

Figma Mockup

[Figma](#) is an application you can use to create designs and prototypes. In our case, we're going to use Figma to create a mockup. Mockups are designs to show what a page (or pages) will look like in a website. It's used as an important part of the design process and **usually comes at the end**. Typically, as a designer you'd ask the client questions about what they're looking for. You may have mood boards or [style tiles](#) to get a better idea for what the client likes. Once you have a feel for what the client is looking for, the final result is the mockup.

Note

The mockup is an expensive deliverable in that it involves a lot of time and work, so it's important to do the initial leg work to figure out what the client wants before investing time in a mockup.

There are many things you can do with Figma. For mockups, you don't really need to learn the fancy stuff. In this document we'll cover the essentials and links will be provided to documentation/resource pages as well for your own knowledge.

Create a design file and initial frame setup

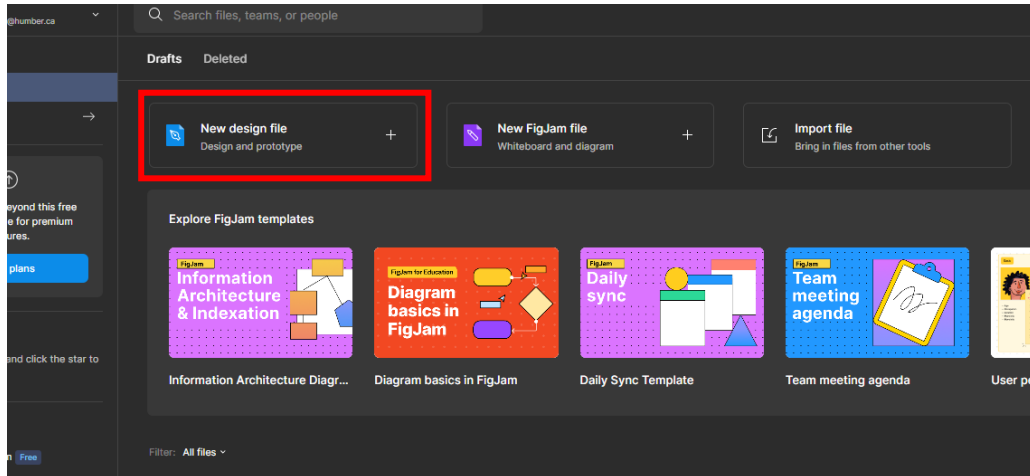
The design file is where we'll build our design. Within this design file, we can "draw" our designs in something called frames. Since a frame is something you *add* to a design file, you can have multiple frames per design file. If you're building out a mockup for a single page, this means you can have different frames for a desktop, tablet and mobile design all in one file.

There is a desktop application and an in-browser application. (I find the in-browser application a little more smooth to use, personally, but your experience may vary.)

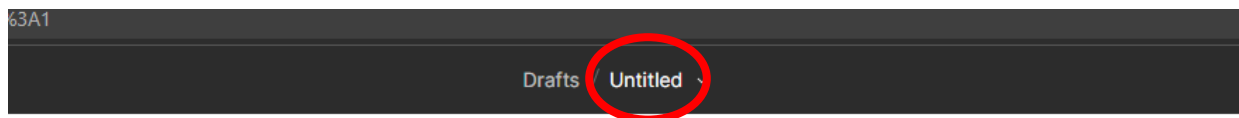
Figma basics

When you first log in to Figma, you'll notice in the list of Drafts, there are a few draft design files already in your account. The one named **"Figma Basics" goes over some essential Figma concepts** and how to add them in your design.

1. Log in to Figma (there is a free plan).
2. Under drafts, click **New design file**. (You can switch between a light and dark theme by clicking on the icon with your initial in the top right corner of the screen and going to **Theme**.)



3. In the top bar, click on "Untitled" to rename the design file.



4. Add a frame for our desktop design. The frame is where we'll draw out our mockup. (If you've ever used an Adobe design product before, a frame is like an artboard.)

<https://help.figma.com/hc/en-us/articles/360041539473-Frames-in-Figma>

- a. Select the frame tool from the toolbar.

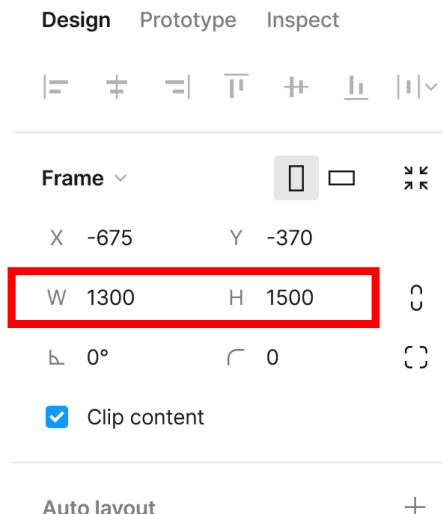


Once you've selected the frame tool, notice that the **Design** panel (on the right side of the application screen) shows options for frame sizes. Viewing a device type will show the sizes of common screen sizes. You can use one to start and modify the length/height as you add content (a mockup should show the complete page, including content below the fold).

The "fold"

In web design, the fold is the cut-off point of a page when a page is first loaded. For example, if you load a page in the browser and the page content is longer than the screen is long, part of the page gets cut off. The point at the bottom of the browser viewport where content gets cut off is called the "fold".

- b. Click in the canvas (the wide empty area) to create a default size.
- c. In the **Design** panel, set a custom size by inputting "1300" for W (width) and "1500" for H (height) to start. (The 1300 is because a common laptop screen size is 1366 x 768. The 1500 is because I'm giving myself some space to accommodate content to start.)



- d. Adjust the zoom so you can see the frame. Select the zoom dropdown (100% by default) in the top right corner and adjust.
- e. Rename the frame to "Desktop" by double-clicking the frame in the **Layers** panel and typing "Desktop".

Create layout grid columns and add "fold" guideline

When creating a design, it is useful to use layout grid columns to ensure even and consistent layout container sizes. It is also useful to mark a rough idea of where you think the fold of the page would be. (In desktop, a rough estimate would be the screen height minus 100px or so to account for the browser address bar.) Marking the fold is useful as a visual indication of the screen proportions so that you have a better idea as to the scale of your design.

Create layout grid columns

<https://www.figma.com/best-practices/everything-you-need-to-know-about-layout-grids/layout-grid-basics/>

1. Select the frame you want to add a layout grid to (in this case **Desktop**) in the **Layers** panel.
2. In the **Design** panel, add **Layout grid** by clicking on + next to "Layout grid".



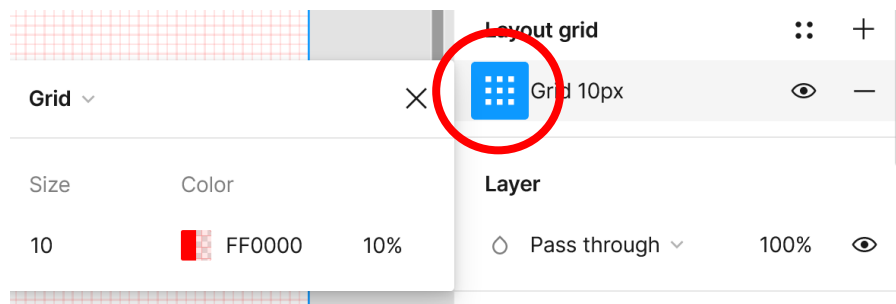
3. Adjust the grid so it's a 12-column grid.

Grid columns

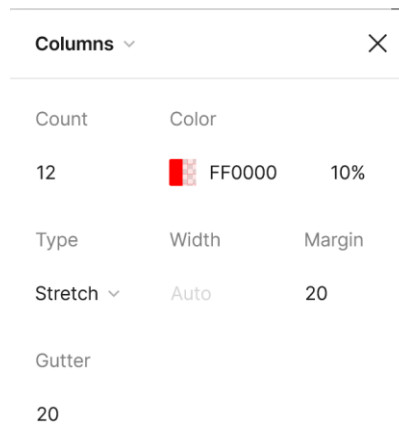
Grid columns are a useful layout-building tool. By overlaying consistent columns over your design it makes it easy to create consistent layout container sizes without complicated math.

Typically, a 12-column grid is used for wider screens such as for desktop/laptop. A 5-column grid is usually used for mobile.

- a. Click on the squares icon to view more.



- b. In the pop-out panel, click on the **Grid** dropdown and choose **Columns** instead. The pop-out panel's contents should change.
- c. Select "12" for the **Count** to create 12 columns.
- d. Add 20px for the gutter to add spacing between columns. This is useful for having consistent spacing between layout containers.
- e. You can add gaps at the left and right edges of the design by adding a margin.



Add "fold" guideline

It's not necessary to add a guideline to mark the fold of the page as this is just an estimate. It can be useful as a quick visual reminder as to actual screen proportions while building your design. It also helps to ensure you've got important content above the fold. Sometimes when building designs, if you're zoomed out you may add overly large content because you don't have a sense as to how wide a design actually is. The fold guideline helps to keep the screen resolution in mind.

<https://help.figma.com/hc/en-us/articles/360040449713-Add-Guides-to-the-Canvas-or-a-Frame>

1. Toggle rulers by hitting **<Shift> + R** using your keyboard. (Guides are available when there are rulers visible.)
2. Hold the mouse down on a ruler and drag down to create a guide line. We want to mark the fold, so hold down over the top ruler and drag down and drop the guideline at 668px (768px screen height – 100px = 668px).

Build the design

An important concept in Figma is the idea of "components". Components are reusable design elements. Note that not every item in the design needs to be a component. Reusable styles and elements should be made into components. This makes it easy to keep things consistent and makes it easy to use a common item across frames.

<https://help.figma.com/hc/en-us/articles/360038662654-Guide-to-components-in-Figma>

Create site name and make it a component

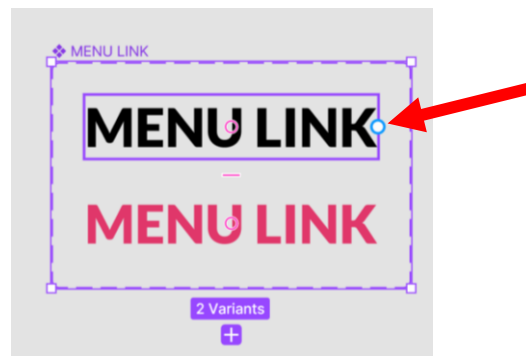
You can create a simple logo/site name using the text tool.

1. Select the text tool from the toolbar (the **T** icon).
2. Click somewhere in your frame and type the text "THE CAT HOUSE".
3. Select the text (you can select the text layer in the **Layers** panel).
4. In the **Design** panel, scroll to the **Text** section and adjust.
 - a. Click on the first dropdown (this is the font selection) and select "Lato" from the list. Google fonts are available in this dropdown (Lato is a font found on Google Fonts).
 - b. The next dropdown is the font style. Select "Black".
 - c. For the font size, type "32".
 - d. Name this layer "Site name".
5. Create a logo.
 - a. Select the text tool and click in the frame.
 - b. Leave the Lato font settings and type the symbols "(^._^)".

- c. Under **Fill**, click on the colour box and enter "E0376A" as the colour.
 - d. Name the layer "Logo".
6. Click on the move tool (the cursor icon in the toolbar).
7. Move the logo and/or site name so they're aligned.
8. In the **Layers** panel, select both the logo and site name layers by holding down <Ctrl> and clicking on the layers in question.
9. Right-click the selected layers and choose "Create component". This will create a component from the selected layers. It will now say "Component 1" in the **Layers** panel.
10. Rename the component to "Logo and site name". You can find all components in the **Assets** panel.

Add a menu

1. Create a component with variant for menu links. Variants allow you to define the style of an element in a certain state (e.g. on hover).
 - a. Select the text tool and click outside the frame.
 - b. Add the text "MENU LINK" as the content.
 - c. Change the font size to "24".
 - d. Right-click the MENU LINK text and create component.
 - e. Right-click the newly-created component and click **Main component > Add variant**. This will add a duplicate under the component.
 - f. Click on the variant text.
 - g. In the **Design** panel, change the fill color for the text to "E0376A".
2. Add an interaction so that when hovering over a menu link, it switches to the variant styling.
 - a. Hover over the default menu links styling (black). Look for a blue circle on the black menu link in the component.



- b. Click and hold the blue circle then drag to the variant. An arrow will appear pointing from the black link to the pink link. Release the mouse button. This has added an interaction and a pop-up panel should open up.
 - c. Change the "On click" action to "While hovering". The menu styling has now been set up and you can use this component to add menu links.
3. Add the "HOME" link.
 - a. From the **Assets** panel, drag a menu link component into the Desktop frame.

- b. Click on the layer then select the text tool.
 - c. With the text tool selected, click on the menu link text to change it.
 - d. Place it in line with the site name.
 - e. In the **Layers** panel, rename the layer to "HOME".
4. Do the same for the following "links":
 - a. CATS
 - b. SHOP
 - c. ABOUT
 - d. CONTACT

Quick layer duplication (keyboard shortcut)

You can quickly duplicate layers (e.g. when you create a new layer per menu link above) using a keyboard shortcut.

For Windows: hold the **<Alt>** key and drag the item you want to duplicate. A new copy will be created. You can then rename the layer accordingly.

For Mac: hold the **<Option>** key and drag the item you want to duplicate.

5. Adjust as needed to make sure the menu links are aligned evenly. As you drag a menu link, notice that as you start placing links, Figma has popup guidelines and spacing to help you.
6. Select all menu link layers, then right-click and click **Group selection**. This puts all the selected layers in a group (think: like a folder). Rename this group to "Menu". Groups are useful so that you make pieces of content move like a group.

Add hero image and text

Note

Of course, when creating your own design, you may not always need to resize or crop but these are common image editing processes when creating a design.

1. Drag the black cat image into the Desktop frame.
2. Hover around the corner of the image until you see the resizing icon (a diagonal double-pointed arrow).
3. Resize the image as needed.
4. To crop, hold **<Ctrl>** while grabbing and dragging the corners and/or edges of the image. (For Mac users, hold the **<Cmd>** key while grabbing and dragging the corners and/or edges of the image.)
5. Using the text tool, add the text "HELLO, THERE!" and adjust the size to 96.

6. Add a dropshadow.
 - a. With the "HELLO, THERE!" layer selected, click on + in the **Effects** section of the **Design** panel.
 - b. Click on the sun-like icon to open up the effect settings.
 - c. Make the following changes:
 - i. X = 5
 - ii. Y = 5
 - iii. Blur = 0
 - iv. Color: E0376A

Add a default button style

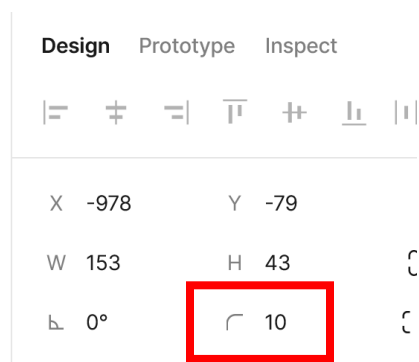
Similar to how we created a menu link style component, we can do the same with buttons. The only difference is we are going to add a rectangle with rounded corners.

For buttons (and regular text), we're using the Open Sans font.

- Select the rectangle tool from the toolbar (the square icon).



- Draw a rectangle outside the frame.
- In **Design > Fill**, adjust the button color to black (#000000).
- In **Design**, adjust the border radius to "10".



- Using the text tool, set the font to "Open Sans" with style "Light" and set the color to white (#ffffff). The text size is 15.

Add the rest of the content

Add the rest of the text and images using techniques above.

Some notes:

- Headings are Lato, Black, 32px.
- The "Well, you've come to the right place..." is size 32.
- "Join the community is size 16.
- White heading links are size 20.
- Footer links are size 16.
- Copyright text is size 14.

Tips:

- Create default heading styles (e.g. heading 1, heading 2, etc.). This helps to ensure a consistent look even if you add frames for other pages.
- Try a plugin for adding icons. Click on the main Figma menu (Figma icon in toolbar) and select **Plugins > Find more plugins**. When you find a plugin you like, **Run** it.
- Name your layers as you go. Use groups to help organize layers. Groups can also make anything in the same group move together as one (useful when moving around items in the page).
- You can quickly duplicate content by dragging content while holding down the <Alt> key. For images, you can use this technique to quickly duplicate consistent image styles. This is handy if you want consistent image proportions (e.g. in a tile layout). You can then change the images by selecting the duplicated image layer then changing the image under **Design > Fill**.

Resizing the frame

If you ever need to lengthen the frame to add more content, just select the frame in the layers panel, then in the canvas, hover near the bottom edge and drag it down to lengthen.

Other useful techniques

- Gradients: <https://designcode.io/figma-handbook-gradients>