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Creative Skills › Product Design › Handoff & Product Ops

Specs, tokens, and assets

Mastering Specs, Tokens, and Assets for Seamless Product Design Handoffs

DEFINITION

> Specs, tokens, and assets are essential components in product design that ensure clarity and consistency during development. They help teams communicate design intentions and maintain brand integrity.

KEY CONCEPTS

Design Specs

Detailed documents outlining design elements, dimensions, and behaviors for developers.

Design Tokens

Reusable variables that store design decisions like colors, typography, and spacing for consistency.

Assets

Visual elements such as icons, images, and logos that are used in the final product.

Handoff Process

The transition phase where designers share specs and assets with developers for implementation.

Version Control

Managing changes to design files to ensure all team members are working with the latest updates.

EXAMPLES

→ Using Figma to create design specs for a mobile app.

→ Implementing design tokens in a CSS file for a website.

→ Organizing assets in a shared drive for easy access by the development team.

MEMORY TIPS

★ Remember 'S.T.A.R.' for Specs, Tokens, Assets, and Review.

★ Visualize a toolbox: specs are tools, tokens are screws, and assets are materials.

★ Associate design tokens with 'color codes' to recall their purpose in consistency.

COMMON MISTAKES

✗ Neglecting to update specs after design changes.

✗ Overlooking the importance of naming conventions for assets.

✗ Failing to communicate the rationale behind design tokens.

QUICK RECAP

Specs, tokens, and assets are vital for effective product design handoffs. They ensure that developers understand the design intent and maintain consistency throughout the project.