

PART 1: SECRETS OF GOOD DESIGN

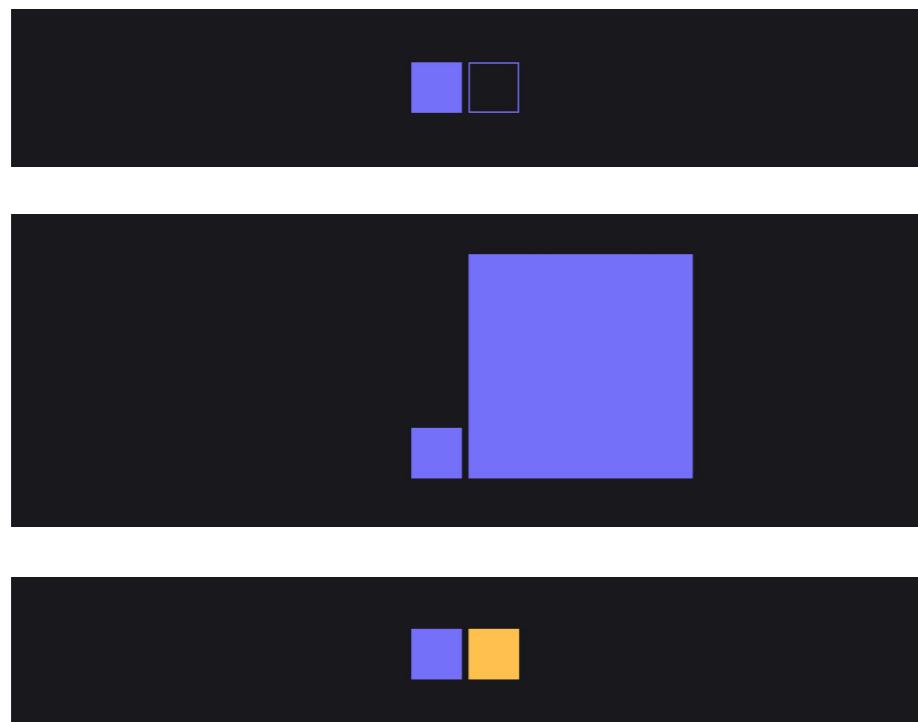
# 6 DESIGN TRICKS

## 1. Contrast

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

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.



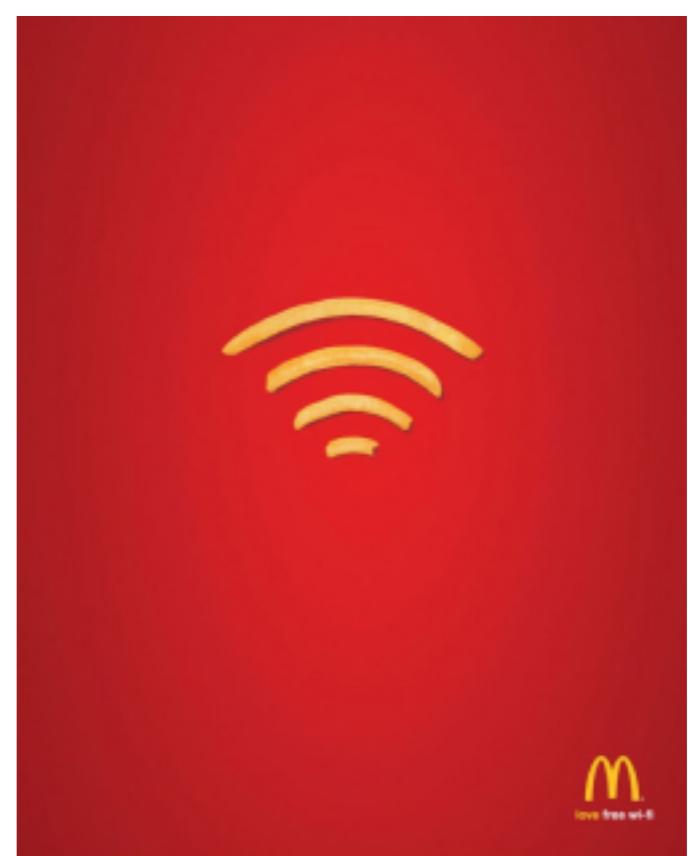
**RIDE TO  
FREEDOM**  
STARTS HERE.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

A bicycle advertisement. The text "RIDE TO FREEDOM" is displayed in large, bold, dark gray and orange letters. Below it, "STARTS HERE." is in a smaller, dark gray font. A paragraph of small, dark gray text follows. To the right of the text is a green fixie-style bicycle with a brown seat and handlebars, shown from a side-front angle.

## 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.



## 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**.



zendesk

DIVERSITY AND INCLUSION

## People first

Astha

Craig

Allison

Dipesh

Anthony

Solu

**Where we stand**

Let's clear the air: When a business talks about diversity, it can feel forced. At Zendesk, we try to keep it simple. Diversity and inclusion are more than buzzwords, and bigger than the bottom line.

It's about our people knowing that they're valued where they work.

## 4. Overlapping

The trick is to take different elements and overlap them.

Do 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 photos.



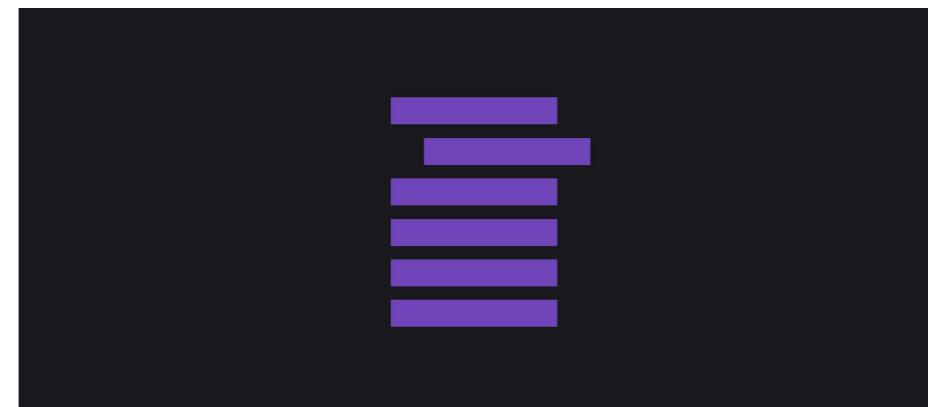
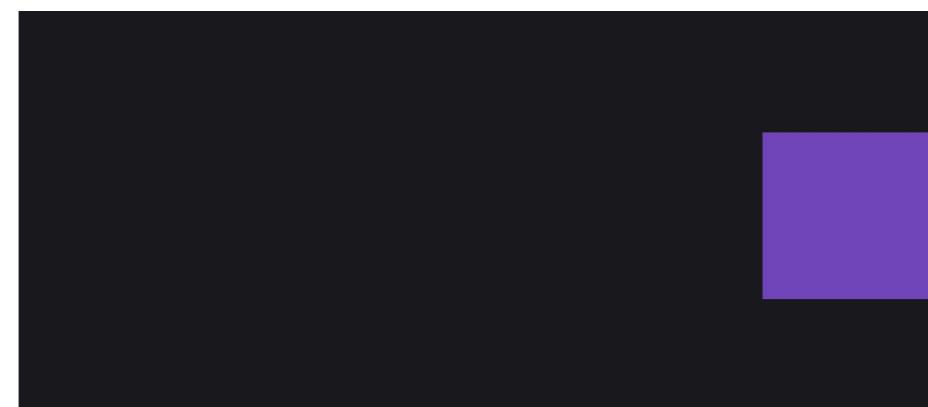
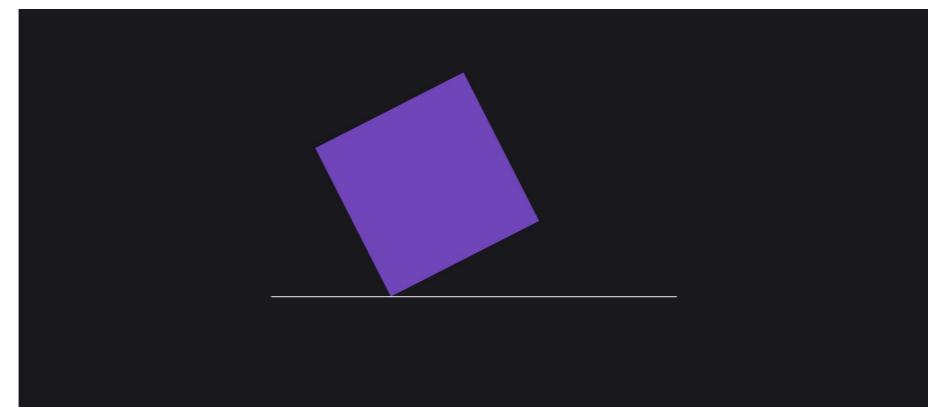
## 5. Tension

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.



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.



# 6. Consistency

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

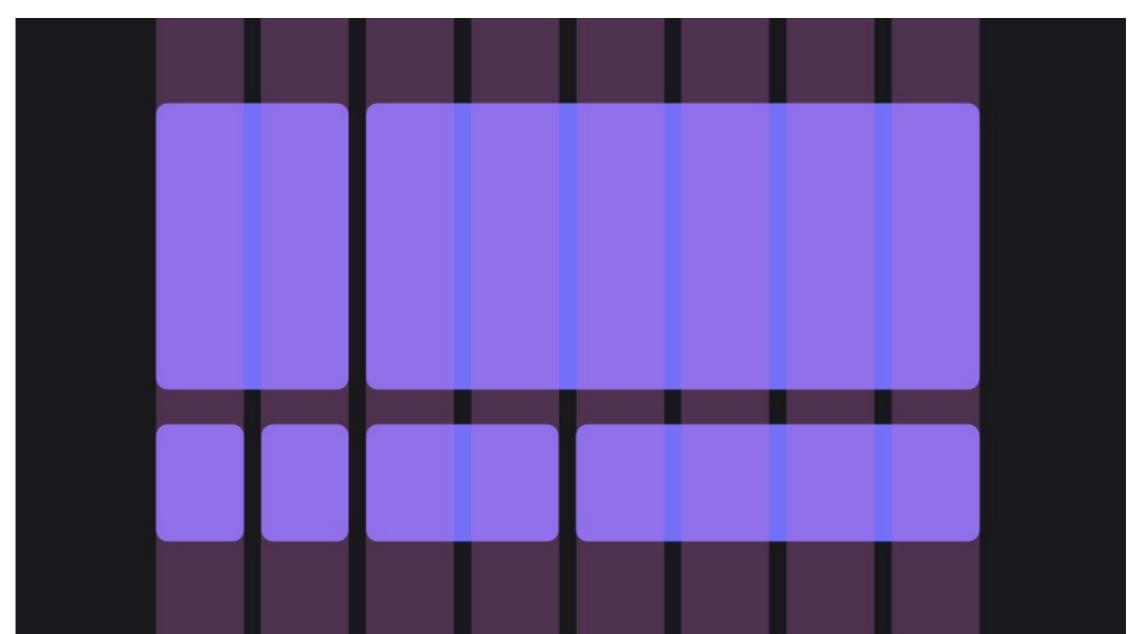
Consistency isn't really a trick but more like a core principle of design. DON'T BREAK THE CONSISTENCY!

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

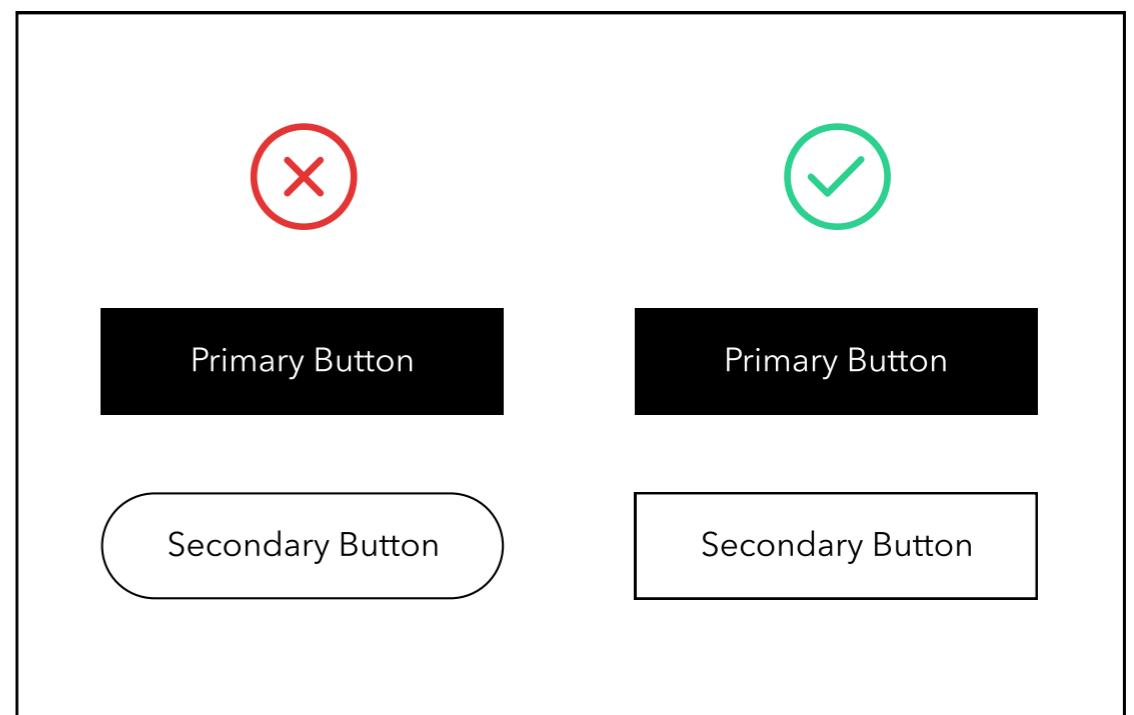
Regular	Hover	Regular	Hover	Regular	Hover	Mono 1	Mono 2	Mono 3	Mono 4
#133ABD	#0F309F	#7BEA9D	#7IDB91	#111210	#282A25	#707070	#B9B9B9	#FOFOFO	#FAFAFA

## 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.



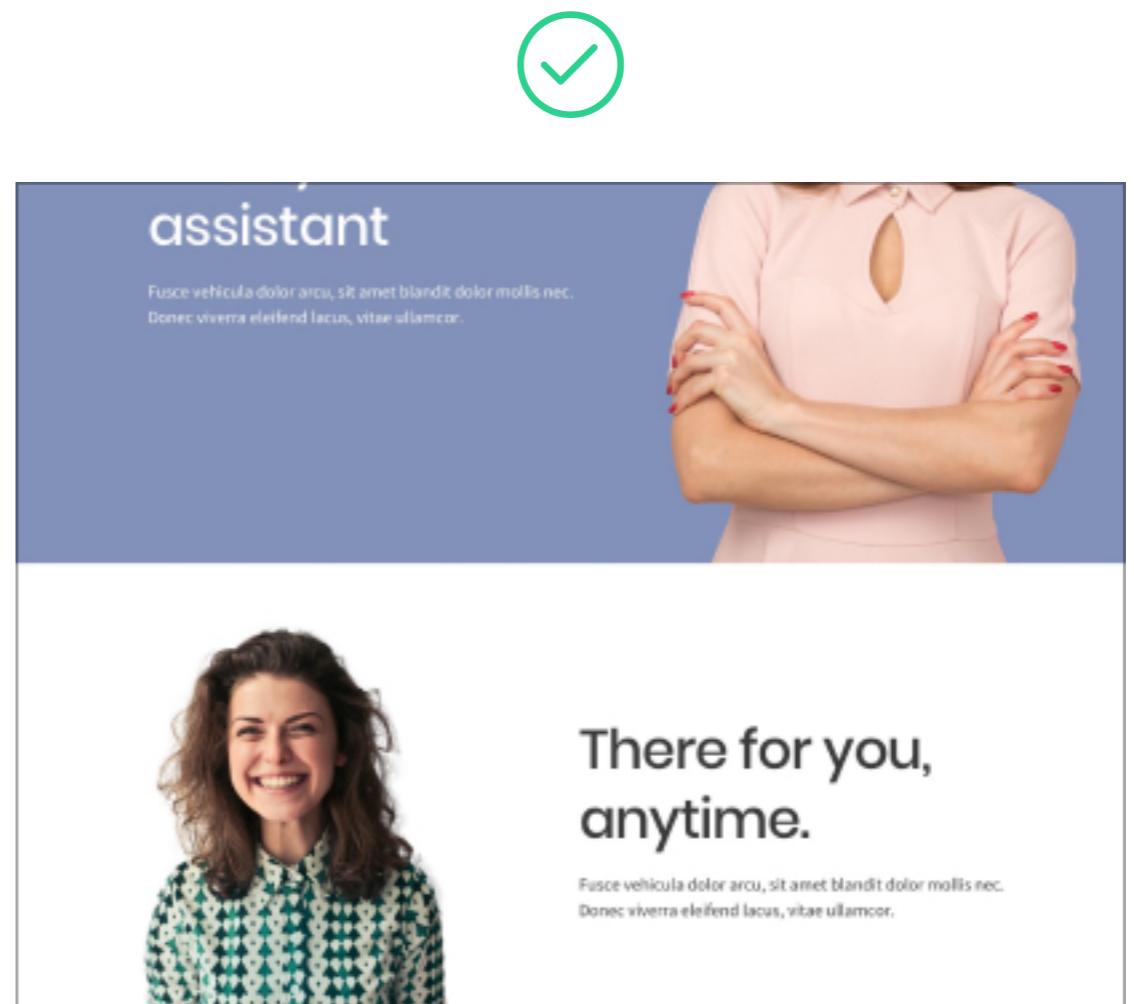
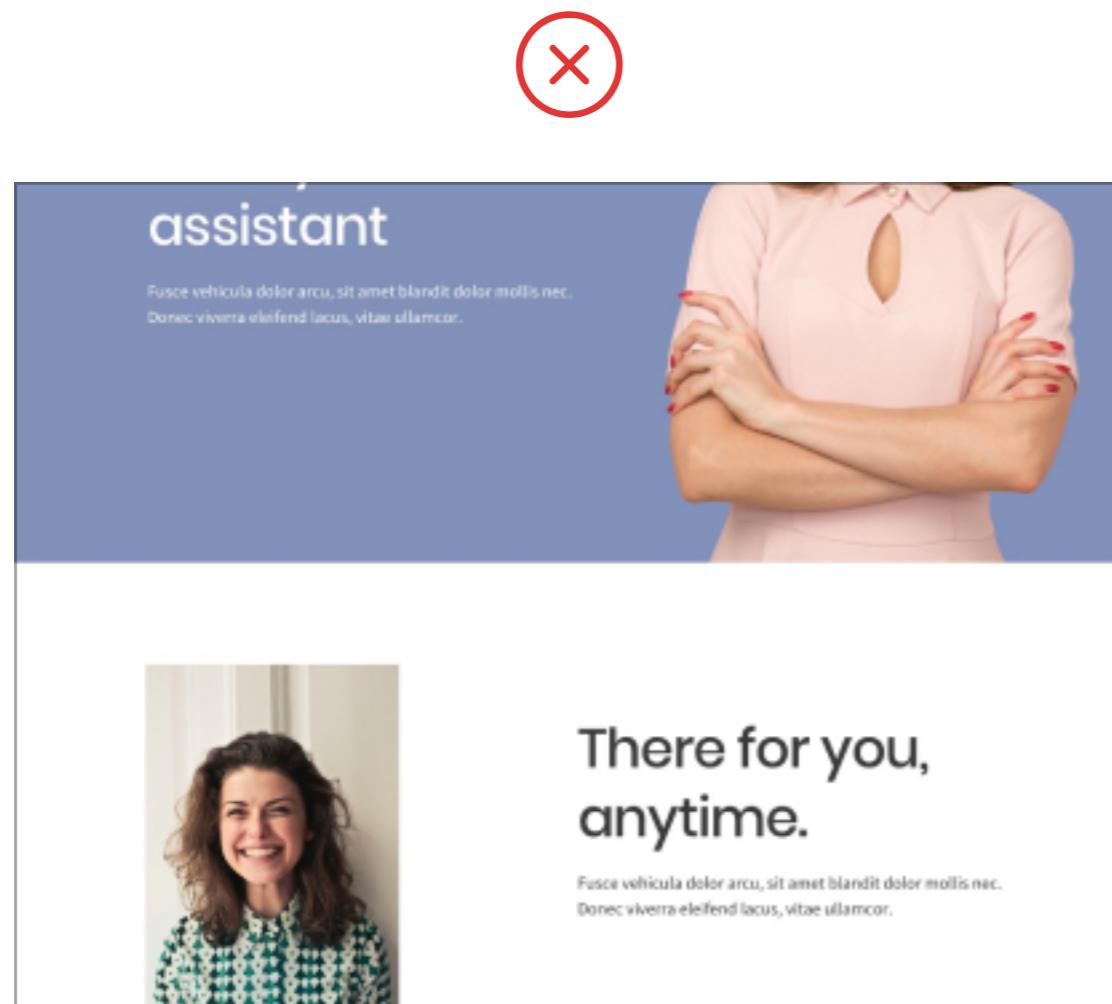
## PHOTO CONSISTENCY

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



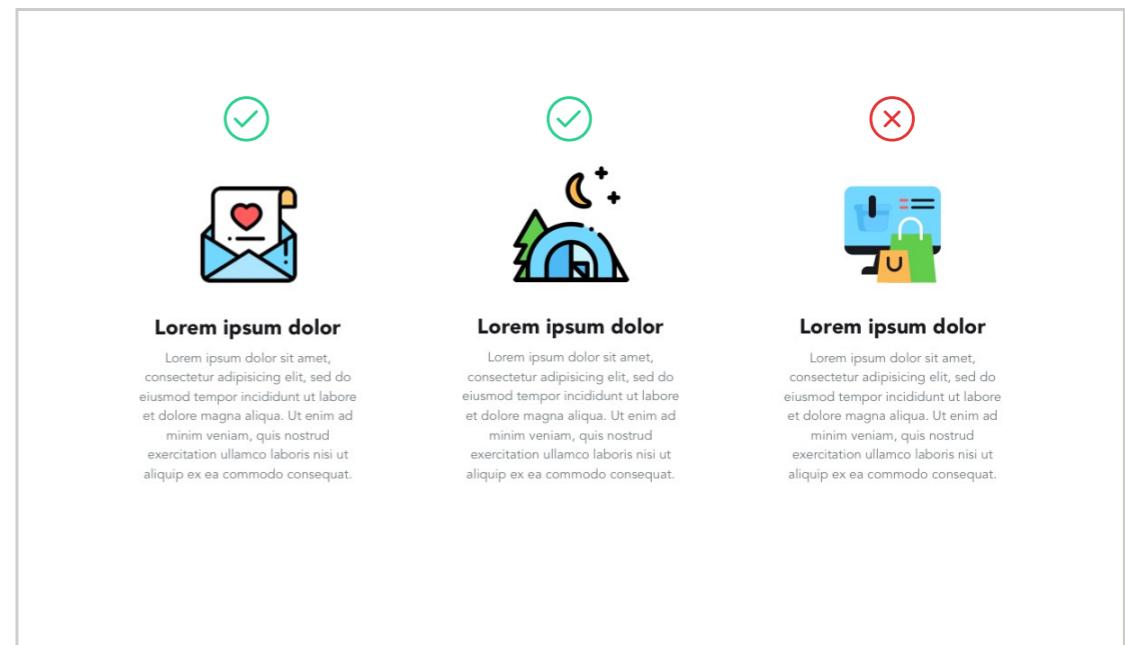
Look for photos from the same photographer/contributor. You will have easier time to select similar photo styles, sometimes even from the same photo shoot.



## 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.



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

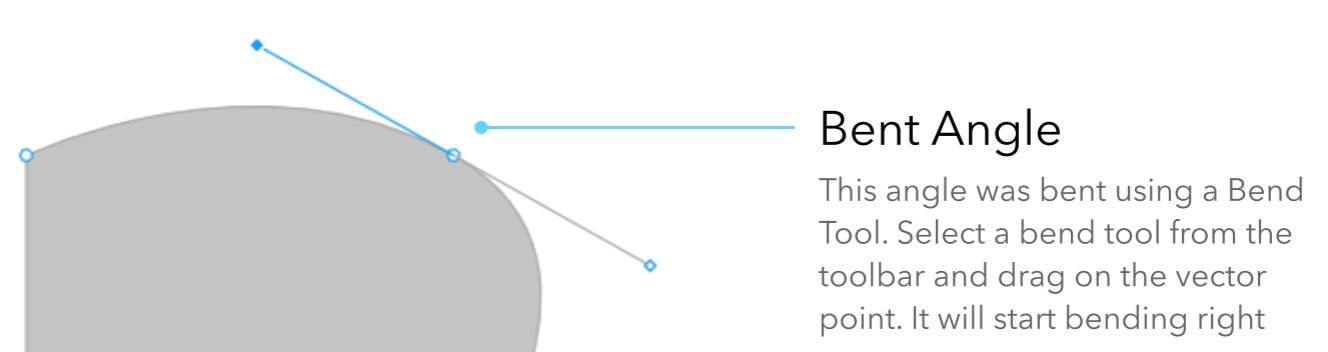
# Figma

## 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.