

Visual Standards Workflow

Matt Leacock
25 February 2005



Identify Visual Standard

Platform design group will identify a list of core visual standards.

Visual designers may propose ideas for new visual standards during the creative directors' open office hours.

Design reviewers may identify the need for new visual standards during design review (DRD).

International UEDs may submit ideas and requests for visual standards via the international design manager.

Executives may identify visual standards that need to be written to address known high-priority inconsistencies by contacting the platform design director.

Notification: the platform design director will maintain a log of ideas and requests and publish it on ue.corp.

Identify Author and Schedule Publication

The platform design director will identify authors for visual standards. In most cases, the author will be a YDS Editor.

The platform design director and author will agree on a draft, review, and publish date for each visual standard during the weekly YDS weekly status meeting.

Research Visual Standard

The author will conduct audits of existing treatments and seek the advice of other members of the platform design group and subject matter experts within visual design.

Notification: calls for subject matter experts can be announced in the weekly YDS email.

Notify Experts

The author will notify the webdev liason, the international design manager, and the accessibility expert of the developing standard during the YDS weekly status meeting or via notes from the meeting.

The webdev liason (or webdev director) will identify a webdev who can write the technical considerations (and eventually) the sample code for the standard.

Notification: The notes from the YDS weekly status meeting (including a list of the emerging visual standards) are sent to all of the experts listed above by the design communicator.

Write Visual Standard

The author will write the visual standard.

A web developer will write up notes on performance or and a link to the code (if available) and include it in the standard.

The international design manager will collect any notes or exceptions specific to other locales or languages and include it in the standard.

The accessibility expert will collect any notes specific to accessibility and include it in the standard.

Post Visual Standard for Review

Once a visual standard is written it can be posted in the visual standards tool.

Authors may select "Ready for Review" to add the standard to the review queue.

Standards in the tool (or otherwise) are reviewed during the creative directors' open office hours.

Review Visual Standard

Platform design (specifically, the international design manager, webdev liason, and the accessibility expert) spot-checks any visual standards in the Review Queue and adds comments.

Creative directors review visual standards during creative directors' open office hours.

Creative directors may bring a standard in front of the CPO for approval as "The Yahoo! Way."

Platform design may advise and creative directors may instruct authors to revise standards and bring them back to review prior to publication.

Approve and Publish Visual Standard

Creative directors may approve any visual standard in the tool by selecting "Approved Standard" or "The Yahoo! Way" in the visual standards tool.

Editors may also select these settings if they have the Creative Directors' blessing.

A visual standard is published (and viewable by any Yahoo! employee or vendor) once a standard is approved in this way.

Notification: all newly published visual standards will be announced in the weekly YDS email.

Comment on Visual Standard

UED members (and other Yahoo! employees) may comment on a published visual standard.

Revise Visual Standard

The author or any visual standards editor may revise a visual standard at any time.

The author may unpublish a standard if it has been edited substantially until the new content has been reviewed.

Notification Rollup

Every Tuesday, the Design Communicator will send an email to all UED members that "rolls up" the communication regarding Yahoo! Design Standards.

For visual standards, this email will include:

- Calls for subject matter experts
- New Visual Standards

Visual Standard States

State	Who can set the state	Who can view the standard
Under Construction	Creative Directors, YDS Editors	Editors, Creative Directors
Ready for Review	Creative Directors, YDS Editors	Editors, Creative Directors
Unapproved	Creative Directors	Editors, Creative Directors
Approved	Creative Directors	Yahoo! employees and vendors
The Yahoo! Way	Creative Directors	Yahoo! employees and vendors