nunc. Phasellus at sem eros, ac suscipit neque. Phasellus sollicitudin libero a odio dignissim scelerisque. Aliquam purus nulla, tempor eget ullamcorper quis, rhoncus non dui.

> *A block quotation (also known as a long quotation or extract) is a quotation in a written document, that is set off from the main text as a paragraph, or block of text, and typically distinguished visually using indentation and a different typeface or smaller size quotation.*

Cras at fringilla ipsum. Donec nec libero eget est blandit dignissim a eu ante. Morbi augue nulla, luctus eu sagittis vel, malesuada ut felis. Aliquam erat volutpat. Morbi malesuada augue ac massa hendrerit

Related Posts

- Headline Lorem ipsum dolor sit amet
- Laborum, molestiae, rerum, dolores eveniet
- quae est fugit distinctio iure odit minus non ipsum
- dolorum deserunt omnis voluptates voluptatum
- nventore dignissimos vel molestiae, rerum, dolore

Recent Tweets

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  2 weeks ago
- Laborum, molestiae, rerum, dolores eveniet
  2 weeks ago
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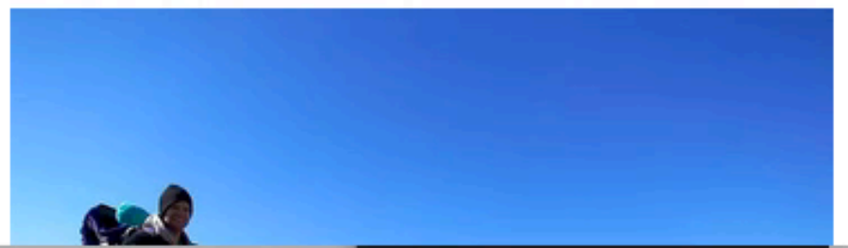
  2 weeks ago
- dolorum deserunt omnis voluptates voluptatum
  2 weeks ago
- nventore dignissimos vel molestiae, rerum, dolore
  2 weeks ago

ANNOTATIONS

Top 10 mountain ranges for hiking



LINEAGE

Lorem ipsum (27 characters)

Call to Action

CLOSE

The **molecules-block-media-link** pattern contains the following patterns: atoms-square

The **molecules-block-media-link** pattern is included in the following patterns: molecules-profile-nav, organisms-section-media-list, templates-settings-account, templates-settings-account-edit

HTML Mustache

```
<div class="block block--media">
    <a href="#" class="block__inner">
        <div class="block__img">
```

A BUNCH OF OTHER STUFF

- Code view (source and rendered HTML)
- Pattern status
- New version coming soon! Choose your own templating engine, plugins, and more

pattern lab

create atomic design systems

http://patternlab.io

BRAD_FROST ASKS

What's The Hardest Aspect Of Responsive Web Design?

Design/Development **OR** Process/People

121

533

SET EXPECTATIONS

http://www.pointswestav.com/wp-content/uploads/2011/04/Projector-meeting.jpg

As an industry, we sell websites like paintings. Instead, we should be selling beautiful and easy access to content, agnostic of device, screen size, or context.

-Dan Mall

http://danielmall.com/articles/the-post-psd-era/

DEATH TO THE WATERFALL

INFORMATION ARCHITECTURE

VISUAL DESIGN

DEVELOPMENT

Development Is Design

October 07, 2013

I recently received this email from a startup:

> *We're a startup in San Francisco looking to launch a 5-page website this October. We would deliver all wireframes, web content, and design PSDs. We just need a front-end pro to develop the site. While the site is straightforward, we do have high dev requirements:*
>
> - *lightweight site that loads quickly*
> - *use HTML+CSS, only use JS when absolutely needed*
> - *entire site to be coded using Bootstrap3*

INFORMATION ARCHITECTURE

VISUAL DESIGN

DEVELOPMENT

INFORMATION ARCHITECTURE

VISUAL DESIGN

DEVELOPMENT

INFORMATION ARCHITECTURE

VISUAL DESIGN

DEVELOPMENT

GATHER

enter website e.g. www.google.com

Stylify Me

About Stylify Me »

Download

Background Colours

HEX # HEX # HEX # HEX # HEX # HEX # HEX # HEX #

Text Colours

HEX # HEX # HEX # HEX # HEX # HEX # HEX # HEX #

Typography

Header 1: Font, Style, Size, Leading, Colour

The quick brown fox jumps over the lazy do

http://stylifyme.com/

http://bradfrostweb.com

Stylify Me

About Stylify Me »

Download

Background Colours

HEX #110000

HEX #f6f5de

HEX #be6700

Text Colours

HEX #110000

HEX #dedcb9

HEX #000000

HEX #afaa78

Typography

HelveticaNeue, Helvetica, Arial, sans-serif, normal, 18px, 17px, #110000 Font, Style, Size, Leading, Colour

The quick brown fox jumps over the lazy dog and feels as if he were in

HelveticaNeue, Helvetica, Arial, sans-serif, normal, 70px, 70px, #dedcb9 Font, Style, Size, Leading, Colour

The quick brown f

Interface Inventory

Many are familiar with the concept of a content inventory. Content audits are usually performed in the early stages of a website redesign process to take stock of all a site's content. It's a tedious process involving spreadsheets and caffeine, but the hard work pays off. You end up all your content laid out on the table, which gives you a new perspective on what your content is and how to tackle it.

Enter the interface inventory.

An interface inventory is similar to a content inventory, only instead of sifting through and categorizing content, you're taking stock and categorizing the components making up your website, app, intranet, hoobadyboop, or whatever (it doesn't matter). **An interface inventory is a comprehensive collection of the bits and pieces that make up your interface.**

http://bradfrostweb.com/blog/post/interface-inventory/

Page Inventory				Content Recommendations		
ID	Current File Name	Updated File Name	Current Title	Text	Photos	Other
0.0	index.htm	index.html	Sitka Alaska Sport Fishing with Kains Fishing Adventures	Revise text for key messages	OK	Add customer story
1.0	fishing.htm	fishing/index.html	Sitka Alaska Fishing Trips - Chinook Salmon, Silver Salmon and Halibut - Kains Fishing Adventures	Add text, reformat page	**Add**	Add customer story, video clips
1.1	fishing_boats.htm	fishing/fishing-boats.html	Custom Almar Fishing Boats used by Kain's Fishing Adventures in Sitka, Alaska	Add text, reformat page	Add	Add video clips
1.2	fishing_equipment.htm	fishing/fishing-equipment.html	Exceptional Fishing Equipment used by Kain's Fishing Adventures in Sitka Alaska	Add text, reformat page	Add	Add video clips
1.3		fishing/fishing-techniques.html		Add text, format new page	**Add**	**Add video clips**
1.4		fishing/fish-species.html		Add text, format new page	**Add**	**Add video clips**
1.5	fishing_handling.htm	fishing/fish-processing.html	Processing Your Caught Salmon and Halibut in Sitka, Alaska - Kains Fishing Adventures	Add text, reformat page	Add	
2.0	our.htm	lodge/index.html	Sitka, Alaska Sport Fishing Lodge with Kains Fishing Adventures	Add text, reformat page	Add	Add customer story, video clips
2.1	our_guest.htm	lodge/lodge-rooms.html	Guest Rooms At Kain's Fishing Adventures Sitka, Alaska Lodge	Add text, reformat page	**Add**	
2.2	our_cuisine.htm	lodge/lodge-cuisine.html	Delicious Cusine offerd by Kains Fishing Adventures at the Sitka, Alaska Lodge	Add text, reformat page	**Add**	
2.3	our_receipes.htm	lodge/lodge-receipes.html	Recipes from Chef Dave Boden - Sitka Alaska Sport Fishing with Kains Fishing Adventures	Add text, reformat page	Add	
3.0	packages.htm	packages/index.html	Sitka, Alaska Sport Fishing Trip Packages and Pricing - Kains Fishing Adventures	**Add text, reformat page**	Add	
3.1	reservations.htm	packages/package-reservations.html	Contact Us for your next Sitka, Alaska Fishing Trip with Kains Fishing Adventures	Redesign contact form	OK	
3.2	why_what.htm	packages/package-planning.html	What to Expect from your Sitka, Alaska Sport Fishing Trip with Kains Fishing Adventures	Reformat page	OK	
4.0	photos.htm	photos/index.html	Photos from Sitka, Alaska Fishing Adventures - Kains Fishing Adventures	Add text, reformat page	Update	
5.0		blog/index.php		Add text, format new page	**Add**	**Add video clips**
6.0	about.htm	about/index.html	About Kains Fishing Adventures - Alaska Salmon Fishing Guides, Lodge and Vacation	Revise text for key messages	Update	Add customer story
6.1	our_crew.htm	about/kains-crew.html	The Crew from Kains Fishing Adventures	Add text, reformat page	Add	
6.2	sitka.htm	about/sitka-alaska.html	Information on Sitka, Alaska - Home of Kains Fishing Adventures	Add text, reformat page	**Add**	Add customer story, video clips
6.3	why_faqs.htm	about/kains-faq.html	FAQs about Sitka, Alaska and Kains Fishing Adventures	Reformat page	Add	
6.4	about_news.htm	about/kains-media.html	Kains Fishing Adventures in the News	Revise text for greater impact	Add	
6.4.1	about_news01.htm	about/kains-medal1.html	Sitka's Saltwater Treasures, featuring Kains Fishing Adventures	Add text, reformat page	OK	
6.4.2	about_news02.htm	about/kains-medal2.html	Hitch Hiking on the Salmon Highway featuring Kains Fishing Adventures	Add text, reformat page	OK	
6.4.3	about_news03.htm	about/kains-medal3.html	Hooked on Sitka featuring Kains Fishing Adventures	Add text, reformat page	OK	
6.4.4	about_news04.htm	about/kains-medal4.html	Fishing in Sitka Alaska featuring Kains Fishing Adventures	Add text, reformat page	OK	
7.0	contact.htm	contact/index.php	Contact Us via Email for your Questions, Comments etc - Kains Fishing Adventures	Redesign contact form	OK	Add map(s)
		(Footer)				
8.0.1		(Text Nav)				
8.0.2		(Copyright)				
9.0	sitemap.htm	sitemap.html	Sitemap - Kain's Fishing Adventures & Lodge	Update, reformat page	OK	

Deleted Pages			
ID	File Name	Title	Reason
1.1	additional_chinook.htm	fishing/fishing-chinook.html	Spring Chinook Salmon Fishing on the Columbia River - Kains Fishing Adventures	Per Michelle 11/22
1.2	additional.htm	fishing/fishing-northwest.html	Pacific Northwest Sport Fishing - Washington, Oregon and Idaho - Kains Fishing Adventures	Per Michelle 11/22
6.1	why.htm	about/why-kains.html	Why Choose Kains Fishing Adventures for Your Alaska Fishing Trip	Consolidate with About Kain's, Crew, FAQ pages

SIGN ON

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Raise Capital

Mitigate Risk

Go International

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What is PNC Purchase Payback

How PNC Purchase Payback Works

Get Connected ▸

GET RATES

Enroll Mobile Device

Get Started »

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Next Step

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Add Reminder

Search Transactions

Export All

Print Spend

Print Reserve

Check Rates ›

Savings History

Customize Your Pig

Add

Sign On ▶

Apply Now ›

Continue

Search ▸

Go

CLEAR

SUBMIT

Sign On ›

+ Add transaction

Show Bars

GO ▸

Rate Virtual Wallet

Share Your Story

Set Payday

Try Again

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Learn More »

Favorite

Search

Keep Shopping

Register

Sign Up

Check out with PayPal

Add to Cart

From the Labs

See more

REAL WEDDINGS

A Garden Gala

By Brooke Johnston

Australian couple Ezra and Brooke were surrounded by sunshine, flowers, and love as they said their vows.

Community Stories

See more

Celebrating Etsy Team Spirit

The camaraderie that powers the heart of the Etsy Teams community is truly a marvelous thing.

Read the post

Hurricane Sandy Community Aftermath

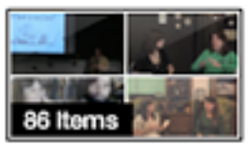
In the wake of Hurricane Sandy, our local community came together to contribute to relief efforts, but there's still lots of work to be done.

Read the post

3D Pet Portrait — slan

Scroll through for more cute creatures.

Video Library



Etsy Success

Etsy How-To

Etsy Code as Craft

Hello Etsy

Etsy Teams

Etsy Social Media Week

GRAB WIDGET

INTERFACE INVENTORY

- Document your interface
- Highlight inconsistencies
- Establish scope of work for translating to a responsive environment
- Lay the groundwork for a future style guide/pattern library

ESTABLISH DIRECTION

Gallery

title area →

All About Animals

by Ava Barcelona

main navigation ←

mammals | reptiles | birds | fish | Amphibians | Invertibrates

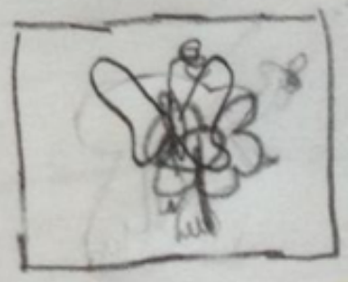
main feature →

Dogs and Cats are domesticated animals.

read more >

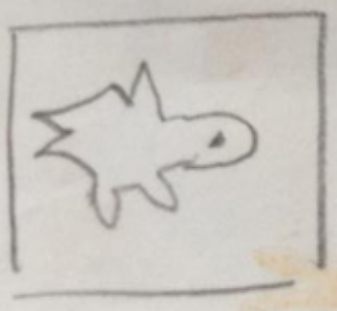
Birds

read more >



Invertibrates

read more >



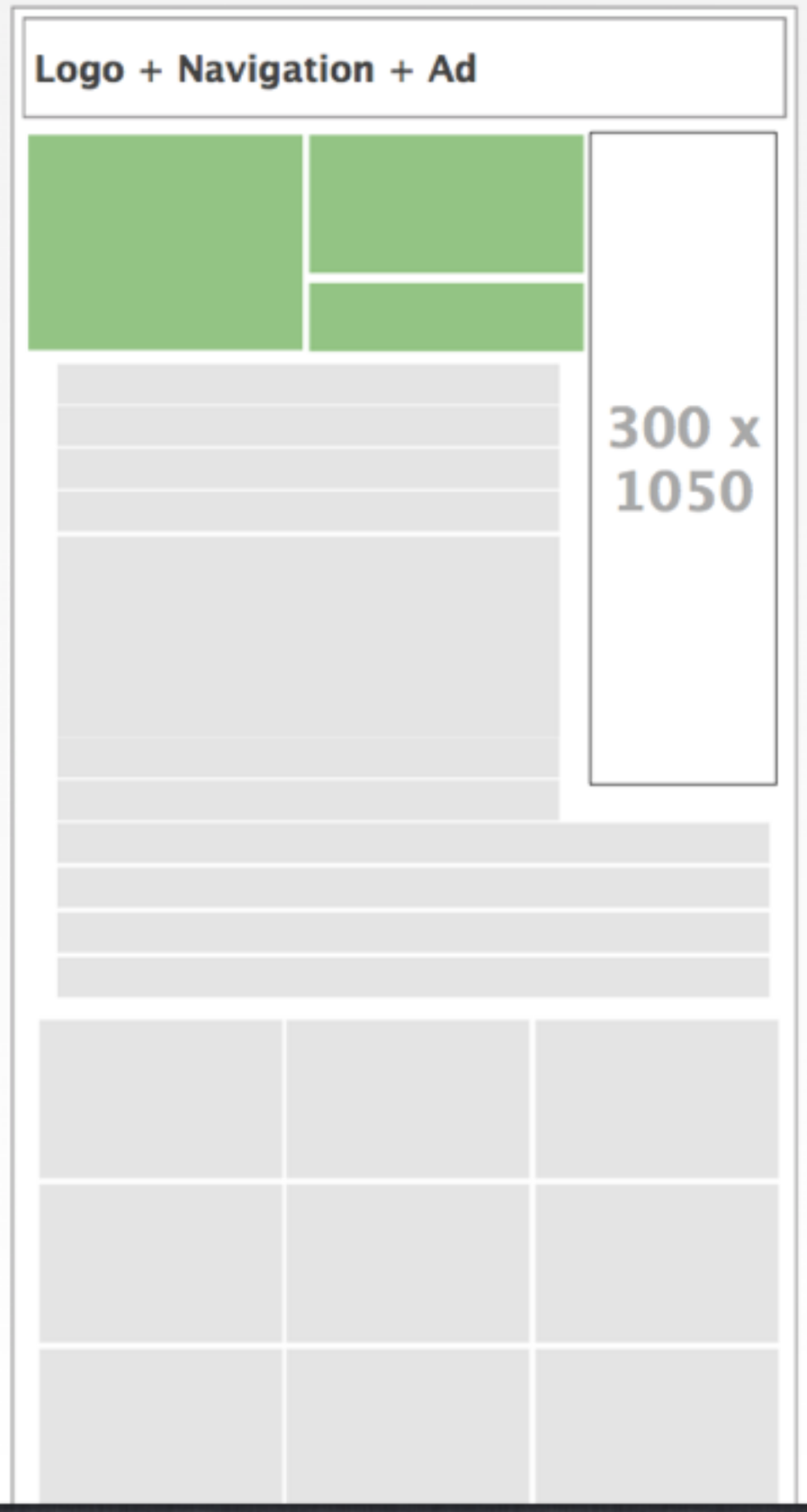
Fish

read more >

Amphibians

read more >

Site-Wide Patterns: Featured Island



Featured Island

What
The Featured Island is a block of content curated by the editors. It should accommodate a video, a headline without an image, or a headline with an image.

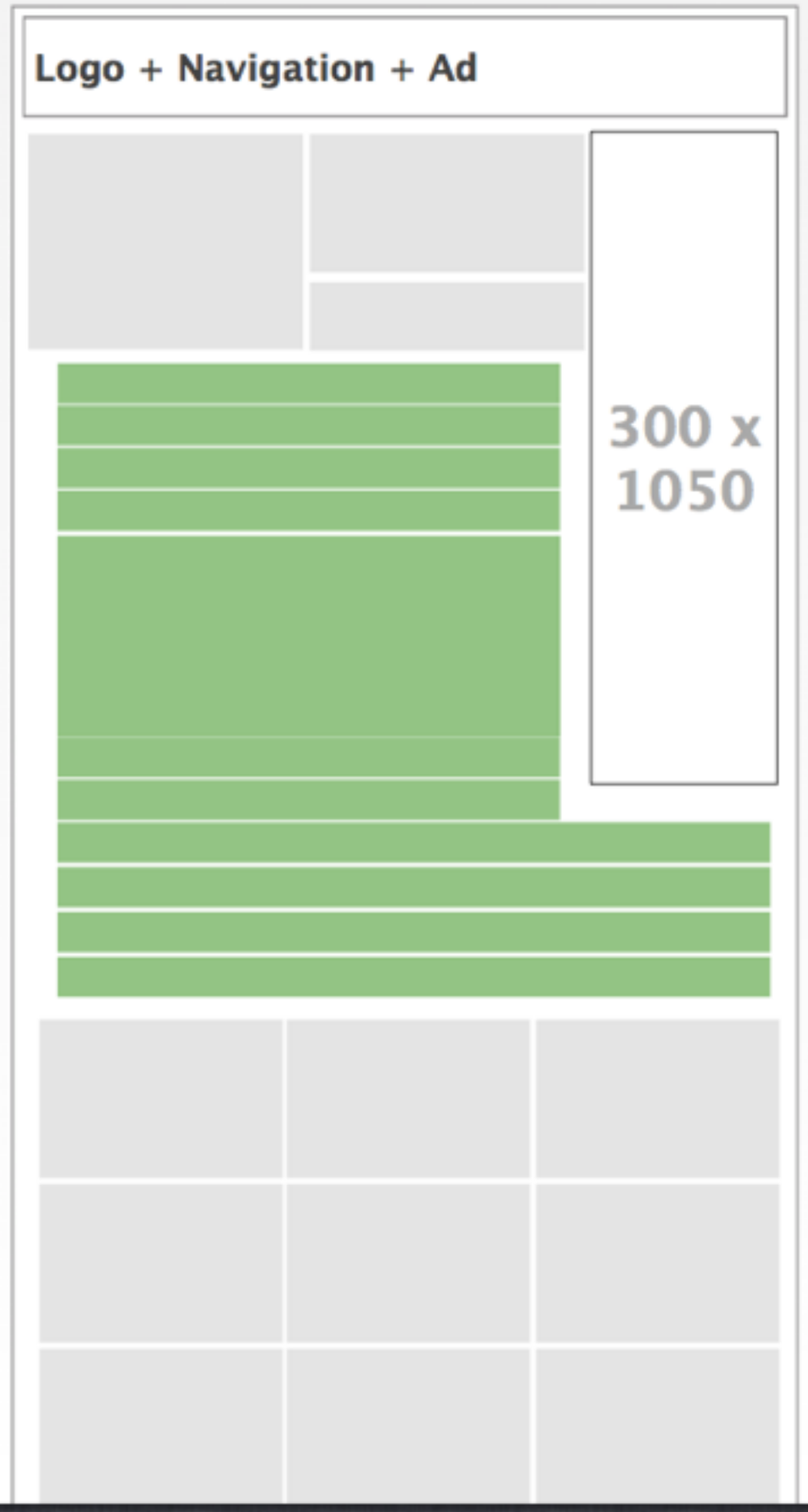
Where
Anchored at the top of Channel, Video, and Event and Homepages.

Who
Curated by the editors.

Live Events

During live events, the Featured Island is replaced by a live video player on the Video, Event, and Homepage.

Site-Wide Patterns: River List



River List

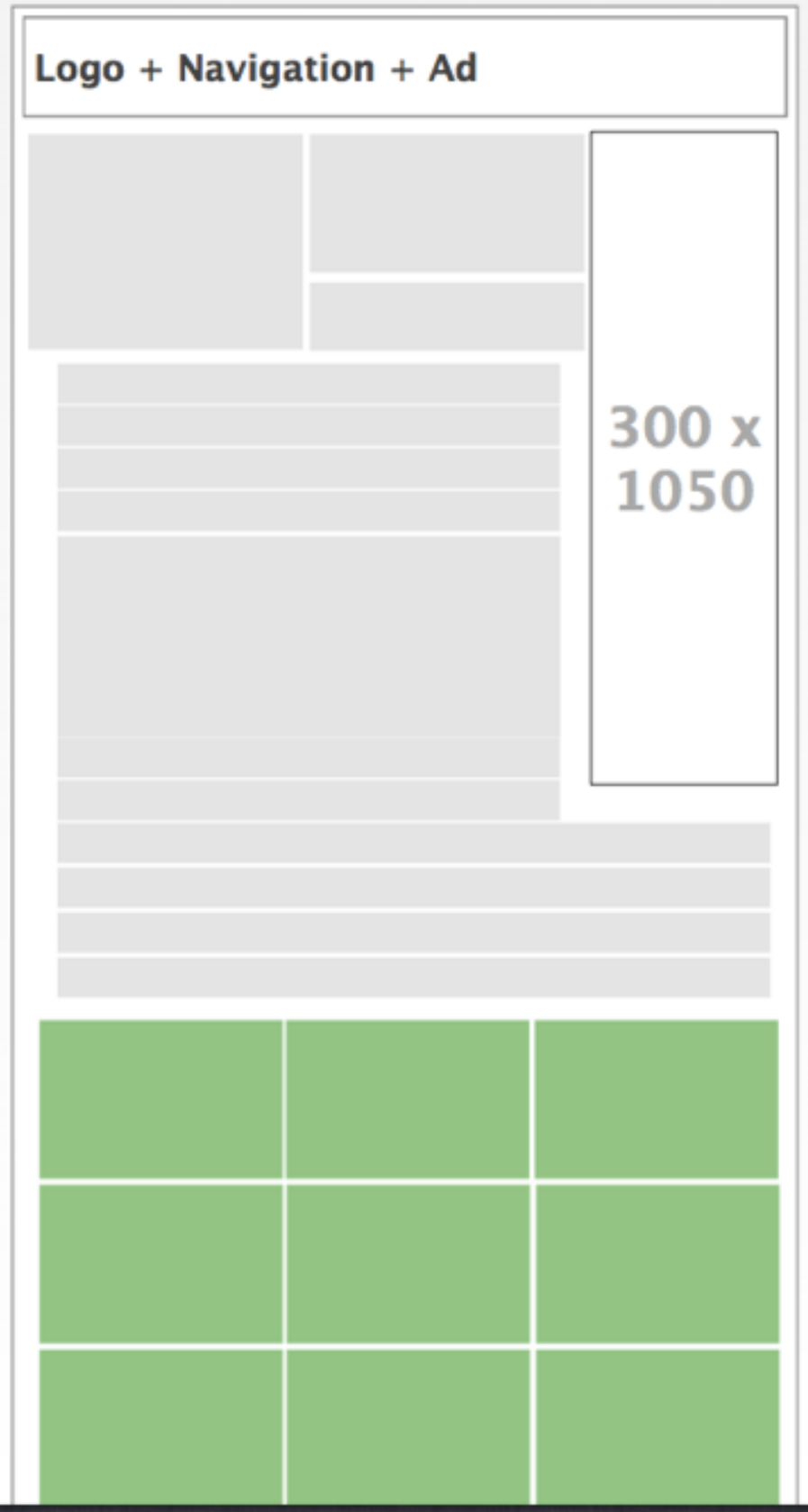
What
The River List is a reverse chronological, highly scannable list of the latest articles. Important or featured articles are marked by editors and will have a slightly different visual treatment. These lists are often sandwiched between islands of featured content, so a single river may contain more than one river list, one flowing into the next list "segment" of the overall river presentation. The number of items in each segment will vary according to how these river elements are combined. We recommend that individual list segments rarely, if ever, contain more than 20 posts.

Where
Seen throughout the site after the featured area or below the River Grid on Channel, and Event and Homepage. Also seen on Topic, Author, and Search Results pages.

Ad Behavior
The River List should wrap around ads. The first headline below the ad should extend under the ad.

De-duplication
We recommend removing posts from the river if they are pinned to any of the islands.

Site-Wide Patterns: River Grid Island



River Grid Island

What
The river grid is a block of content that appears when there are set recurring events and shows or when there is a short list (8–10) of curated items. The grid is typically ordered by recency.

This grid should accommodate video clips, headlines with no images, and headlines with images.

Where
Seen throughout the site including on Events hub, Event archive, Video hub, video index, and elsewhere when appropriate.

Desktop Ad Behavior
When the River Grid is adjacent to an ad, it should wrap around the ad. The next full row without an ad should extend to the full-width of the column.

Entertainment WEEKLY

ENTERTAINMENT WEEKLY

STYLE TILE / VERSION:1

Group 1

Group 2

Group 3

Group 4

Accent

Accent

Textures

SUBMIT BUTTON EXAMPLE

SUBMIT BUTTON EXAMPLE

BLOG TITLE

Font: Caponi = Chunk or Jubilat, color variable typekit

HEADER EXAMPLE

Font: Retina compressed bold = Bernina Condensed bold #000 typekit

This is an Example of a *Head*

Font: Retina compressed semibold = Bernina Condensed semibold #000 typekit

Lorem ipsum dolor sit amet, consectetuer 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 .

Font: Arial #333333

EYEBROW

This is an Example of a *Touty Headline*

This is an example of a Text link » THIS IS AN EXAMPLE OF A TEXT LINK »

Thought Cloud

Big & Bold

MODERN EW

Stylish EW

Current EW

SERIOUS EW

Poppy Pops of Color

Classic EW

PLAYFUL FUN

RETRO EW GRAPHIX

USE ONLY AS BORDER, NOT AS UNDERLINE

3

KashFlow Adds Tradeshift Support After Being Blindsided By News Of Intuit's Strategic Investment In E-Invoicing Startup

This week's news that Tradeshift, the business interactions and e-invoicing platform, has taken a 'multi-million' pound strategic investment from legacy accounting software maker Intuit is bound to have made others in the accounting software space sit up and take notice. One such player is the UK's KashFlow who, in what could be perceived as a feisty move, has announced that it's integrated with...

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4

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KashFlow Adds Tradeshift Support After Being Blindsided By News Of Intuit's Strategic Investment In E-Invoicing Startup

by Justin Timberlake

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Submit a Tip

Email Address

Your Email Address (Not Required)

Headline

Add a Headline

Tip

Enter your tip

SEND TIP

A paragraph (from the Greek paragraphos, "to write beside" or "written beside") is a self-contained unit of a discourse in writing dealing with a particular point or idea. A paragraph consists of one or more sentences. The start of a paragraph is indicated by beginning on a new line.

Blockquote

> *A block quotation (also known as a long quotation or extract) is a quotation in a written document, that is set off from the main text as a paragraph, or block of text, and typically distinguished visually using indentation and a different typeface or smaller size quotation.*

Pullquote

> “We're in a unique position to produce content with a much higher level of interactivity”

Inline Text Elements

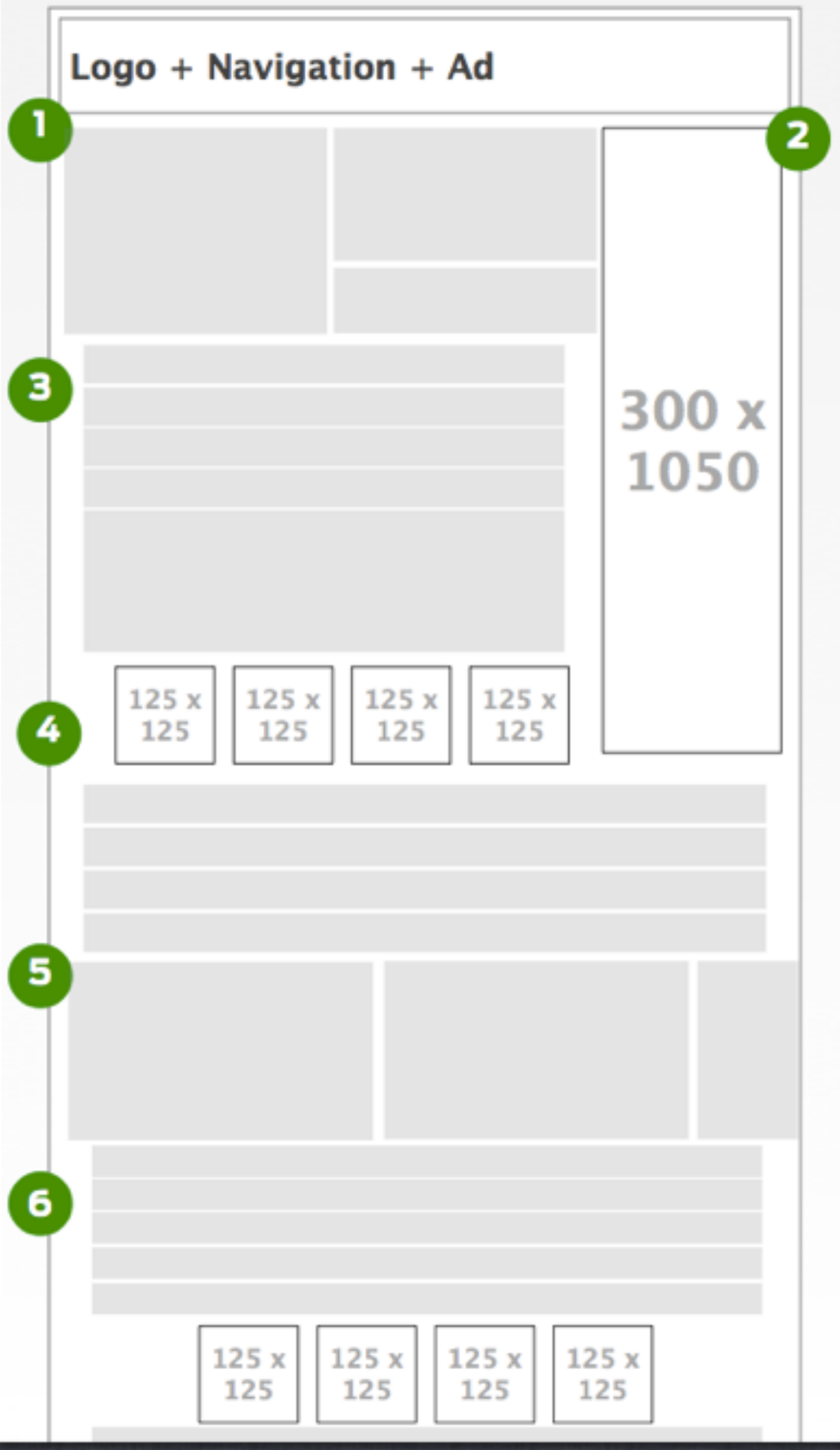
This is a text link

Strong is used to indicate strong importance

This text has added emphasis

ROLL UP OUR SLEEVES

Homepage



1. Featured Island
Set by Editors. Can include important stories as well as featured stories. Will become Live Player during events.

2. Ad space
Should accommodate for a 300 x 250 ad that can expand to devil size of 300 x 1050. River should expand and contract to accommodate unit.

3. River List
# of posts to be determined in HTML. Goal is to "Improve usability by providing a compact view with minimal scrolling" and "drive users to article".

4. Ad: 125 x 125 (4)

5. Carousel Island
Recommended to place content that has been published in the Featured Article Template here.

6. River List
# of posts TBD in HTML

Style Guide | Style Guide | Report: Google in Talks With | TechCrunch | loop php array - Google Sea

localhost:8888/view.php?url=/Users/frostbd/Dropbox/websites/techcrunch/techcrunch/patterns/03-Pages/00-Homepage.php&codekitCB=383440393.227490#

720x90

TC

News Shows Events Twitter Facebook Google+ Youtube LinkedIn

Search TechCr Search

Announcement This is where an announcement for an event like a live-streaming event will live.

Enterprise Posted 2 hours ago by Kim-Mei Cutler

Vimessa Deadpooled, Founders Launch User Retention Service, Userfox, With $700K From Y Combinator, 500 Startups & More

Y Combinator-backed Vimessa launched in late 2011 with a free video voicemail app for the iPhone that allowed users to send high-def video messages to any cell number or email address. The idea was to make video messaging work on any mobile device or desktop. But, despite the early buzz around the product, rules are rules: 90 percent of startups fail.
Read More

Enterprise Posted 2 hours ago by Kim-Mei Cutler

Vimessa Deadpooled, Founders Launch User Retention Service, Userfox, With $700K From Y Combinator, 500 Startups & More

↓ READ MORE ABOUT READING IS FUNDAMENTAL ↓

ELEMENT COLLAGES

An abstract way to document design for Reading Is Fundamental

Bernina Sans Condensed Light
Bernina Sans Condensed Regular
Bernina Sans Condensed Semibold
Bernina Sans Condensed Bold
Bernina Sans Condensed ExtraBold

CONTENT DIVIDER TREATMENT #1

CONTENT DIVIDER TREATMENT #2

SELECTOR BAR #1

SELECTOR BAR #2

TABLET TOP NAVIGATION BAR (PLACEHOLDER LOGO)

IPHONE TOP NAVIGATION BAR (PLACEHOLDER LOGO)

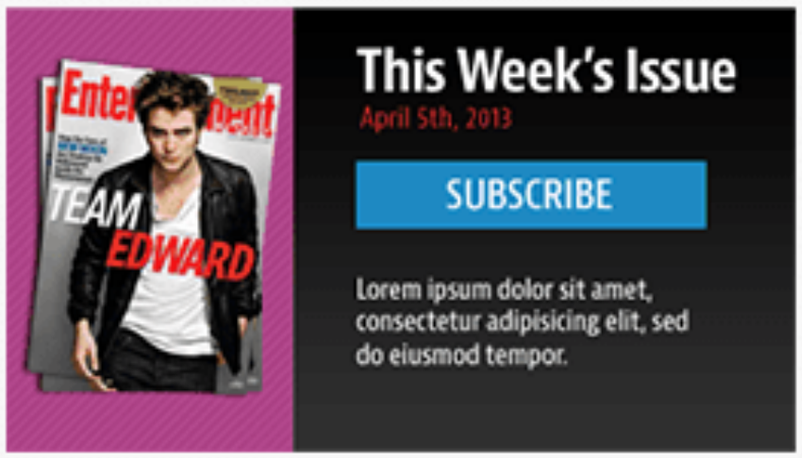
SPECIAL COVERAGE #1A

SPECIAL COVERAGE #1B

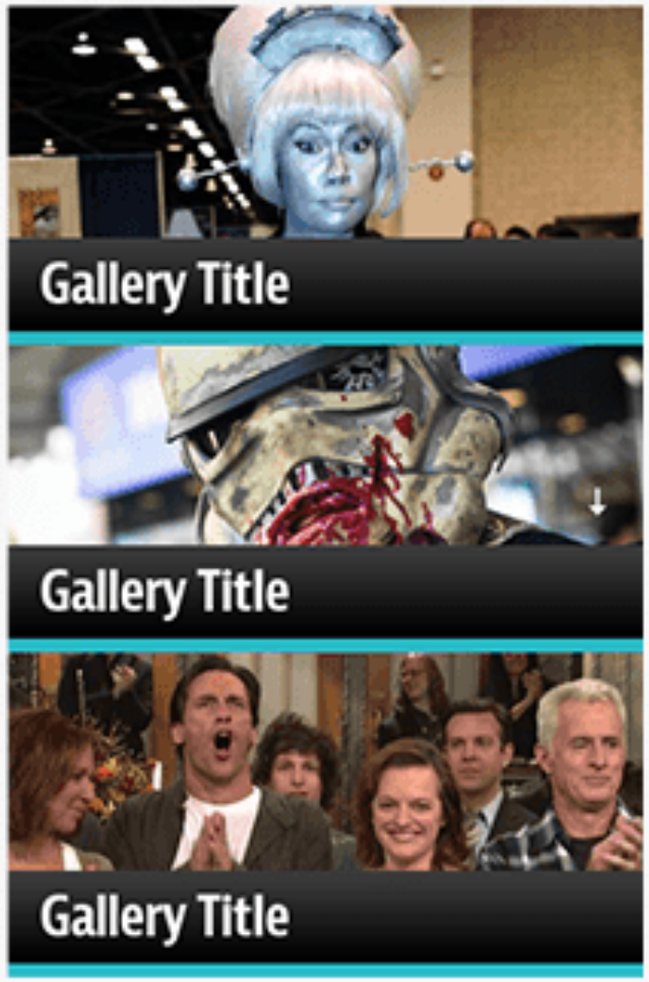
MAIN LOWER NAVIGATION

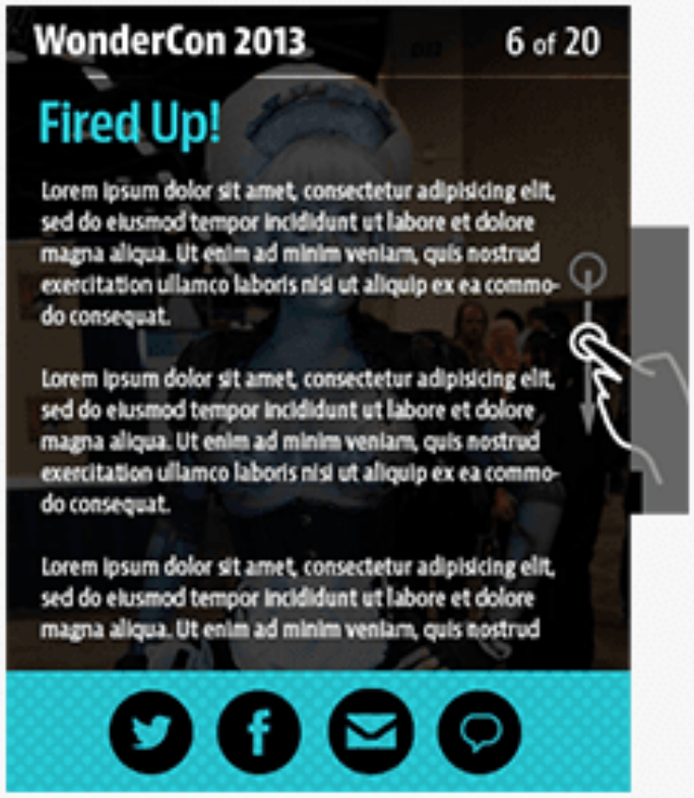
HEADLINE NAV BAR

FOOTER TOP PORTION



gallery end card





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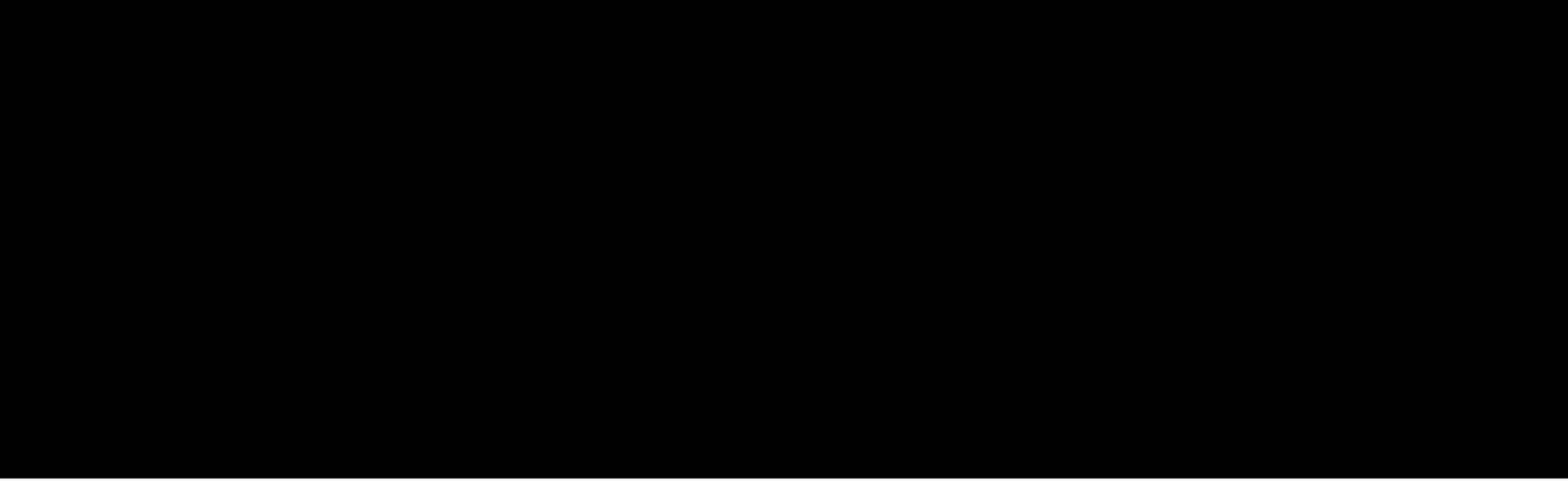
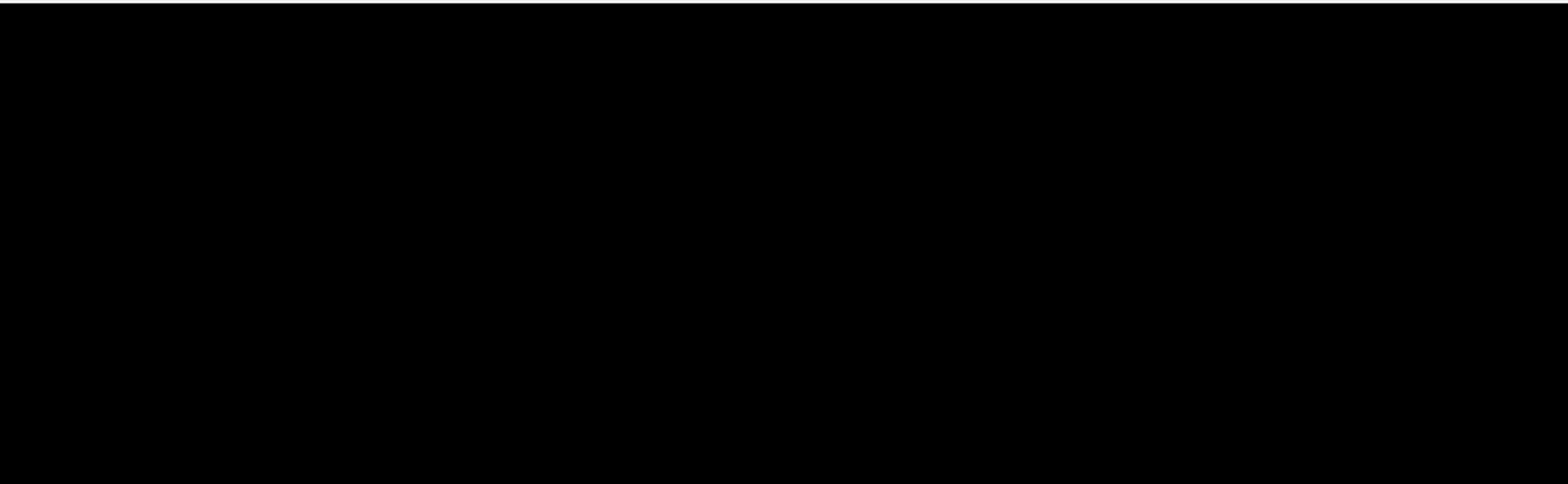


720x90



TechCrunch

News TCTV Events

All Search

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Got a tip? Let us know.

News TCTV Events CrunchBase Follow Us All Search

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Got a tip? Let us know.

Eric Eldon

Co-editor

Eric Eldon is the Co-Editor of TechCrunch.

He was previously the co-founder and editor of Inside Network, where he managed publications including Inside Facebook, Inside Social Games and Inside Mobile Apps.

Before that, he spent a couple years covering technology and finance at VentureBeat, a leading Silicon Valley publication where he was the first employee.

300x250

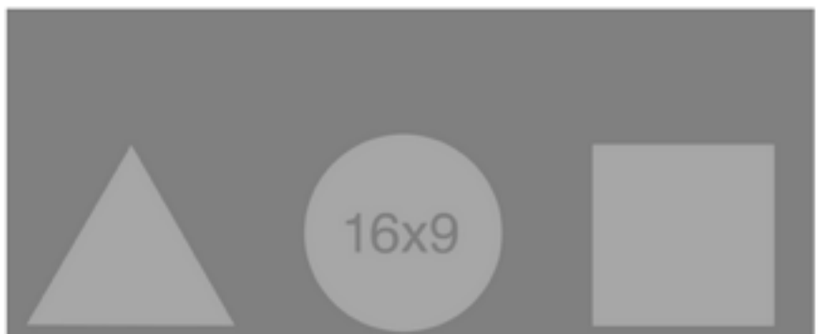
While Inside Network sold to WebMediaBrands for $14 million in May of 2011, Eric also had a failed startup a few years ago. Called WriteWith, it offered online writing collaboration software.

Eric attended Stanford University and graduated with a degree in international relations in 2005. He reported and edited news for The Stanford Daily student newspaper, and ran its business for a year term.

Disclosure: I own a significant number of shares in WebMediaBrands, and an insignificant number of shares in AOL. I'm also an investor in Afton Field Farm, a natural meat ranch.

Follow Eric Here:

Best of Eric



UP TO 32 HOURS OF BATTERY LIFE
DROID RAZR MAXX HD
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Gadgets News

The Microsoft Surface Pro Proves That The PC Is Back

2 hours ago by John Biggs (@johnbiggs)

I come bearing glad tidings. After decades of OEM malaise, a constant parroting of the speeds and feeds mantra, and an aesthetic that was formulated in the back room of a dingy Staples office supply store, the PC is really back.

ADVERTISEMENT
INTRODUCING THE ALL-NEW CADILLAC XTS

Like Reply

rejikumar06
Great ! Good Move

Like Reply

BeccaWillett
<3 this is sooo awesome!

Like Reply

amar
Good move. Hope to start building upon Twitter APIs again but already killing the aspirations for the brakes they have already put into place.

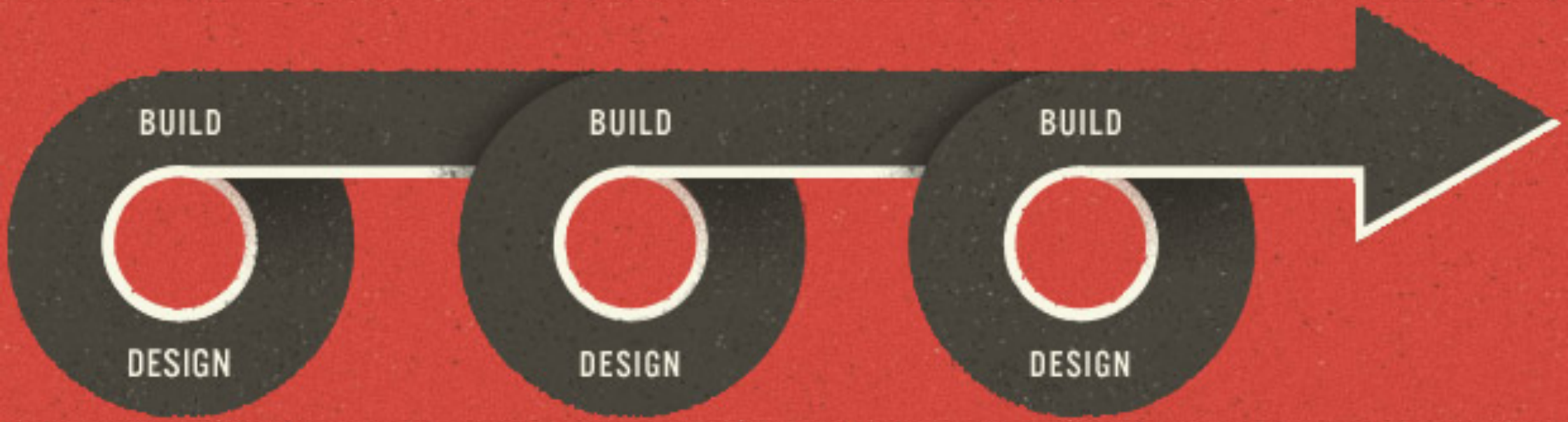
Like Reply

Load more comments...

Unicorn Apocalypse Is Real And It Sucks
Posted 20 mins ago

After Previously Blocking It, Microsoft Now Enables Flash By Default On IEvo For Windows 8 And RT
Posted 20 mins ago

AWS Just Made It A Whole Lot Easier For Anyone To Create A Virtual Private Cloud Showing Again How Enterprise Tech Is Obsolete
Posted 20 mins ago



http://trentwalton.com/2011/07/14/content-choreography/

COLLABORATION AND COMMUNICATION TRUMP PROCESS

COLLABORATION AND COMMUNICATION

TRUMP DELIVERABLES

WHEN YOU'RE FINISHED CHANGING

YOU'RE FINISHED.

THIS IS FUN!

THANKS!

@brad_frost