

Course : Figma & Webflow (CMS)

webFlow

- # can't build web app : but I can develop the front in webflow
- # No admin panel like in wordpress → more UX friendly

6 Parts to this course

day 1) Secret of good design

day 2) Design Practice

day 3) Webflow development

day 4) Client Project

day 5) Freelancing

day 6) Advanced

use google chrome / safari

He created a site with cheat sheet and resources, look in welcome

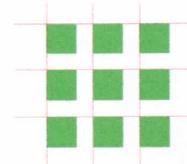
A hero page \ landing page need to answer the following questions:

- 1) what is this website about?
- 2) what am I going to get from this website?
- 3) How do I get it?

Alignment & Grid

ALIGNMENT

Just a simple alignment can make something look designed. On the other hand, misalignment will make it look sloppy, and amateur work.



💡 Try to stick to one alignment style on each page. For example, on the hero shot, if you have two headlines, a paragraph, and a button, either align all of them in the center or on the left/right. Don't mix and match.

THE GRID

If we take a page and divide it in equal-width columns, we will get a grid. Then we can align the elements within these columns to create a balanced and structured page.

Adding a grid in Sigma happens from the Layout Grid options, by selecting column option. Commonly used grid is made of 12 columns and has around 20-40px gutter.

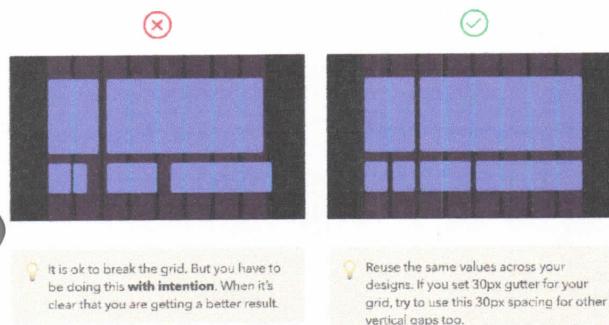
💡 Always start with the Focal Point. That's the visual most important object, a top dog of the composition.

Proximity

Good design likes **grouping elements** closer to each other if they have something in common. This is a design concept called Proximity.

The basic idea of Proximity is that:

1. Things that are related, should be close together.
2. And things that are NOT related, should be further apart.



💡 It is ok to break the grid. But you have to be doing this with intention. When it's clear that you are getting a better result.

💡 Reuse the same values across your designs. If you set 30px gutter for your grid, try to use this 30px spacing for other vertical gaps too.

Figma

UNDO

The most important shortcut in Figma is undo, **CTRL + Z** (CMD + Z on Mac).

You will make mistakes and accidentally delete things. Or change your mind. So you will need to rewind your actions quite often.

Figma's undo function works great. It can go as far in the past as the beginning of your session.

The shortcut for Redo, is **CTRL + SHIFT + Z** (CMD + SHIFT + Z on Mac).



💡 Note, Figma considers object selections as actions too. So if you delete a rectangle and then select a text box, hitting undo once will deselect the text box. Press again to undo the delete action.

LAYOUT GRID

A layout grid is the first thing you should add to your frame. You can do this by selecting the frame and clicking plus icon on the Layout Grid option.

Don't forget to change the dropdown from Grid to **Columns**.



💡 You can hide/show layout grids either by clicking eye icon in the properties panel or from the view settings, in the top right where it shows zoom percentage of the canvas.

Shortcuts: **CTRL + G** (Mac); **CTRL + SHIFT + 4** (Windows but might not work on all machines).

💡 Good settings on a 1440px desktop frame: 12 Columns, 140px margin, 30px gutter.

Visual Hierarchy

Visual hierarchy is helping the audience to **digest the information** easily. We can only focus on one thing at a time. When everything is of equal importance we don't know where to look at. We get dazed by the chaos of the information. But good design guides the audience.

Establishing a hierarchy is quite simple. **Bigger is more visible** hence higher in the hierarchy. Smaller and less visible elements will be lower in the hierarchy.



ZOOMING

You will often need to zoom in/out on the canvas. You can zoom by using several methods:

1. Pinch your touchpad/trackpad. Just like the way you would zoom on your phone.

2. Scroll on your mouse wheel while holding CTRL (CMD on Mac).

3. Using shortcuts: **SHIFT + "+"** (Zoom in); **SHIFT + "-"** (Zoom out); **SHIFT + 0** (Zoom to 100%); **SHIFT + 1** (Zoom to fit).



DUPLICATING

There are several ways you can duplicate objects in Figma:

1. Copy-Paste: CTRL + C (CMD + C on Mac) to copy the object and then CTRL + V (CMD + V on Mac) to paste the object. Note, this will paste the object right on top of the original so you will think nothing happened. Just drag it from its place.



2. Duplicate shortcut: Select object and hit CTRL + D (CMD + D). This will duplicate the object. Again this might place it right on top. Again this might place it right on top.

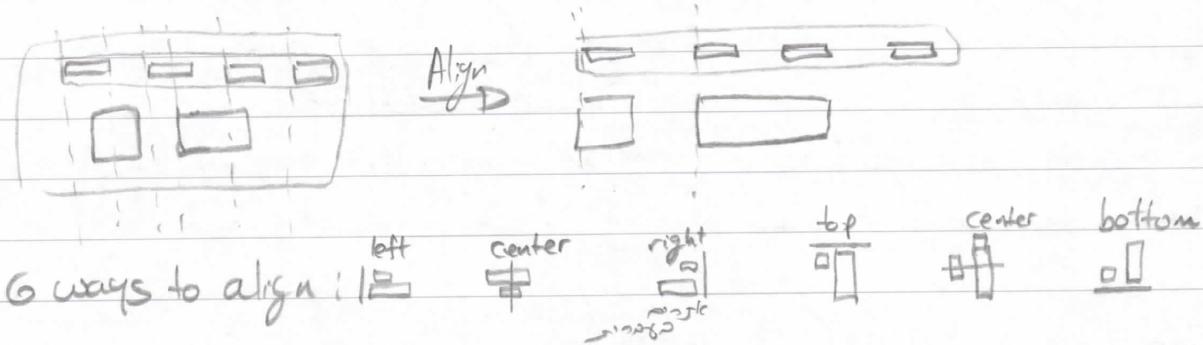


3. Drag object with your mouse while holding ALT/Option.

Day 1º Secret of good design

→ my tool : figma. Download it
figma is cloudbase so I need internet connection

Design Rule Nb.1 : Align your objects
we perceive organized as beautiful and chaos as ugly.



Design rule Nb.2: Grid

Align to grid of 12. The user won't see the grid but he will "see" it.
the structure will reassure him, will build trust.

in the begining use it, to break the rules you must master them.
As an experienced designer you can beat them.

I can break grid but in this case I must stick with alignment

why grid of 12? it's divided by 1, 2, 3, 4, 6

TP: Grid & Alignment

✓ - create a new project. design a page called hero section

✓ - select the desktop frame

✓ - create a grid (grid is per frame). Select the frame and in the sidebar choose Layout Grid, click on the grid and change to 12, and select columns.

✓ - nothing in web is align to the edges of the screen so I should define margin. make it 140

✓ - Gutter is the margin, space between the columns, make it 20

✓ - wide it with the right-click pop up menu or with ctrl + shift + n

✓ - change the color (background) of the page to #fff

TP nav bar

- add a rectangle for the nav bar, change the height to 75,
- / stay in the input and push the ↑ ↓ arrows, the number should obey do the same + shift, it will increase by 10
- /- give it a black color with transparency of 25%
- placeholder to the logo, don't forget the grid, make it rounded (it's beneath the h (height))
- /- create the nav links, the the logo and duplicate it, click alt + on the object and drag it to the right, create h of those
- /- Let figma align it, align it top center ⌘T and put them on the right
- create title (placeholder - no txt) — a paragraph and 2 buttons
- Save as an image and put it in the course folder → export
- Share it, click the Share button, → everyone with a link → copy link
put the link in submissions in udemy, don't forget to click submit

Design rule No. 3: Visual Hierarchy

a fundamental principle of good design. It's all about attention and focus. Focal Point, what do you want the user to see first - to center his attention, what next. It is done by size / weight of the elements.

There are other methods like color contrast and images that draws the attention.

Size: the biggest element will draw the attention and will be the 1st focal point, it will attract the most attention. If I don't want to make it huge I can combine other technique like color contrast, background etc..

Weight: Bold, Big, Uppercase → it looks heavy

Ghost Button: transparent button, only border (for secondary, 3rd button)

TP: Visual Hierarchy

- /- go to the resources website → course material → layout → Hierarchy
- /- in figma, duplicate the file (it can be view only)
- /- 1. create grid of 12 - 2. photos are excellent focal point. make the photo a focal point.
- Now take care of the text. How do you apply visual Hierarchy?

Design rule No. 4: Optical illusion

□ ○ → I used a grid so the 2 objects will have the same size. But I didn't take in account optical illusion, the circle looks smaller

so →



I need to resize the circle and to make it bigger

let's look at 2 icons



- both have the same size but it look amateur and un professional



: this is better. How much to enlarge?

there is no formula, let your eye decide

Another optical illusion: sinking text

This is a sinking text. Since it's heavy it look like it sink. It's not good UX

- ~~A TEXT~~ find the center and center the text caused the problem and this is only an illusion. It depend of the font and its weight.

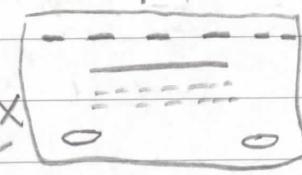
Solution: make it float and not sink by lifting it up

I shouldn't apply it to any text as a default, if the problem isn't there don't fix it, light text and font x won't create the illusion → so don't lift the text up

Design rule No. 5: Proximity or Don't fear empty spaces

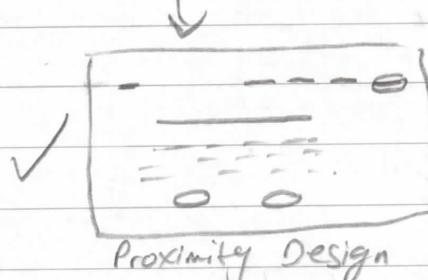
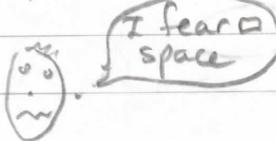
a lot of beginners fear of empty space so they will spread everything evenly on the page

to group elements if



but what design is

they have something in common.



Proximity Design

Design rule No.6: The right Typography
choosing the right font, the right font combination, style (skinny, bold...). Don't underestimate. The majority of the website is just text. This is your outfit. You won't go to a BBK in a 1000\$ suit.

Type: the font family ex: Helvetica

Font: helvetica light, -11- regular, -11- bold oblique etc...

Every type has a personality. Every type belongs to a category, understanding the category will help choosing the right type

1) Serif 2) Sans Serif 3) Display 4) Script

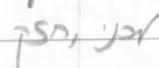
Serif: Due to low res. + flickering is more hard to read on the screen

Old Style: the most popular, used in print..

Modern: the different between it and old style: Modern → d old → d

dramatic contrasts between thick and thin 

reserve it to headlines and big text. Don't have good readability for big text

Slab: Don't have thick/thin contrast. save to headlines/big text 

2) Sans serif: The main type I will use

huge range of personality

3) Display: Strongest personality but can be silly. Never for paragraph

Only for big headlines

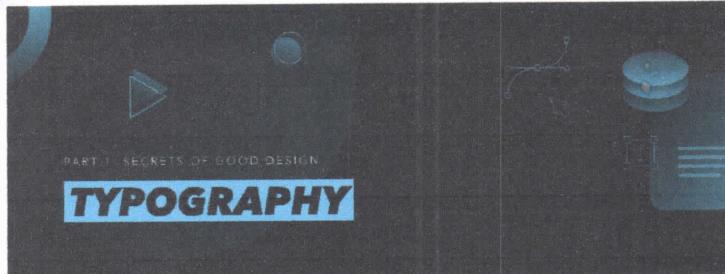
4) Script: Based on handwriting. Use very rarely

use only for headline text

If there is a description for the font - read it, it will tell you when / where to use it → go to About

TP Typo

Do the typo exercise, go to resources, then in figma choose the right font for each use case. Don't choose from the menu since there is no preview. Go to google font, write your text to test it



Typeface Categories

PERSONALITY

Each typeface has a personality. Some are fun and playful, some are strict and blunt, and some feel academic and fancy.

The personality of a typeface is as important as choosing the right outfit for the right occasion.

CATEGORIES

There are certain classifications that each typeface falls under.

There are 4 major typeface categories: **Serif**, **Sans Serif**, **Display** and **Script**.



Serif	Sans Serif	Display	Script
Three styles within: Oldstyle, Modern and Slab.	"Sans" without French. So without serifs - those tails at the end of characters.	Danger zone. They have a potential to be quite silly.	Script typefaces are based on handwriting.
The Oldstyle is the most popular in serif fonts. It's a classic, traditional typeface that goes way back.	It's the most versatile. It can fit a design with a wide range of personality. It's the safest bet out of all styles.	Only use for large headlines and never for paragraphs.	Just like Display, very rarely you're going to use Script style. Although, there can be times when they come in quite handy. Say, if you were to design a website for a child care

💡 Read the description of the typeface. It will tell you how you can use it.

Letter Spacing

Letter spacing is one of the properties that we are able to change in fonts on the web. We can set letter very tight and snug or very wide and airy like these guys here.

With a very wide letter spacing designers create an effect called **Panorama**.



💡 Two rules when using panorama effect:

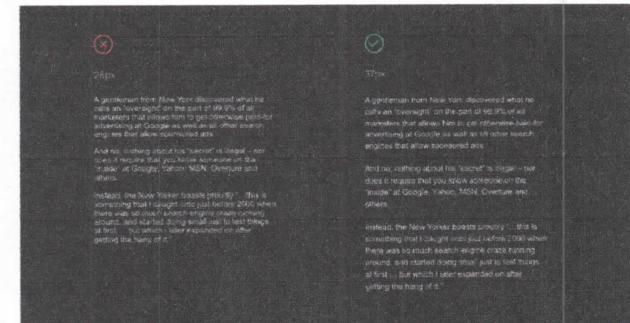
1. The text has to be uppercase.
2. Use on single line headlines. Doesn't look good on multi-line text.

Line Height

Line height is the spacing between the lines of text.

All fonts come with their default line height values. Some fonts that are very well-made and well-balanced will have great default line height but others might need some adjustment. Usually increasing it.

If the lines are too close to each other, reading text might become difficult.



💡 In most cases, for the body text, **140%** (1.4 x font size) is an excellent line height. **Don't go over 180%** unless you know what you're doing.

Font Weights

Light, regular, semi-bold, bold, extra-bold, heavy, black, skinny, hairline and so on. These are what's called font weights, or thickness.

💡 For the main typeface of the website, pick typefaces that have sufficient number of weights, at least 4.

Adding weight: making txt heavy
1) Bold
3) Big text
2) text on a dark bg
Figma

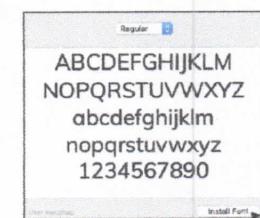
GOOGLE FONTS

Figma app already comes with most Google Fonts preloaded. However, sometimes there will be some fonts missing from the list. That's probably because Google Fonts constantly adds new typefaces but Figma needs some time until they can include those new fonts in their app.

If you want to use those missing fonts you can simply download them from Google Fonts and install on your computer. Once installed on your computer it will show up in the font list in Figma.

Figma desktop app can automatically read the fonts from your device but if you're using Figma in the browser then you need to install a Font Installer:
<https://www.figma.com/downloads/>

Light
Regular
Semi-Bold
Bold
Extra-Bold



TEXT SETTINGS

When you select a text box in Figma, the properties panel will display Text Settings. There are you can choose a font, edit font size, line height, letter spacing.

Under more icon (those three dots) you will find even more settings like Letter Case and Text Decoration.

💡 Common issue for students: if you ever find your text crammed all in a single line, check the line height. If the value is smaller than the font size you might end up with overlapping text.



try open sans, roboto or lato - they look great.

More About Typography*

- Panorama: wide space

G R A V I T Y

- having spaces between the letters. It can make a small text more readable
GRAVITY G R A V I T Y . Best with uppercase

- Tight Space: When dealing with large heavy text.

- Line height: tight line height make the text harder to read. People don't read text on websites, they scan for keyword to find what they are looking for / to decide if this is the site that will help them.

Try to scan the text, add a space between the lines and see if you scan it more rapidly

When to reduce line height: with bold, uppercase and heavy text

- Font weight: Aim to font that has at least 4 font weight
Arial has only 2: regular and bold, I can't manoeuvre with it and I will struggle a bit. Choose a font that has more options (light, regular, semi-bold, bold, extra bold etc)

A text on a dark background look heavier, using Arial I can't make it thin since regular is the min. I can't go thinner, but if I use a font that has light version, I can. Another use case - A big text look heavier, if I want to use a big text but keep this light/feather feeling I must use light

TP II

Choosing the right font size, line height, weight and line spacing

- For each text I need to improve

1) text readability: font size / line height or both

2) Good hierarchy between the header and the paragraph: size / heavy or both
don't change the

Allowed: line height, font size / weight. don't touch the type/color, the letter space

Shift + zero will zoom to 100%

● How many Fonts? Max 2! that look different

more is overwhelming. If both of them are similar and they look the same

- just go with one of them.

* try open sans, roboto or lato for the text. They look great. Playfair display for title

WHERE TO FIND FONTS?

Free: defont.com for free fonts

Paid: Myfonts : paid fonts. It costly so it's better to pay for headers and not for body since in the body I may need several weights and the payment is per project

Subscription: premium fonts (Adobe fonts) but I need to subscribe (can be at min. 10€ per month)

Google Fonts: free, well design, and both figma and webFlow come with it. Best option for beginners.

* The fact that I have the font file on my pc doesn't mean I can use it for my project. It need to have "free for commercial use" license.

Add On: Font Face Ninja. Browser add on that let you see the

TP: Type Faces During

for each text block pick 2 font types. Again do what it takes to achieve good readability and good hierarchy. When picking the font type think about type personality and match it to the spirit of the text

Trick: type the keyword (for example : vacation) and google it with the word signs or postcard, look at the images and see if there is a font type that goes along with it

Design rule No. 7 : The right colors (see printed page)

TP: colors palette

Sample the frames, create your color palettes and use it for the left part of each page, in page No. 3 use your own photo

for the left text apply visual hierarchy + Readability (font type also)

* for the photo go to the site Unsplash

* to resize the image click on it with ctrl, zoom out if needed so you can see all the borders of it and then resize, hold shift while resizing (proportions)

! if the image doesn't act the way I want it to act it maybe because it's not on the frame I want it 2 be.

For this exercise read in the next page Masking with figma and picking colors out of images



Sampling Colors

Sampling colors from the real world, like people, nature, animals, will almost always give you great results. Why? Because most of us already agree that, an Orchid looks beautiful but a cockroach, not as much!

chrome extension : Color Zilla



When sampling colors, blur the image to average out the colors.

Fine-tuning Colors

Ability to fine-tune a color is a really handy skill that will let you nail the designs the best you can.

You can do this by changing the color Saturation and Brightness, either by editing HSB fields or just dragging the indicator on the color map.

We don't touch the Hue!



Don't use colors from your head
use inspiration : a photo, a color palette
Color Hunting

One of the best ways to find great colors is to **steal them**. Designers love borrowing colors from each other. You can find color inspiration in places like Dribbble and grab entire color palettes from the works that you like.

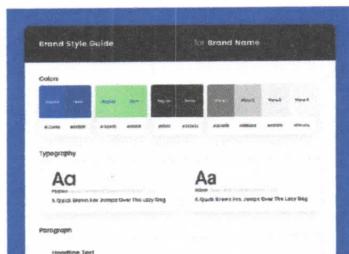
use the colors in the palette and play with
Background, text, titles, buttons...

Brand Colors

Often we don't get to choose our own colors for the project because the company already has a brand.

In such cases we need to work with the existing brand colors.

Ask your client for the Brand Style Guide if they have one and follow the colors set by the brand designer.



Tip:

Avoid raw colors! Colors with 100% saturation & 100% brightness. We love colors that exists in nature. Raw colors are rarely found in nature

Figma

MASK

Mask is a handy Figma feature that helps you creatively crop objects, usually images.

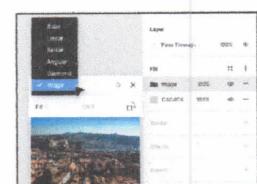
To create a mask, **first** you need a shape, like a rectangle, oval, etc. **Second**, on top of that shape you need an image. Then you need to select the shape and apply mask from the toolbar. The icon that looks like a lunar eclipse.

You can use non-traditional shapes as masks too. You can even use text as a mask.

There's another way you can create a mask. All you need to do is just add image inside the Fill settings of a shape.



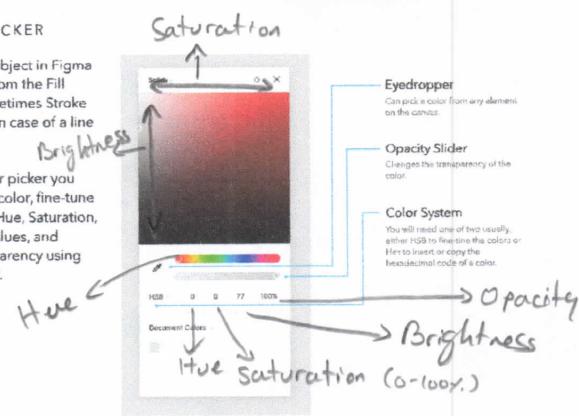
MOUNTAINS



COLOR PICKER

Color of any object in Figma is managed from the Fill property, sometimes Stroke property like in case of a line shape.

From the color picker you can edit your color, fine-tune it using HSB (Hue, Saturation, Brightness) values, and control transparency using Opacity slider.



Brightness: think of it as "how much sun does this color get". On a sunny day it will be the brightest, At night it will be close to black.

Saturation: How much this color is in with color. An unsaturated photo is grayscale

Finding Colors

- 1) Stealing: A good source is dribbble.com it will give you inspiration
- 2) Color palette generator: like colorzilla.com
- 3) Brand colors: If they already have a logo so you should stick to the company's brand colors. The best thing is to ask for the style/brand guide file. It will be available only if the hired a pro for the logo design

1.12 Masking in figma

the mask is a shape and anything that is on top of that shape will be visible only within boundaries of that mask

- 1) Select the layers
- 2) Click on the  use as Mask icon on top (context icon)

for mask to work the mask (Rectangle for example) need to be behind the object

Disable a mask:

Select the bottom layer that being used as a mask and click on it, then click on the  icon, it will change its background from blue to black

Picking colors out of images

- 1) Blur the photo: Effects → Layer blur, click on the sun icon next to it and blur it more
- 2) Outside the frame create a rectangle, change its color with the eye dropper tool (go to fill and click on the gray color)
- 3) Repeat it for x=10. 10 → The number of colors in your color palette

TP: Fine Tuning

Go to the previous TP and fine tune your palette. Start by duplicating the project. You don't want to run over the old one. Select the frame and   or drag while pressing alt. While fine tuning: 1) don't touch the visual circle, change the values 2) change the values in a gap of 10, it will save time

Design Rule No. 8: Awesome photos (see photos page)

choose the right photos for your websites. Great photo can do wonderful to a design, and the photo must lie in harmony with everything around it and on it. Great photo with unreadable text is poor design - this can be solved by image overlay

TP: Image overlay

- 1) There are 3 frames. Find photo for each frame and apply image overlay
- 2) Get the photos from unsplash.com
- 3) The image file can be dragged to the browser or you can import the photo with the 
- 4)  will send it to the back, shift will  the proportions, when clicking the image, all the frame will be selected, to select just the image is  not together.
- 5) Apply black overlay, in the fill option click the +, change linear to solid. The next photo, Do a fitting overlay:

- 1) choose the photo, in the fill click on the image and set the saturation to zero.
- 2) Then add a fill and make it semi transparent

For the 3rd frame, solve the readability problem, with the 3rd solution, apply black
transp by to the text

TP: photo Crop

apply a crop for each image, pay attention to the instruction above each photo
Don't forget the text, font, color, size, grid

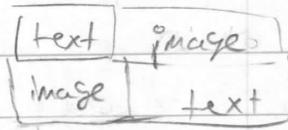
The second image and the third one soft crop. When trying to do the white soft crop
The direction will be top-bottom, I want it $\leftarrow \rightarrow$ so I need to reposition the gray line
from 1 to -. Also pay attention to the start and end colors. They should be the same.

TP: find photos

just find 3 images, try the free and the paid websites. Don't waste time
of positioning the photo or the text. The aim here is to look for a photo
explain why you chose the photo (under the photo)

TP: Overlapping

This is a travel app. Create an alternating layout
for each block use the overlapping principle. Use other
principles like grid font etc...



TP: Tension

Create tension in this frame.



Image Overlays

A great photo can do wonders for a design. Often when putting images as backgrounds we lose readability of the content. This can be easily fixed by Image Overlays.

- 1) In Figma this means adding a black color fill on top of the image, and adding transparency to that fill until you get good contrast but before it gets too dark.



- * tint overlay
2) Desaturate the image and add a color fill layer on top of the image. Then add transparency to that fill like in step 1.

Result: the photo will have 1 color

- 3) Another way to solve the readability problem is by adding a transparent black (or other color) background behind the text

SOFT CROP

A soft crop doesn't have a hard edge. The image gradually fades away or merges with the background color.



How:

To create this effect in Figma, you need to add a rectangle with a gradient fill. The start and end color of this gradient needs to be exactly same and it has to fade from 100% to 0% opacity.

To make the fade out more smooth - I can duplicate the fade out layer **Unbox it!**

Photos always comes in a box. That's the original format when you download it from a stock website. When you put that photo on the page, it's exactly that: an image slapped on the page.

But if you cut out a model or an object from that image then you are creating a three-dimensional space where this model/object exists with other elements on your page like buttons and text.

• the tint overlay is good if I have brand colors so the tint can be one color, and I can use the other colors for buttons.
If I don't have brand colors, it may be better to use the other 2 options

TINTING

Another method is called **tinting**. It's taking that overlay color and giving it a different color tint.

To do this you take the image and desaturate it, to turn it into Black and White. And then again add a color fill. But this time, instead of black, you pick a different color. This will give the image a tint of that color.

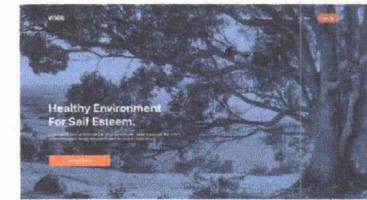


Photo Cropping

EXTREME CROP

When working with photos you can use a very common design trick - Extreme Crop. It's when you take a model or the object in the image and crop parts of them out. The effect is!

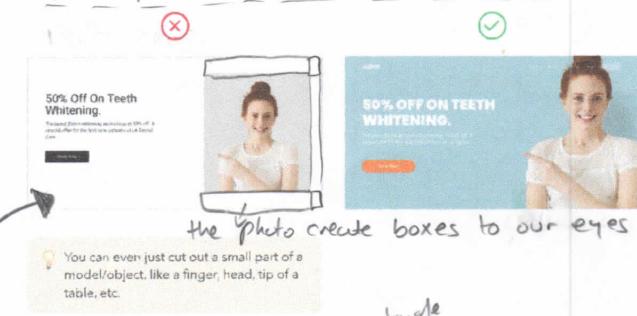
1) Creating Mystery

2) I'm more curious and interested



Not go too far with the crop. The object must stay recognisable since the first millisecond.

Narrow Space: If I will put the image here the dynamic of the image is decreased!
Solution: Extreme crop that will fit the narrow space the crop must tell the story



Figma

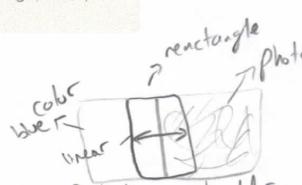
GRADIENT FILL

Gradient is a type of fill which you can select from the dropdown on top of the color picker.

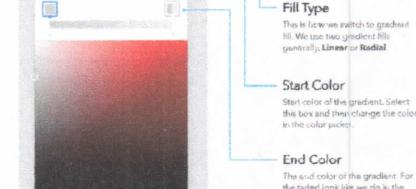
The default fill type is Solid color fill.

Linear is one of the gradient fills.

Common mistake:
When creating a fade effect for the soft crop, make sure the gradient handle isn't going outside of the rectangle. Otherwise, it will clip the fade prematurely.



& the linear should go from blue to blue * it must end before the end of the rectangle



Fill Type
This is how we switch to gradient fill. We use two gradient fills generally Linear or Radial

Start Color
Start color of the gradient. For the faded photo we do at the 50% mark the end color needs to be the same as start color but with 0% opacity

End Color
The end color of the gradient. For the faded photo we do at the 50% mark the end color needs to be the same as start color but with 0% opacity

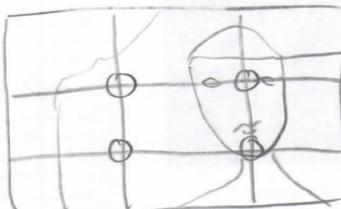
Gradient Handle
With this line we change the direction and length of the gradient

Peeking through the blind

When working with panoramic narrow crop I should think of it not as a cropped photo but as looking at the views from side on

בנוסף ל-מוציא לאור, מוציאים לאור מודפסים (出版社) ו-מוציא לאור אלקטרוני (出版社電子版), מוציאים לאור דיגיטליים (出版社電子書).

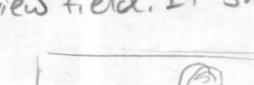
X	Boating	
	♂	♀

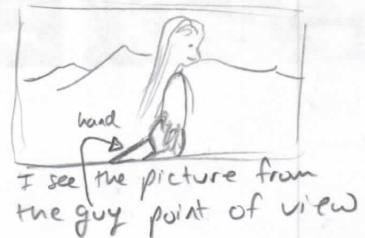
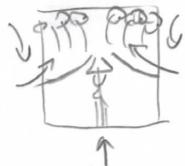


put the center of interest in the intersection between the lines.
IF you are dealing with portraits - position the eyes on an \ominus
since it's a focal point in the human face.

Exceptions

- Exceptions

 - 1) if we are seeing an image from someone's else eyes it will be strange if the object will be at the side of the view field. It should be at the center
 - 2) if everything points toward the center



- 3) photos for split screen  should have the object in the center

Picking Photos Like a Pro

Avoid at all cost photos who look fake: fake people, fake smiles

How to tell: Ask those 3 questions!

- How to tell: ASK those 3 questions:
1) Is the scene real? 2) Is the emotions are real?
3) Is the set looks realistic and modern? Objects in the photo, clothes

#stay away from abstract photo (my feelings revr)

Where to find photos?

- Where to find photos:

 - 1) Free photo sites: they are not totally free. They come with a copyright conditions, you can do this but not that, credit the author etc..
 - 2) Unsplash.com: Totally Free no string attached
 - 3) Pexels.com: also 100% free
Disadvantage: since they are free you can find them on other websites
For a well paid project go with the paid sites. A lot less developers used them
 - 4) iStock: paid
 - 5) Shutterstock: cheaper than iStock
 - 6) Big Stock
 - 7) photos.icons8.com

→ in the resources files
there is a bigger list

and the last one is the best one that you are looking for.

6) Big Stock
Tip: If you see a photo you like but it's not 100% what you are looking for, look and click on the contributor of the photo and you will get all the photos he contributed, there you can find a match

Good design is as little design as possible

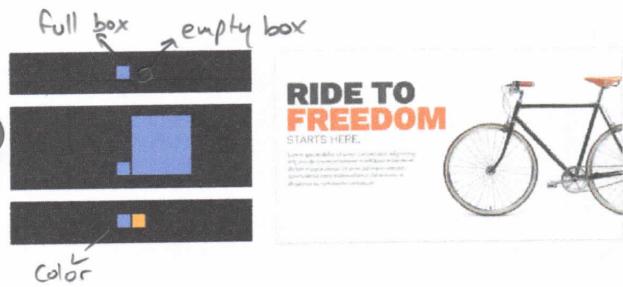


1. Contrast

The contrast is one of the most widely used design tricks. It's actually often used to define the visual hierarchy and create interest.

Contrast can be expressed in the composition in three main ways:

1. Contrast in **Weight**. Coupling light and heavy objects.
2. Contrast in **Size**. Putting very large and very small next to each other.
3. Contrast in **Color**. Matching contrasting and complementary colors like black and white, blue and yellow, red and white, etc.

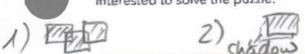


4. Overlapping

The trick is to take different elements and overlap them.

You see how the **hand of the statue** is overlapping National Geographic title and also the yellow frame? It makes the design more interesting and adds an extra dimension to the composition.

It **ties** two otherwise disconnected elements together. And it also creates **drama** in the design. Something interesting is going on and our eye is now interested to solve the puzzle.



You can use simple shapes like rectangles and circles and place them behind other objects like photo.

overlapping normally breaks the grid

5. Tension

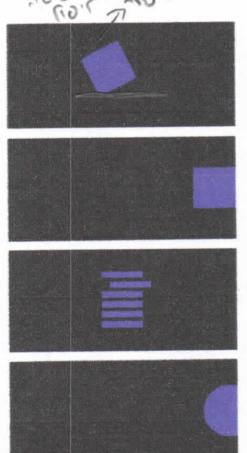
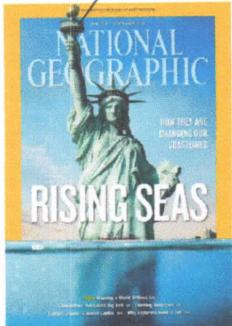
Visual tension in design can make a work very interesting to look at. Tension in design can be created by:

- tilting elements and using angles, to create a sense of movement
- placing objects on the edge
- moving elements out of balance
- hiding parts of the object (extreme cropping is tension trick too)
- overlapping elements (just like overlapping trick)
- basically anything that brings drama to the design.

use of diagonals

Look out for unnecessary tension. This usually happens by accident when you were not intending to create tension. For example if two elements are too close to each other.

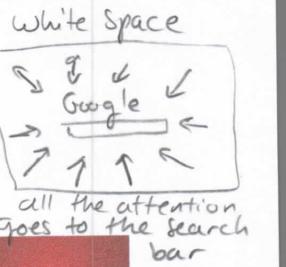
the hand overlap the text



Angled shapes and diagonals create tension and movement
When creating tension don't take the grid into consideration

2. White Space

White space is this empty space around elements. White space draws attention to the object. It's not just easier to see the object, but it becomes much more interesting and important.

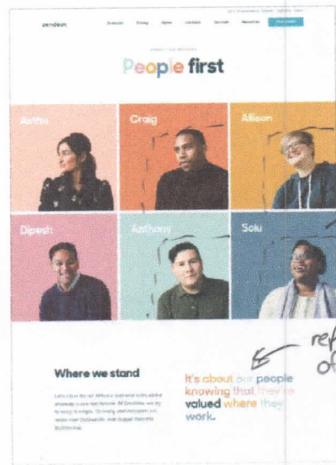


white space doesn't have to be white

3. Repetition

Repetition is a popular design trick. It's when you take one item that might not be interesting on its own but repeat it several times and now we have something that's more interesting.

Repetition trick doesn't just apply to identical items. It can be applied to nearly everything, like **color, style, spacing, layout**.



Layout! ref of position

repetition of the colors

As humans we try to recognise patterns repetition creates patterns

6. Consistency (principle, not a trick)

Inconsistent design is very easy to tell. We are wired to recognize patterns and detect any breaks in those patterns.

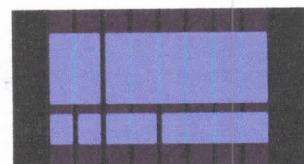
Consistency isn't really a trick but more like a core principle of design. DON'T BREAK THE CONSISTENCY!

Consistency applies to everything but here are some main ones.

LAYOUT CONSISTENCY

This is exactly a purpose of the grid, to maintain a consistent layout across the page.

Don't mix different alignment styles on a single visible frame. For example having a center-aligned headline but left-aligned paragraph on the same section.



TYPOGRAPHIC CONSISTENCY

Creating consistency in typography is quite simple. We just need to create specific font styles for each occasion and then stick with it.

For example, having one paragraph style and keep with it across sections, pages and everywhere on the site.

Headline
Title
Subtitle
Button
Paragraph

COLOR CONSISTENCY

To be consistent with colors we have to set the color palette for our project and stick to it.

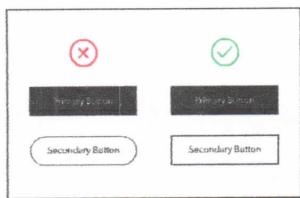
Brand Style Guide
Colors

CONSISTENCY OF SHAPE & FORM

One way we might break consistency is by mixing different shapes on the page.

For example, if we have one button with rounded corners then we have to have all other buttons the same way.

Furthermore, we should even stick to rounding other shapes besides buttons, like cards, images, and other rectangles.



ICON CONSISTENCY

Just like photography, combining icons with different styles will create a very inconsistent and unpolished look.

In this example, the third icon is a different style than first two. It's the same color palette, similar rounded shapes but it still looks out of place. The difference is only in one small detail, first two icons have outline stroke on them, the third one doesn't.



FlatIcon.com

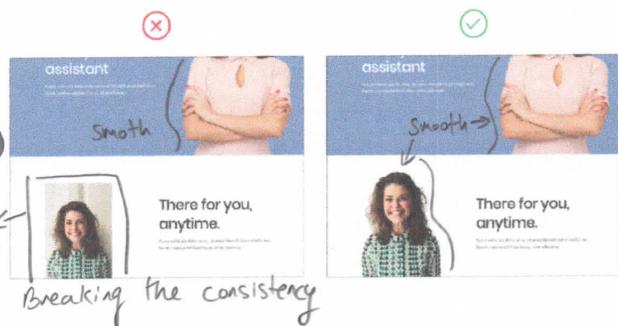
Pick icons from the same pack. Icons inside a pack are made to look very consistent with each other.

PHOTO CONSISTENCY

Inconsistency in photo styles can be created by things like:

- using isolated (unboxed) images with regular boxed images
- different zoom levels next to each other
- very different emotions of the models in the photos
- noticeable differences in photo filters

Look for photos from the same photographer/contributor. You will have easier time to select similar photo styles, sometimes even from the same photo shoot.



Figma

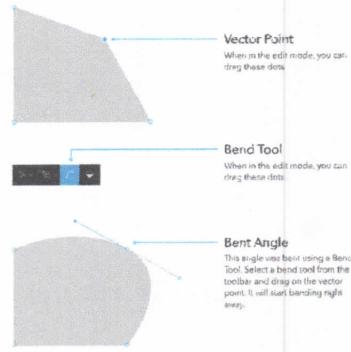
SHAPE EDITOR

When you **double-click** on a shape, be it a rectangle, oval or a line, you will enter shape editor mode.

You can create new shapes by **dragging vector points** on that shape. Those dots on the corners.

You can also create smooth shapes using a **bend tool**. It shows up in the toolbar when you're in shape editor. Select the bend tool and drag one of the points.

In the resources of the lecture **Practice: Tension** there's an extra video about shapes in Figma.



Design shares notion with music

white spaces: pauses —

contrast: high notes vs low notes, fast vs slow

repetition: in melody, NSA

Tension: building drama, like prep and then explosion

HOW WEB PAGES WORK

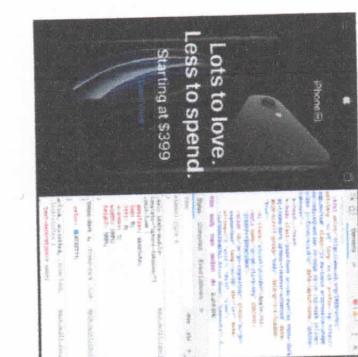


HTML & CSS

HTML makes up the structure and content of a web page.

CSS styles the content.

When you visit a website, your browser (e.g. Chrome) is reading this HTML and CSS code and decides how to display the page.



Down to the final big box where everything else sits, the **Body**.

Placing one object inside another object is called **Nesting**.

Nesting is most easily seen in the **Navigator** panel.

Once nested inside the **section**, the **container** is a child element of the section.

Nest
Nesting of elements can be changed either from the canvas or in the navigator panel. You just need to drag one element and place it inside another element.

Element Hierarchy

Every web page is structured in a so-called Box Model. In HTML every element is a box.

No matter their final shape and content, they all start as a box. And all of those boxes, sit inside other bigger boxes.



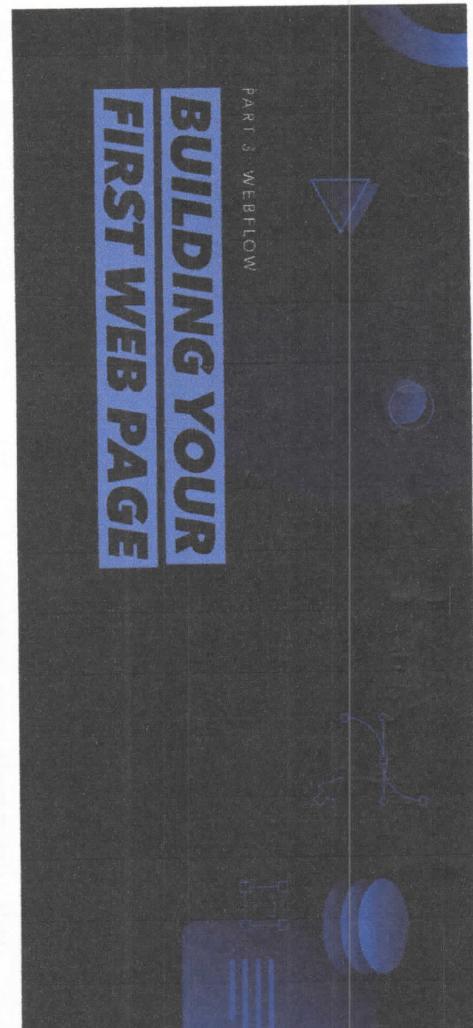
TEXT STYLE INHERITANCE

When an element has typography styles, these styles are passed down to its child and grandchild elements.

For example, if you edit the font family on the Body element, all the fonts on the page will inherit that style. Until you override it.

Orange labels and icons indicate that a style is being inherited from a parent element or a higher class or tag.





BUILDING YOUR FIRST WEB PAGE

Tip! Containers center all text (inline) or inline-block elements. It can create unexpected behavior (like this button is centered if I didn't center it?!) for example.

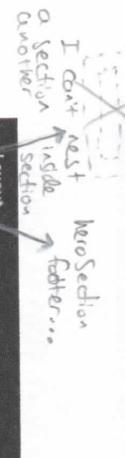
CONTAINER

A container is super important for the layout of your page.

You can either add a default container from the elements panel or you can create your own. I advise creating your own since the default one isn't wide enough.

A container needs to have some maximum width so it's not stretched the edge to edge like a section and needs to be centered horizontally so it's not glued to the left edge.

To create your custom container, add a div block inside a section, and apply these two styles:

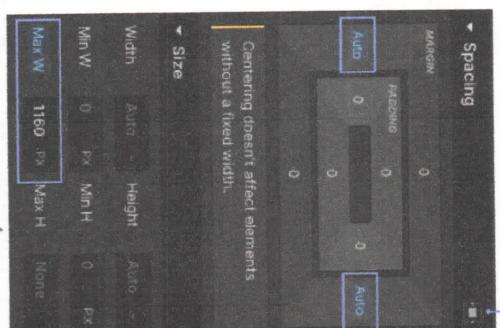


1. Max-width: 1160px or any other value you fancy.

2. Margin: Auto on both sides, left and right. There's a centering button in the corner that automatically applies auto margins.

Container vs div

The container is a div that has a max width that is not editable. Use div



These are the building blocks of a page. We add a **Section**, then we add (nest) a **Container** inside it.

A container holds our content in the center. If we don't add a container then everything we put inside a section is going to be glued to the edges. Doesn't look good.

For everything else, we use Div Blocks.



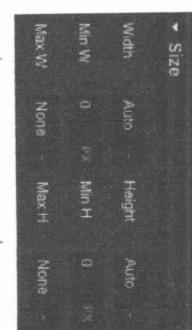
In reality, sections and containers are div blocks too. If you check the code export, you will see <div> tags in places of sections and containers.

Size Settings

In Webflow there are 6 different size settings for every element. Two of them are Width and Height.

And we have four **Minimums** and **Maximums**:

- A **Section / Div / Container** doesn't have an height till I give it one. Without an height it can't be displayed.
- All of those 3 can grow as the content grows.
- This is the **Auto** option and it's the default one.



Minimums and Maximums set floors and ceilings on the elements.

If I want a container to grow with the content and also to have the height of the viewport I will:

- 1) Auto for the height and
- 2) None as the min height (which

TIP: To reset an attribute, I use Alt+click on the property

3 A not responsive: if the screen is bigger, I will have a white blank space while on a bigger screen or it overflows on a smaller screen.

SIZE UNITS

PX (Pixels) - relative the screen resolution . NOT RESPONSIVE

% (Percentage) - relative to the parent element

EM - relative to the font size of the parent element

VH - relative to the viewport(browser) height. The viewport height is 100vh.

VW - relative to the viewport (browser) width. The viewport width is 100vw.

AUTO - the element will take the full width of its parent or shrink/grow to take the size of its content. Is content dependent.

TIP: When returning any style to the default value, instead of manually putting that default value, **RESET** it.

This keeps the site's source code cleaner and avoids potential bugs.



4 **Not responsive:** if the screen is bigger, I will have a white blank space while on a bigger screen or it overflows on a smaller screen. So align: center won't work, but auto margin - will.

CSS Classes

Classes save styling information that you can apply to as many elements as you want throughout your project.

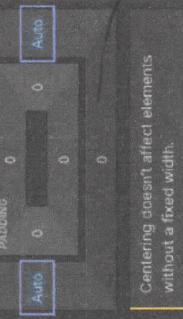
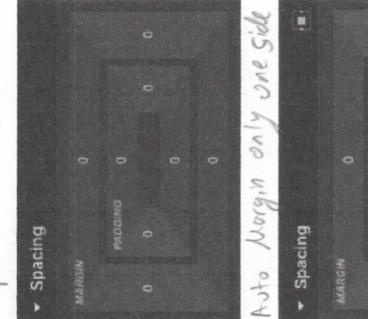
The moment you begin styling an element, a class is **automatically created** and applied to the selected element. All styling adjustments made on this element are saved in this class.

You can rename a class and you can also create a class manually before adding styles by typing in a class name in the **selector**.

Flexbox

Flexbox is a way to arrange and distribute content inside that element.

Figure: pixels overflow: UH/wH



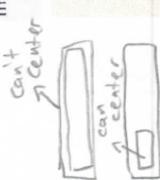
Padding & Margin

Padding is spacing inside of an element. And Margin is spacing on the outside.

In Figure: I drag to position
In overflow: I use margin
CENTERING WITH AUTO MARGIN

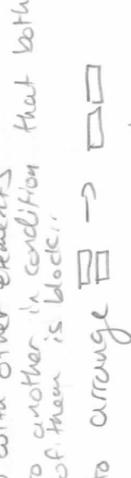
By applying Auto margins on both sides of an element, you can center it horizontally within its container.

Auto margins won't work ↪
Note: the element needs to have a width or max width.



Common Mistake: If an element is as wide as the parent, then you're not going to see centering take effect. Because technically, the element is already centered.

→ Holding Alt while changing the padding at one side will apply the padding to the other side also → the other side also holds shift and applies it to all directions



1. float: position → other options use it for this scenario →
2. Using webflow columns layout. I will learn more if I will avoid them, but they are efficient
3. Display settings
 - flex grid
 - flex
 - inline-block

→ the bottom padding is important. It creates a padding if the window becomes narrow

The navbar is responsive, it has an hidden hamburger menu  that becomes visible only on smaller screens.

Navbar

Navbar is a premade Webflow component. It already comes with useful elements inside and a dropdown menu for the mobile screens.

To fix this, just apply the same 'container' class to the navbar container.

The now bar has a setting related to the hamburger menu new with options related to the navbar

Hover State

The hover state shows when you hover your mouse pointer on an element.

Changing styles on the hover state will show an element with those styles applied when the mouse pointer enters the boundaries of the element.

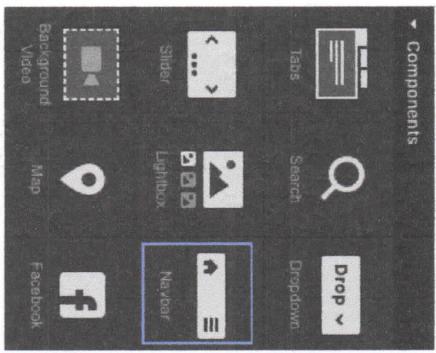
hover 'idea' add shadow, make the button transparent a bit

TRANSITIONS

Transitions help create a smooth animation between different states of an element.

A common use case is to create a smooth transition for hover states on elements so that they don't abruptly change on hover.

1. choose the state
2. change some settings



Tags give us an easy way to control the default styling for a particular element type. For example, you can define the default styles for all paragraphs by editing the all **paragraphs tag**.

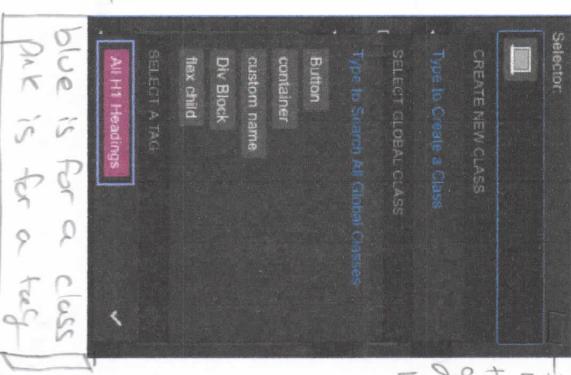
Adding a class with styles will override these default styles.

Tags are labeled **pink**, differentiating them from blue classes and green states.

- Not all styles can be inherited
- Text style are inherited
- Size, display, border are not

<body>

↳ related tag
↳ base class
↳ combo class



to get this menu, the class bar need to be empty.

HTML Tags

Text Block in Webflow: <div> with a text inside it. How to create:

- 1) From the element menu
- 2) Type inside a div. It will turn it into a text block when to use:
 - 1) long line text/main content of the page
 - 2) everything else that isn't a heading, <p>, or a link

why: search engine / screen readers can better understand how the page is structured

Adding fonts

- 1) font menu

- 2) upper left menu → project setting → fonts

the fonts have numbers, in figma they have names
to convert:

100-thin, 200-extra/ultra light, 300-light, 400-normal, 500-book, regular
600-medium, 600-semi-bold, 700-bold, 800-extra/ultra bold
900-black, heavy

I can also get it from figma. I need to select the text → on the top right menu → inspect → under css look for the font weight

Links

two types: 1) link block

`<a><p> text link </p>`

`<a> ... </div>` all the div is clickable

to link the link - I click on it and go to link settings

1: work only on phones, will call the number without typing +

2: will open an email client to the address I will put

3: link to a section in this page with a certain #id (or another page)

4: link to other page on the website

5: to http://

Bottom

- 1) Regular
- 2) form button (submit)

Images
To optimize photos for smartphones (they have high resolution) we need to prefer retina optimisation in the drop down menu of export (figma) we will choose 2x.
Ideal format for the web is SVG. It's vector based, smaller file size and can be enlarge or without losing quality. But it doesn't work on images that have photography inside. For this scenario I need a file type that is fixed based (png, jpeg)

PNG vs JPEG

JPG

Smaller

No trans by

✓ trans by

SIZE

aim to images that are 300kb or less
if it's bigger - compress it
Image compressor.com

Flexbox

A way to arrange elements inside a box
it effect only the children of the div and not
the div itself

Alignment: arrangement on the y axis

→ center + + +
→ start TTTT
→ end LL

→ stretch |||||

to the height of the tallest child

→ baseline: invisible line in which characters

are aligned (for text)

Justify: arrangement on the x axis

center:

end:

space between

space around

space

Direction vertical!

alignment: arrangement on the x axis

justify: arrangement on the y axis.

If it won't respond to changes I wrote

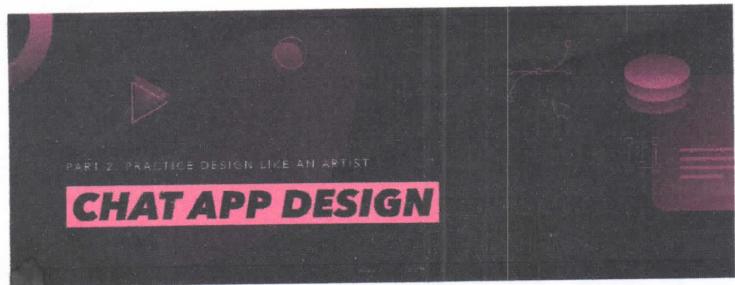
it means that the div is too small and don't

- Wrap: when there is no space - children will jump to the next line
 - arranging one item: click on the child and on the right you will see alignment and order

Flex children has the ability to shrink/grow to make space for each other. If I have a `<ps>` that grows too much and make her neighbors shrink - I can limit its max width.

Even if an element has a property w/ a fixed size inside flexbox, flexbox can shrink it

Direction:
Horizontal



PART 2: PRACTICE DESIGN LIKE AN ARTIST

CHAT APP DESIGN

Hero Shot

PHOTO CONSISTENCY

A hugely important aspect when choosing photos for the hero shot is for them to be very similar in style.



This version is a bad match. The girl on the green background is looking into the camera, facing straight and she's zoomed in closer, making her face bigger.

These two are similar in style. They are not facing the camera or looking at it, and they are proportional to each other. Meaning, the photos were taken from a similar distance.

SKETCHAPP.SOURCES.COM

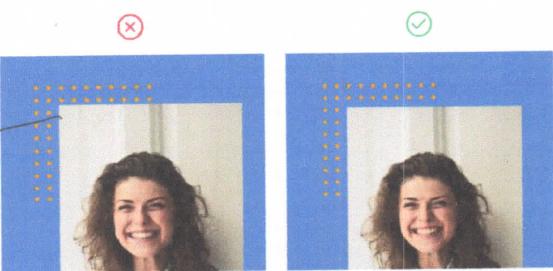
SKETCHREPO.COM

Figma own resources

(links in the resources section)

Resources
for Sketch
files

Also, use **consistent spacing**. For example, if dots are 10 pixels from each other, then distance dots from the image by 10 pixels as well, on both sides.



On this version, dots are well-spaced from the left edge of the photo but the gap from the top edge is smaller. This is inconsistent spacing.

Here we have consistent spacing. The gap between the dots is the same as the distance from the photo, **on both edges**.

Figma Resources

Don't forget to utilize all the free and paid resources available to you, like free website mockups, templates, UI kits, icons, illustrations, etc.

Make these assets part of your design arsenal. They will help you create more interesting designs.

The best place to find Figma resources and free assets is **Figma Community**. There's a tab for it right in your Figma dashboard.

I've included the link to the Community here and more places for Figma assets:
www.vakoshvili.com/resources#figma



Shadows

Shadows are under effects. Click Plus icon to add a new effect. The first thing is usually a shadow.

Click the sun icon to edit the shadow properties. Here you will need to edit three values:

1. Blur

This changes how sharp or blurry the shadow is. You want it quite blurry. The value depends on the size of the object, opacity of the shadow and other factors.

2. Y-offset

The vertical offset of the shadow. Higher the value lower the shadow will fall. When set to 0, the shadow will fall evenly on the top and the bottom.

The vertical offset for the shadow is good. It makes it look more natural because, in the real world light source is above us, in the form of the sun and light bulbs on the ceiling. This casts shadows downwards with a vertical offset.

3. Shadow Color & Opacity

In most cases, black is the best choice for the shadow. Sometimes you could sneak a little color hue in it but be careful with this. It can come out like a neon underglow from Fast & Furious cars.

The opacity of the shadow will depend on the background and on the object itself. Darker objects need higher opacity value and lighter ones, especially white, need a very light shadow.

There's no rule of thumb or any simple formula for calculating this. You will have to train your eye. Just like colors, in the beginning, it's best to borrow shadows from other designs. And soon enough you will develop your eye for shadows.

Shadow with only vertical offset (Y)
look the best, give it positive value
Since the light source came from above
A shadow shouldn't be really noticeable.
otherwise it will create extra shape our eyes
will need to digest

Icons & Illustrations

Icons and illustrations can add some flair to your designs and make them more interesting.

The internet is filled with free and paid icons. One of the largest selections you can find on www.flaticon.com

Also, in the Figma and Sketch resource sites.

Most icons come in SVG format. In this format, you can make modifications to the icon in Figma. You can change colors, you can remove or add some parts, or change thickness using stroke settings.

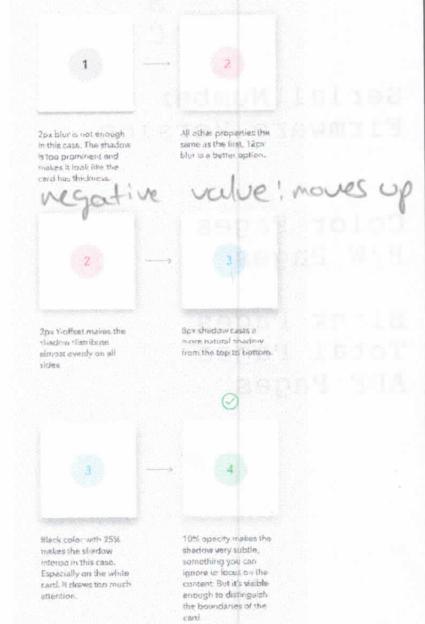
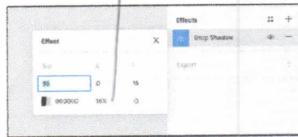
ICON TIP

Here's an easy trick that will add a nice touch to your designs:

Take icons that are made of at least two shapes. An icon with a single continuous shape won't work.

And instead of giving it one uniform color, combine colors from the project. Like in the example on the right.

This creates a more refined look and connects these colors to the project.



Round Shapes!

Feel like finished objects. Rounded shapes are the nicest in web designs

PRACTICE BY MIMICKING PROS

The Mimic Method

The beginning steps of learning any craft is mimicking the experts. Want to learn how to cook? You gotta grab Gordon Ramsey's cook book and mimic his recipes. If you're learning how to play a guitar, you don't start by writing new songs. You learn the cover songs.

There are three stages to mimicking:

STAGE 1: COPYING

It's taking someone else's work and copying it pixel by pixel. Sort of like learning how to play a song on a guitar. Or how to cook Lasagna by following a recipe.

This is done for practice purposes rather than for real projects.

When you're copying someone else's work, you are learning a lot of hidden design decisions that have been made by a pro.

too much originality can lead to products that people won't understand and they don't want to use. like my first attempt to create an original portfolio site



1. You get experience and confidence
2. practice good habits

Stage 2: Remixing

you are taking others work ~~but~~ but giving it your own twist!

You start tweaking things. You adjust fonts a little or use different fonts, use your own colors, tweak the shapes a little.

In this stage you can already start designing real projects.

Stage 3: Creating

you draw inspiration from several other designs. You are giving things your own perspective and touch.

Your work isn't a derivative of other designs, but only influenced by them. Influence sometimes is evident, but sometimes subtle and hard to notice.

Inspiration

When **Pablo Picasso** was looking for an inspiration for his next work, he got fascinated by African art. He used Dogon Tribe masks as his inspiration and launched himself into the Cubist style that he is most celebrated for.

Good inspiration can be equally transformational for your work.

WHERE TO FIND INSPIRATION

Dribbble.com is one of the best place to find great design examples. The work there is fresh, modern and up to date.

2) Lapa.ninja and **Land-Book.com** curate live websites and landing pages. These sites are great because they are really well curated, the screenshots are well displayed and you are able to see the live website and check it out in more detail.

3) Pinterest is another great place. They have an amazing search algorithm which can find similar designs with amazing accuracy. This is a very handy feature when you know the style you're looking for but need a bit more examples to understand better.

don't use google to find inspiration. Don't write "gaga website" in google. Google isn't a design platform so the images will be of a dated websites, website that are online for a long time, website that are freq. by a lot of people -this is not what I want as an inspiration

Don't use google for inspiration

Never look for inspiration randomly on Google. Because Google isn't a design platform the curated good design work. Google searches for websites that are reliable, that have been there for ages, and that a lot of people have been visiting. And that's exact opposite of what you want in design inspiration.

Mood Board

When designers or artists gather different work for their inspiration, they arrange what's called a Mood Board.

It's just putting together any sort of inspiration you think will be useful for your project.

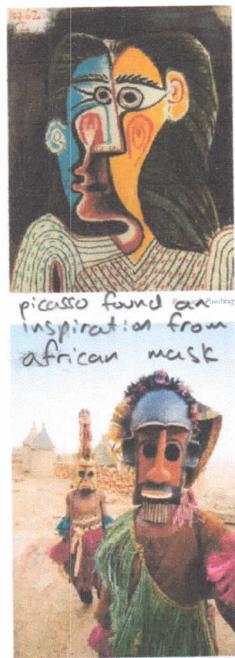
A mood board full of different design examples will help you when designing a website.

For different sections and page elements you can draw inspiration from different examples.



putting all the inspiration in one file the inspiration may be art, architecture, movie poster, illustrations etc..

The process can take an hour or more. Doing it once and good will reduce me the risk of getting stuck in the design process and stop everything in a search of more inspiration



so they can enjoy an original design if it resembles something from the past and something they exist - but looking at it from a different perspective an excellent example is the guy who design its website like a genre

=> Getting inspiration outside of your field Vaco found an inspiration for a charity site from a movie poster.

go at them! <)

* X Ray mode: upper menu, click on the 1152px100%.

Webflow Debugging Checklist

A checklist of steps to take when you are trying to troubleshoot some issue in Webflow. This steps won't help every time but it should cover 80% of the issues.

- STEP 1: If it's a spacing issue, enable X-Ray mode and hover over different elements to find if the space is coming from some element's margin or padding.
blue green
 - STEP 2: Remove the class from the suspect to see if the issue disappears. If it does, then skip to Step 6.
 - STEP 3: Since removing a class on the suspect element didn't help, that means the issue is coming from some other element. Start by removing classes from the direct parent, then parent's parent, all the way up including the Body element until you remove the class that makes the issue disappear. If you find the buggy class, then skip to Step 6.
 - STEP 4: If the issue isn't coming from any of the parents, then it might be coming from children or siblings. Repeat the process from Step 3 first with children then with sibling elements.
*If it doesn't have child/siblings check the children/sibling of the parent.
 - STEP 5: If still no luck, then add the element from scratch. For example, if the issue is on the navbar. Add a brand new navbar. Place it in the body, so it's not affected by any of the parents. Then start recreating your navbar. Add classes and other elements one by one, and check for the issue every step. Either you'll find the issue, or it won't happen on this new element.
 - STEP 6: Once you identify the class that's causing the issue, put the class back on the element and start resetting each style that is in blue color. You should be able to find a particular style that is causing the issue.
 - STEP 7: If resetting blue styles didn't help or there are now blue styles, then start resetting the styles in orange color.

Section : TP Mood Board

- 1) create a mood board for a ride sharing app. Get your inspiration from a team collaboration sites. At first take a lot of print screen from everything that you find appropriate. In Dribble you will find the screenshots of the full web page under attachments. Then look out-topic, just search the word website in Dribble. Use the other 2 sites and also Pinterest
- In figma draw a frame, change the bg to not white and import all the photos (1 action)

TP: Mimicking - copying

I need to fully recreate figma landing page



don't
recreate
all the
guides
at once

1) put a screenshot and an empty frame side by side

2) in the menu search (search bar) for the ruler



3) create horizontal guides. click and drag the ruler

4) create some of the vertical lines. for them you need to have the website frame on your canvas with a reduced transparency. Then it will be possible to place the vertical lines

5) color the bg of the website. for the TP all the photos are in the assets tab

I can find them also in the components page, try to find the nearest font available for an input field use stroke

TP : Mixing : Gay Chat App

Here we will learn how to copy and customize it to our needs and personal taste.

1) open the template in figma, create your frame, measure the margins

2) get a color inspiration from dribble (get 3) - and place them into figma

3) try different combination. try a bg and a button to test color combination

4) create a copy of the frame and try different color combination. repeat it x time

x = number of color combinations you want to test

5) I can lock the bg layer so it doesn't get in the way

Header 6) search for a font that resemble. pay attention to O and A and B; B or

7) decrease the space between 1 letter to another

8) create the text and the button, create primary and secondary buttons

9) when you finished ask yourself whether the visual hierarchy is ok. Map the elements as ① ② ③... regarding their attention. What is the 1st ele to grab your att. What is the 2nd. If there are 2 ele who compete for att. and hence, has the same "number" make one of the less important (smaller for example)

- 10) Create your brand name. make it one word then compose out of 2 words. make a contrast between those 2 (size/color/both)
- 11) create your nav bar . You can select all the nav items and with JS you can set a margin between them
- 12) create a button in the nav bar
- 13) create the middle section (header, text, photo, shadow), overlapping
- 14) Create the 3rd section. This section summarize all and call the user into action so it will have buttons

Webflow - TP

- ✓ create an header and a paragraph. Make the header red
- ✓ create a section, fill it with color, preview it. Why nothing is displayed \rightarrow height it doesn't have height
- ✓ create a section with a big color and 100% height. insert a yellow div with 50% height. Reduce the parent div to 50%. Make the inner div 50% vh. see what happens.
- ✓ change all the values to pixels: test it on the pc, smartphone, TV
- ✓ Auto : create a div with 10px and add a bit of text. Now change to auto - create a screen with blue bg and a card in the middle (div) with white bkg and a text  , resize the screen (set the size of the card to px). You should see that the card isn't responsive. change the min height \rightarrow to 100px and the height to auto , change the max width also

webflow - Project

- 1) create a section and give it the correct bg color . width - Auto , height - $\frac{min}{100vh}$
- 2) Add headline, text and the two buttons. Copy the text from the design file
- 3) in figma to check the margin click on the object and then alt , position it in webflow using those values, then change them to vh , create a bottom margin.
- 4) the content should be inside a div , set its max w. I want to give it a width since I want to center it , it's a must.
- 5) position the text. check that it's responsive if changes were saved
- 6) apply the font, Do you see them? if not add them, refresh the designer (F5)
- 7) fix the line height and the text size. Take those values from figma.
- 8) change the colors of the text and the bg color of the button/s-
- 9) In case I changed the space between the letters - I set in webflow under typography-> more type options
- 10) finish the buttons, don't specify it's h or w , leave it auto. Go to figma