



INFOMATRIX

UI/UX

WEEK 01 : FIGMA BASIC

UI / UX

Week 01: Figma basic

What is Figma:

Figma is a free UI/UX Design tool using which you can create Designs of Apps and Website easily and efficiently.

It is cloud based tool, which means everything is automatically saved online and all the versions are automatically created without us doing anything.

Why Figma:

Before Figma,

- If a designer wanted to create a design, then he had to create it on SKETCH
- If he wanted to create Prototype of that design, then he had to use Marvel or Invision Studio
- Then for creating Versions or saving different version of that design he had to use GitHub or Abstract where they could attach it.
- Now for making icons or illustrations for design one had to use Adobe Design tools like Photoshop or Illustrator tools.
- For sharing these designs with other developer or other collaborator then designers had to use Zeplin.
- For adding animations and all, designers had to use Principle App.

All these apps firstly, were on different platforms and secondly many of them were very expensive. The cost would go up as you add more people to your work.

Figma the only app replaced all these apps single-handedly.

Through Figma, you can:

- Design
- Create Prototype
- Add Interactions and Animations
- Control Versions
- Share your work with developers and other collaborators.

So Figma replaced all the apps into one and it made very easy for designer to create designs, prototypes, etc.

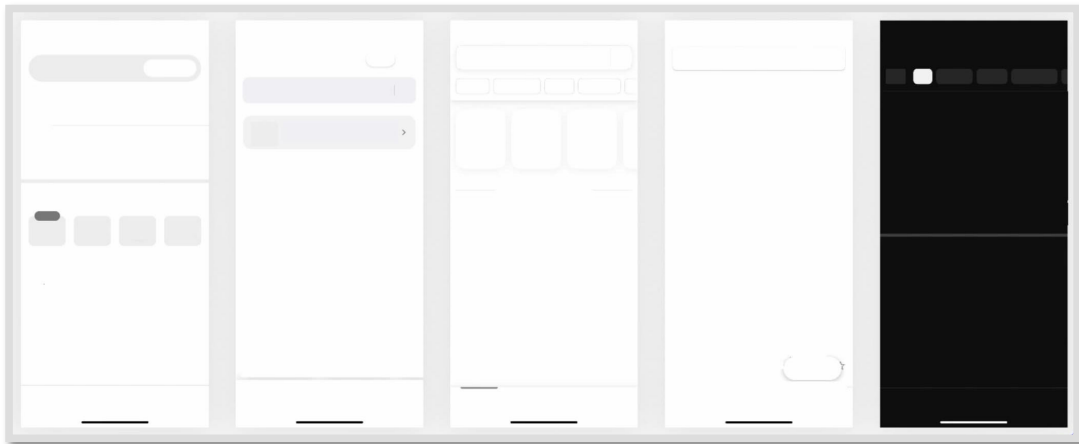
Figma is a platform-independent app. Which means you can download it and use it on any system whether it is Mac or Windows. You can also access Figma on Chrome, Safari, Firefox.

Week 01:

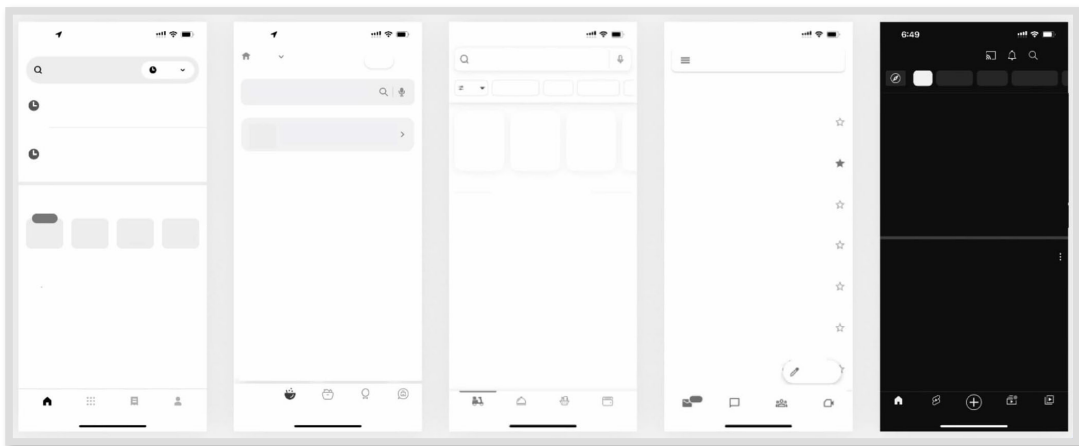
1. Create your account on Figma and download it on your Machine.
2. Get familiar with Figma Interface.
3. Try creating different Shapes, apply various properties on it like colour, shadow, etc.
4. Understand Designing Principles
 - a. Typography
 - b. Colour Theory
5. Try making different posters.

Game for you

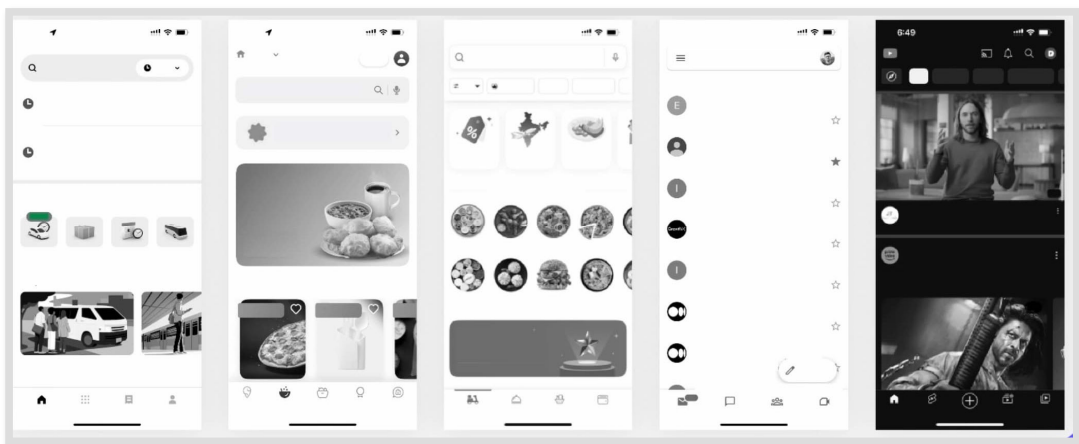
1. Identify the application name to which below designs belong.



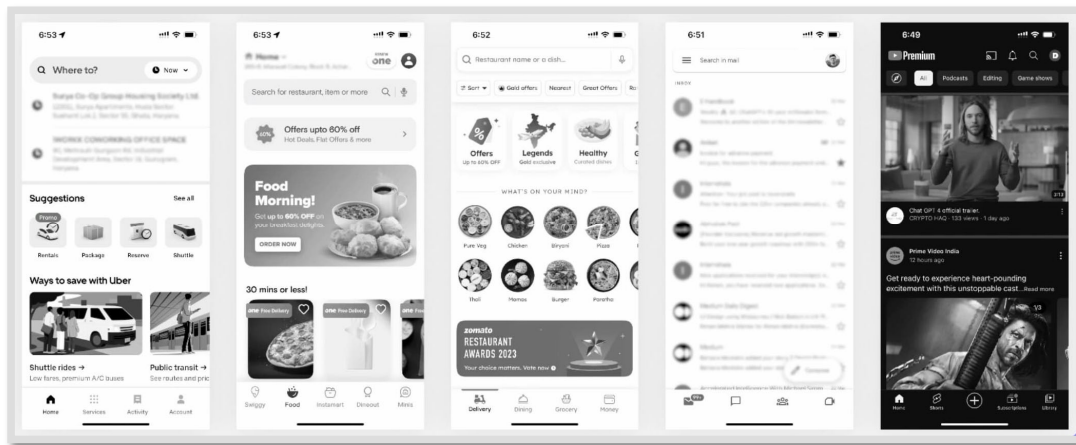
2. Difficult to figure it out, lets add some hints.



3. Still hard to identify?? Lets add few more hints..

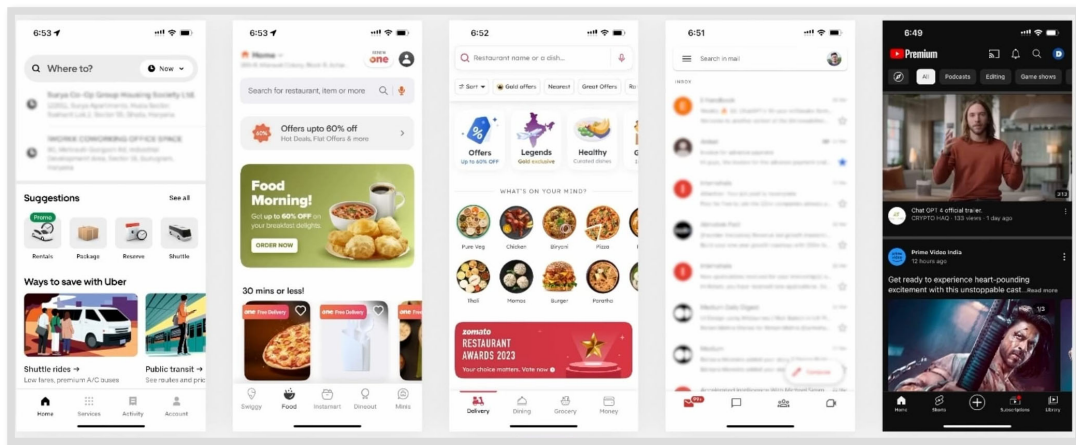


4. Still stuck, okay so this one will be the final one.



Yay, you are correct.

The designs are of (from left to right)
Uber, Swiggy, Zomato, Gmail, Youtube



So through this game, I wanted to tell you that if you breakdown your app, you will find those same layout, icons, text, etc. like we saw in the first image.

Then at each step we go on adding our personalized touch to make our design standout and attractive.

We use typography, different colour scheme, images, etc. to make our design look better.

Typography

Add text to your design using:

1. Click on 'T' Icon in tool bar
2. Or use keyboard shortcut key 'T' and write your text

Try adding various properties to your text:

- Font Family
- Font size
- Letter Spacing, Line Spacing, Paragraph Spacing
- Vertical Alignment
- Text Alignment
- Strokes
- Effects
- Shadows
- How to choose fonts for your design → <https://youtu.be/YUQiUgLuL8Q>

Typescale

Typescale defines the range of sizes of text which you will be using in your design.

It gives an effect of consistency to your design.

Usually Typescale of design consists of:

H1
H2
H3
H4
H5
H6

Body Text → default size, usually 16 pt for desktop and 13 pt for mobile.

Body Small

Body Tiny

Now you can take your default size and go on increasing the size of font randomly. For eg, if your default is 16pt then you chose H6 as 18pt, H5 as 20pt, 14pt as bodySmall and so on. But this is not the correct method.

It is advised that you should follow a ratio (for eg. Golden Ratio, Third Rule ratio)

Use Plugin → **Typescale**

Check the Figma file to understand how it works.

Colour Theory

Colour theory is the art and science of creating colour palette for designs.

Take a look at below example:



Lets say you had a logo where Flowers are in brown and paintball in pink.

Does it go with what it is meant for??

Definitely not right, it looks all very weird and very inconsistent.

The colour of flowers look like Dirt while the colour of paintball is pink which certainly doesn't define what it is.

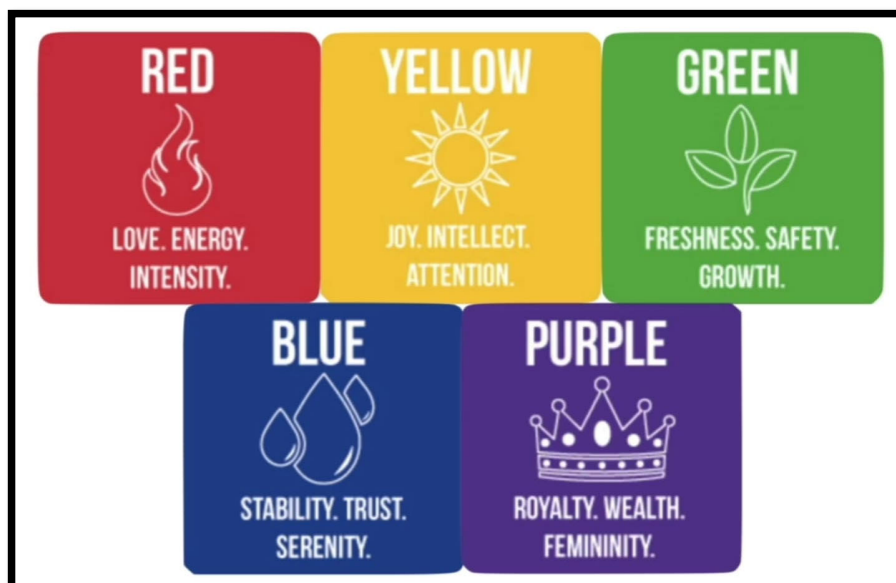


Now give a look to these logos.

See how a change in colour, changes the perspective of what we think about the brand.

It is very necessary for us to understand the colours and the messages which each colour convey.

Colour Moods



Combining Colours

Usually, we do not use single colour in our design. We probably would be using two or three different colours or even more. So at some point we have to think about which different colour should I combine.

Now this is the most scientific part of Colour Theory, where we use different predefined theories or pattern to decide colour combinations.

1. Analogous Colours

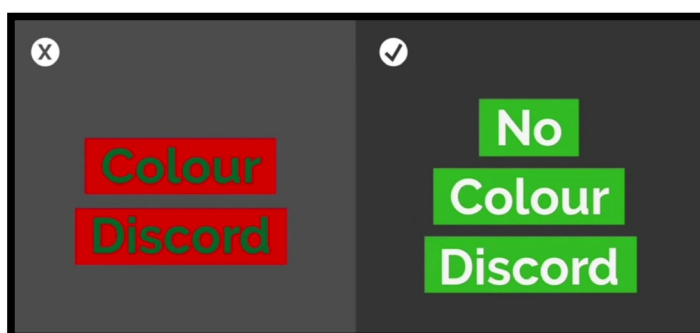


- Selecting two adjacent colour on colour wheel.
- These colour combination make designs look incredibly harmonious and they really work well together.
- It would be useful for creating navigation bar and body of website or for logos.
- But this combination is not good at highlighting out the content.

2. Complementary Colour



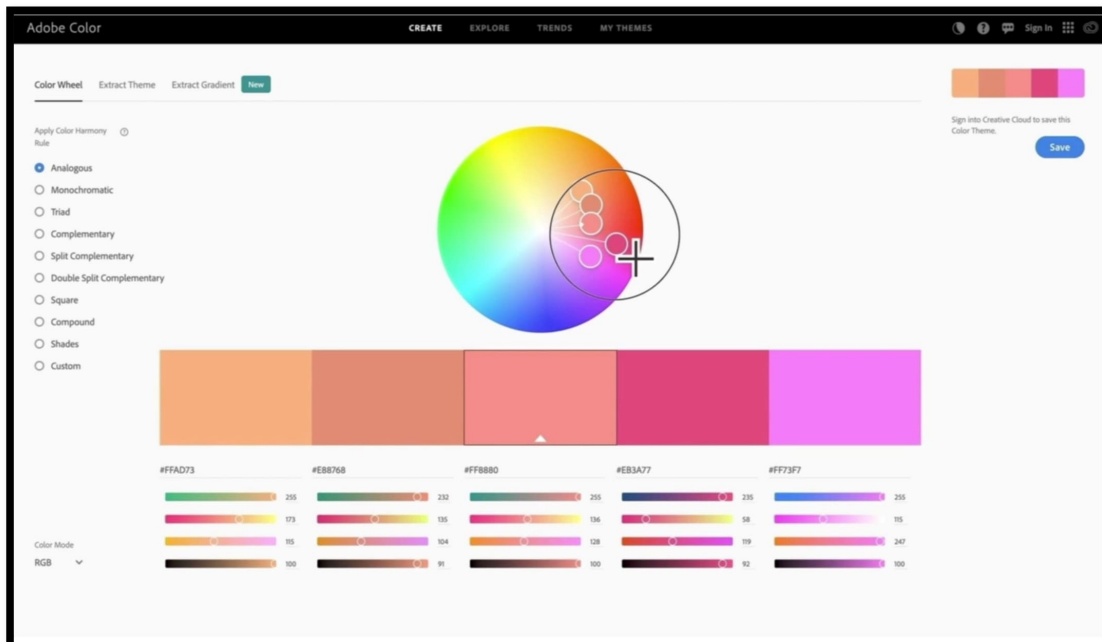
- Selecting two opposite end colours on colour wheel.
- These colour combination really give that “Pop” and brings out each of the colour.
- While it is good for highlighting the content. But avoid using this scheme for text as it can be very difficult for user to read.



Now there are other ways to combine colours

For example, creating an equilateral triangle in the colour wheel to create a Triadic colour palette or creating a perfect square to create a square colour scheme.

Use **ADOBE COLOR** website to create these combinations and just copy the hex code and use it in your design.



You can also find pre-made colour palette on **COLORHUNT** website.

