

FEBRUARY 2019 – INTERACTION 19

Democratization, Industrialization, Augmentation.

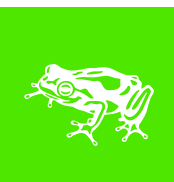
Where Design Craft & Creativity Is Going Next

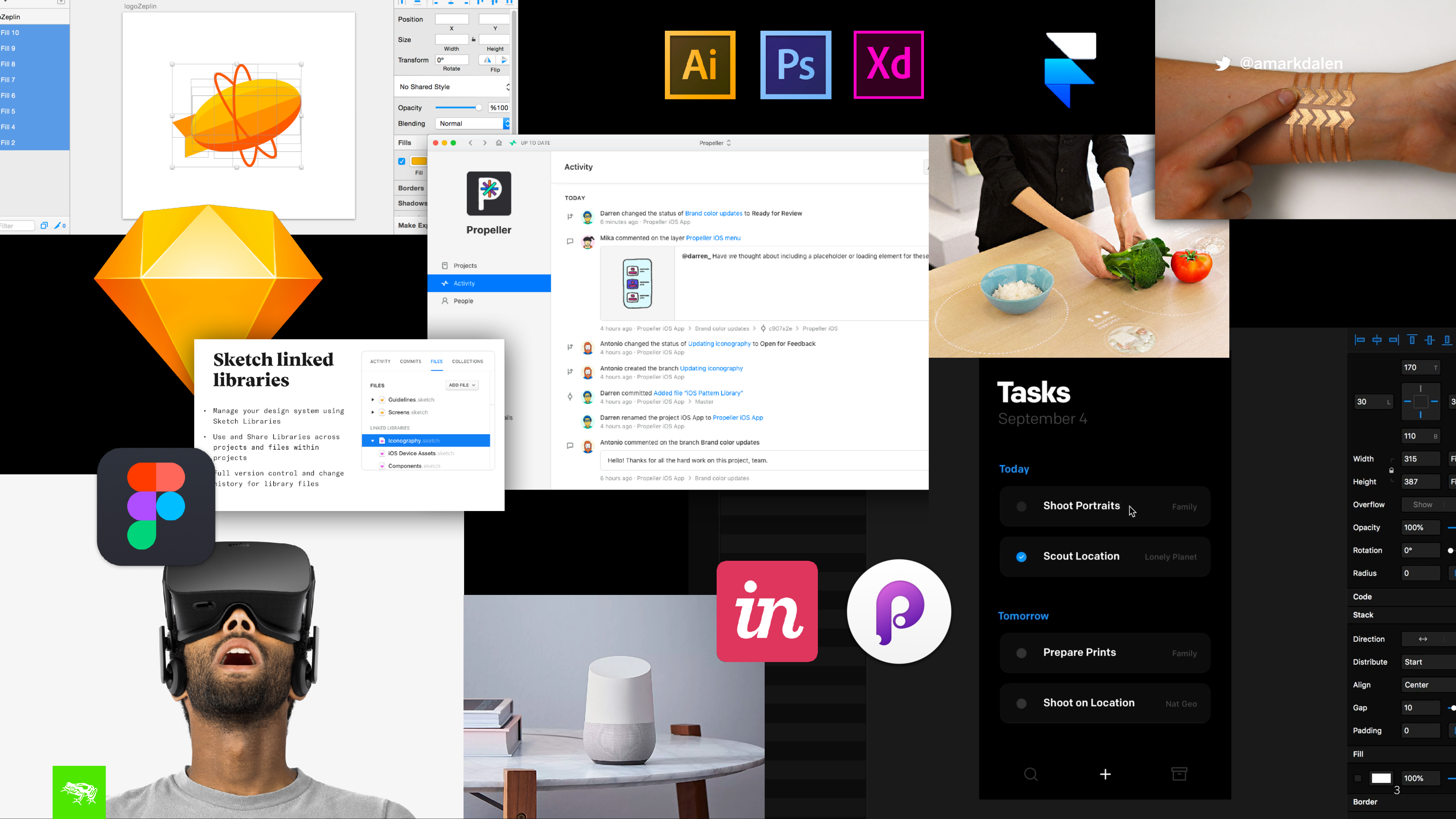
Andreas Markdalen,
Executive Director of Design, frog
🐸 @frogdesign 🐸 @amarkdalen





SCRIPTORIUM MONK AT WORK. (From *Lacroix*.)





Zeplin

Fill 10
Fill 9
Fill 8
Fill 7
Fill 6
Fill 5
Fill 4
Fill 2

logoZeplin

Filter 0

Sketch linked libraries

- Manage your design system using Sketch Libraries
- Use and Share Libraries across projects and files within projects
- Full version control and change history for library files

ACTIVITY COMMITS FILES COLLECTIONS

ADD FILE

Guidelines.sketch

Screens.sketch

Iconography.sketch

iOS Device Assets.sketch

Components.sketch

Activity

TODAY

- Darren changed the status of [Brand color updates](#) to Ready for Review
6 minutes ago · Propeller iOS App
- Mika commented on the layer [Propeller iOS menu](#)
@darren_ Have we thought about including a placeholder or loading element for these
4 hours ago · Propeller iOS App > Brand color updates > c907e2e > Propeller iOS
- Antonio changed the status of [Updating Iconography](#) to Open for Feedback
4 hours ago · Propeller iOS App
- Antonio created the branch [Updating Iconography](#)
4 hours ago · Propeller iOS App
- Darren committed [Added file "iOS Pattern Library"](#)
4 hours ago · Propeller iOS App > Master
- Darren renamed the project iOS App to [Propeller iOS App](#)
4 hours ago · Propeller iOS App
- Antonio commented on the branch [Brand color updates](#)
Hello! Thanks for all the hard work on this project, team.
6 hours ago · Propeller iOS App > Brand color updates

Tasks

September 4

Today

- ☐ Shoot Portraits Family
- ☒ Scout Location Lonely Planet

Tomorrow

- ☐ Prepare Prints Family
- ☐ Shoot on Location Nat Geo

Width 170

Height 30

Width 315

Height 387

Overflow Show

Opacity 100%

Rotation 0°

Radius 0

Code

Stack

Direction ↔

Distribute Start

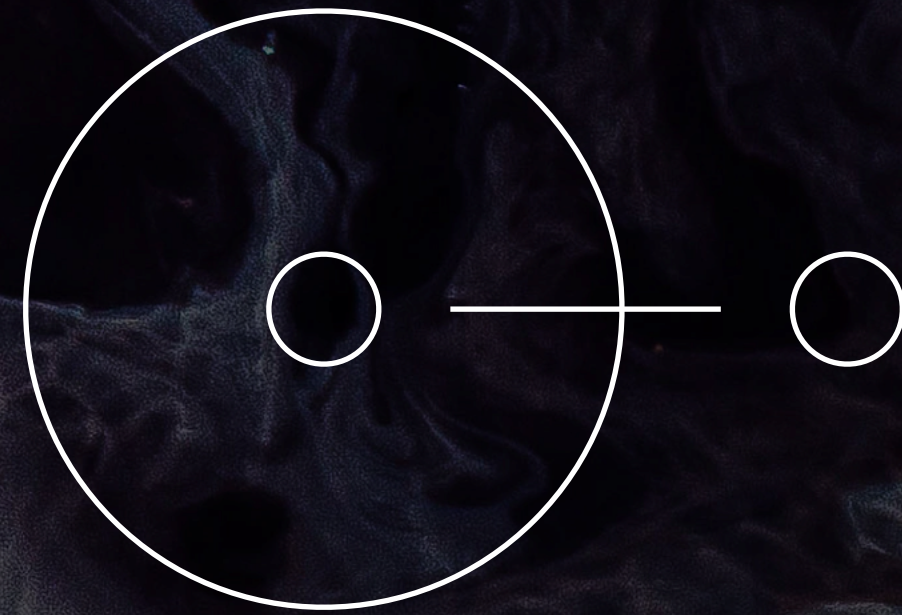
Align Center

Gap 10

Padding 0

Fill 100%

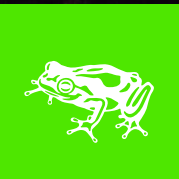
Border



**The
Democratization
of Design**

**The
Industrialization of
Digital Design**

**The
Augmentation of
Human Creativity**





Democratization.

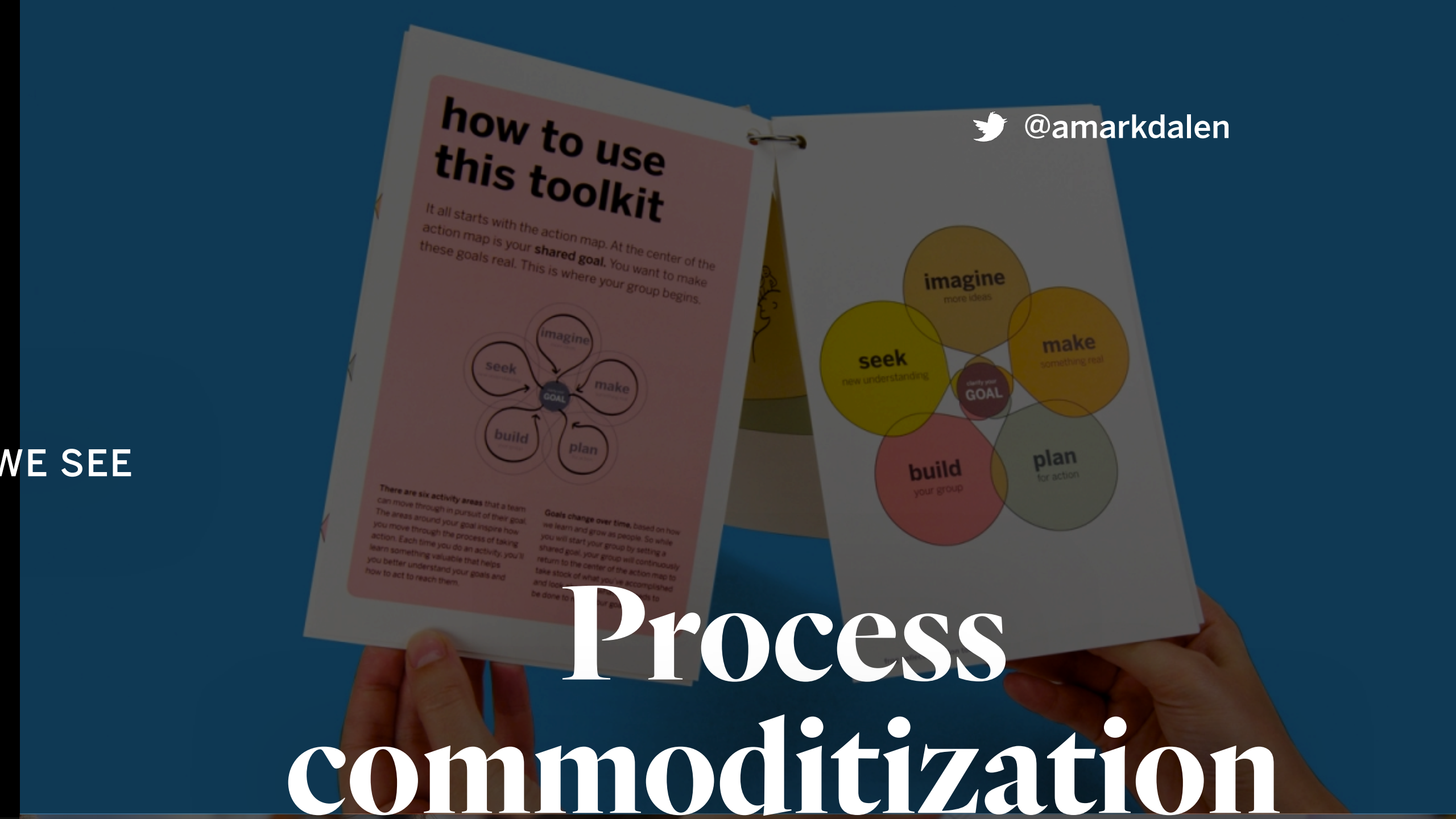
Design literacy

Quality is perceived, understood and sought after. Everyone is a content creator.



Image credit: Apple & frog.

WHAT WE SEE



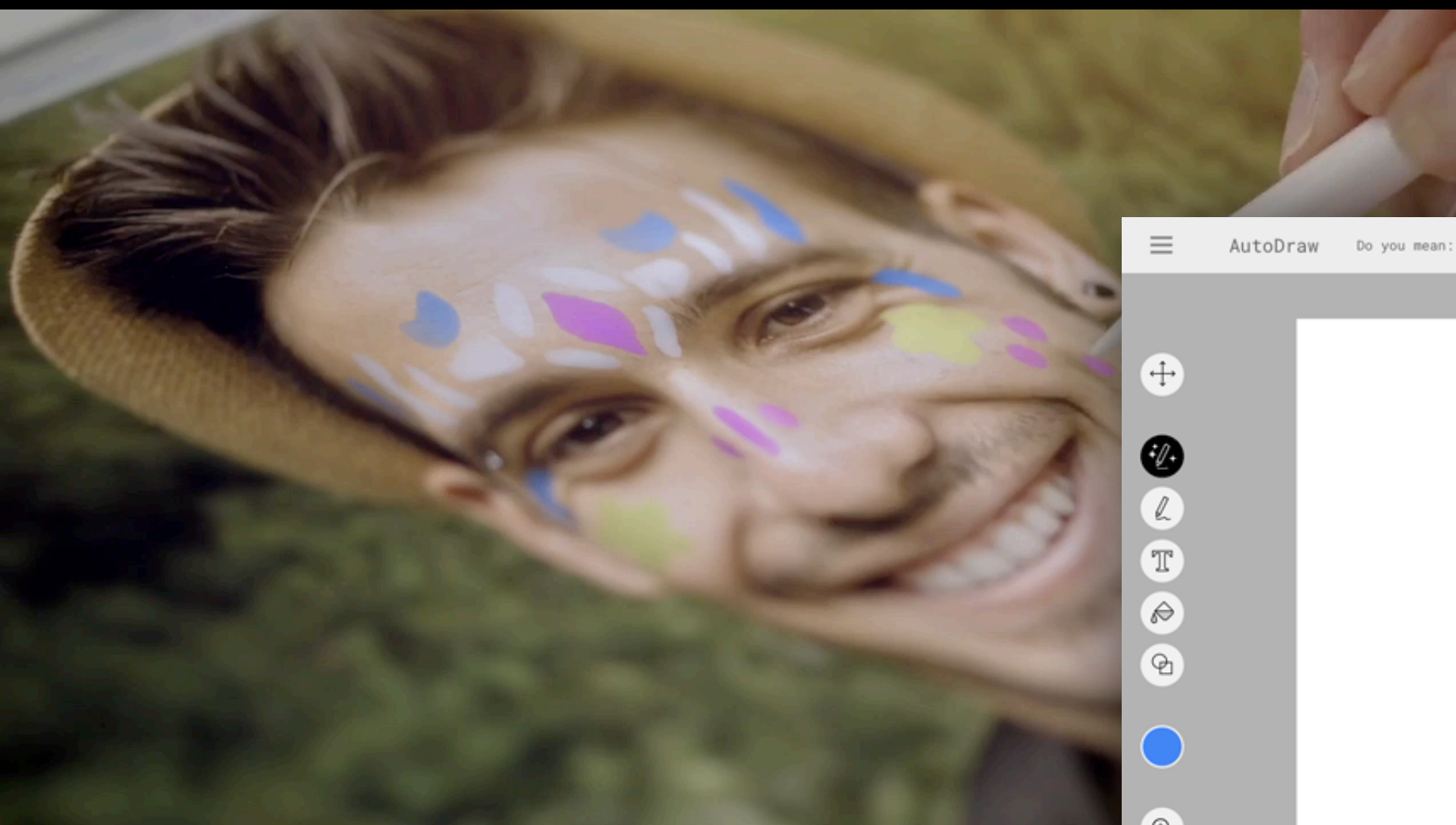
@amarkdalen

Process commoditization

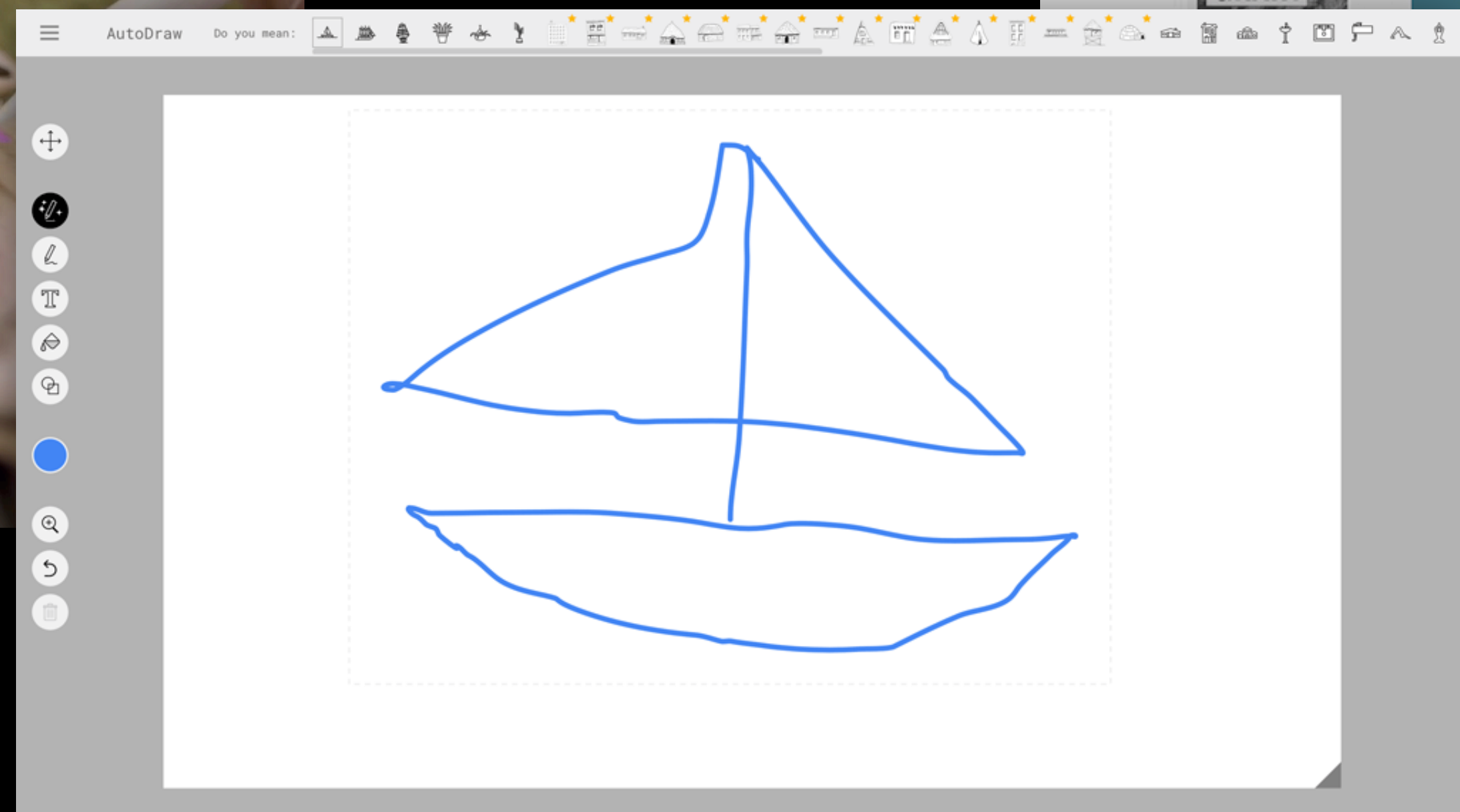
Toolkits help a broader group of people think and collaborate like designers.



Commoditized craft.

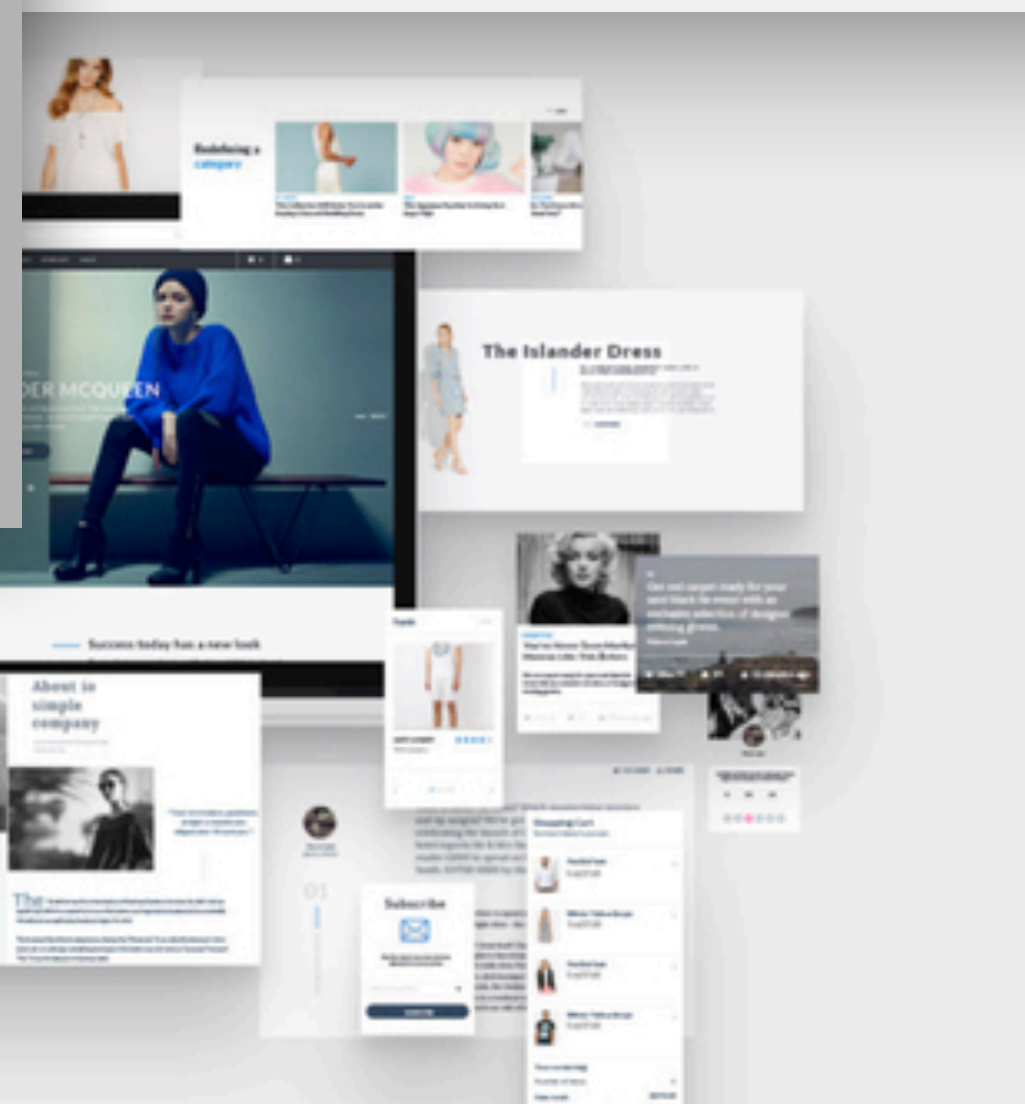
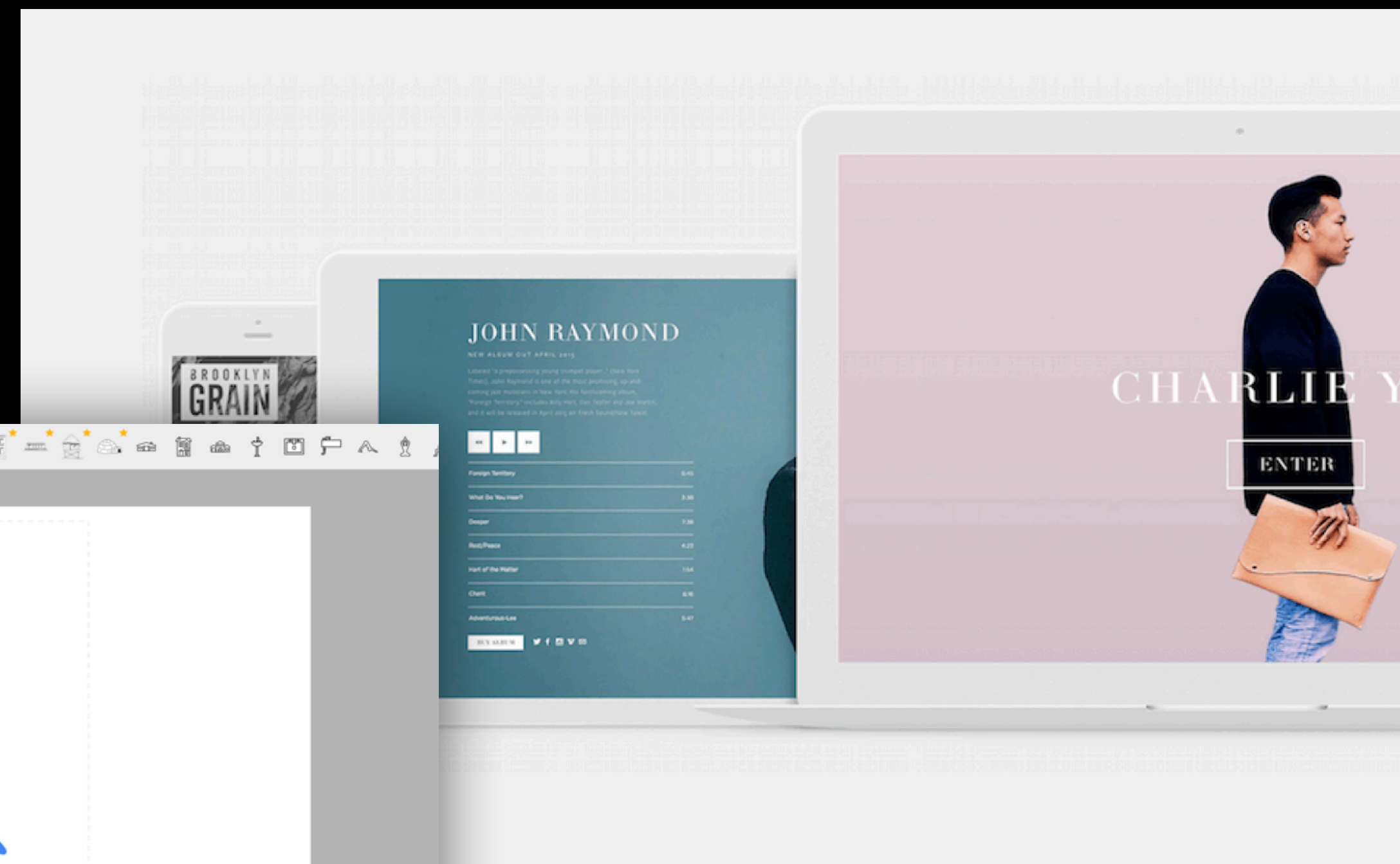


Adobe Sensei

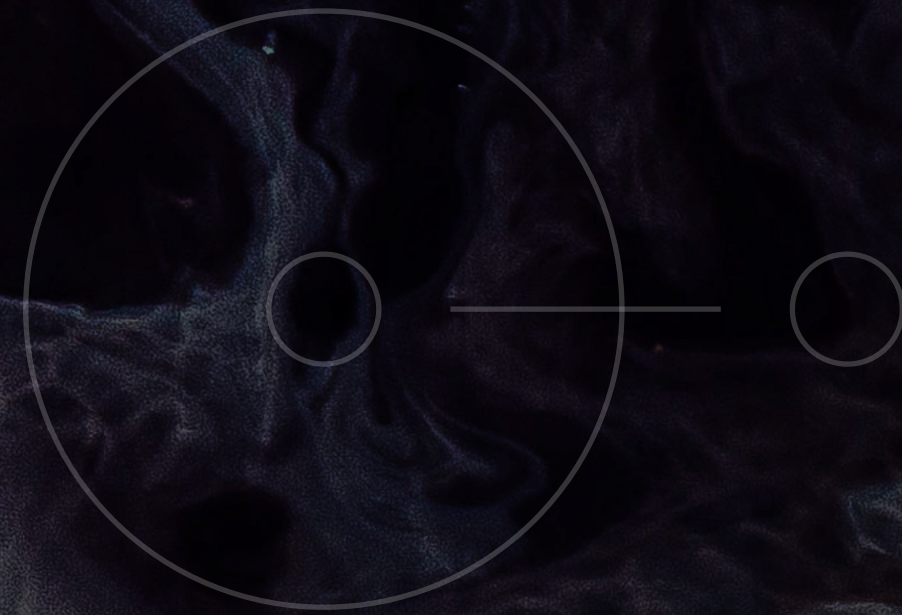


Autodraw

Squarespace



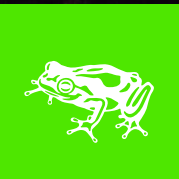
Simple.io
UI Toolkit



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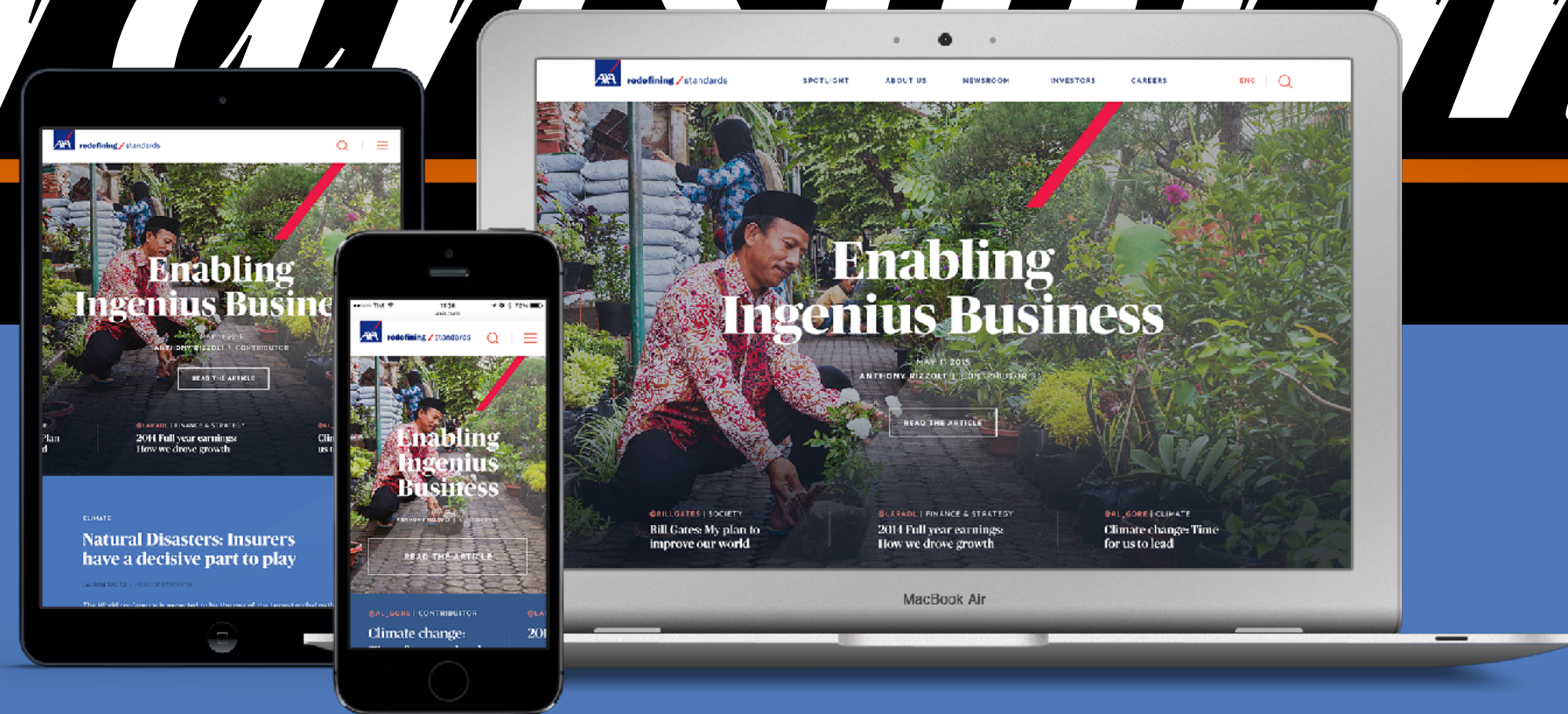
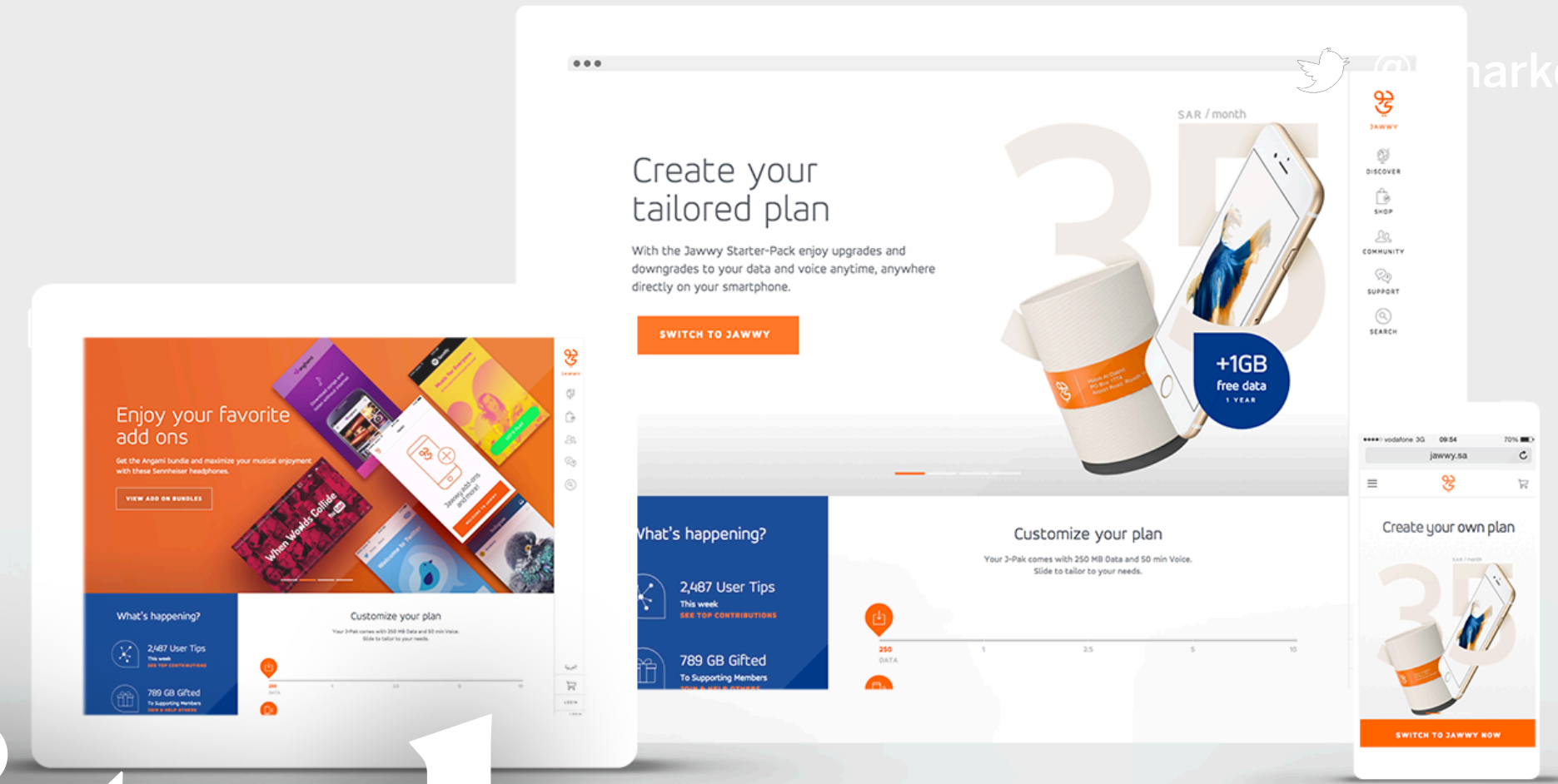
The
Augmentation of
Human Creativity





Industrialization.

Digital transformation.



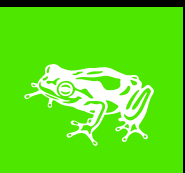


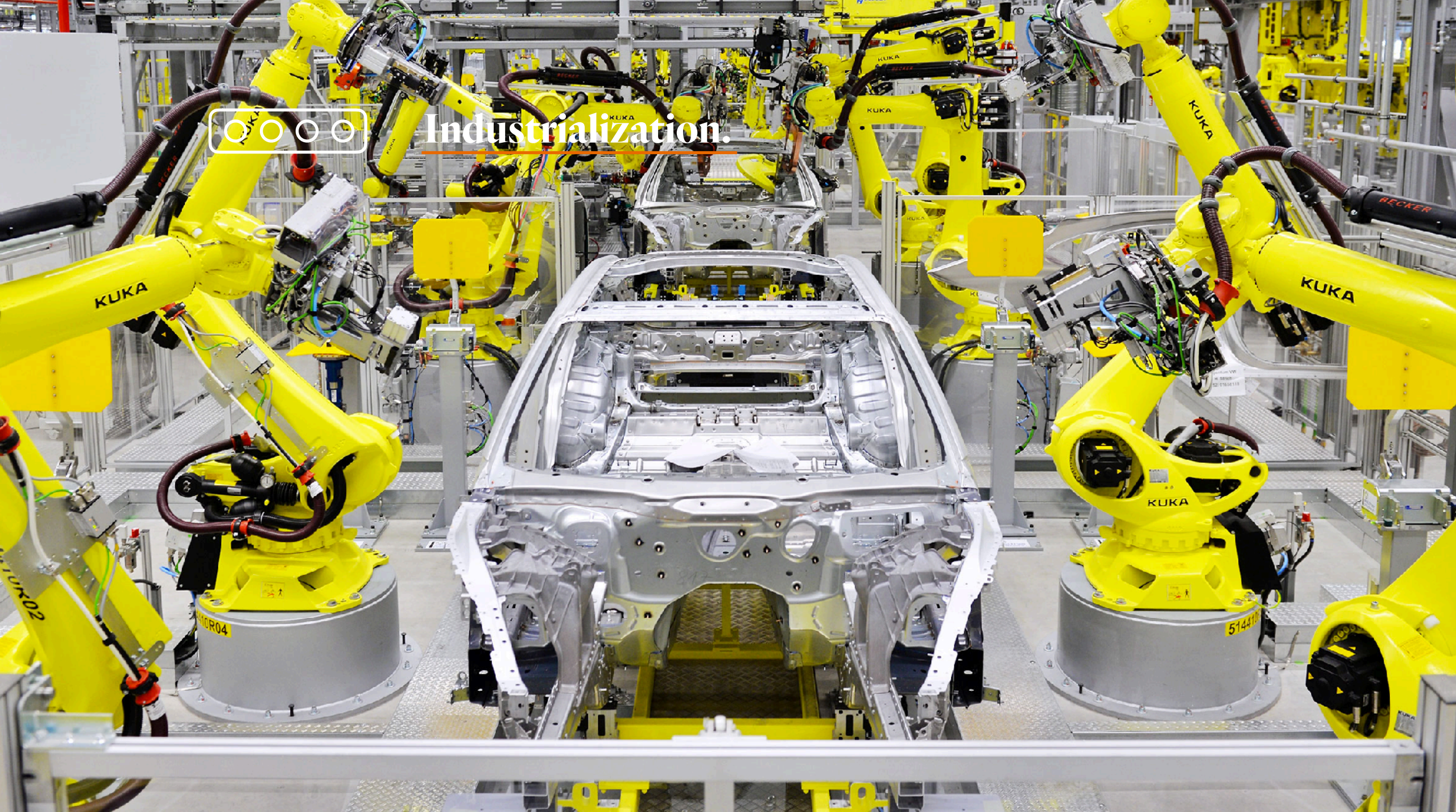
BRAND/EXPERIENCE:

**How to drive brand
expression, craft and
quality at scale?**

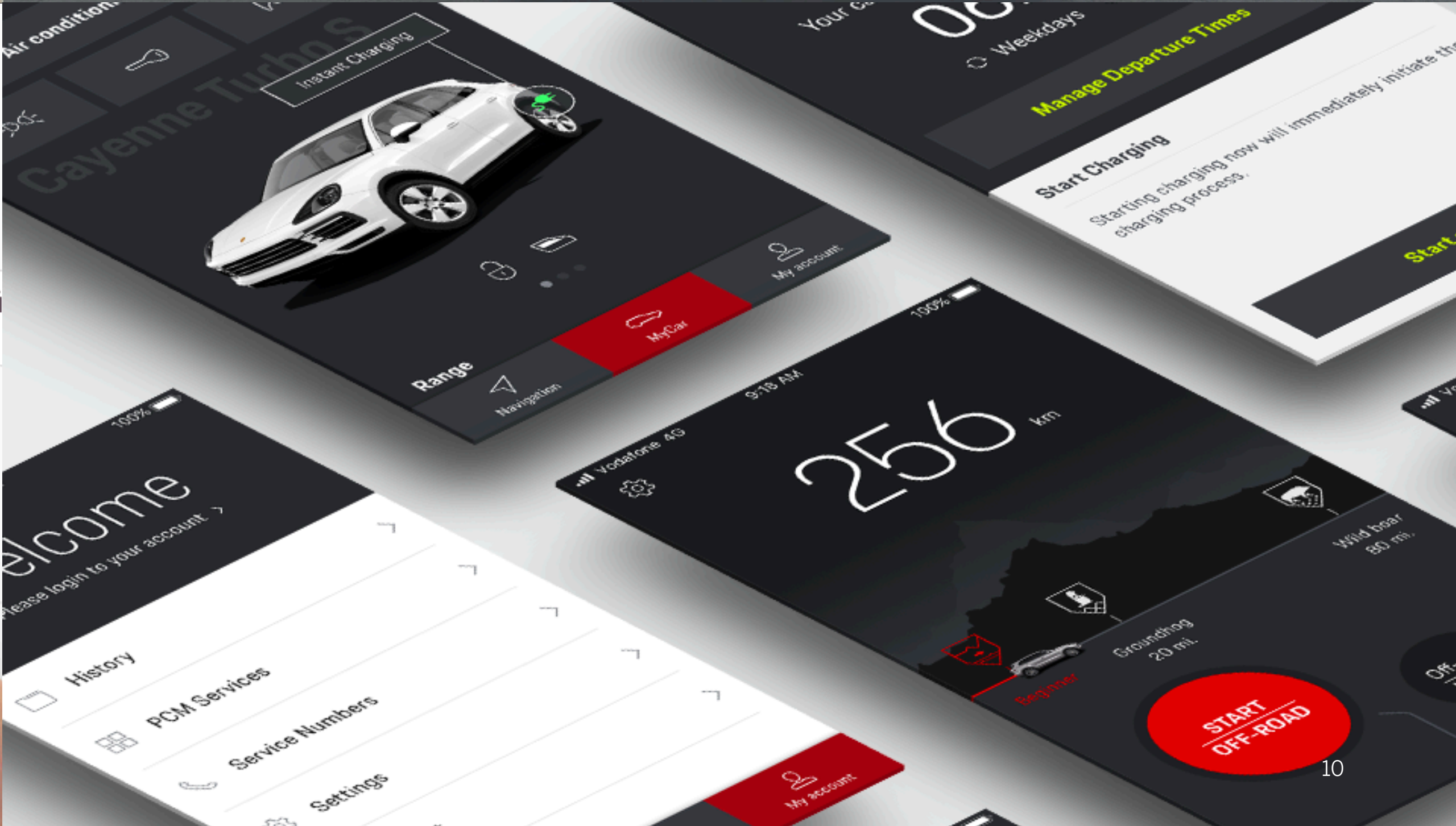
BUSINESS:

**How to save time,
effort and cost in
delivering products
to market?**





@amarkdalen





Industrialization.

Systems dominate.

Systemic design helps businesses drive value and outcomes through re-usable design assets and code.

WHAT WE SEE

Seamless workflows.

Filters

Saturation

Contrast

Hue

Design and development workflows are increasingly integrated allowing teams to drive efficiencies and automation.

```
import * as React from "react"
import { Frame, Point, Draggable
```

```
interface Props {
  value: number
  knob: string
  track: string
  tint: string
  width: number
  height: number
```

```
interface State {
  value: number
```

```
export class Slider extends React
  static defaultProps = {
```

```
    width: 120,
    height: 44,
    value: 50,
    knob: "FFF",
    track: "#333",
    tint: "#8DF",
```

```
  static propertyControls: Proper
    value: { type: ControlType.Nu
    tint: { type: ControlType.Col
```

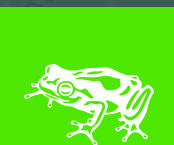


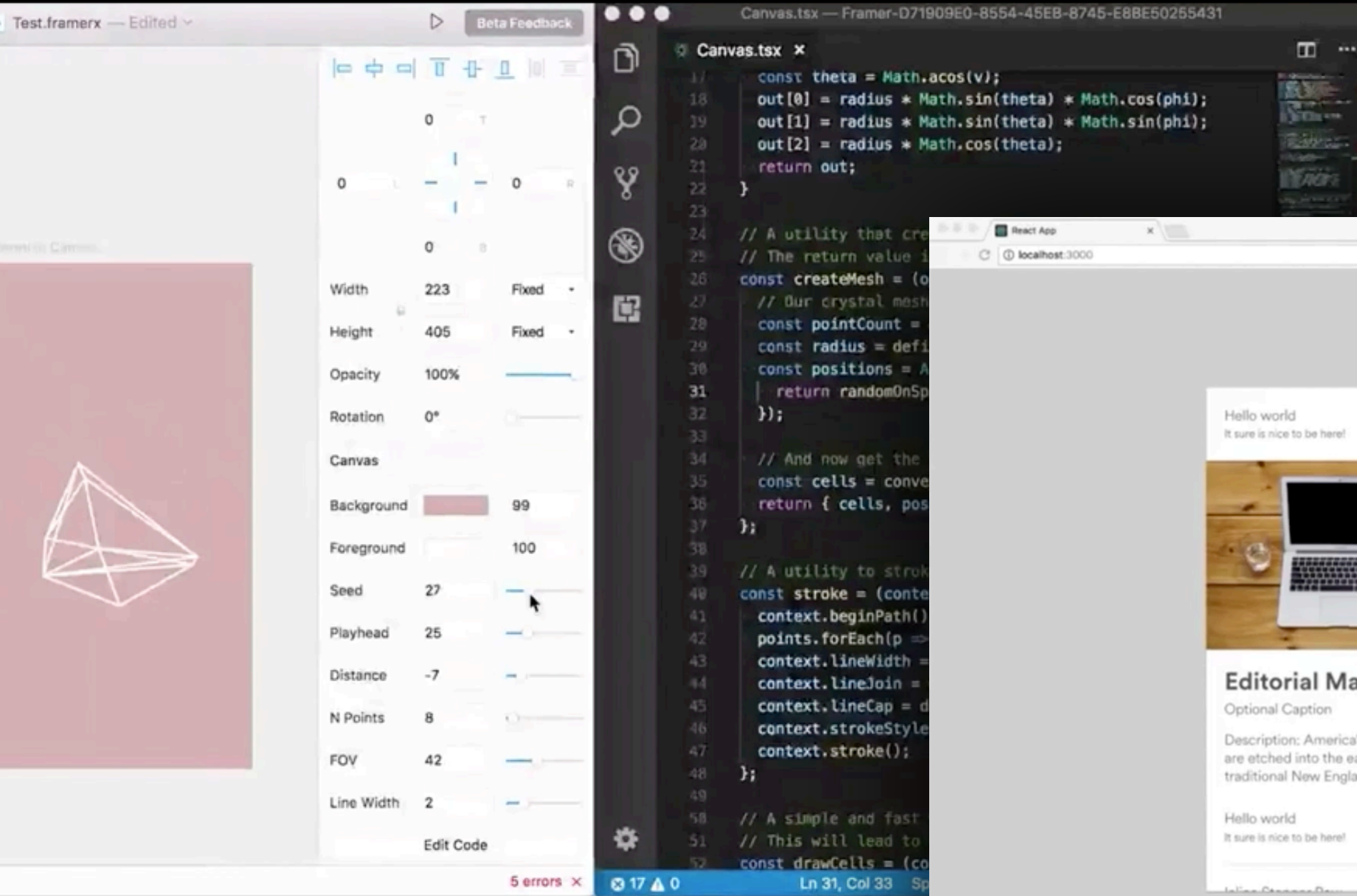
Image credit: frog

12:00

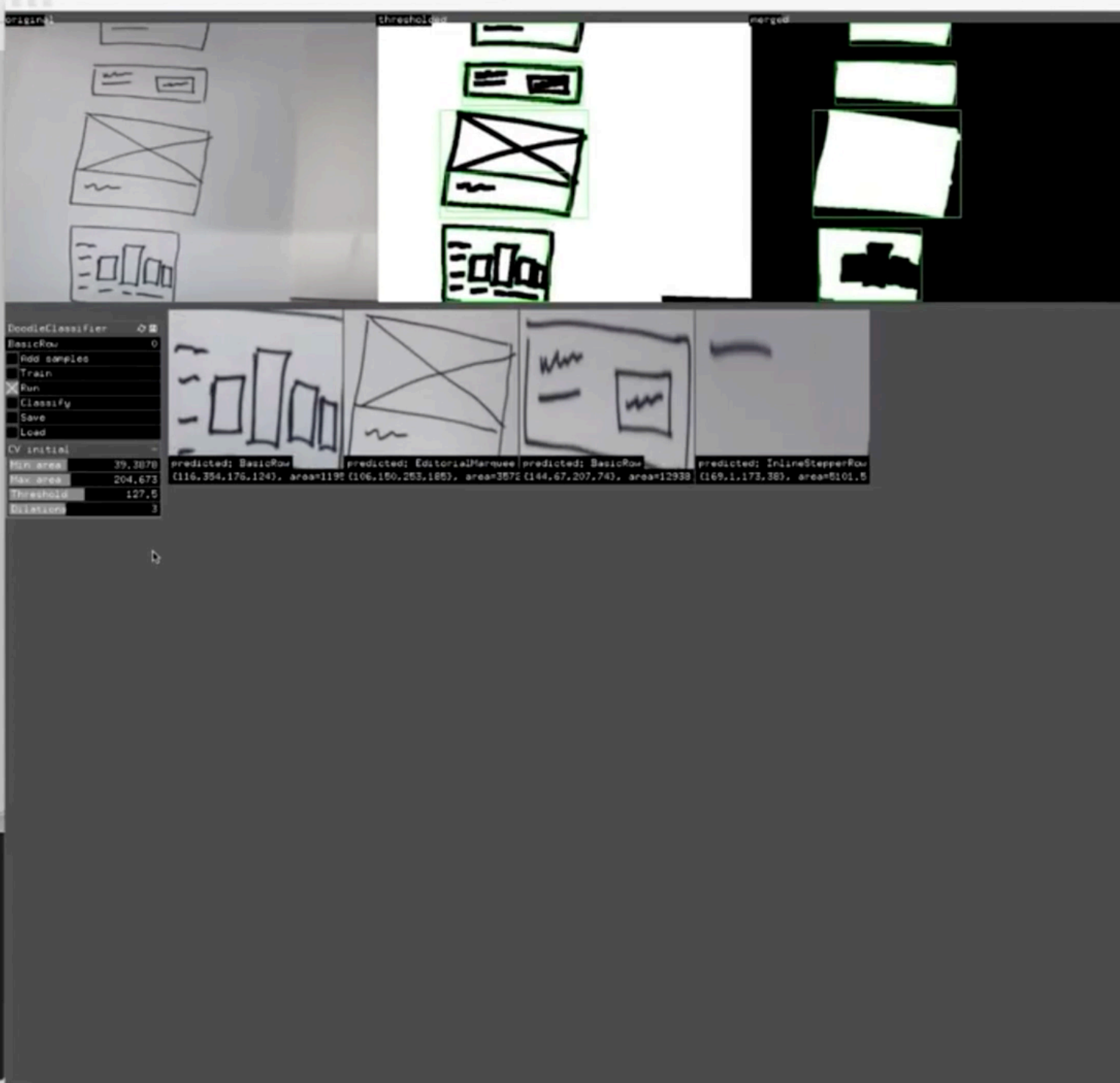
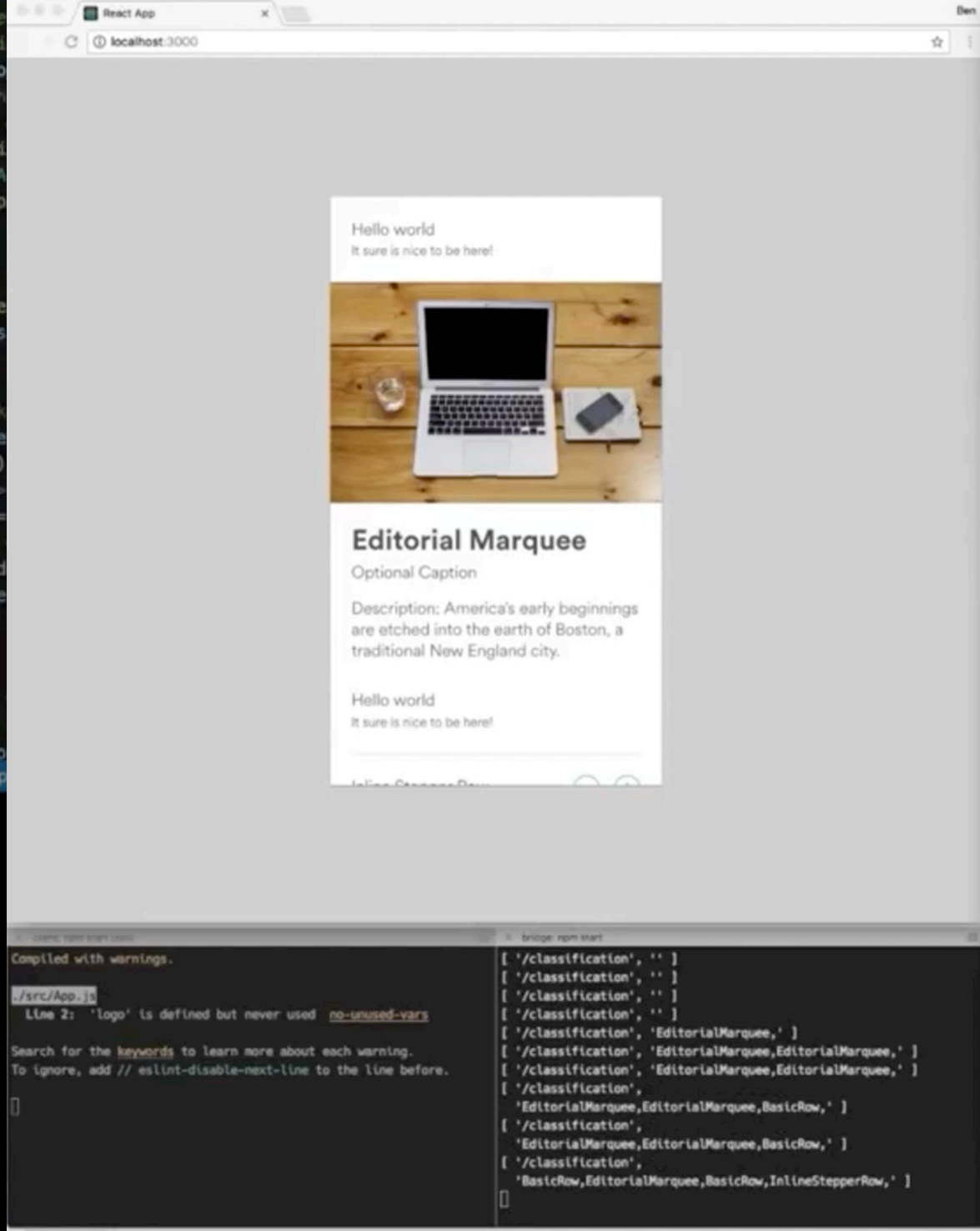


Industrialization.

@amarkdalen



```
* as React from "react"
{ Frame, Point, Draggable,
ce Props {
```



Open source dev by
@zach__johnston

Generative design in Sketch
@mattdsl

Saturation

Contrast

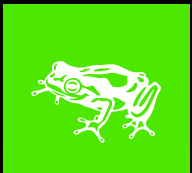
Hue

Airbnb Design

```
static propertyControls: Property
value: { type: ControlType.Num
tint: { type: ControlType.Colo
}
```

New folder
Show deleted files

Height 32
Opacity 100%
Rotation 0°
Translate_Text
Text Upload files
Translate to
API Key AlzaSyDw7UE/
Typeface Helvetica
Weight 400
Size 16
Color
Line-height 2.2
Align left center
Background
Radius 4
Edit Code



System as input.
Open source tools as enabler.
Automation as outcome.

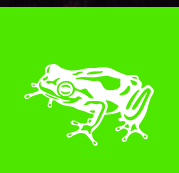


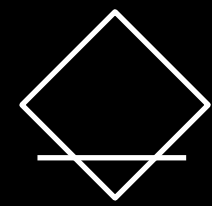


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Augmentation.

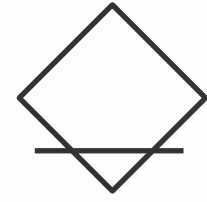
State of flux.



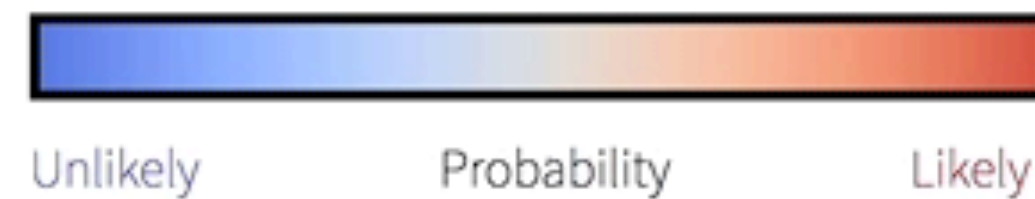
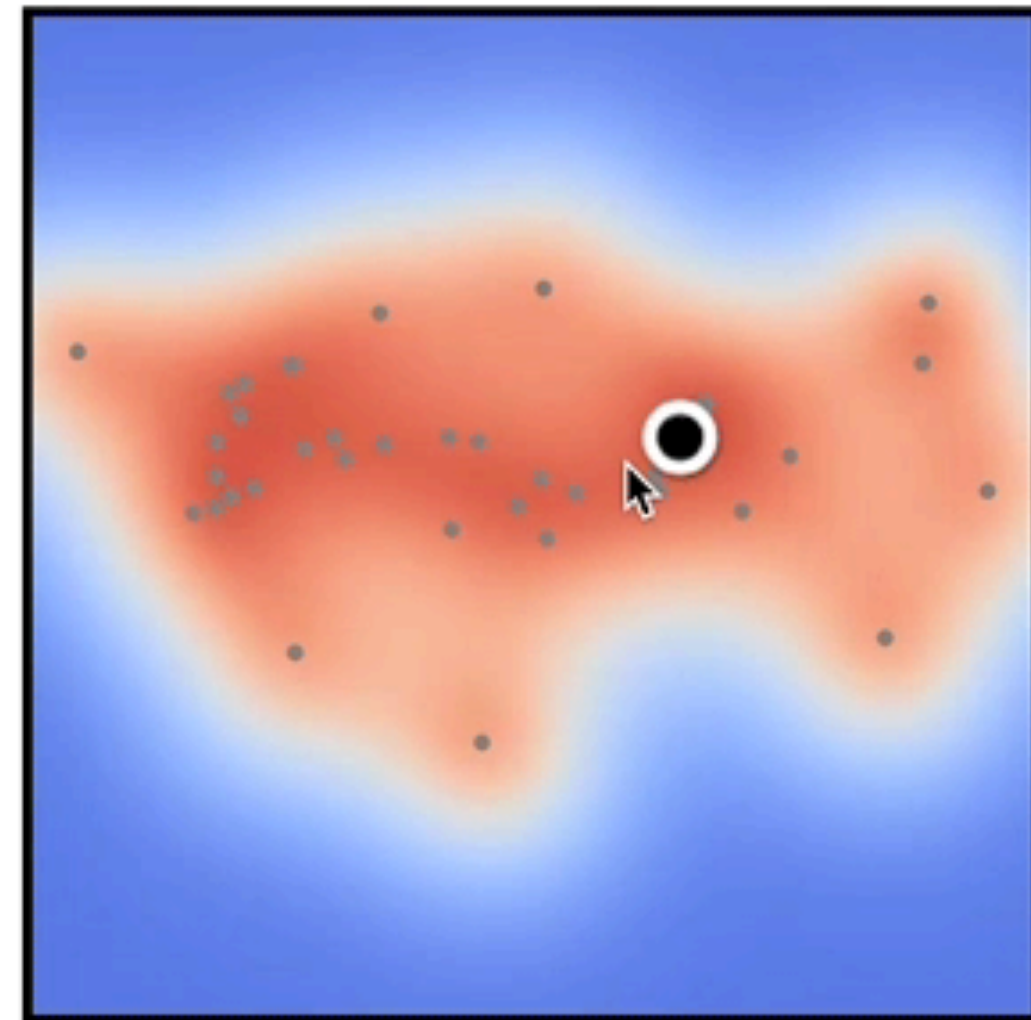
Autodesk.

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“Manifold of Fonts” by Dr Neil Campbell (UCL)

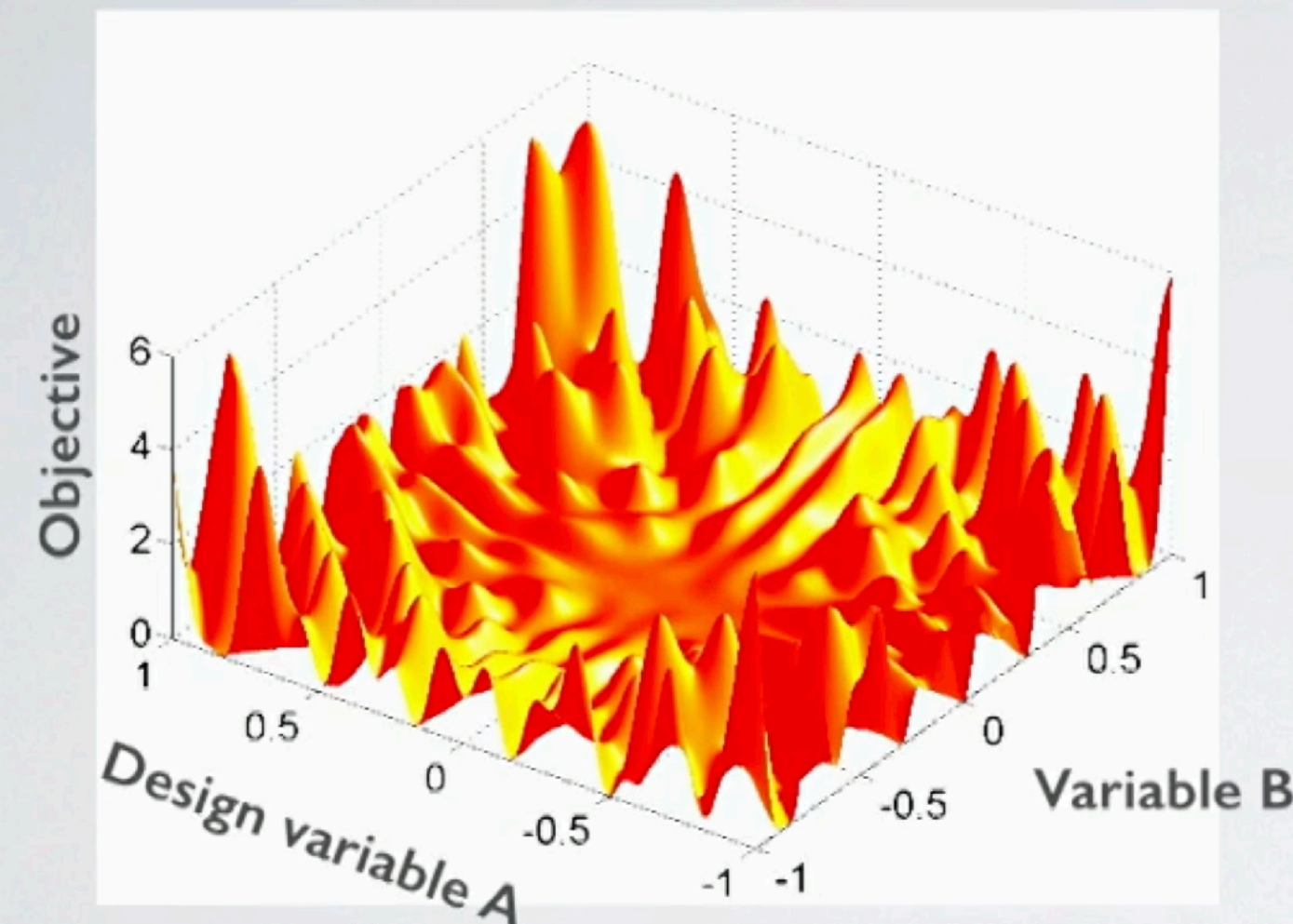


Select Character:

Antti Oulasvirta
“Can computers
design?”

WHAT WE SEE

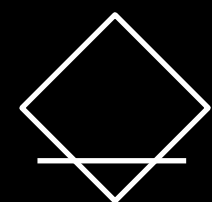
**Artistic/creative
expression is mapped
and quantified.**



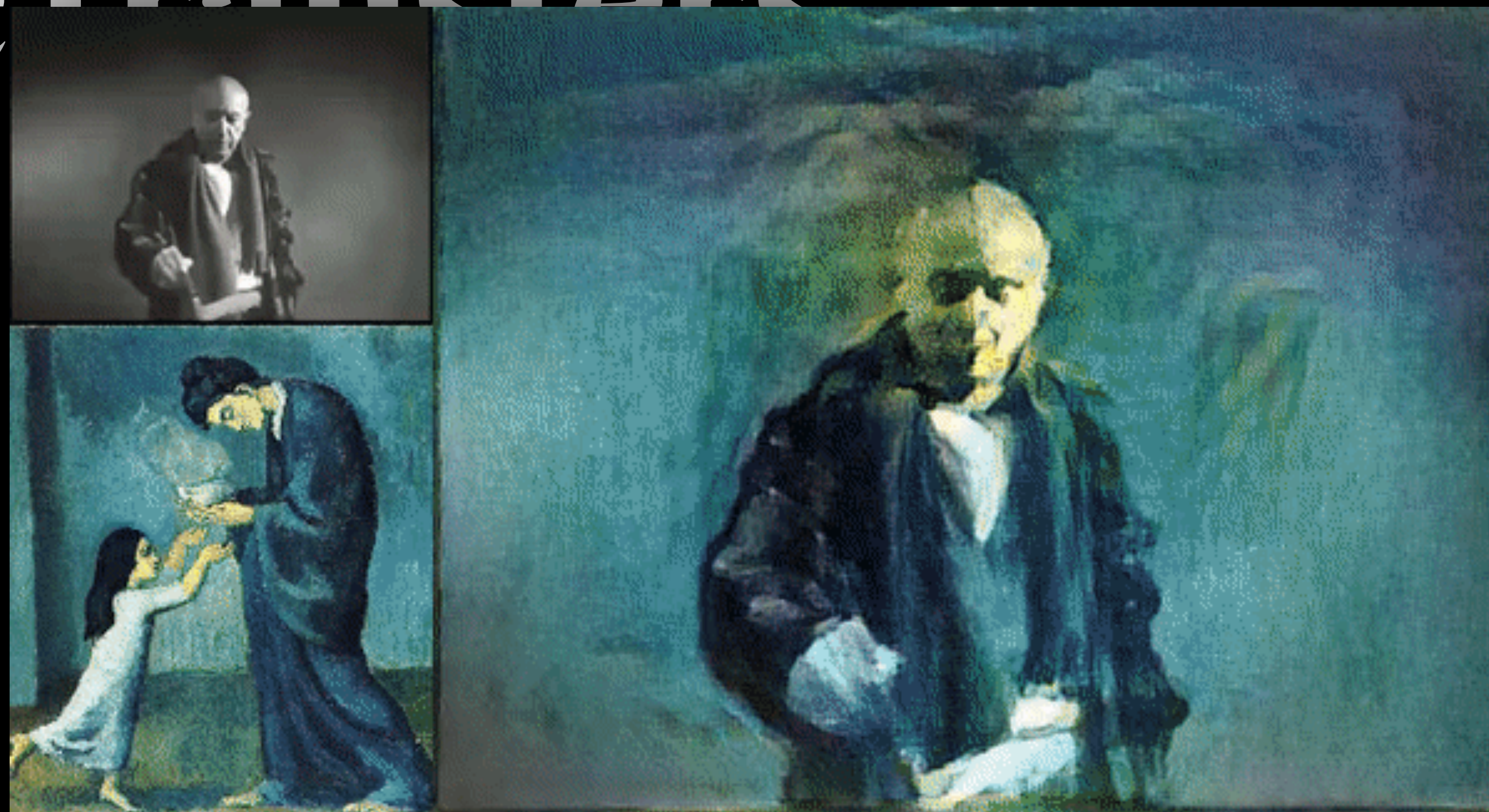
Questions we can ask

1. The best possible design
2. All designs x% from the optimum
3. Diverse but good options to a design
4. How far are we from the optimum
5. The single best change to improve a design





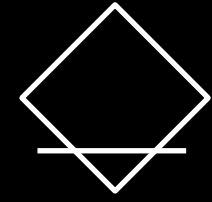
Style transfer



Manjeet Singh.

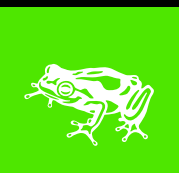
at scale.





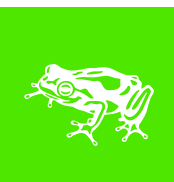
A new dimension to "how"

Entering an era of inclusive, augmented
creativity and advanced design.





SCRIPTORIUM MONK AT WORK. (From *Lacroix*.)





Thank you.

 [@amarkdalen](https://twitter.com/amarkdalen)