🎙️ An Event Apart 🗺️ San Francisco

full-featured art direction

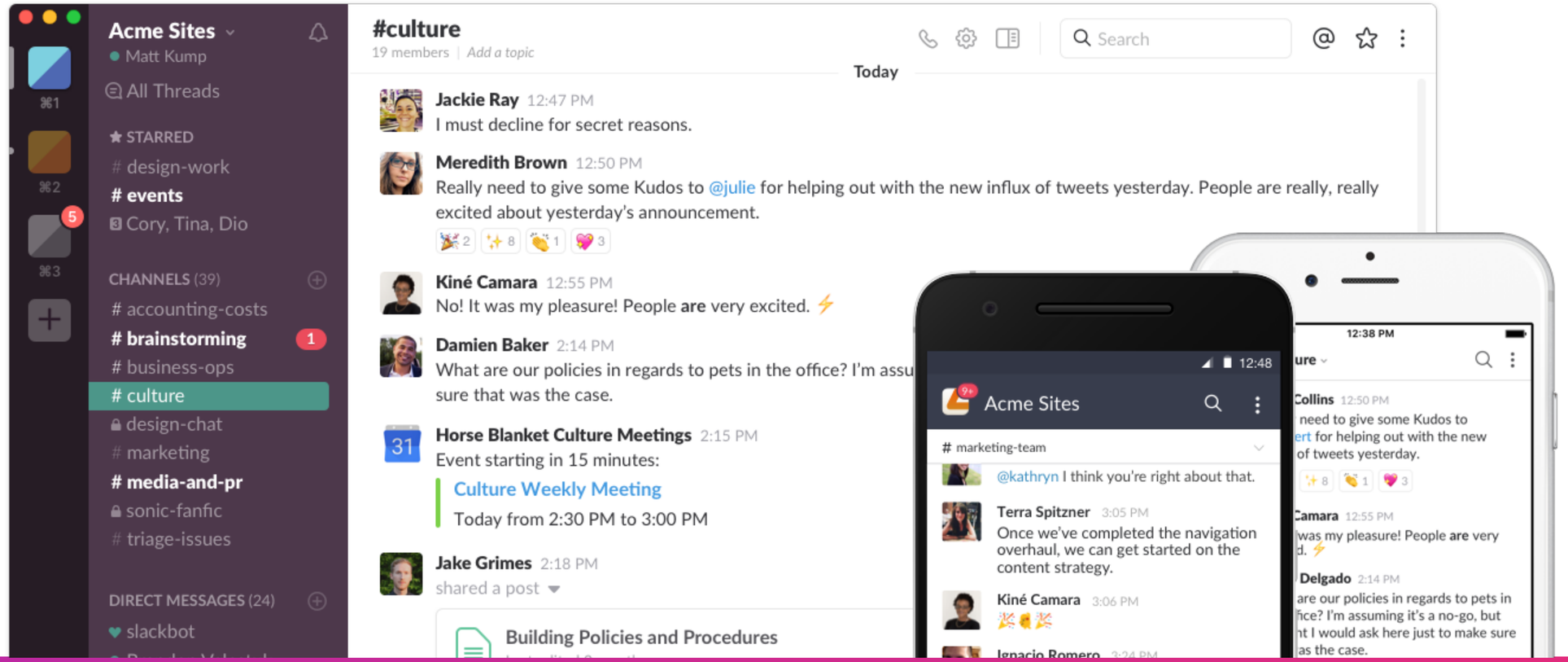
👩🏾‍💻 @minamarkham

#aeasf

👩🏽‍💻 @minamarkham 🔗 mina.codes

Hillary for

slack


Acme Sites
Matt Kump
All Threads
STARRED
design-work
events
Cory, Tina, Dio
CHANNELS (39)
accounting-costs
brainstorming
business-ops
culture
design-chat
marketing
media-and-pr
sonic-fanfic
triage-issues
DIRECT MESSAGES (24)
slackbot
#culture
19 members | Add a topic
Search
Today
Jackie Ray 12:47 PM
I must decline for secret reasons.
Meredith Brown 12:50 PM
Really need to give some Kudos to @julie for helping out with the new influx of tweets yesterday. People are really, really excited about yesterday's announcement.
Kiné Camara 12:55 PM
No! It was my pleasure! People are very excited.
Damien Baker 2:14 PM
What are our policies in regards to pets in the office? I'm assu
sure that was the case.
Horse Blanket Culture Meetings 2:15 PM
Event starting in 15 minutes:
Culture Weekly Meeting
Today from 2:30 PM to 3:00 PM
Jake Grimes 2:18 PM
shared a post
Building Policies and Procedures
12:48
Acme Sites
marketing-team
@kathryn I think you're right about that.
Terra Spitzner 3:05 PM
Once we've completed the navigation overhaul, we can get started on the content strategy.
Kiné Camara 3:06 PM
12:38 PM

Twitter

zeldman

@zeldman

Following

.@meyerweb: We have a Slack channel for your questions.

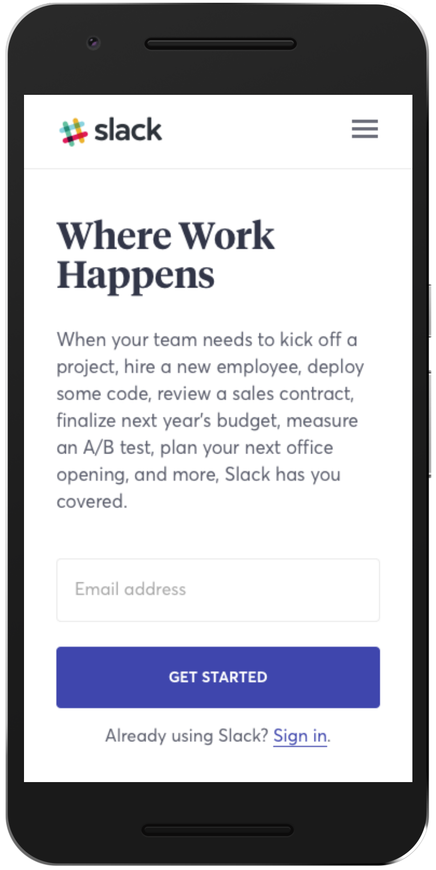
Conference attendee: Slack is down.

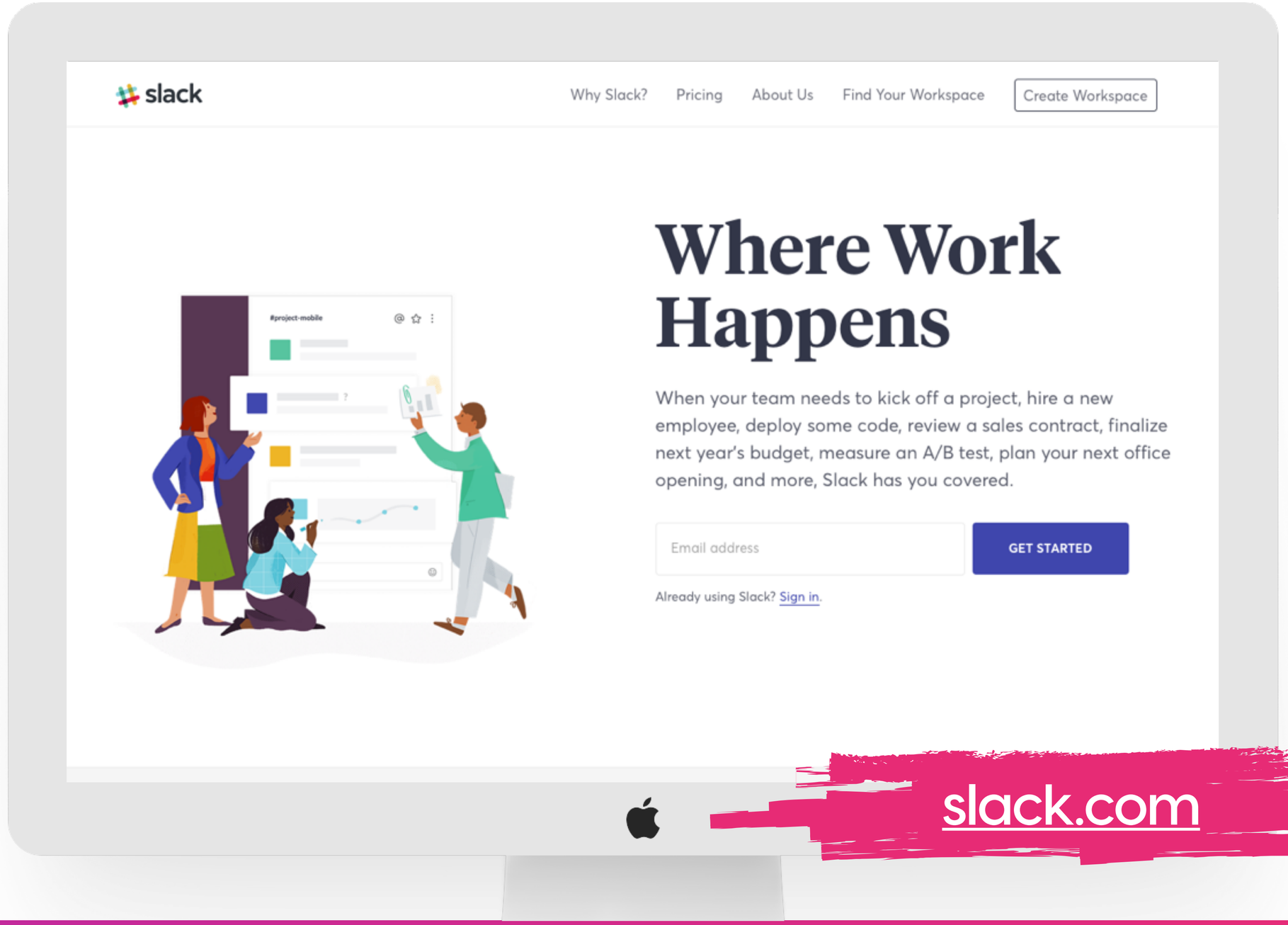
#AEABOS Day III

6:49 AM - 27 Jun 2018

https://twitter.com/zeldman/status/1011969784014090240

https://twitter.com/MinaMarkham/status/1011971568929402881


slack
Where Work Happens
When your team needs to kick off a project, hire a new employee, deploy some code, review a sales contract, finalize next year's budget, measure an A/B test, plan your next office opening, and more, Slack has you covered.
Email address
GET STARTED
Already using Slack? Sign in.


slack
Why Slack?
Pricing
About Us
Find Your Workspace
Create Workspace
#project-mobile
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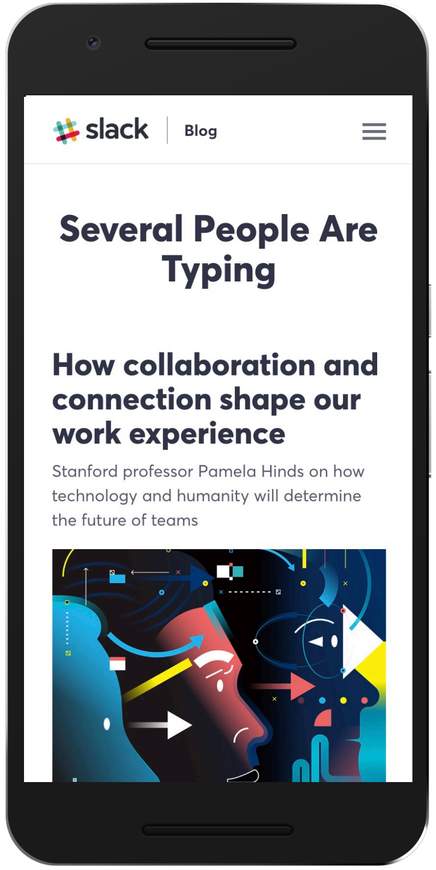
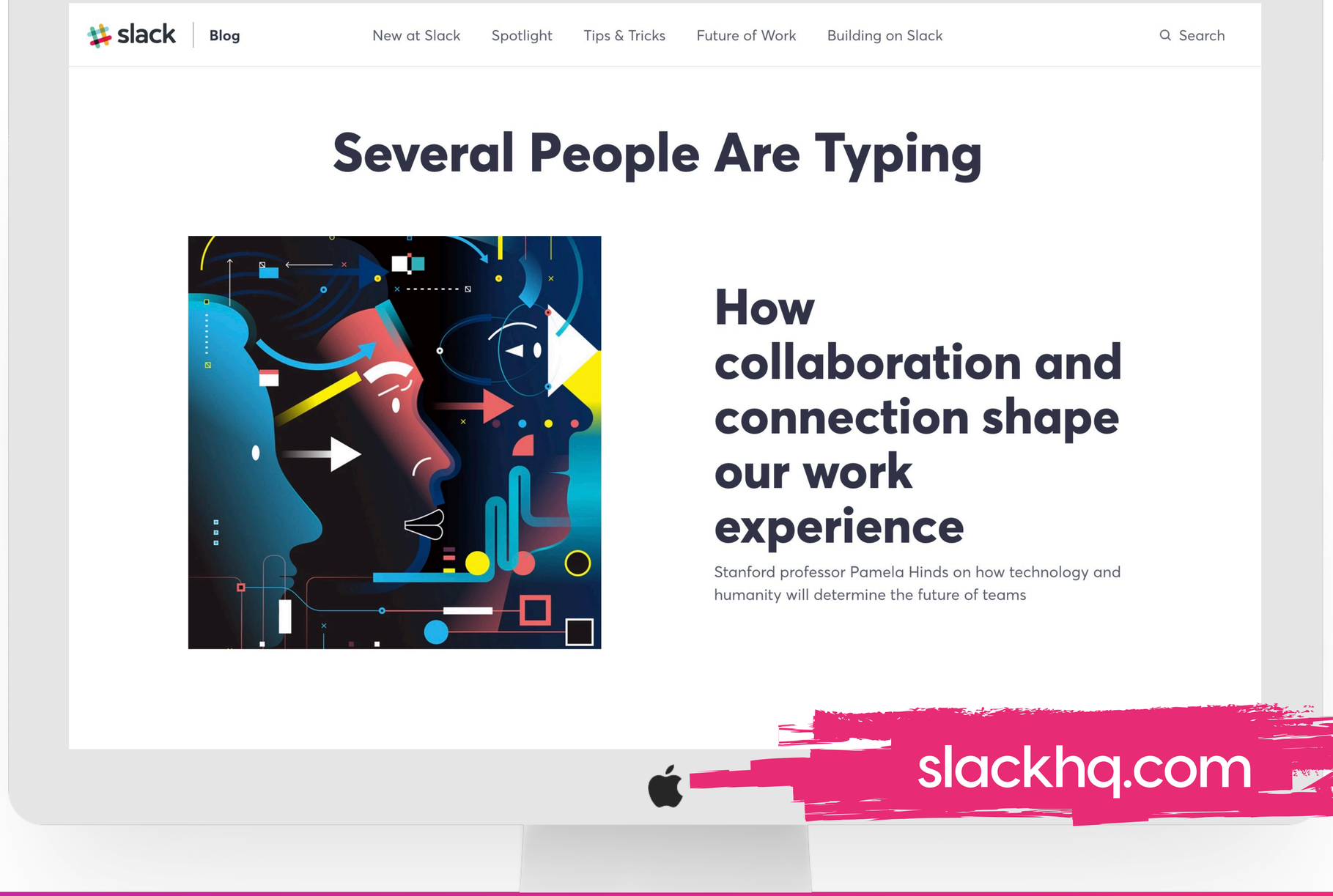

slack
Blog
Several People Are Typing
How collaboration and connection shape our work experience
Stanford professor Pamela Hinds on how technology and humanity will determine the future of teams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slackhq.com

what is...
art direction?

REAL

> Art direction combines art and design to evoke a **cultural** and **emotional reaction**.

DAN MALL

Design is the *how*.
Art direction is the *why*.

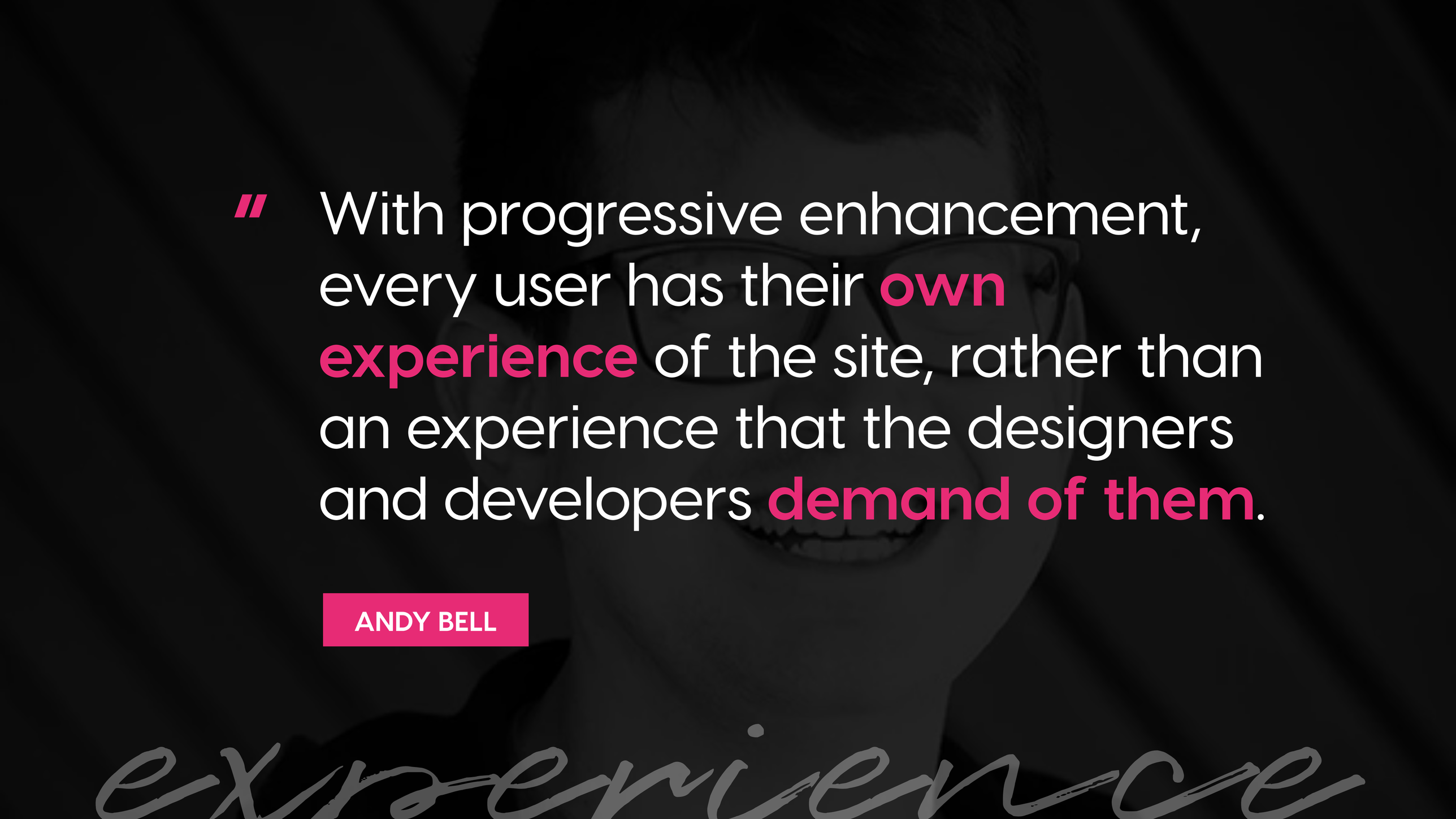
does it *feel* good?

art direction is...

progressive. localized.
cross-functional.
inclusive. systematic.

art direction is...

progressive.



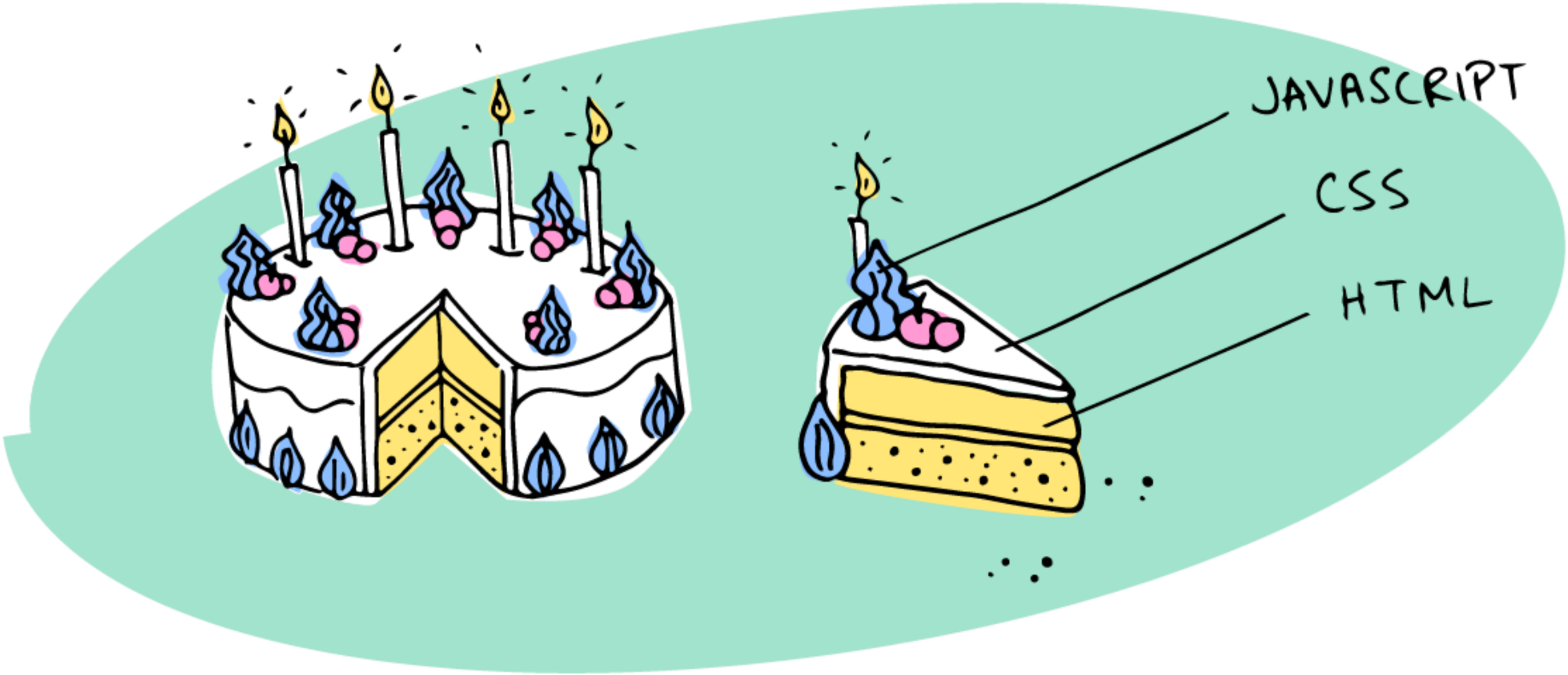
> With progressive enhancement, every user has their **own experience** of the site, rather than an experience that the designers and developers **demand of them**.

ANDY BELL

experience

default

experience.



What is Progressive Enhancement and Why Should You Care?, https://www.shopify.com/partners/blog/what-is-progressive-enhancement-and-why-should-you-care

mybrowser.fyi

mybrowser.fyi beta

Report generated on August 13, 2018

Here's some information about your browser which should hopefully help resolve your tech support issue or bug.


```
{
    "id": "5b7143fd2197b10014aee87b",
    "date": "2018-08-13T08:40:28.756Z",
    "browserInfo": {
        "browser": "Chrome",
        "version": "68.0.3440.106",
        "os": "macOS High Sierra",
        "platform": "Apple Mac",
        "dimensionsUnit": "px",
        "viewportWidth": 1920,
        "viewportHeight": 984,
        "screenWidth": 1920,
        "screenHeight": 1080,
        "cookies": "Available",
        "javascriptStatus": "Available"
    },
    "url": "http://mybrowser.fyi/report/5b7143fd2197b10014aee87b"
}
```


Share this information

To get this report to the right person, you've got a couple of options. You

mybrowser.fyi

mybrowser.fyi beta

Report generated on 13 August 2018

Here's some information about your browser which should hopefully help resolve your tech support issue or bug.

Browser

Chrome
68.0.3440.106

Screen

Width: 1920px
Height: 1080px

Device

Apple Mac
macOS High Sierra

Viewport

Width: 1920px
Height: 984px

JavaScript

Available

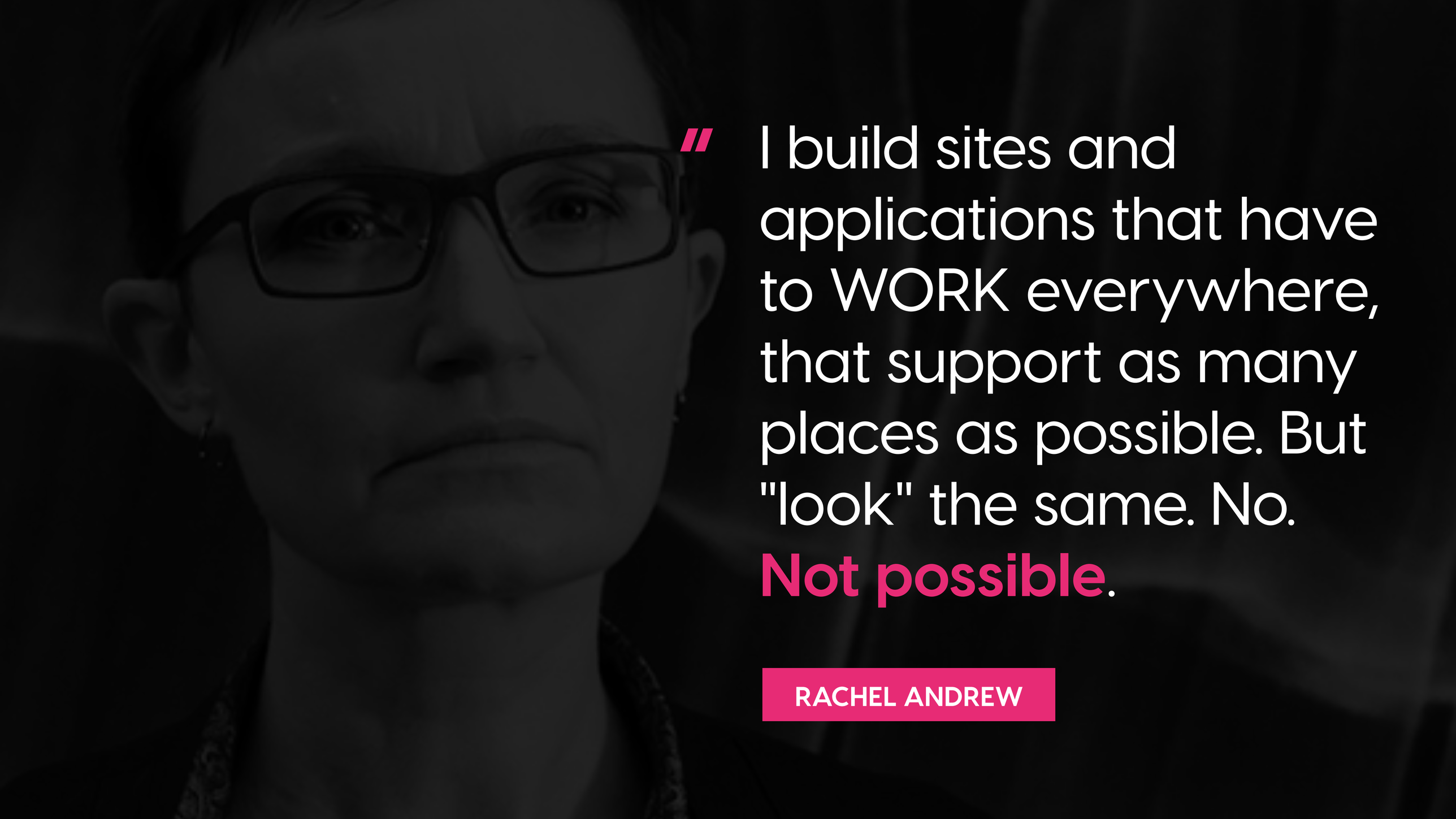
Cookies

Available

Share this information

To get this report to the right person, you've got a couple of options. You can either share the url to this report, or send them to a structured, JSON version of the data here.

COPY LINK TO THIS REPORT



" I build sites and applications that have to WORK everywhere, that support as many places as possible. But "look" the same. No. **Not possible**.

RACHEL ANDREW

feature

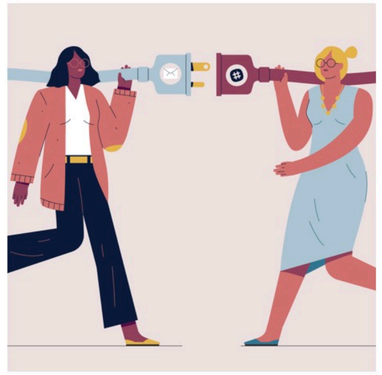
not a bug.

Build markup first.

slack | Blog

New at Slack | Spotlight | Tips & Tricks | Future of Work | Building on Slack | Search

Several People are typing



Email, meet Slack. Slack, email.

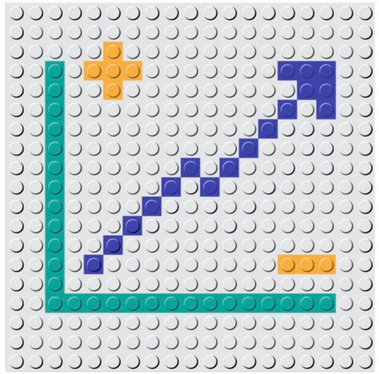
Bring key information to your team with the Slack Email integration

Spotlight ›

Sales ›

Inside the interlocking world of Lego resales

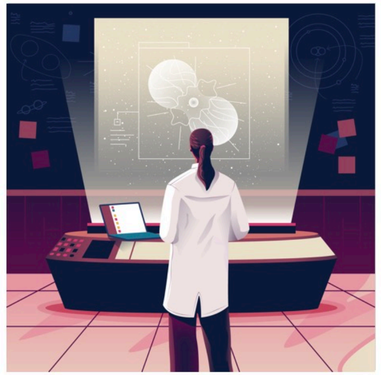
A business owner uses Slack to connect a remote community of experts



Engineering ›

Making astronomical discoveries in Slack

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.



Tips & Tricks ›

Advice for large teams on Slack

Neat features that maximize Slack

The myriad uses for custom emoji

How Slack shortens distances

How to organize your work life into Slack channels

Balancing fast and slow information in Slack

Future of Work ›

"We define transparency as the opposite of opacity: People can see what's going on in working groups in a way they couldn't with email"

Stewart Butterfield
CEO of Slack

Stewart Butterfield talks about clarity, collaboration, and culture at the Wharton People

Why 'business as usual' is killing team performance

Research by Deloitte's Center for the Edge reveals that culture, not process, will drive organizations in the future

Making work tools feel more human, so people can thrive

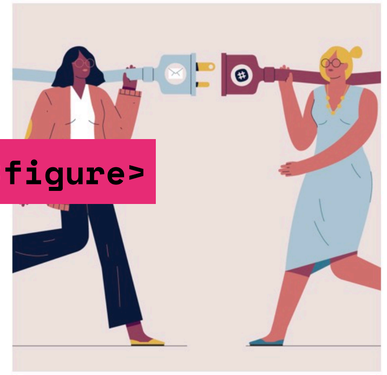
Slack's head of research on the role tools play in employee engagement

<header>

New at Slack Spotlight <nav> ure of Work Building on Slack Search

Several People d <h1> ping

<figure>



Email, me <h2> ck. Slack, email.

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Spotlight › <h2>

<h3>

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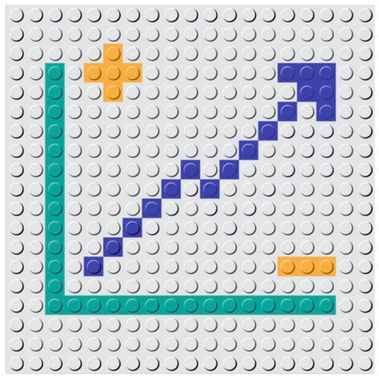
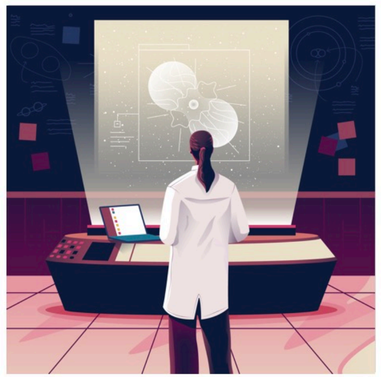


Engineering ›

Making astronomical discoveries <h3>

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.



Tips & Tric <h2>

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How Slack shortens distances <a>

How to organize your work life into Slack nels <a>

Balancing fast and slow information in Slack <a>

Future of V <h2>

<blockquote>

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- Future of Work
- Building on Slack

Search for: Search the blog... Search

Several People Are Typing

Several People Are Typing

Questlove on the benefits of collaboration

In his new book, Creative Quest, the Roots frontman explores how creative differences can lead to dream teams

Communication ›

How we localize Slack

The cultural considerations and values that guide Slack's global accessibility

Image Credit: **Samantha Mash**

By Slack Team, March 6, 2018

Read this post in French, German, Spanish, and Japanese.

The year 2017 was a whirlwind for Localization at Slack, as we expanded our supported languages from one to five. We now provide localized support in English, French, German, Japanese, and Spanish for several key

How we localize Slack

The cultural considerations and values that guide Slack's global accessibility

Image Credit: Samantha Mash

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for several key products, including the Help Center, main website, and of course, the Slack app itself. So as we gear up to wor
considerations behind how we localize, touch on how different languages inform decisions on formality and voice, and describ

How we localize Slack

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Image Credit: Samantha Mash

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Congratulations, basic.

Twitter

Ayo 🇳🇬
@AyIsaiah

Follow

Support for CSS Grid Layout in Nigeria is not encouraging at all. Only 38% of users are covered at the moment.

I'm interested in learning how to support the other 62% while still making use of modern CSS features @rachelandrew @jensimmons @ireaderinokun

1:15 PM - 2 Jun 2018

1

https://twitter.com/AyIsaiah/status/1003007109842251777

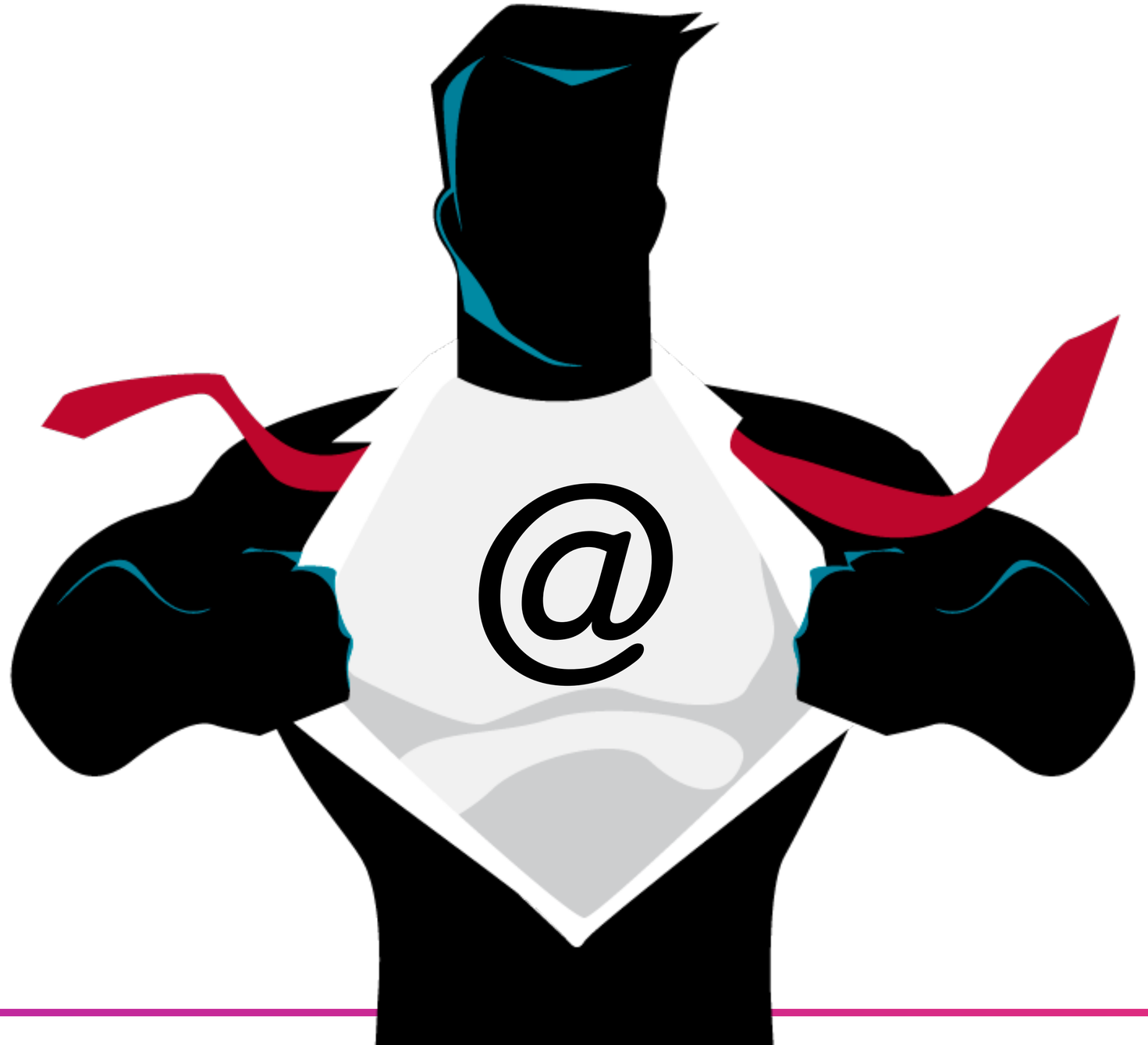
CSS Grid Layout

Method of using a grid concept to lay out content, providing a mechanism for authors to divide available space for layout into columns and rows using a set of predictable sizing behaviors. Includes support for all `grid-*` properties and the `fr` unit.

unprefixed: 83.56%

Current aligned | Usage relative | Date relative | Show all

IE	Edge *	Firefox	Chrome	Safari	iOS Safari *	Opera Mini *	Chrome for Android	UC Browser for Android	Samsung Internet
			1 49						
			63						
			66		10.3				
			67		11.2				4
2 11	17	61	68	11.1	11.4	all	67	11.8	7.2
	18	62	69	12	12				
		63	70	TP					
			71						



Feature Queries (@supports)

Global 91.63%

CSS Feature Queries allow authors to condition rules based on whether particular property declarations are supported in CSS using the @supports at rule.

Current aligned | Usage relative | Date relative | Show all

IE	Edge *	Firefox	Chrome	Safari	iOS Safari *	Opera Mini *	Chrome for Android	UC Browser for Android	Samsung Internet
			49						
			63						
			66		10.3				
			67		11.2				4
11	17	61	68	11.1	11.4	all	67	11.8	7.2
	18	62	69	12	12				
		63	70	TP					
			71						

1. positive condition

```
#example1 { background-color: palevioletred; }

@supports (display: flex) {
  #example1 { background-color: lightgreen; }
}
```

I'm #example1

2. negative condition

```
#example2 { background-color: palevioletred; }

@supports not (display: flex) {
  #example2 { background-color: lightgreen; }
}
```

I'm #example2

Feature Query Manager

3. conjunction (and)

```
@supports (display: grid) {
    // code goes here
}
```

```
@supports (display: grid) {
    display: grid;
    grid-template-columns: repeat(8, 4fr);
    > * { grid-column: 5 / span 4; }
}
```

How we localize Slack

The cultural considerations and values that guide Slack's global accessibility

Image Credit: Samantha Mash

Read this post in French, German, Spanish, and Japanese.

The year 2017 was a whirlwind for Localization at Slack, as we expanded our supported languages from one to five. We now provide localized support in English, French, German, Japanese, and Spanish for several key products, including the Help Center, main website, and of course, the Slack app itself. So as we gear up to work on how we'll expand access to Slack even further, I wanted to talk about the considerations behind how we localize, touch on how

" A complete mindset change is required here and it starts by remembering that you don't build websites for yourself, you build them for others.
ANDY BELL
for others

art direction is...

localized.

Bienvenue.

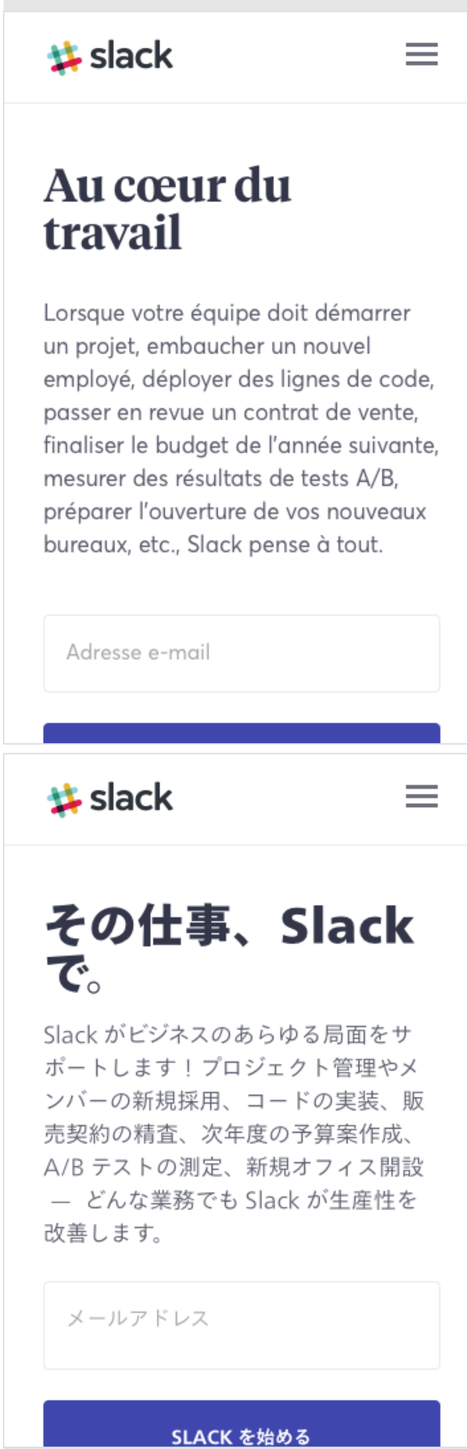
Willkommen.

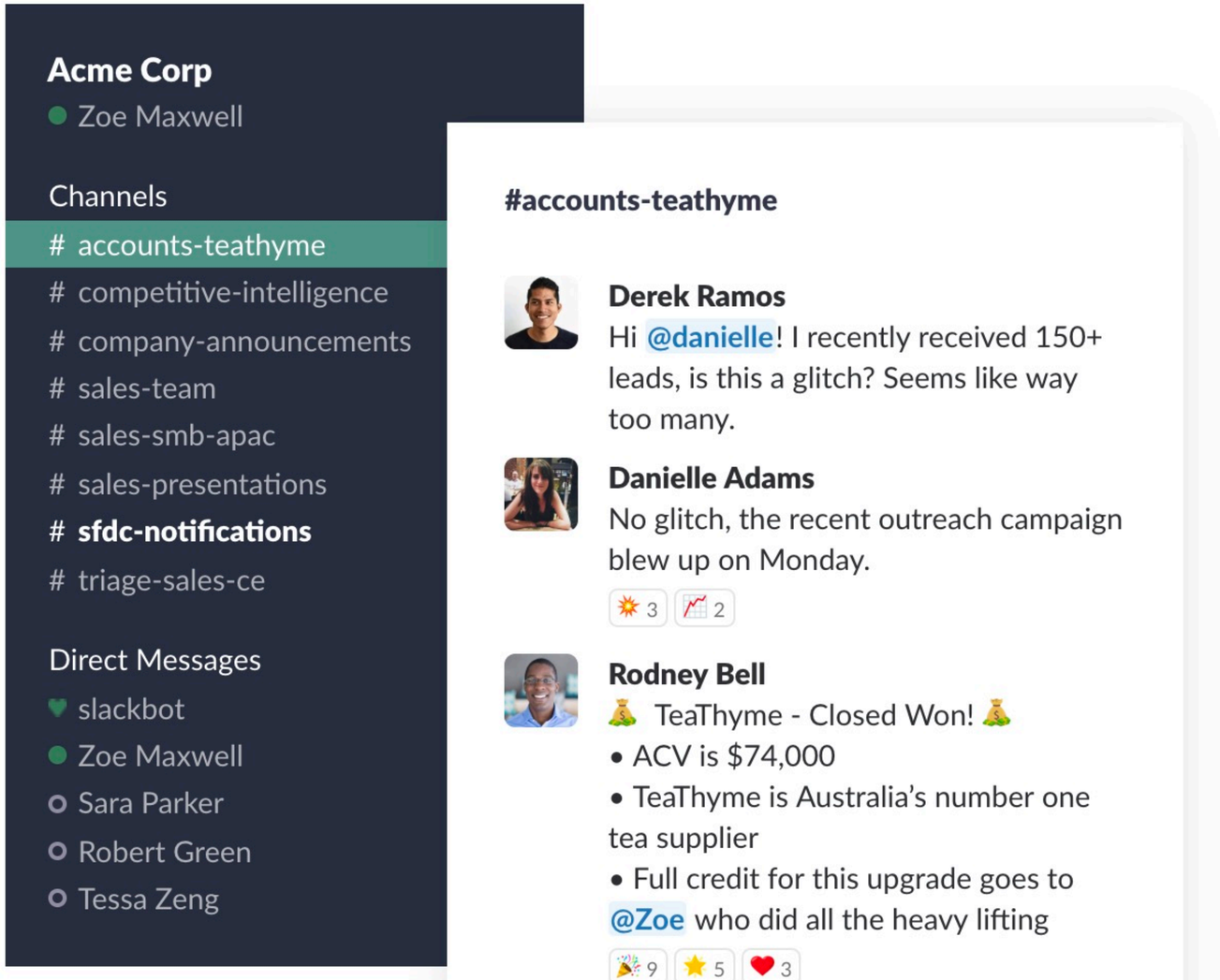
Bienvenidos.

ようこそ.

slack.com

Initial launch in four languages: Spanish, German, French, and Japanese.



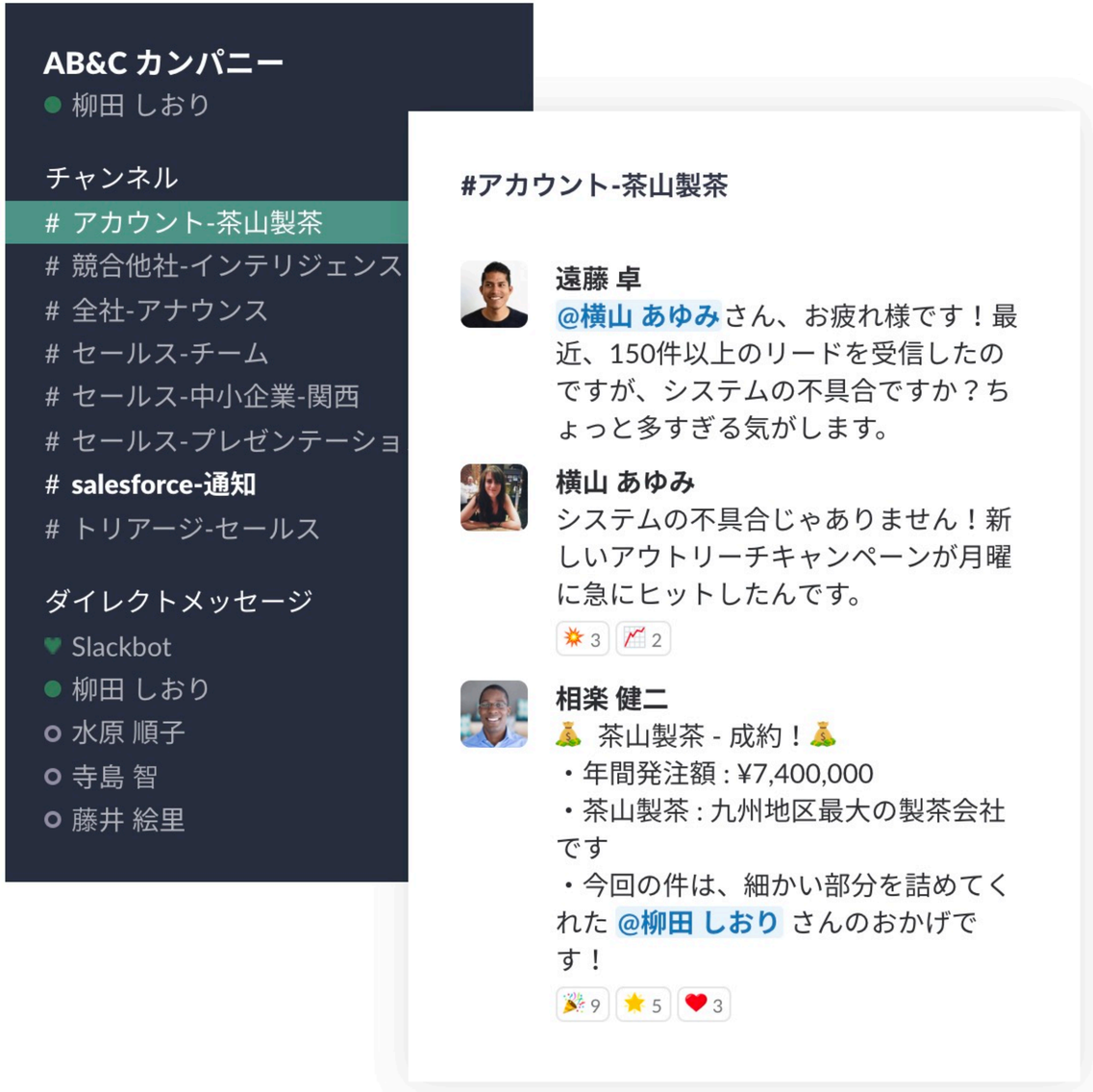

Acme Corp
Zoe Maxwell
Channels
accounts-teathyme
competitive-intelligence
company-announcements
sales-team
sales-smb-apac
sales-presentations
sfdc-notifications
triage-sales-ce
Direct Messages
slackbot
Zoe Maxwell
Sara Parker
Robert Green
Tessa Zeng
#accounts-teathyme
Derek Ramos
Hi @danielle! I recently received 150+ leads, is this a glitch? Seems like way too many.
Danielle Adams
No glitch, the recent outreach campaign blew up on Monday.
3
2
Rodney Bell
TeaThyme - Closed Won!
• ACV is $74,000
• TeaThyme is Australia's number one tea supplier
• Full credit for this upgrade goes to @Zoe who did all the heavy lifting
9
5
3

AB&C カンパニー
柳田 しおり
チャンネル
アカウント-茶山製茶
競合他社-インテリジェンス
全社-アナウンス
セールス-チーム
セールス-中小企業-関西
セールス-プレゼンテーショ
salesforce-通知
トリアージ-セールス
ダイレクトメッセージ
Slackbot
柳田 しおり
水原 順子
寺島 智
藤井 絵里
#アカウント-茶山製茶
遠藤 卓
@横山 あゆみ さん、お疲れ様です！最近、150件以上のリードを受信したのですが、システムの不具合ですか？ちょっと多すぎる気がします。
横山 あゆみ
システムの不具合じゃありません！新しいアウトリーチキャンペーンが月曜に急にヒットしたんです。
3
2
相楽 健二
茶山製茶 - 成約！
・年間発注額 : ¥7,400,000
・茶山製茶 : 九州地区最大の製茶会社です
・今回の件は、細かい部分を詰めてくれた @柳田 しおり さんのおかげです！
9
5
3

wrong

—

Showing Western people having a conversation in Japanese is a strange experience.

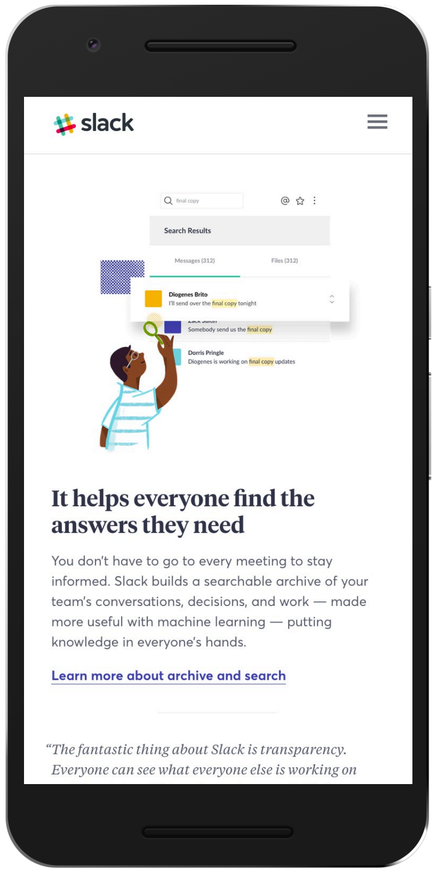


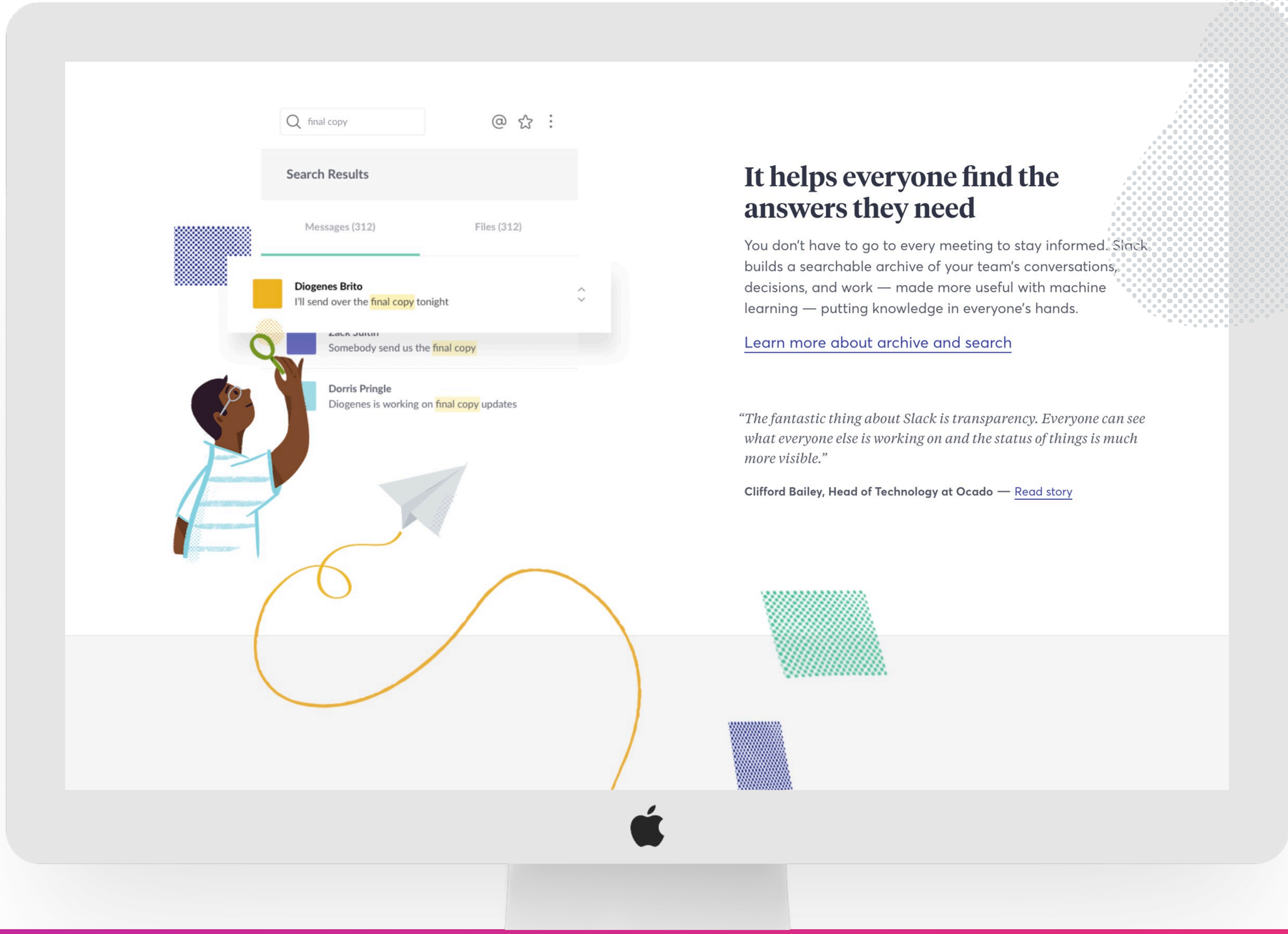
localization

not translation.

Better

In absence of Japanese models, we replaced the Western ones with colored blocks.


slack
final copy
Search Results
Messages (312)
Files (312)
Diogenes Brito
I'll send over the final copy tonight
Somebody send us the final copy
Dorris Pringle
Diogenes is working on final copy updates
It helps everyone find the answers they need
You don't have to go to every meeting to stay informed. Slack builds a searchable archive of your team's conversations, decisions, and work — made more useful with machine learning — putting knowledge in everyone's hands.
Learn more about archive and search
"The fantastic thing about Slack is transparency. Everyone can see what everyone else is working on


final copy
Search Results
Messages (312)
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Somebody send us the final copy
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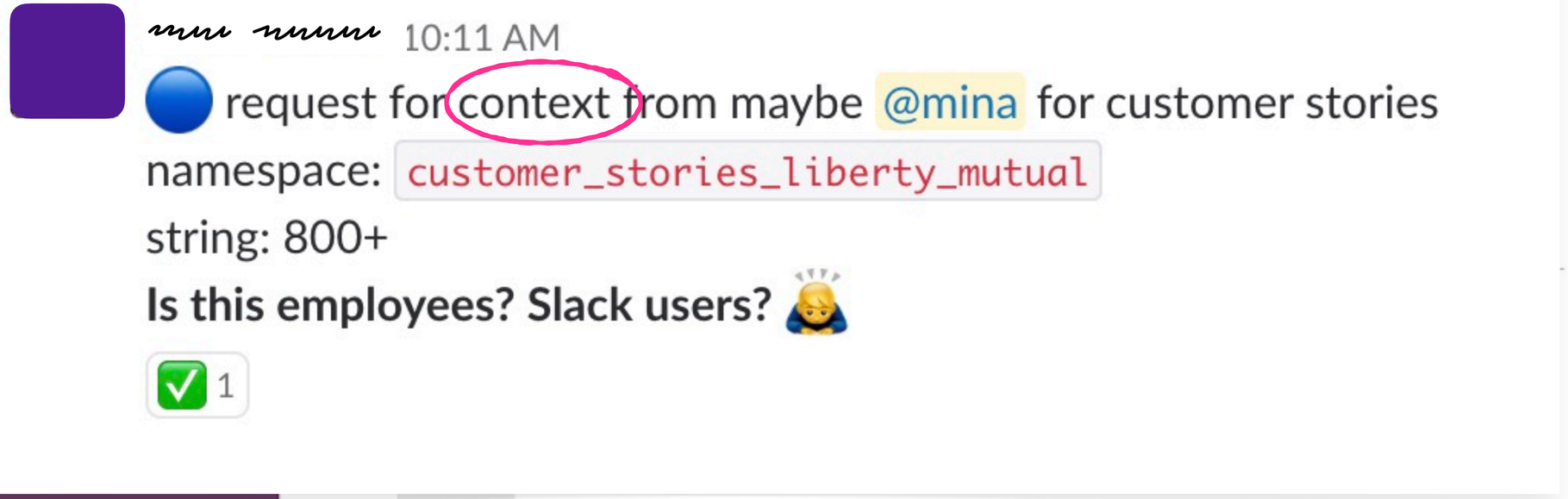
Learn more about archive and search
"The fantastic thing about Slack is transparency. Everyone can see what everyone else is working on and the status of things is much more visible."
Clifford Bailey, Head of Technology at Ocado — Read story

slack
デザイン最終版
検索結果
メッセージ（312）
ファイル（32）
二階堂守
デザイン最終版はいつごろ完成しそうですか？
@相楽ふみか さんがデザイン最終版を調整中です！
相楽ふみか
@Channel 今夜中にデザイン最終版を展開しますね
必要な情報が、必要なときに簡単に見つかる
もう、すべての会議に出る必要はありません。Slackでの会話内容を把握するアーカイブ機能で、決定事項や今後の動きなどの必要な情報を検索ですぐに確認できるからです。機械学習でさらに進化したアーカイブが、メンバー全員に確実に情報を共有します。もちろんセキュリティも万全。すべての情報がしっかりと守られているので安心です。Slack ではセキュリティを非常に重要視しています。組織の情報を保護し、みなさんに安全にご利用いただくために、業界標準のさらに上をいくセキュリティ対策を組み込んでいます。

デザイン最終版
検索結果
メッセージ（312）
ファイル（32）
二階堂守
デザイン最終版はいつごろ完成しそうですか？
@相楽ふみか さんがデザイン最終版を調整中です！
相楽ふみか
@Channel 今夜中にデザイン最終版を展開しますね
必要な情報が、必要なときに簡単に見つかる
もう、すべての会議に出る必要はありません。Slackでの会話内容を把握するアーカイブ機能で、決定事項や今後の動きなどの必要な情報を 検索ですぐに確認できるからです。機械学習でさらに進化したアーカイブが、メンバー全員に確実に情報を共有します。もちろんセキュリティも万全。すべての情報がしっかりと守られているので安心です。
アーカイブと検索についてもっと詳しく
「Slack のメリットのひとつは透明性だと思います。同僚がなにをしているかが見えるので、状況が把握しやすくなります」
Ocado、技術責任者、Clifford Bailey 氏 — ストーリーを読む

context is **everything**


10:11 AM
request for context from maybe @mina for customer stories
namespace: customer_stories_liberty_mutual
string: 800+
Is this employees? Slack users?
1

12:49 PM

🔵 Help Wanted 👷

Could you please give me some context for below strings?

All for name space : templates/pages_partners

`Please tell us if you have an app in the directory.`

— is this asking to our partner company if they have their app on our App Directory?

`Please tell us if you already have an integration.`

— is this asking if our partner is **using** app integration in Slack?

`Tell us about your integration.`

— is this asking if they are using integration? or they created their own integration? (edited)

✅ 1

"The witty remarks we make, the references to a familiar idiom – these are the kinds of things we are extra thoughtful about to build trust with our global users.

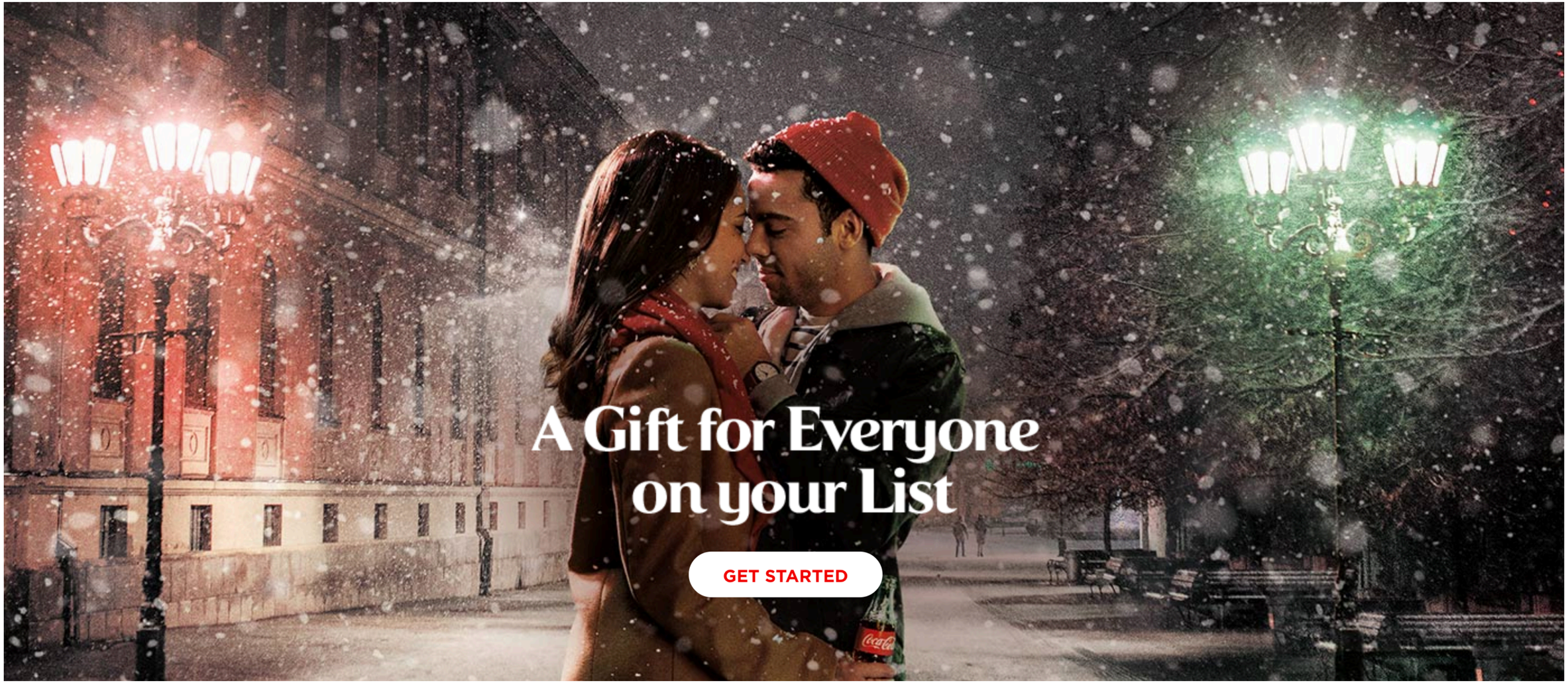
ANCA GREVE, Localization Manager, Slack

Build trust

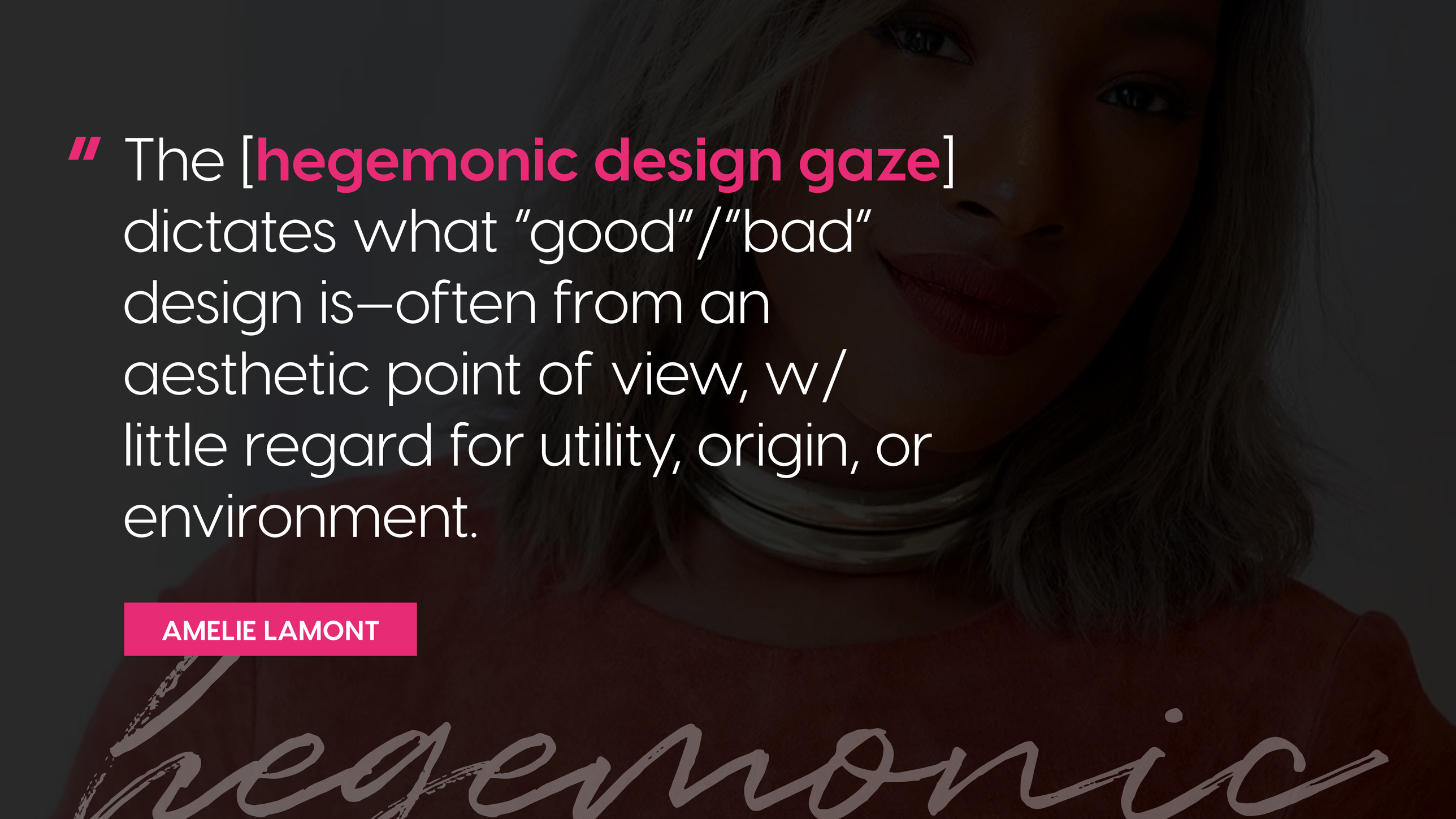
ケータイユーザーのみなさん。
さあ、iPhoneへ。

Macの向こうから
ビデオを見る
Macを詳しく見る ›

OUR BRANDS ▸ SHOP ▸ GIVE REWARDS



Hong Kong Arts Centre
手造理想城市
將藝術創意帶入社區
活動支持 Supported by:
THE Coca-Cola FOUNDATION
40th
Schweppes
GINGER BEER



" The [**hegemonic design gaze**] dictates what "good"/"bad" design is—often from an aesthetic point of view, w/ little regard for utility, origin, or environment.

AMELIE LAMONT

hegemonic

腾讯网

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瞭望 | 失眠抑郁甚至自杀 少数干部心理健康亮红灯，何解?

棱镜 | 通用汽车背水一战：新势力来势汹汹 中国不再是救世主

爆款进化论 | 他在网吧苦练多年 代表中国赢下WCG世界冠军

腾讯大家 | 每一场油腻的饭局背后，都站着不敢失业的中年人

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网易金翼奖颁奖典礼 | 希朗少儿英语诚招加盟 | 学生拉赞助"抖官威" | 大学毕业生求职调查 | 高考录取不理想怎么办 | 百年上财百年商学

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12.12 主会场 | 今日 抢先引爆 | 12.12 巅峰盛宴 | 12.13 狂欢继续 | 1212攻略

12.12 京东暖暖节

品质家电
品质家电 家电狂欢
生活电器 家电配件
电脑数码
智能音箱 打印机
娱乐影音 电竞外设
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大牌手机 分期免息
碎屏保险 以旧换新
京东京选
京鱼智能 自营图书
文学小说 科技IT
时尚服饰

京东暖暖节

抢先引爆 狂欢局

手机狂欢
1212一口价

品质家电
白条6期免息

京品百货
满299减150

" To make it authentically Disney and **uniquely Chinese**, I created the artworks featuring 5 legendary characters in the traditional Chinese paper cut style.

YIYING LU

uniquely

加入传奇
续写新篇

SHANGHAI DISNEY RESORT
上海迪士尼度假区

共创新传奇

每一个传奇
都离不开团队和伙伴

SHANGHAI DISNEY RESORT
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由此出发

SHANGHAI DISNEY RESORT
上海迪士尼度假区

共创新传奇

Slack のローカライゼーション

文化面まで考慮し、世界中の人によりナチュラルなユーザビリティを提供

Image Credit: Samantha Mash

この記事を 英語、フランス語、ドイツ語、または スペイン語 で読む。

対応言語が英語オンリーから 5 言語へと増えた 2017 年は、Slack のローカライゼーションチームにとって、まさに怒涛の 1 年間でした。現在 Slack では Slack アプリやヘルプセンター、ホームページなどの主要サービスにおいて、英・仏・独・西・日の 5 か国語でのサポートを提供しています。 Slack の対応言語拡大に引き続き取り組んでいく中、今日は、ローカライゼーションを行う上で私たちが特に配慮している点と、Slack のコアバリューを維持しながら、うまくグローバルに展開するポイントの２点について、各言語

Butterfly Stool
Designed by Sori Yanagi for Vitra
Donated by Vitra
Egg Chair
Designed by Arne Jacobsen /
upholster design by Akira Minagawa
Donated by Fritz Hansen
AP Chair
Designed by Tomoko & Shin Azumi
Donated by Hitch Mylius
Tongs, Kettle,
Saucepan, Bowl
and Strainer
Designed by Sori Yanagi
Donated by Gateway Japan
L'Uovo
S5029 Lamp
Designed by Shigeru Uchida
Donated by Yamagiwa / Gateway Japan
Coffee / Tea Maker

禅
#116586090

BACK COVER
バックカバー
DESIGN GRAPHIQUE, TYPOGRAPHIE, ETC.
GRAPHIC DESIGN, TYPOGRAPHY, ETC.
All Right Graphics | Edo | Fukushima | Kazunari Hattori
Koga Hirano | Tohl Narita | Norakuro | Jan Tschichold
Yûichi Yokoyama | Bunpei Yorifuji, etc.
Ce qui apparaît comme constant,
c'est la continuité de la présence d'un monde extérieur
au-delà des mers. Toshiaki Koga, p.42
Je veux troubler le lecteur.
Je travaille comme si j'avais
un mobile entre les mains.
Kazunari Hattori, p.20 The day
I began keeping a diary all my anxieties disappeared.
Yûichi Yokoyama, p.105 My heart was trembling
at the idea that I was about to meet the
creator of so many monsters.
Noi Sawaragi, p.91
Même pour l'observateur le plus déterminé,
le Japon ne se livre pas facilement.
The first word that comes into my mind Alexandre Dimos, p.1
to describe the beauty of literary works in
Au Japon, la «révolution de l'imprimé» modern Japan is yawaraka.
ne passa pas par une invention technique, Minoru Niijima, p.126
mais par le recours à un procédé ancestral. Christophe Marquet, p.49
L'originalité japonaise du modèle
avant-gardiste de Tschichold reste, en grande partie, un mystère.
Victor Guégan, p.46 After the war, Tagawa Suihō was criticised
for having encouraged militarism in young people
through his Norakuro stories. Isao Shimizu, p.131
Haven't we all at some stage
felt like taking our lives? Bunpei Yorifuji, p.96

HOMAGE TO SHIGEO FUKUDA
François CASPAR

```
:lang()
```

:lang()

```
:lang(ja) {
    font-family: ‘Yu Gothic’;
    outline-offset: .25rem;
}
```

:lang()

```
@supports (display: grid) {
  :lang(ja) {
    writing-mode: vertical-rl;
    grid-column: 3 / span 2;
    grid-row: 1 / span 8;
  }
}
```

headline

:lang()

```
@supports (display: grid) {
  :lang(ja) {
    grid-column: 5 / span 4;
    grid-row: 5 / span 4;
  }
}
```

hero image

Slack のローカライゼーション

文化面まで考慮し、世界中の人によりナチュラルなユーザビリティを提供

Image Credit: Samantha Mash

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```
.c-hero__image {
    filter: grayscale(100%);
    mix-blend-mode: darken;
}
```

Slack のローカライゼーション

文化面まで考慮し、世界中の人によりナチュラルなユーザビリティを提供

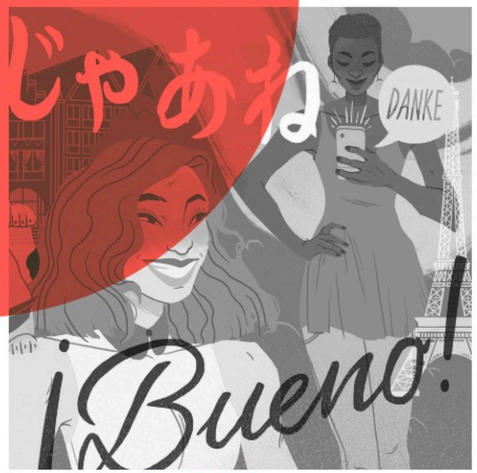

Image Credit: Samantha Mash

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対応言語が英語オンリーから 5 言語へと増えた 2017 年は、Slack のローカライゼーションチームにとっ

Art Direction is... Localized: De

Mina

Secure | https://codepen.io/minamarkham/live/512a4ac15f083315d27774789121f755

Slackのローカライゼーション

文化面まで考慮し、世界中の人によりナチュラルなユーザビリティを提供

Made with Gifox

art direction is...

cross-functional.

wait. aren't you an
engineer?

DELIVERY!

REAL

> When it comes to making web products, front-end development is **more important** than visual design.

DAN MALL

pair designing.

“Move that 1px down.”

~~“Move that 1px down.”~~

Victor Ng

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8 things you need to know about Tim Kaine, your next vice president

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Making history a little more inclusive, one button at a time.

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collaboration breeds

creativity

collaboration breeds

inclusivity

art direction is...

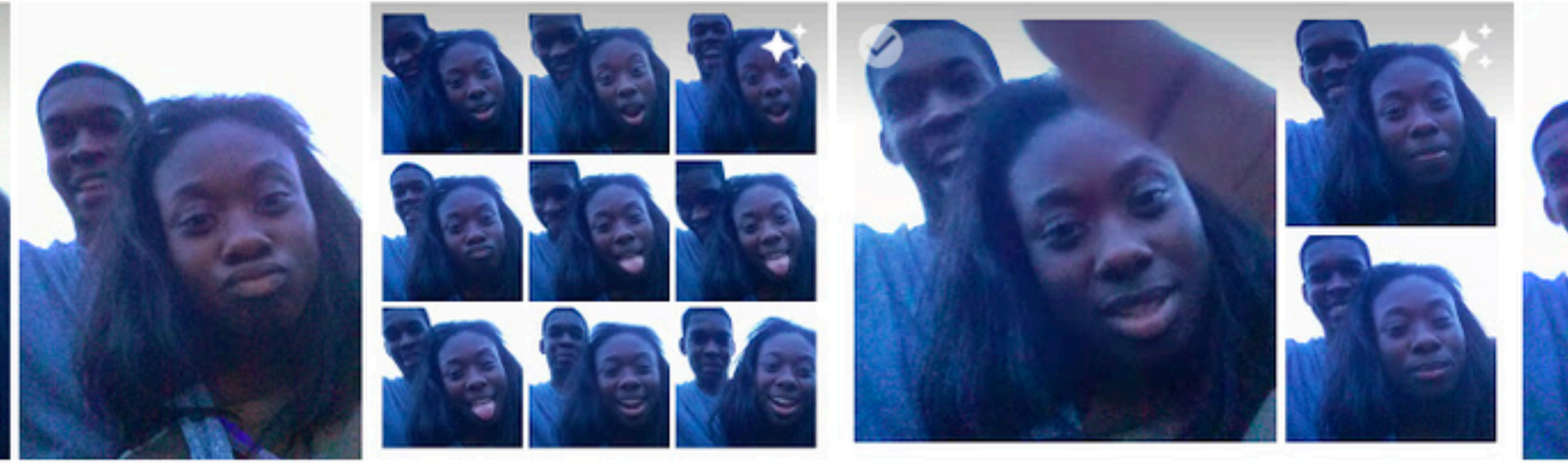
inclusive.

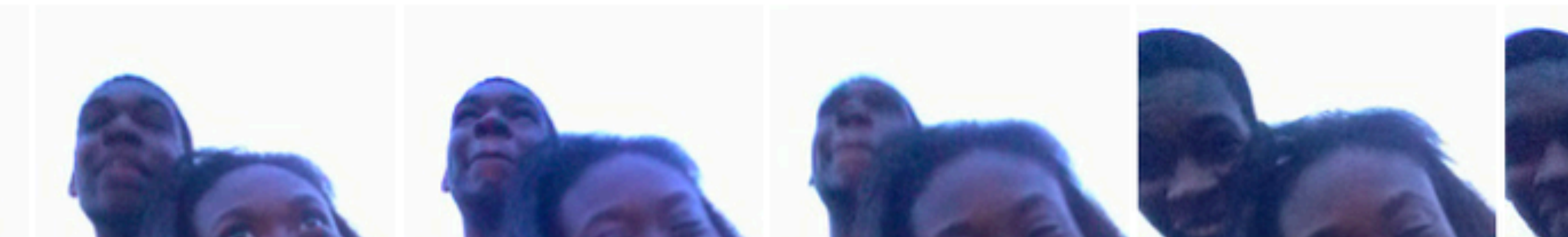
" Inclusive design is a **process**, not a result.

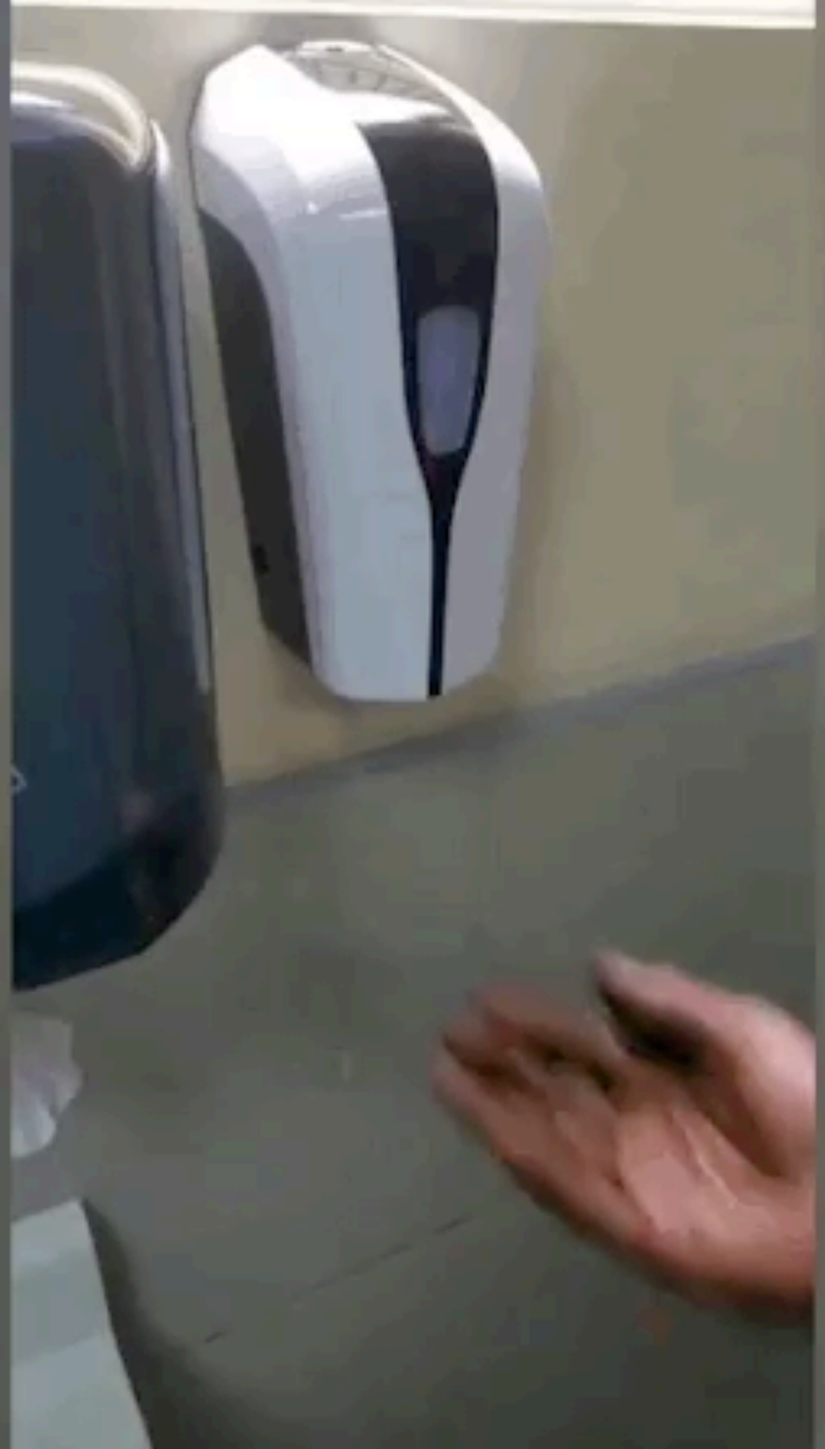
KAT HOLMES

inclusive

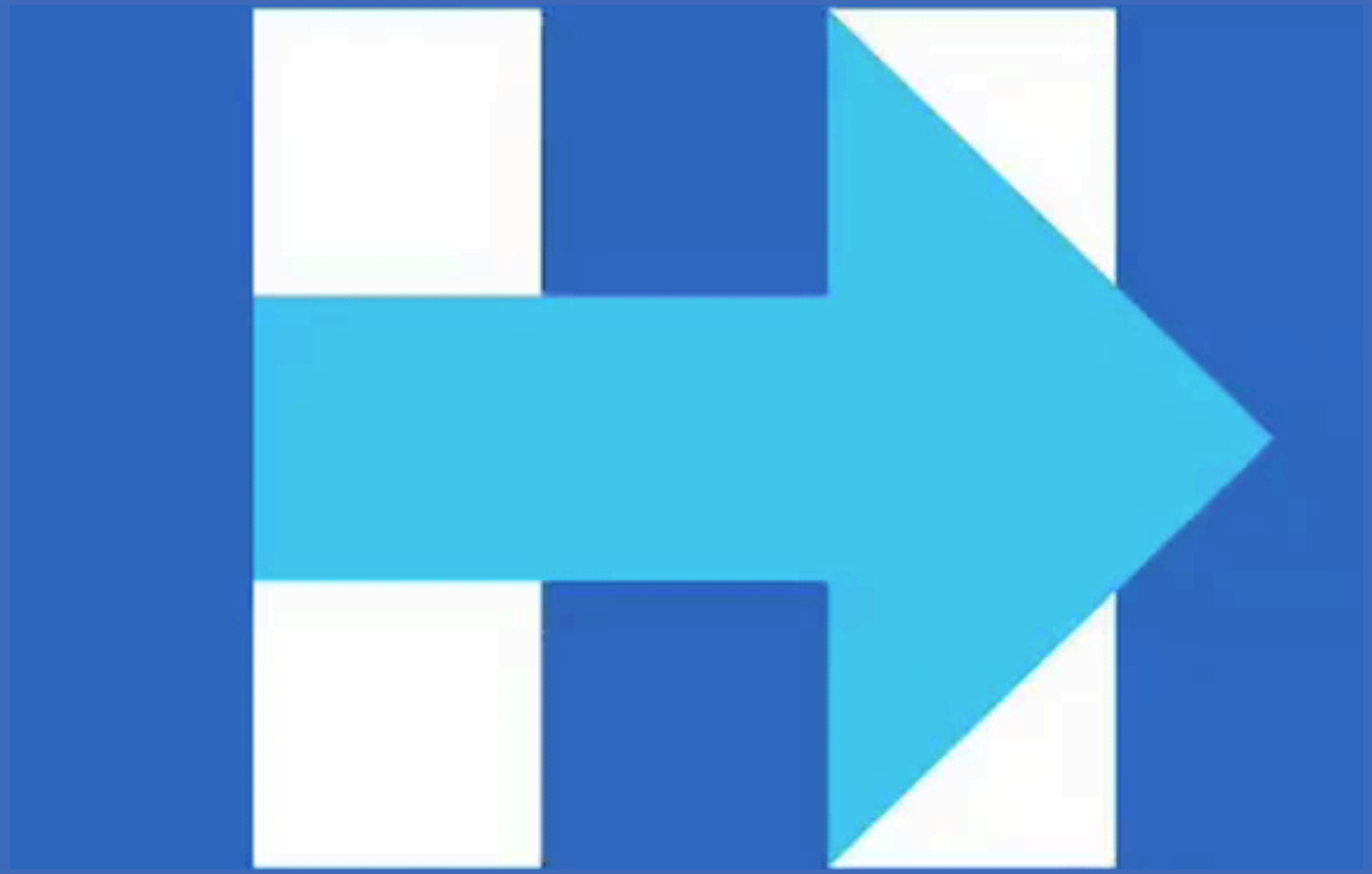
Gorillas







STRONGER
TOGETHER



Turn on sound
The Hillary for America logo

Michael Bierut

don't remove defaults.

> Removing the `:focus` outline is like removing the **wheelchair ramp** from a school because it doesn't fit in with **the aesthetic**.

DAVID GILBERTSON

aesthetic

design

better defaults.

All Issues | Economy and jobs | Education | Environment | Health | Justice and equality | National security

A fair tax system
Making sure the wealthy, Wall Street, and corporations pay their fair share in taxes.

Read more

Disability rights
We must continue to expand opportunities for Americans with disabilities.

Read more

LGBT rights and equality
Lesbian, gay, bisexual, and transgender Americans deserve to live their lives free from discrimination.

Read more

Racial justice
America's long struggle with race is far from finished.

Read more

All Issues | Economy and jobs | Education | Environment | Health | Justice and equality | National security

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America's long struggle with race is far from finished.

Read more

Several People Are Typing | Th ×

Mina

Secure | https://slackhq.com

slack | Blog

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Several People Are Typing

Questlove on the benefits of collaboration

In his new book, Creative Quest, the Roots frontman explores how creative differences can lead to dream teams

Made with Gifox

```
:focus {
    outline: thin solid @secondary-color;
    outline-offset: .25rem;
}
```

```
:focus-visible {
    outline: thin solid @secondary-color;
    outline-offset: .25rem;
}

:focus:not(:focus-visible) {
    outline: none;
}
```

Slackのローカライゼーション

文化面まで考慮し、世界中の人によりナチュラルなユーザビリティを提供

Image Credit: Samantha Mash

Made with Gifox

```
:lang(ja):before {
  @supports (prefers-reduced-motion: reduce) {
    animation-duration: 1s;
    animation-iteration-count: infinite;
    animation-name: pulse;
    @media (prefers-reduced-motion: reduce) {
      animation: none; }}}
```

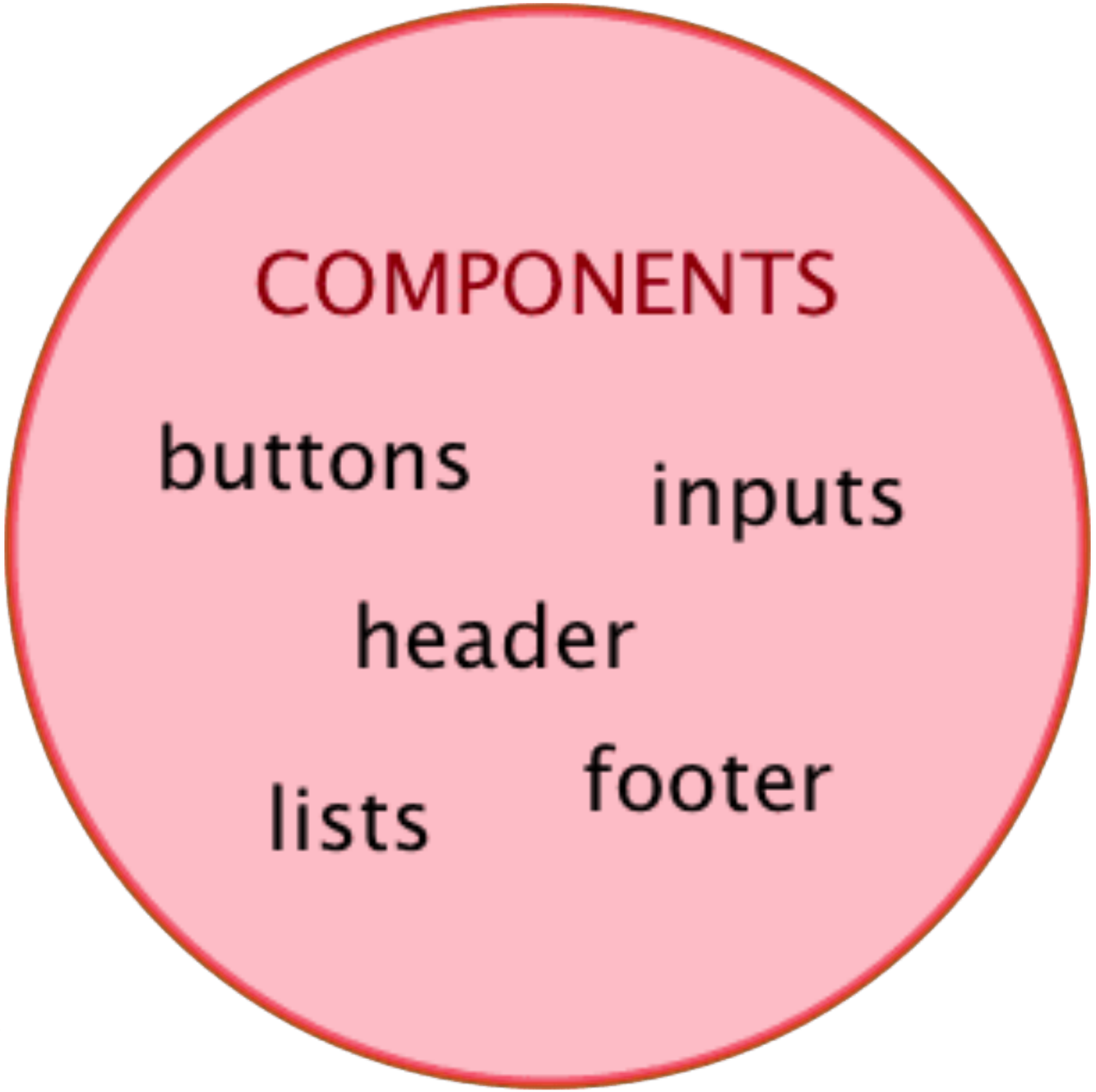
art direction is...

systematic.

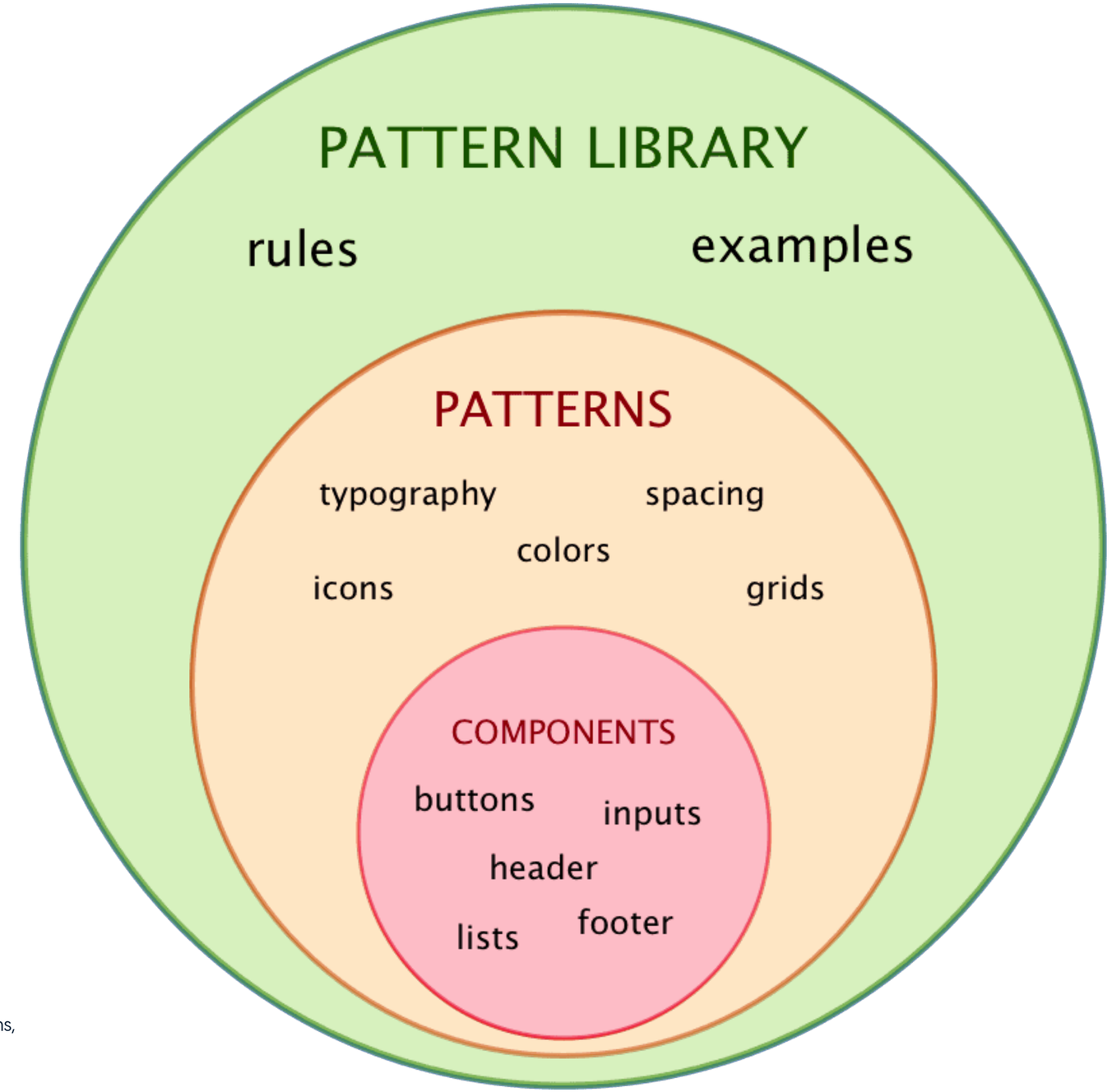
a design system is...

a design system is...

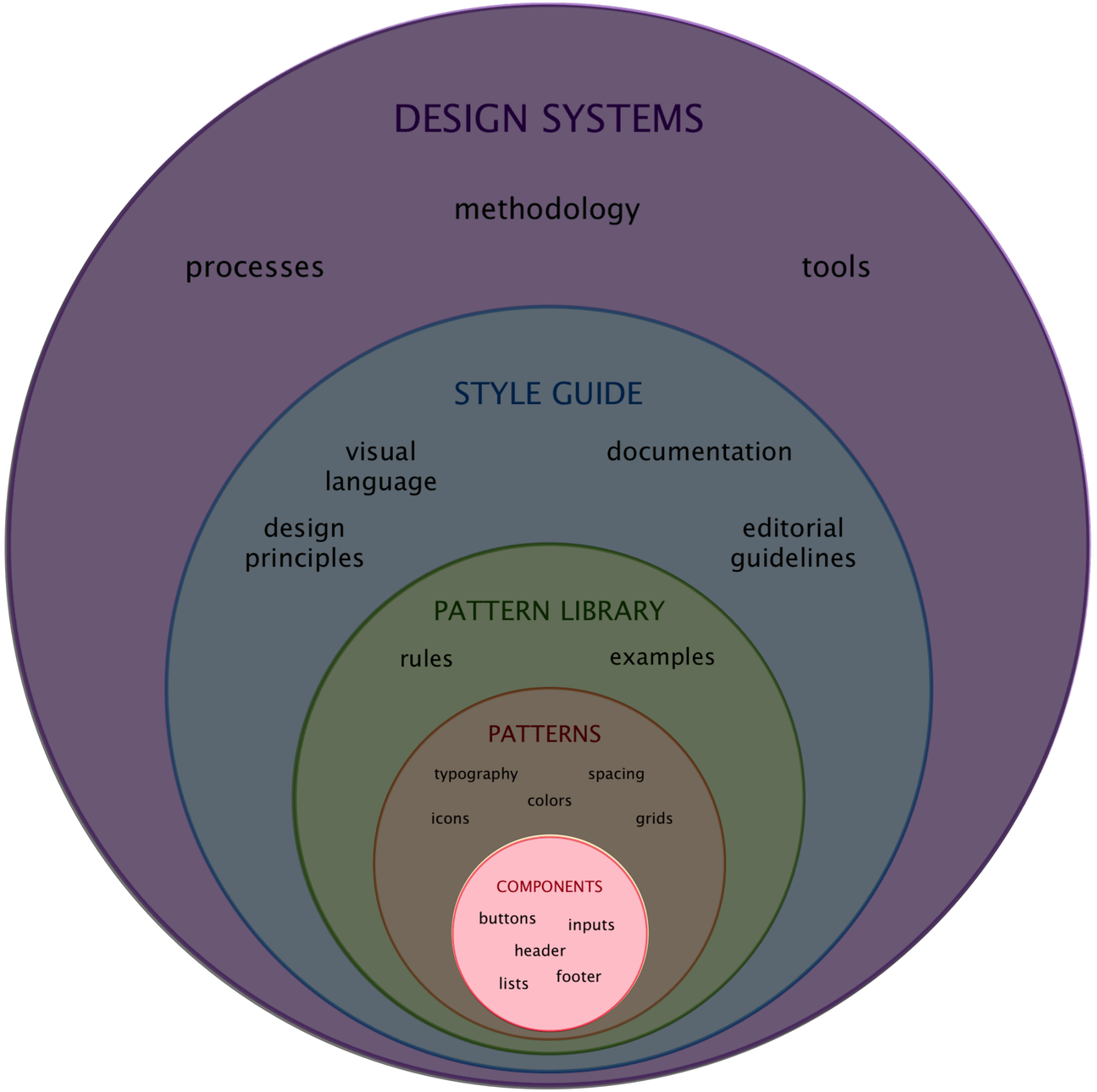
components guidelines react
patterns modules framework
standards css styleguide
voice typography spacing
principles documentation
colors editorial tools library



Design Systems – review of vocabulary and terms,
https://varya.me/blog/design-systems-review/



Design Systems – review of vocabulary and terms,
https://varya.me/blog/design-systems-review/



Design Systems – review of vocabulary and terms,
https://varya.me/blog/design-systems-review/

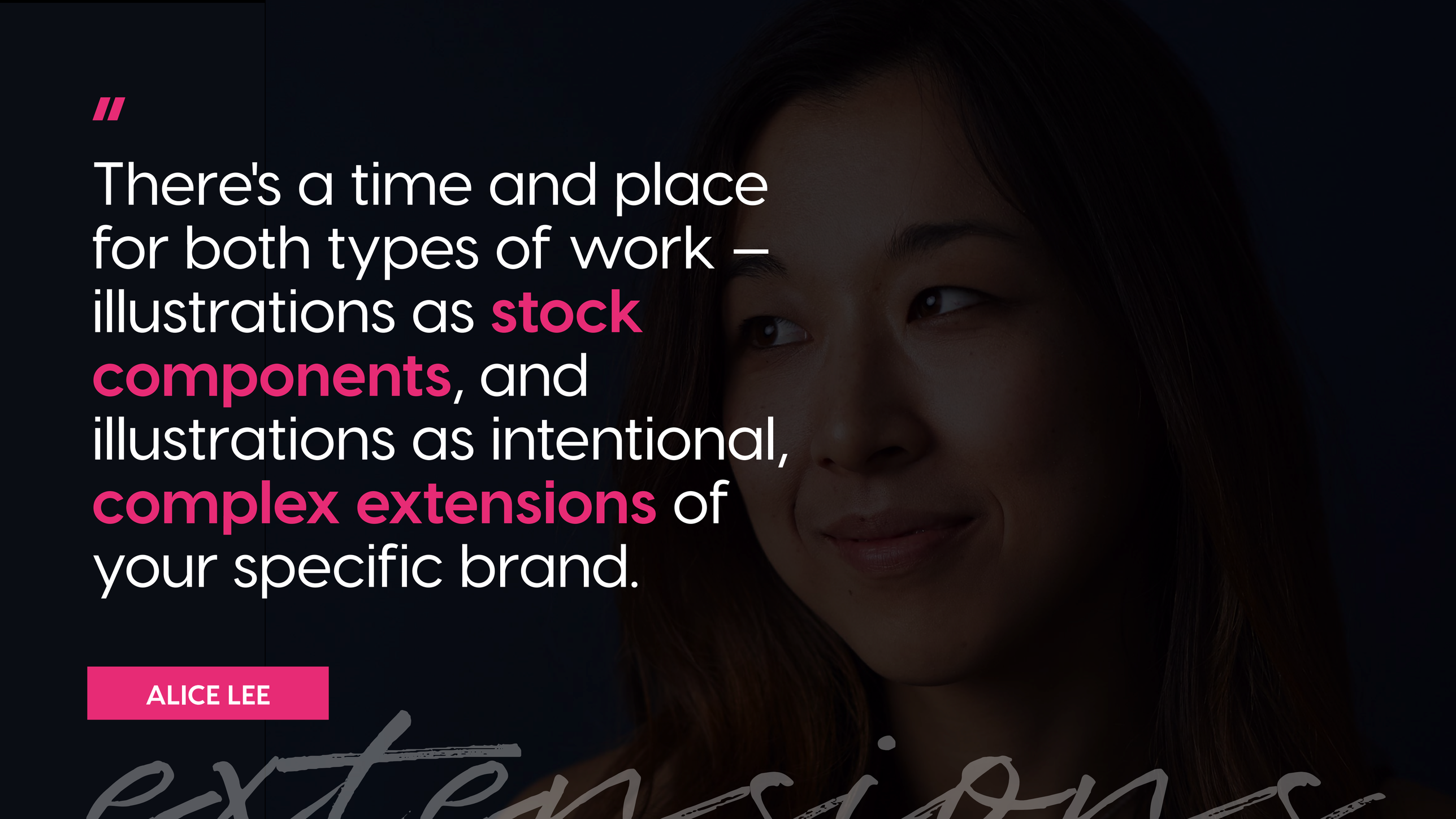
a design system is

at its foundation,
a set of rules.

Rules and creativity aren't mutually exclusive.

Rules can be broken.

page-specific CSS
one-offs
me



"

There's a time and place for both types of work — illustrations as **stock components**, and illustrations as intentional, **complex extensions** of your specific brand.

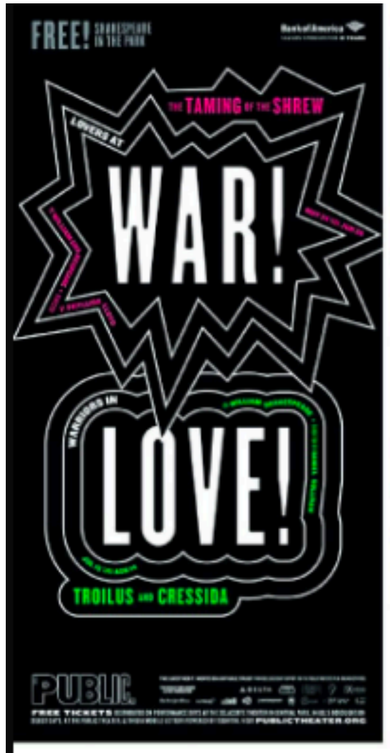
ALICE LEE

strict vs loose

enable

the snowflakes.

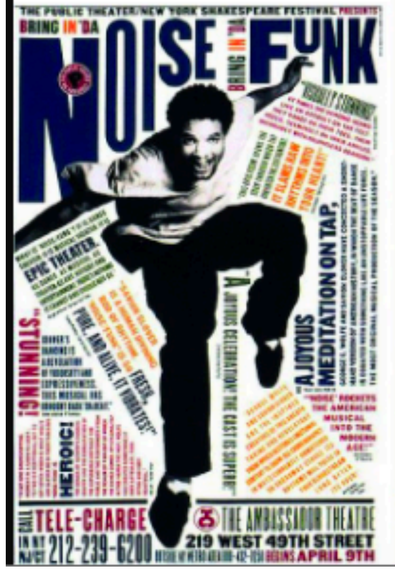
THE PUBLIC.


FREE!
THE TAMING OF THE SHREW
WAR!
LOVE!
TROILUS AND CRESSIDA
PUBLIC

PAULA VOGEL
HOWE

MARY POPPINS

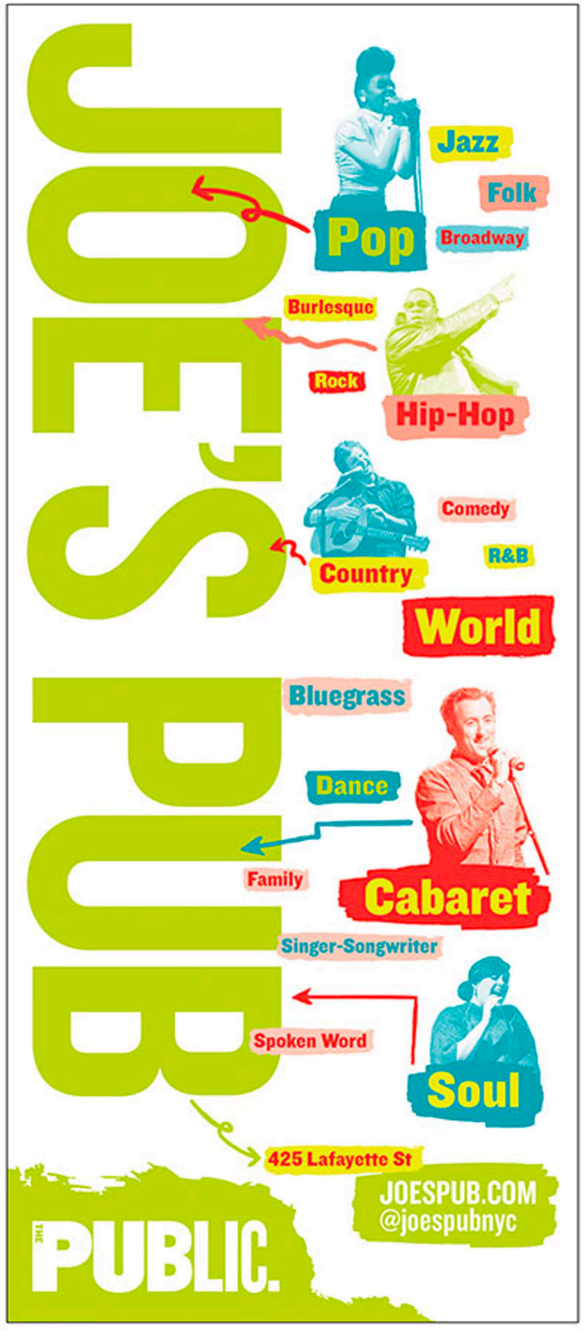
WHAT DID YOU EXPECT?
PLAY TWO
GABRIELS
PLAY THREE
WOMEN
OF A CERTAIN AGE
PUBLIC.


THE PUBLIC THEATER/NEW YORK SHAKESPEARE FESTIVAL PRESENTS
BRING IN 'DA NOISE
BRING IN 'DA FUNK
A JOYOUS MEDITATION ON TAP.
HEROIC!
TELE-CHARGE
212-239-6200
THE AMBASSADOR THEATRE
219 WEST 49TH STREET
BEGINS APRIL 9TH

PUBLIC THEATER
THE DIVA IS DISMISSED
WRITTEN AND DIRECTED BY RANDOLPH-WRIGHT
PERFORMED BY JENIFER LEWIS
LIMITED ENGAGEMENT
NOW PLAYING

JOE'S PUB
BILLY

PUBLIC
WINTER'S
SOLITUDE
WARS
WHITE MEN
HAMILTON
TOAST
BENT
BOTTOM


JOE'S PUB
Jazz
Folk
Pop
Broadway
Burlesque
Rock
Hip-Hop
Comedy
R&B
Country
World
Bluegrass
Dance
Family
Cabaret
Singer-Songwriter
Spoken Word
Soul
425 Lafayette St
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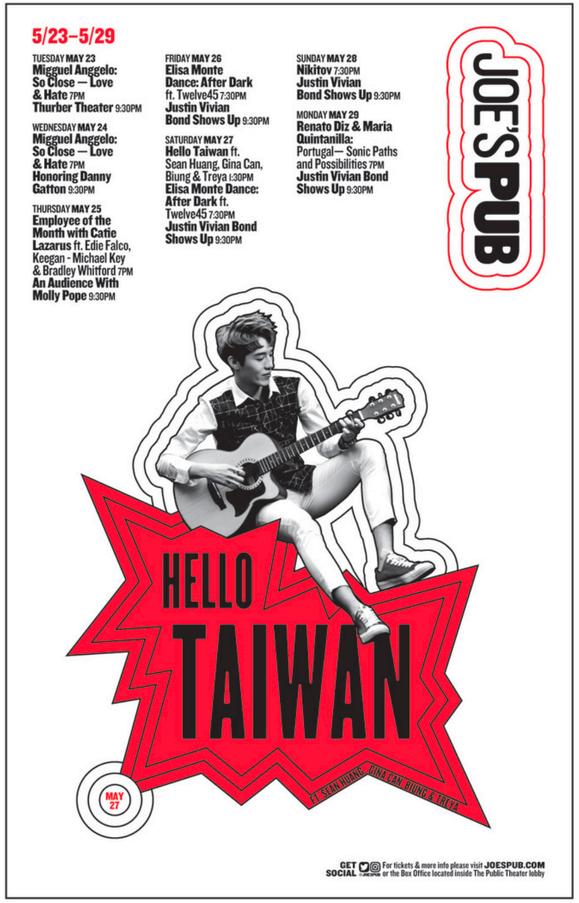
@joespubnyc
THE PUBLIC.


5/23–5/29
TUESDAY MAY 23
Miguel Anggelo: So Close — Love & Hate 7PM
Thurber Theater 9:30PM
WEDNESDAY MAY 24
Miguel Anggelo: So Close — Love & Hate 7PM
Honoring Danny Gatton 9:30PM
THURSDAY MAY 25
Employee of the Month with Catie Lazarus ft. Edie Falco, Keegan - Michael Key & Bradley Whitford 7PM
An Audience With Molly Pope 9:30PM
FRIDAY MAY 26
Elisa Monte Dance: After Dark ft. Twelve45 7:30PM
Justin Vivian Bond Shows Up 9:30PM
SATURDAY MAY 27
Hello Taiwan ft. Sean Huang, Gina Can, Bluing & Treya 1:30PM
Elisa Monte Dance: After Dark ft. Twelve45 7:30PM
Justin Vivian Bond Shows Up 9:30PM
SUNDAY MAY 28
Nikitov 7:30PM
Justin Vivian Bond Shows Up 9:30PM
MONDAY MAY 29
Renato Diz & Maria Quintanilla: Portugal— Sonic Paths and Possibilities 7PM
Justin Vivian Bond Shows Up 9:30PM
JOE'S PUB
HELLO TAIWAN
SEAN HUANG · GINA CAN · BLUING & TREYA
MAY 27
GET SOCIAL
For tickets & more info please visit JOESPUB.COM or the Box Office located inside The Public Theater lobby

JOE'S PUB
ELISA MONTE DANCE
MAY 26 & 27
GET SOCIAL
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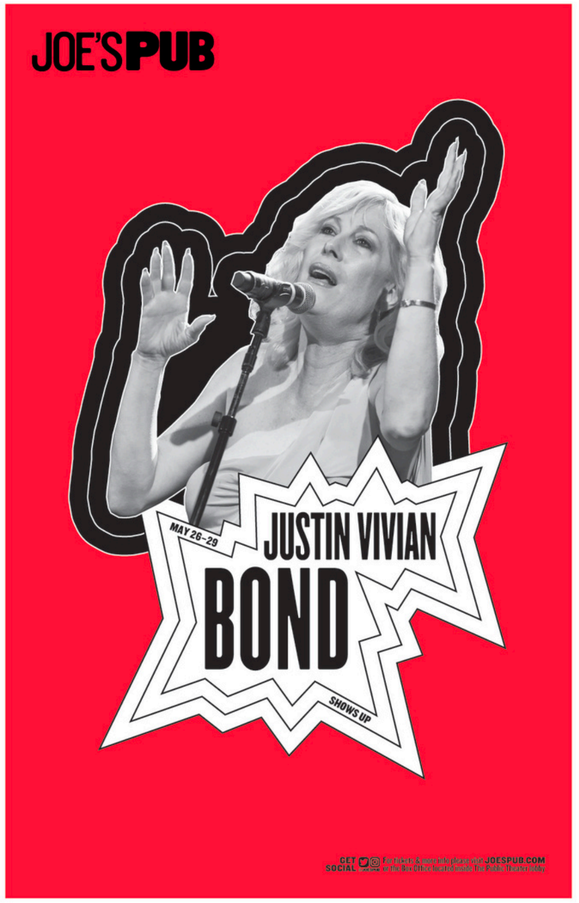
5/16–5/22
TUESDAY MAY 16
Howard Fishman 7PM
Charlie Mars 9:30PM
THURSDAY MAY 18
Revolution Hangout: Anthems of Anxiety & Resistance from the Dan Fishback Songbook 9:30PM
FRIDAY MAY 19
Shaina Taub 9:30PM
The Claudettes w/ special guest Eszter Balint 11:30PM
SATURDAY MAY 20
Making Movies 9:30PM
SUNDAY MAY 21
Zenen Zeferino ft. Radio Jarocho, presented in association with the NYC Children's Theater 3PM & 7PM
Jill Hennessy 9:30PM
MONDAY MAY 22
Rebekah M. Allen, presented in association with Musical Theatre Factory 9:30PM
Tori Scott: Plan B! 9:30PM
JOE'S PUB
MAY 20
MAKING MOVIES
WE ARE ALL IMMIGRANTS
GET SOCIAL
For tickets & more info please visit JOESPUB.COM or the Box Office located inside The Public Theater lobby


JOE'S PUB
MAY 26–29
JUSTIN VIVIAN BOND
SHOWS UP
GET SOCIAL
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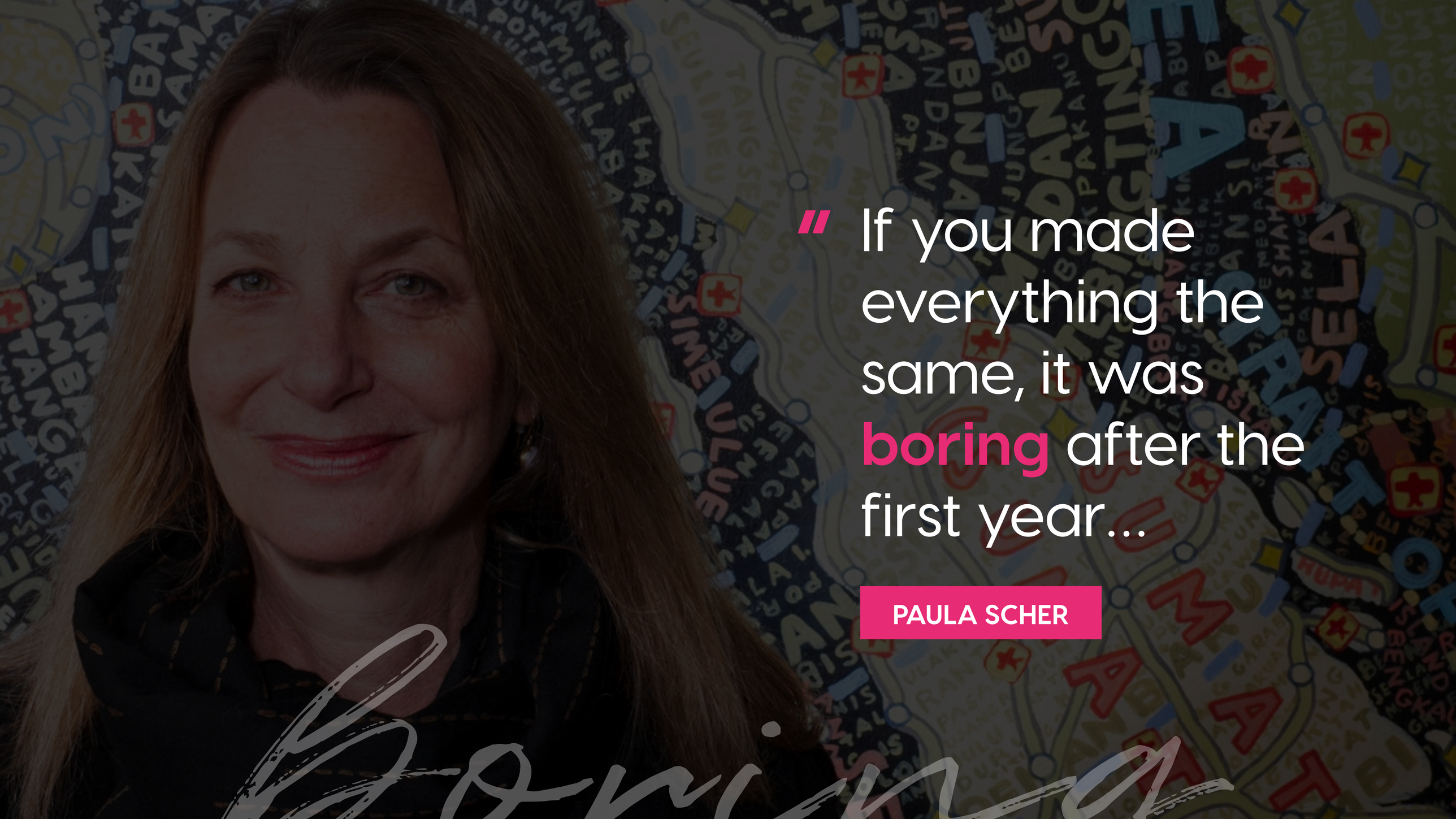
SUMATRA
MEDAN
TEBINGTINGGI
SELAT
SIMEULUE
SUMATRA


" If you made everything the same, it was boring after the first year...
PAULA SCHER
Boring

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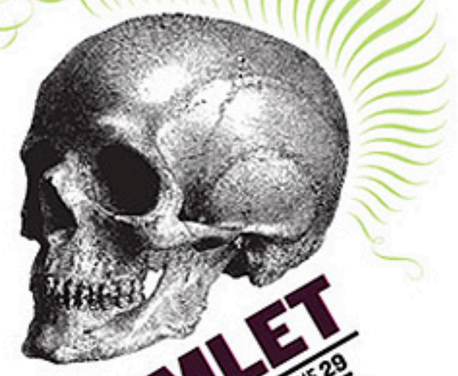
Proud Season Sponsor of Shakespeare in The Park

PEPSI | theory | DELACORTE THEATER IN CENTRAL PARK: | For info on FREE TICKETS Visit PUBLICTHEATER.ORG

The New York Times | TimeWarner | TITAN

SHAKESPEARE IN THE PARK WHAT A PIECE OF WORK IS A MAN



HAMLET

MAY 27 ||| JUNE 29

By William Shakespeare

Directed by Oskar Eustis

HAIR

The American Tribal Love-Rock Musical

JULY 22 ||| AUGUST 17

Book and Lyrics by Gerome Ragni & James Rado

Music by Galt MacDermot

Directed by Diane Paulus

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$35* TIX!
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Written by William Shakespeare

Directed by Daniel Sullivan

AUG 11 ||| AUG 30

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Written by Euripides

Directed by Joanna Kalaitis

Music by Philip Glass

Translated by Nicholas Rudall

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OCT 15 THRU NOV 30
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ROAD SHOW
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Music and Lyrics by STEPHEN SONDHEIM
Book by JOHN WEIDMAN
Directed and Set Designed by JOHN DOYLE
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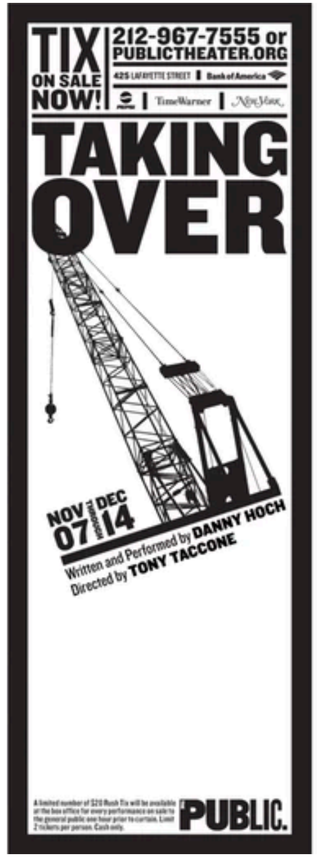
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NOV 07 THRU DEC 14
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Book by JOHN WEIDMAN
Directed and Set Designed by JOHN DOYLE
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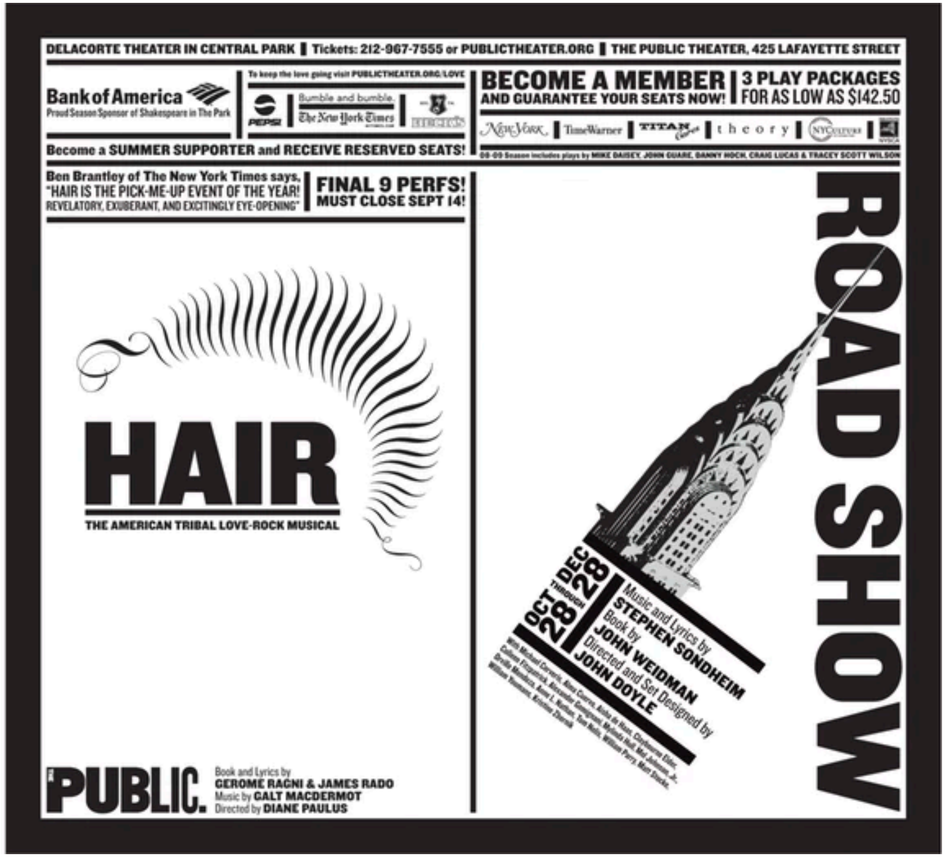
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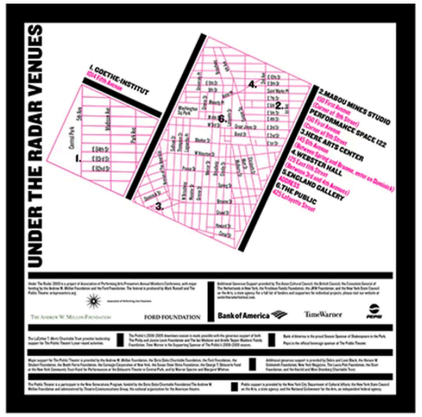
Ben Brantley of The New York Times says, "HAIR IS THE PICK-ME-UP EVENT OF THE YEAR! REVELATORY, EXUBERANT, AND EXCITINGLY EYE-OPENING"
FINAL 9 PERFS! MUST CLOSE SEPT 14!
HAIR
THE AMERICAN TRIBAL LOVE-ROCK MUSICAL
ROAD SHOW
OCT 28 THRU DEC 28
Music and Lyrics by STEPHEN SONDHEIM
Book by JOHN WEIDMAN
Directed and Set Designed by JOHN DOYLE
PUBLIC.
Book and Lyrics by GEROME RAGNI & JAMES RADO
Music by GALT MACDERMOT
Directed by DIANE PAULUS

JAN 17 TROUGH JAN 28
UNDER THE RADAR
A FESTIVAL TRACKING NEW THEATER
FULL SCHEDULE INSIDE
ALL TIX AT PUBLIC.
$15!
PUBLIC.


UNDER THE RADAR VENUES
1. GOETHE-INSTITUT
2. MARIBU WHICS STUDIO
3. HERE ARTS CENTER
4. WEBSTER HALL
5. ENGLAND GALLERY
6. THE PUBLIC
FORD FOUNDATION
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JAN 17 TROUGH JAN 28
UNDER THE RADAR
A FESTIVAL TRACKING NEW THEATER
AT PUBLIC.
$15!
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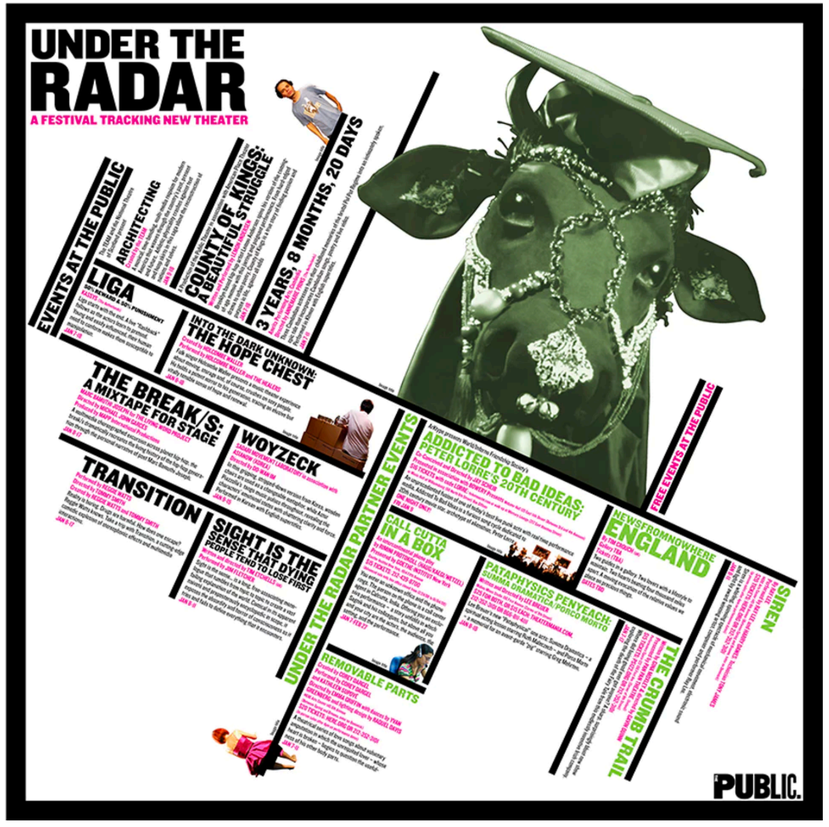
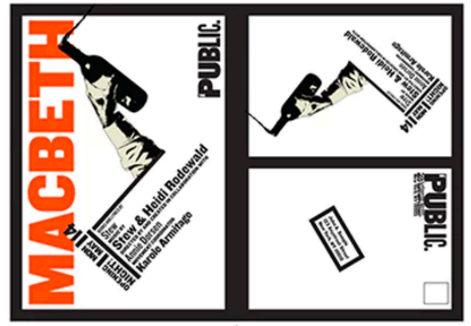

UNDER THE RADAR
A FESTIVAL TRACKING NEW THEATER
EVENTS AT THE PUBLIC
LIGA
INTO THE BARK UNKNOWN: THE HOPE CHEST
THE BREAK/S: A MIXTAPE FOR STAGE
WOYZECK
TRANSITION
SIGHT IS THE SENSE THAT DYING PEOPLE TEND TO LOSE FIRST
UNDER THE RADAR PARTNER EVENTS
ADDICTED TO BAD IDEAS: PETER LORRE'S 20TH CENTURY
FREE EVENTS AT THE PUBLIC
NEWSFROMNOWHERE ENGLAND
SIREN
REMOVABLE PARTS
THE CRUMB TRAIL
PUBLIC.

PASSING STRANGE
PUBLIC.


MACBETH
PUBLIC.

PASSING STRANGE
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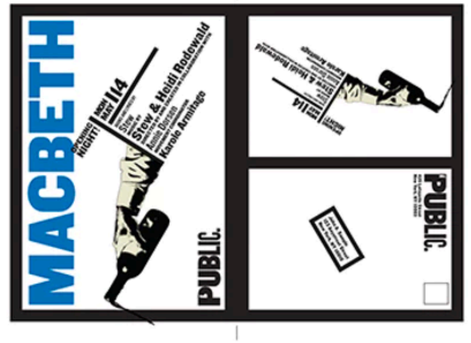
MACBETH
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PUBLIC
PASSING STRANGE

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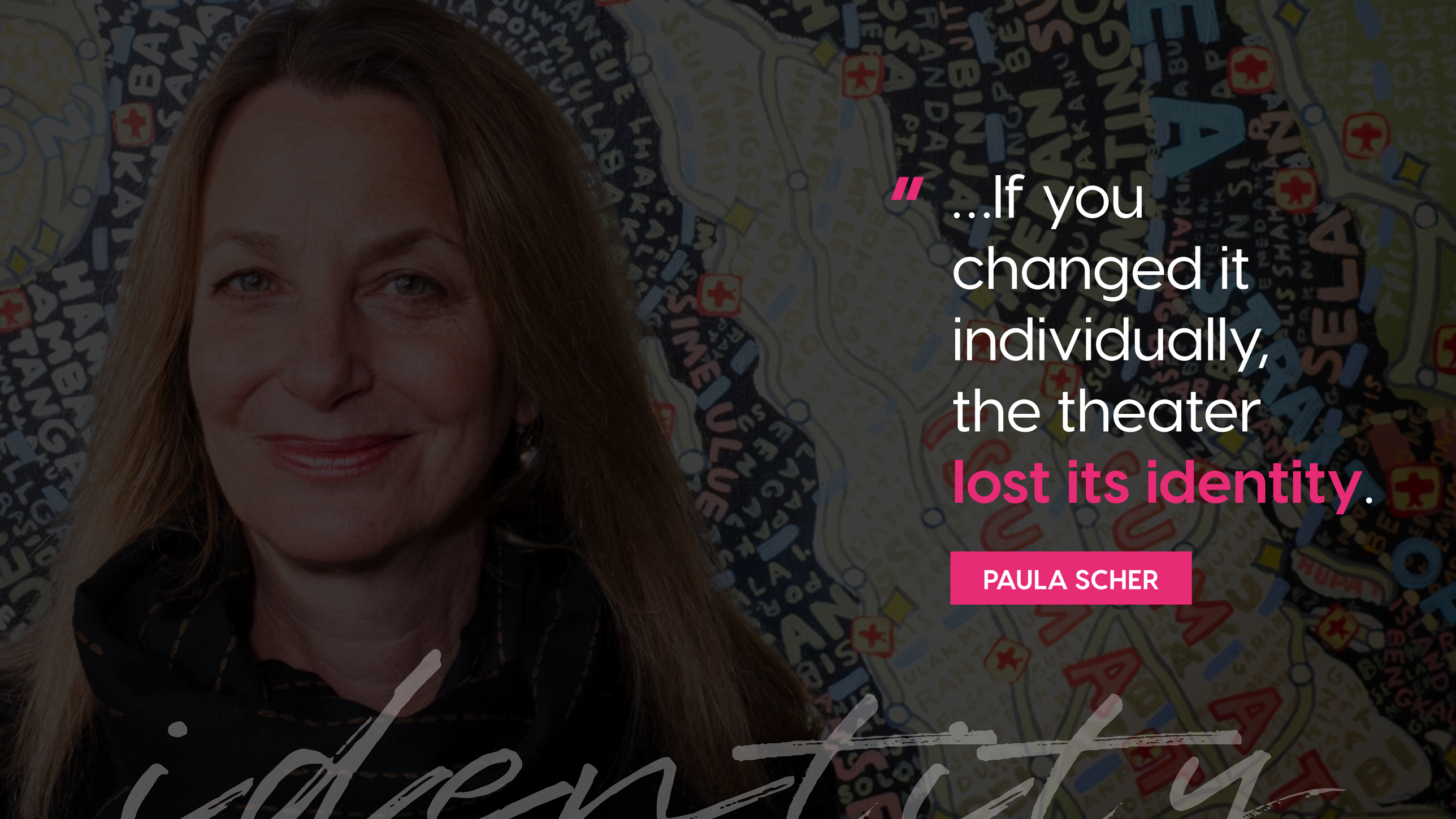
MACBETH



"...If you changed it individually, the theater **lost its identity**.

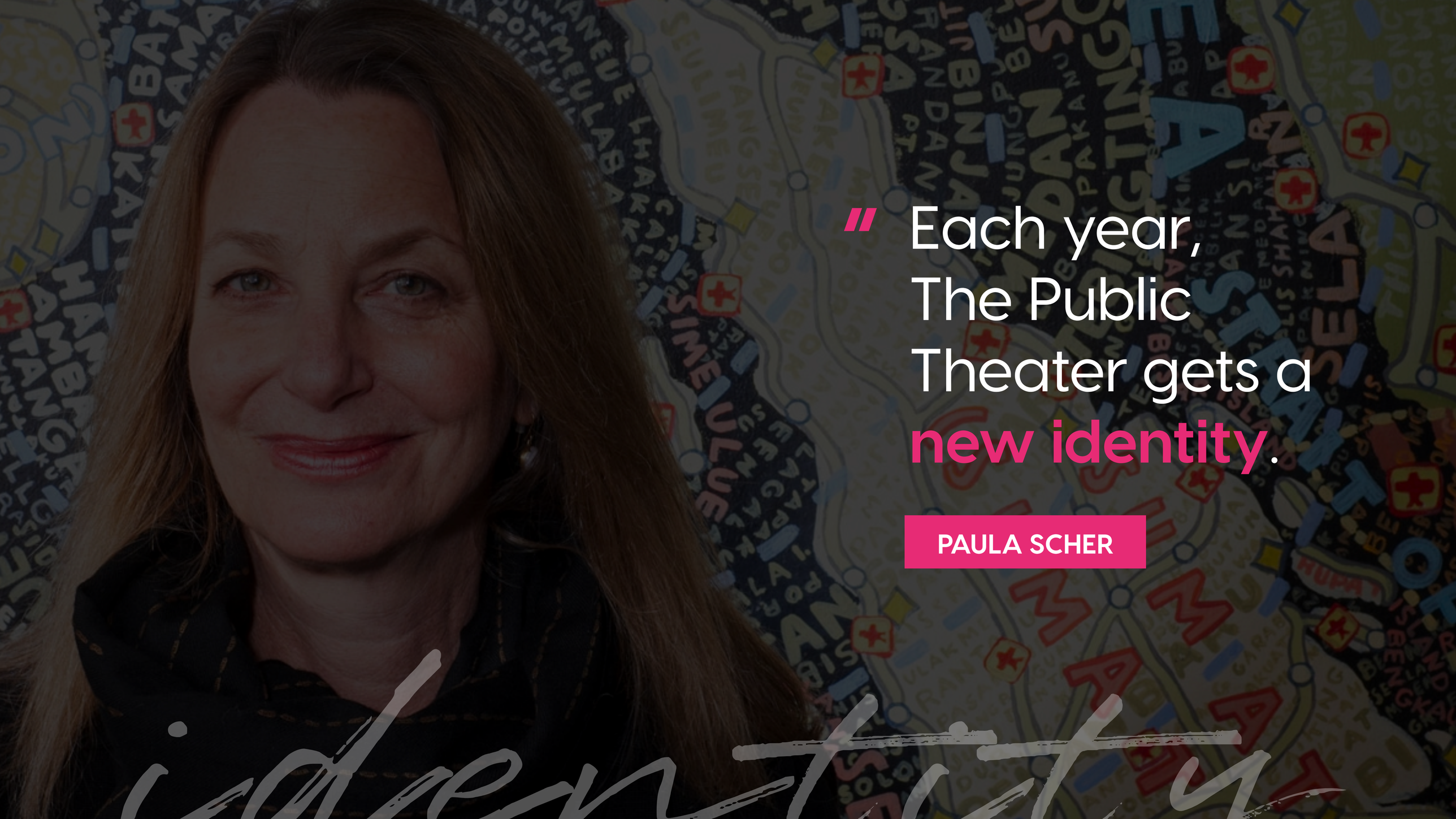
PAULA SCHER

identiteit

sound*familiar?*

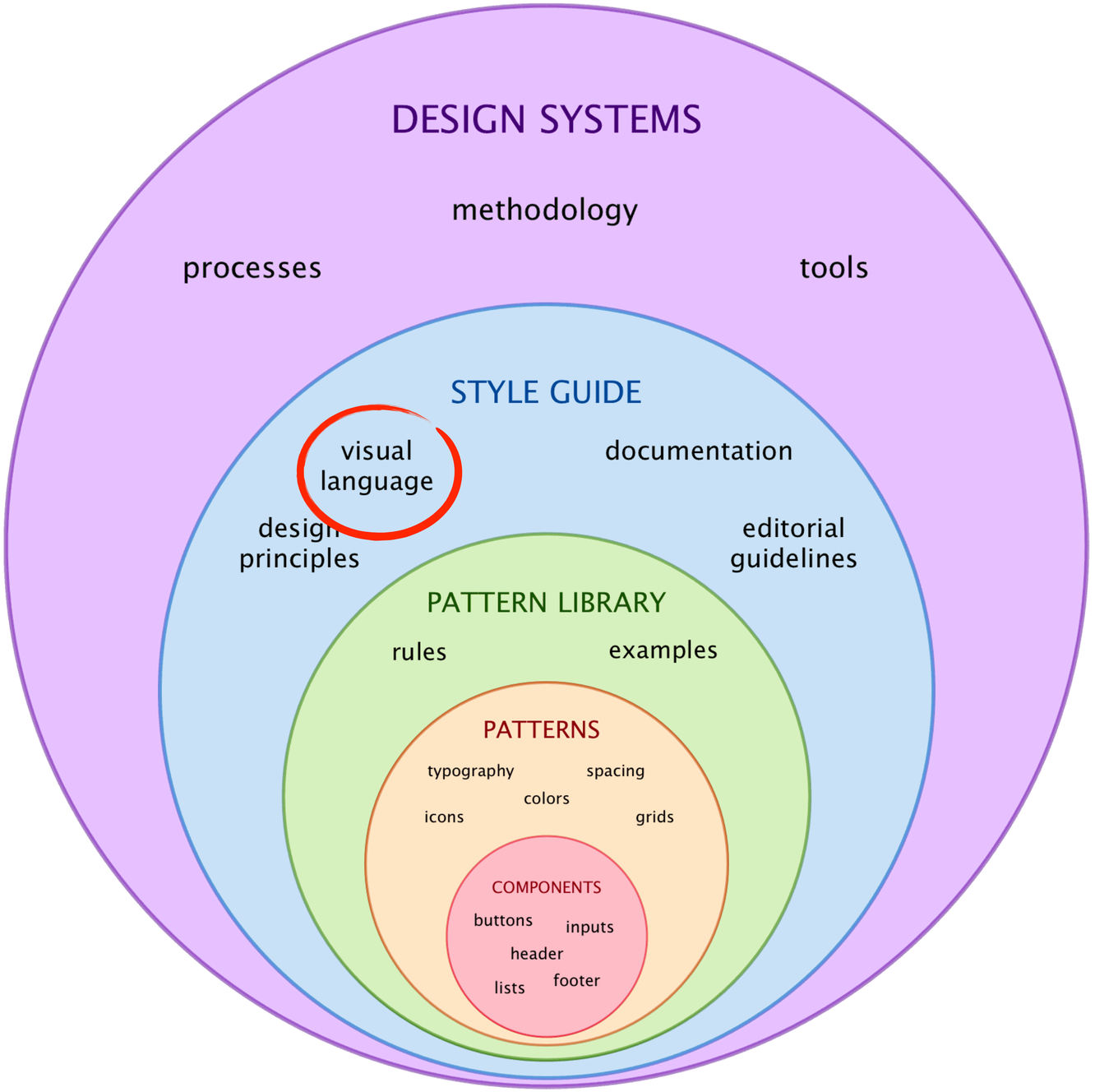
" Take the color system and typography and translate it into a **seasonal standards** manual.

PAULA SCHER



" Each year, The Public Theater gets a **new identity**.

PAULA SCHER

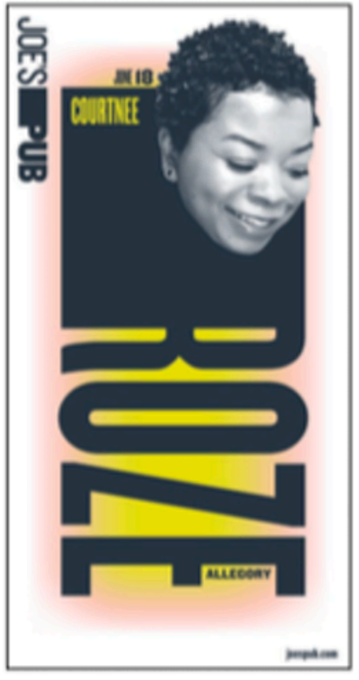

DESIGN SYSTEMS
methodology
processes
tools
STYLE GUIDE
visual language
documentation
design principles
editorial guidelines
PATTERN LIBRARY
rules
examples
PATTERNS
typography
spacing
colors
icons
grids
COMPONENTS
buttons
inputs
header
lists
footer

visual language

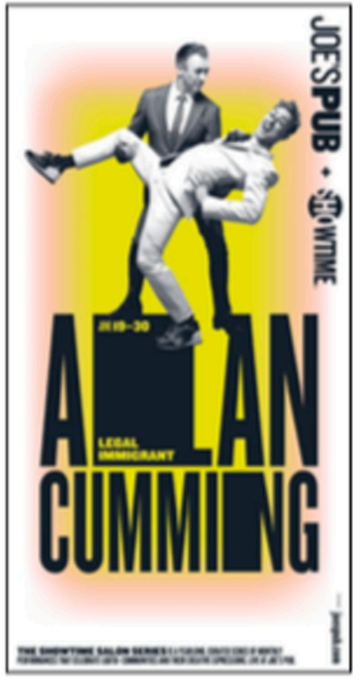
per *locale?*

ANNOUNCING
YOUR 18/19 SEASON
AT THE PUBLIC
BE
IN IT
TOGETHER
FOR MORE INFO

JOE'S PUB
JOE'S PUB @ ASTOR
MAKE MUSIC NEW YORK JUNE 21
FRIDAY NIGHT CABARET JULY 27
ASTOR ALIVE!
AT THE ASTOR PLACE CUBE

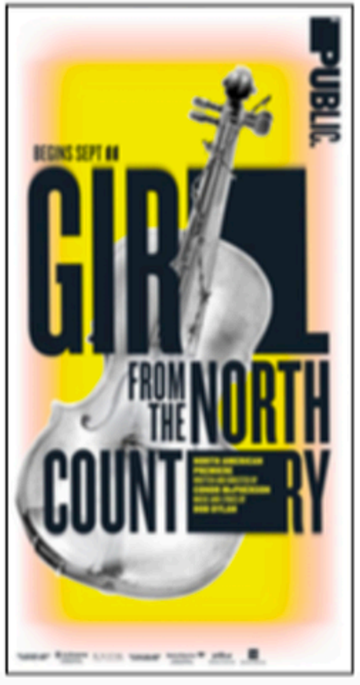

JOE'S PUB
JUNE 19
COURTNEE
ROZE
ALLEGORY

PUBLIC
BEGINS OCT 30
WILD GOOSE DREAMS


JOE'S PUB
SHOWTIME
JUNE 19–30
ALAN CUMMING
LEGAL IMMIGRANT

FREE IN THE PARK
A CELEBRATION OF RESISTANCE
WE RISE
AUGUST 13, 1PM
FREE & OPEN TO ALL
PUBLIC FORUM

FREE
& OPEN TO ALL!
PUBLIC
A MIDSUMMER NIGHT'S DREAM
OCT 28 - NOV 17


PUBLIC
BEGINS SEPT 08
GIRL FROM THE NORTH COUNTRY

FREE
LIVE THEATER!
A PLAY ABOUT THE REALITY OF THE AMERICAN DREAM
SWEAT
PUBLIC

PUBLIC
EVE'S SONG
BEGINS OCT 21

PUBLIC
BEGINS SEPT 25
MOTHER OF THE MAID

PUBLIC
FREE IN THE PARK
THE GOSPEL AT COLONUS
FREE TICKETS
SEPT 4-9
40 POWERHOUSE VOICES. 6 NIGHTS ONLY!
FREE & OPEN TO ALL

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MON, JUNE 11 ORDER FORM
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New York, NY 10003
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GALA
YOU'RE INVITED!
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GALA
TRIPLE YOUR IMPACT
MILLON MATCH
BE IN IT TOGETHER
Each year, thousands of families, friends, and visitors gather in the heart of Central Park
PUBLIC.
FREE SHAKESPEARE IN THE PARK
BE IN THE PARK
BE IN THE MOMENT
FREE FOR ALL.
Bank of America
JLGreene
SHAKE-SPEARE IN THE PARK
SUMMER
SEASON
OTHELLO
TWELFTH NIGHT
JULY 17–AUGUST 19
MAY 29–JUNE 24
"LET ME BE YOUNG
BEFORE I GET OLD, LET ME BE A KID."

PUBLIC.
GATE 1
PUBLIC.
GATE 2
PUBLIC.
GATE 3
PUBLIC.
GATE 4
PUBLIC.
GATES 1 & 2
PUBLIC.
GATES 3 & 4
PUBLIC.
REST-ROOMS
ACROSS FROM GATE 2
PUBLIC.
FREE SHAKESPEARE IN THE PARK
PUBLIC.
REST-ROOMS
ACROSS FROM GATE 2
PUBLIC.
WE RESERVE THE RIGHT TO
INSPECT ALL BAGS
PUBLIC.
FREE SHAKESPEARE IN THE PARK
PUBLIC.
FREE SHAKESPEARE IN THE PARK
PUBLIC.
PUBLIC.
BOX OFFICE
LAST NAMES
A–L
SECTIONS
ABCFG
PUBLIC.
PUBLIC.
SECTIONS
CDENO
PUBLIC.
BOX OFFICE
LAST NAMES
M–Z

A NEW MUSICAL
ROW
IN CONCERT
JUNE 21-22
WRITTEN AND PERFORMED BY
DAWN LANDES
BOOK AND DIRECTION BY
DANIEL GOLDSTEIN
JOE'S PUB

ODYSSEY
FIRST
DAUGHTER
BARBECUE
HEAD-
PASSES
THE TOTAL
BENT
SUITE
DRY POWDER
BEFORE YOUR
VERY EYES
& MORE!
PUBLIC.

JOE'S PUB
JUSTIN VIVIAN BOND
JANE LYNCH
SEE JANE SING!
DOWNTOWN
AT ASTOR PLACE
GAD ELMALEH
JOESPUB.COM

BENT
TOAST

HERE LIES LOVE
FORUM

FREE SHAKESPEARE IN THE PARK
NEW YORK SUMMER NIGHT!

JOE'S PUB

MOBILE UNIT
SHAKESPEARE
NOVEMBER 21-30
NOVEMBER 7 – DECEMBER 7
STRAIGHT WHITE MEN

SUPPORT THE PUBLIC
BOOK YOUR TICKETS TODAY!
CONNECT WITH US
JOIN THE CONVERSATION!

THE PUBLIC IS STARTING TO LOOK LIKE THE CLOSEST THING WE HAVE TO A NATIONAL THEATER
SEASON 14 15
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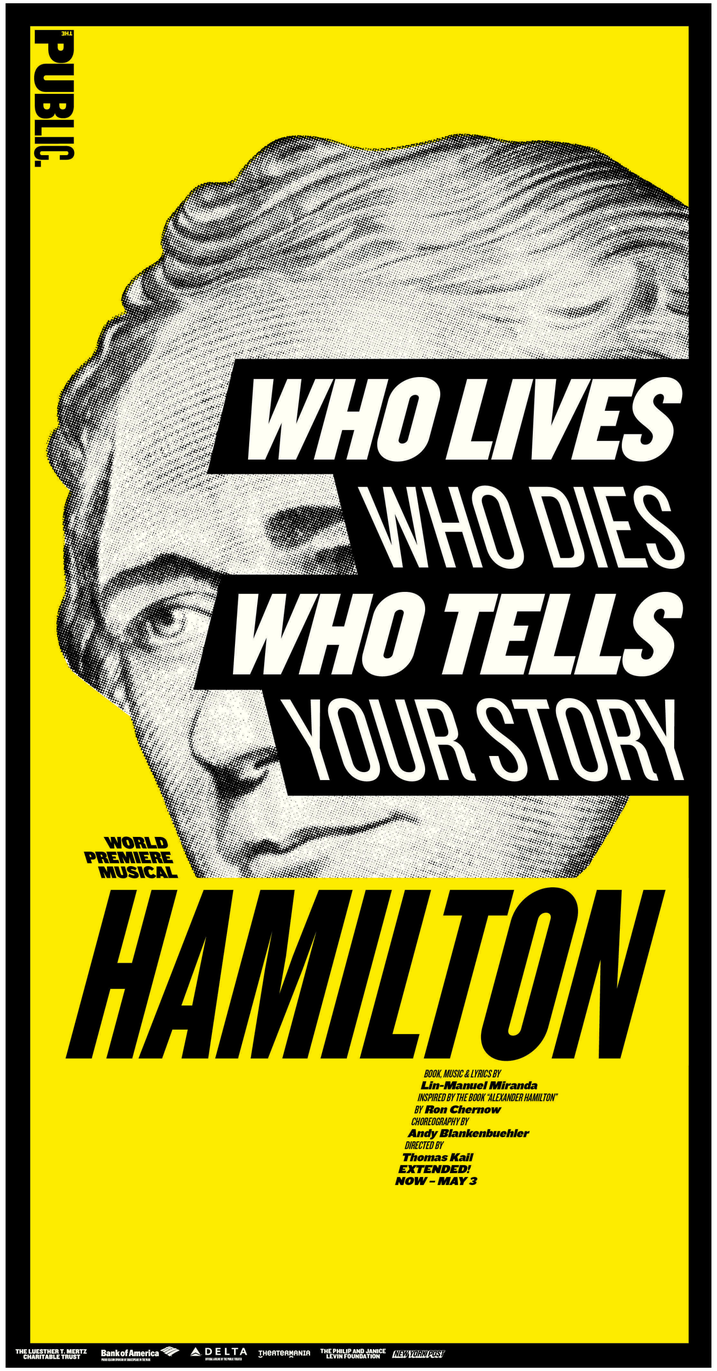
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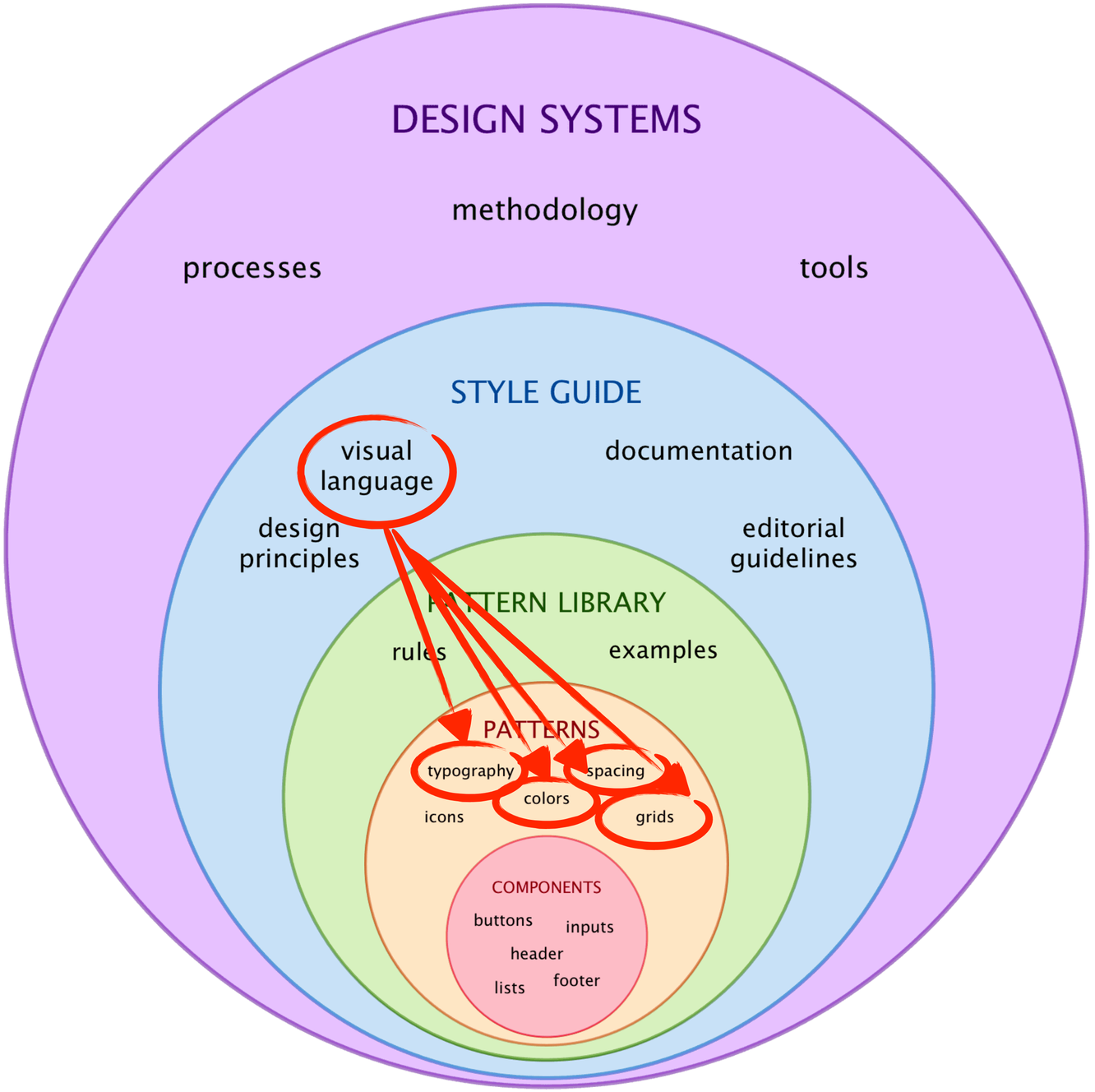
WHO LIVES
WHO DIES
WHO TELLS
YOUR STORY
WORLD PREMIERE MUSICAL
HAMILTON
BOOK, MUSIC & LYRICS BY
Lin-Manuel Miranda
INSPIRED BY THE BOOK "ALEXANDER HAMILTON"
BY Ron Chernow
CHOREOGRAPHY BY
Andy Blankenbuehler
DIRECTED BY
Thomas Kail
EXTENDED!
NOW – MAY 3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methodology
processes
tools
STYLE GUIDE
visual language
documentation
design principles
editorial guidelines
PATTERN LIBRARY
rules
examples
PATTERNS
typography
spacing
colors
icons
grids
COMPONENTS
buttons
inputs
header
lists
footer

The limit does not exist.

art direction is...

progressively enhanced.
localized by culture.
a **cross-functional** partnership.
inclusive by default.
powered by design **systems**.

👸🏽 @minamarkham 💻 mina.codes

thanks!