# Design System

2019

# The Process

I am currently helping Alliance Bernstein create a global design system which will be used by more than 30 countries in multiple languages. We are also refreshing the graphic design.

The process:
1. Assemble existing design patterns
2. Refresh graphic design per new guidelines
2. Create markdown files for each component, with links to associated graphics
3. Collaborate with developers to implement the design system

# Markdown

The team created markdown files for each component, including general guidelines, usage rules and design specs.

## Accessibility Guidelines

### Overview

Accessible design provides a better experience for everyone.

Accessible design allows people of diverse abilities to navigate, understand and use our sites.

All elements in the AB pattern library are compliant with WCAG AA.

AB design patterns emphasize hierarchy for usability:

- Clearly visible elements
- Sufficient contrast and size
- A clear hierarchy of importance
- Key information that is discernible at a glance
- Related items of a similar hierarchy are placed next to each other

An accessible website:

- Gives every user the same functionality, regardless of ability
- Adapts to any context

### Low Vision Guidance

WCAG 2.0 level AA requires a contrast ratio of 3:1 for text 18 pixels and larger, and 4.5:1 for smaller text

UI components also require a 3:1 aspect ratio (form input borders etc)

Compliant usage of the AB color palette includes (see markdown for link):

### Color Blindness Guidance

AB's color palette is compliant for 98% of users

Don't rely on color differentiation alone to provide information or request an action—also incorporate icons or textual hints

### Deaf/Hard-of-Hearing Guidance

Caption all videos and animations that have meaningful audio content. See captioning tool information below

# Design System: Guidelines

The Guidlines section contains direction on our responsive grid, color palette, fonts, accessibility rules etc.

# Design System: Components

The Components section includes everything from small elements (buttons etc) to large components (forms, accordions etc).

# Design System: Accessibility Guidelines

I exhaustively researched accessibility issues, screen readers, color blindness and other concerns. I recommended improvements for current patterns, plus assembled a handbook with best practices.

# Design System: Code Snippets

Code snippets provide a strong base for developers around the world to implement new pages that adhere to the system.