

Web Campaign Session - 3

Intro to Design on Figma ❤️

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hello

What is Design?

- Design is a process of **creating a plan or solution** for a product or system to meet certain requirements or to achieve specific objectives.
- It involves **conceptualising, planning, and producing** a visual representation or a working prototype of a product, system, or structure, taking into consideration its form, function, and user experience.
- Design can be applied to various fields such as **architecture, graphic design, industrial design, interior design, web design**, and many more.



Good Design

Bad Design



What is UI and UX ?

UI design refers to the **visual and interactive elements** of a product. The focus of UI design is to make the product **aesthetically pleasing** and easy to use.

UX design, on the other hand, refers to the **overall experience**. UX design encompasses various aspects of a product, such as its **functionality, accessibility, usability, and emotion**, and aims to create a seamless and satisfying experience for the user.





UX

Product strategy

User research

Information
architecture

Testing
and iteration

UI

Color theory

Typography

Design patterns

Interactivity
and animation

Empathy

Collaboration

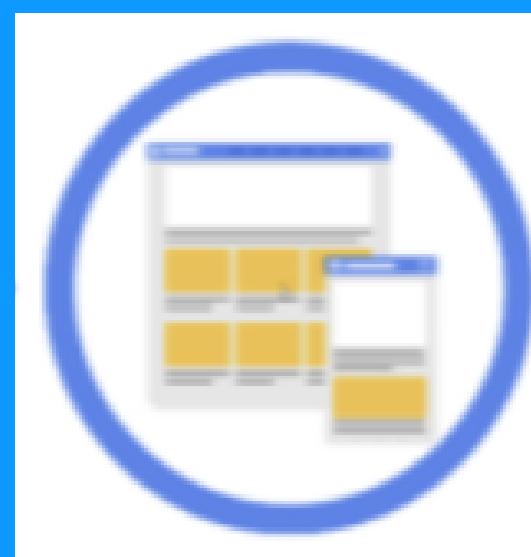
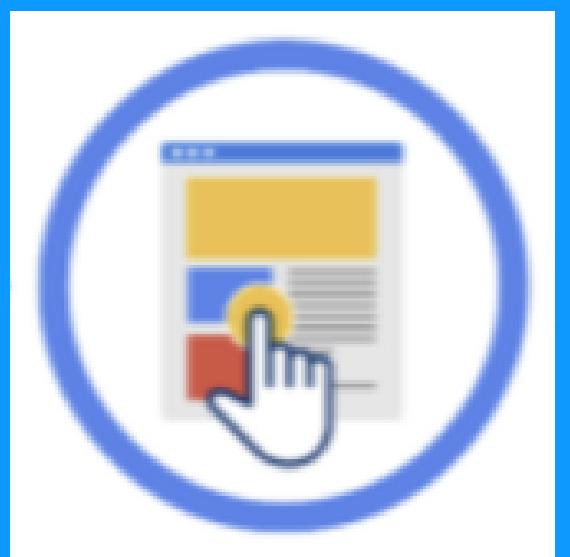
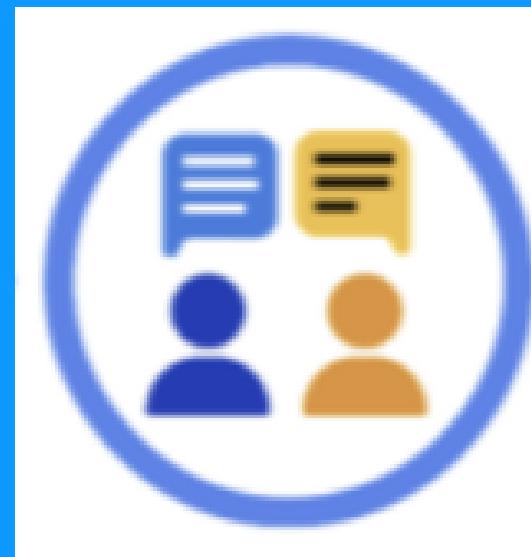
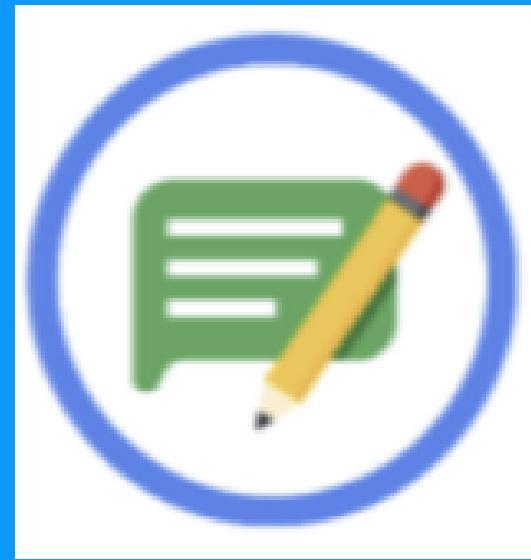
Design thinking

Prototyping

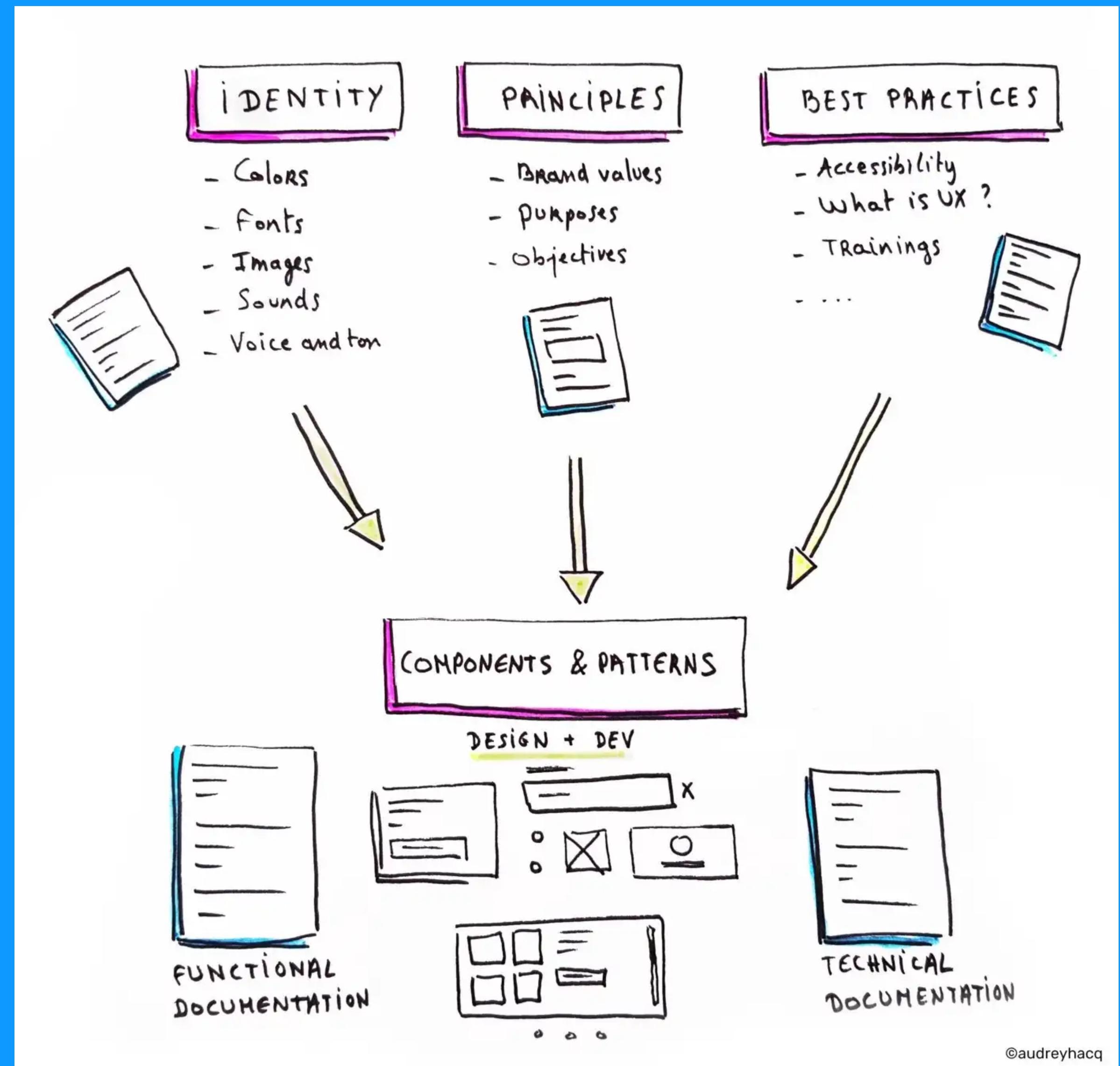
Design Process

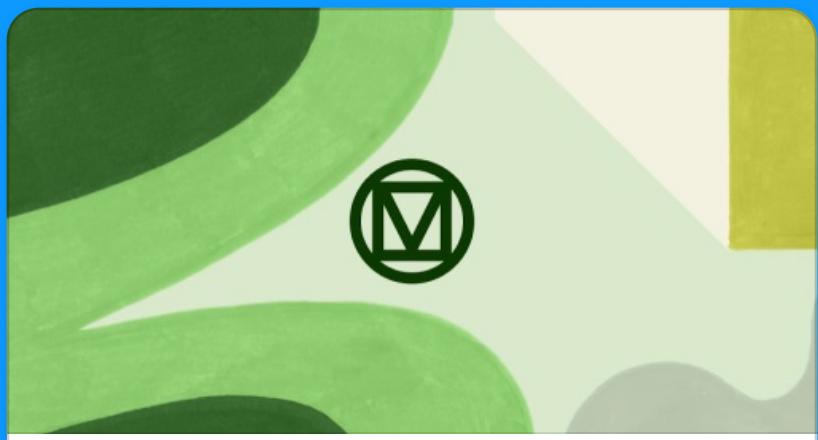
5 steps of UX design process:

1. Empathise, Define and Ideate
2. Build Wireframes and Low-Fi Prototypes
3. Conduct UX research and test early concepts
4. Create Hi-Fi design and Prototype
5. Implementation
6. Evaluation



Design System





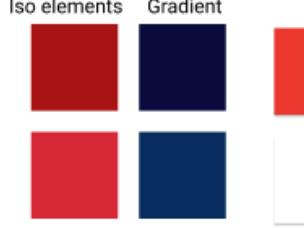
Material Design

Build beautiful, usable products faster.

Material Design is an adaptable syste...

 m3.material.io

colors and gradient

Iso elements	Background Gradient	logo colors
		

Logos



tedxiitbangalore.com

Artboard dimensions

Dimensions:
-Post
1080px X 1080 px

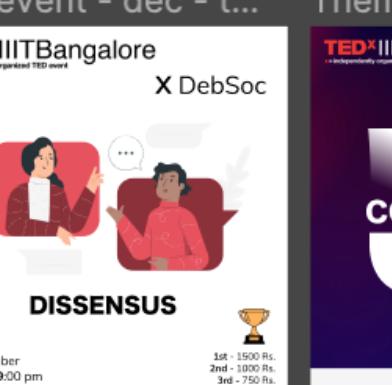
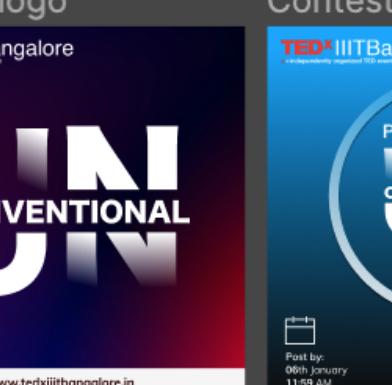
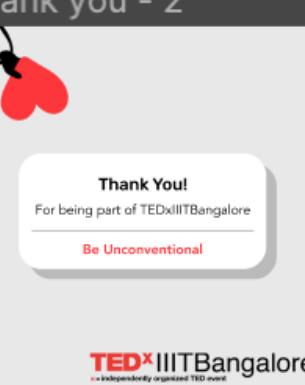
fonts and styles

Hiragino
Inter(sub heading)
Mulish(for text)

Illustrations

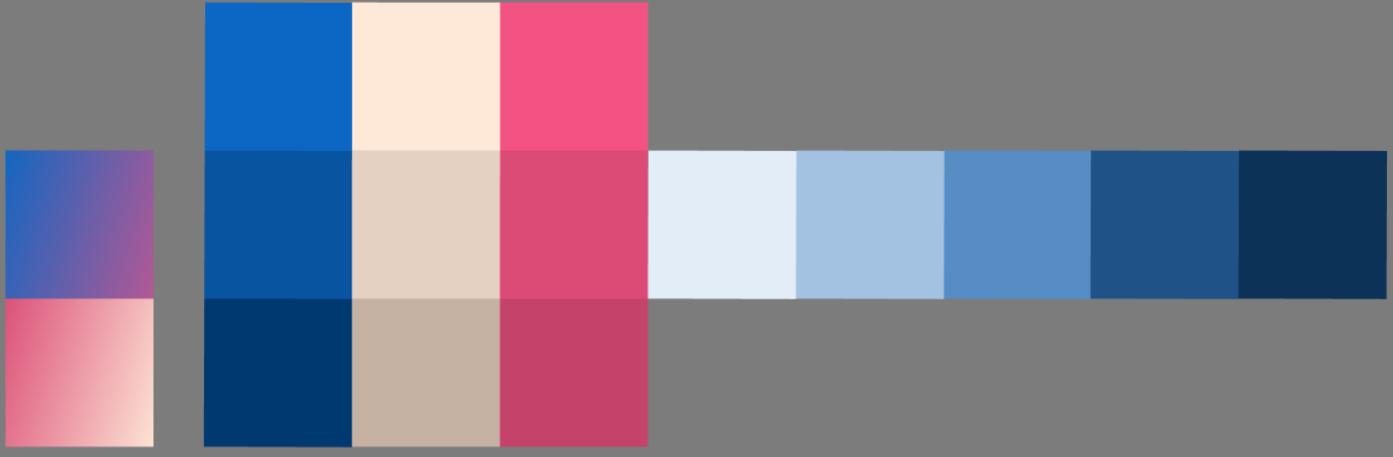


<https://atlassian.design/>

plastic 1	wiki racing	website	Independence Day	blog	any announcement ...
					
Call for speakers	website reveal	Mini event - dec - t...	Theme logo	Contest	Thank you - 2
					

Design System

Color Palette



Color styles

- SH - Primary 1
- SH - Primary 2
- SH - Primary 3
- SH - Secondary 1
- SH - Secondary 2
- SH - Secondary 3
- SH - Accent 1
- SH - Accent 2
- SH - Accent 3
- SH - Grey 100
- SH - Grey 300
- SH - Grey 500
- SH - Grey 700
- SH - Grey 900
- SH - Gradient 1
- SH - Gradient 2

Italic Fonts

72pt H0 Heading 0

48pt H1 Heading 1

32pt H2 Heading 2

24pt H3 Heading 3

18pt H4 Heading 4

16pt P Paragraph

Medium Fonts

72pt H0 Heading 0

48pt H1 Heading 1

32pt H2 Heading 2

24pt H3 Heading 3

18pt H4 Heading 4

16pt P Paragraph

Text styles

- Ag H0 Heading 0 · 72/Auto
- Ag H1 Heading 1 · 48/Auto
- Ag H2 Heading 2 · 32/Auto
- Ag H3 Heading 3 · 24/Auto
- Ag H4 Heading 4 · 18/Auto
- Ag P Paragraph · 16/Auto

Typography

There are five basic classifications of typefaces:

orning adorning
orning **adorning**
ingadorning **ado**
orningadornin
orning adorning

Serif

out without with
without**without**with
out**without**with
hout without**with**
out+without**with**

Sans Serif

*A Tale
of Mystery*

Script

a**x****i****s**

Monospaced

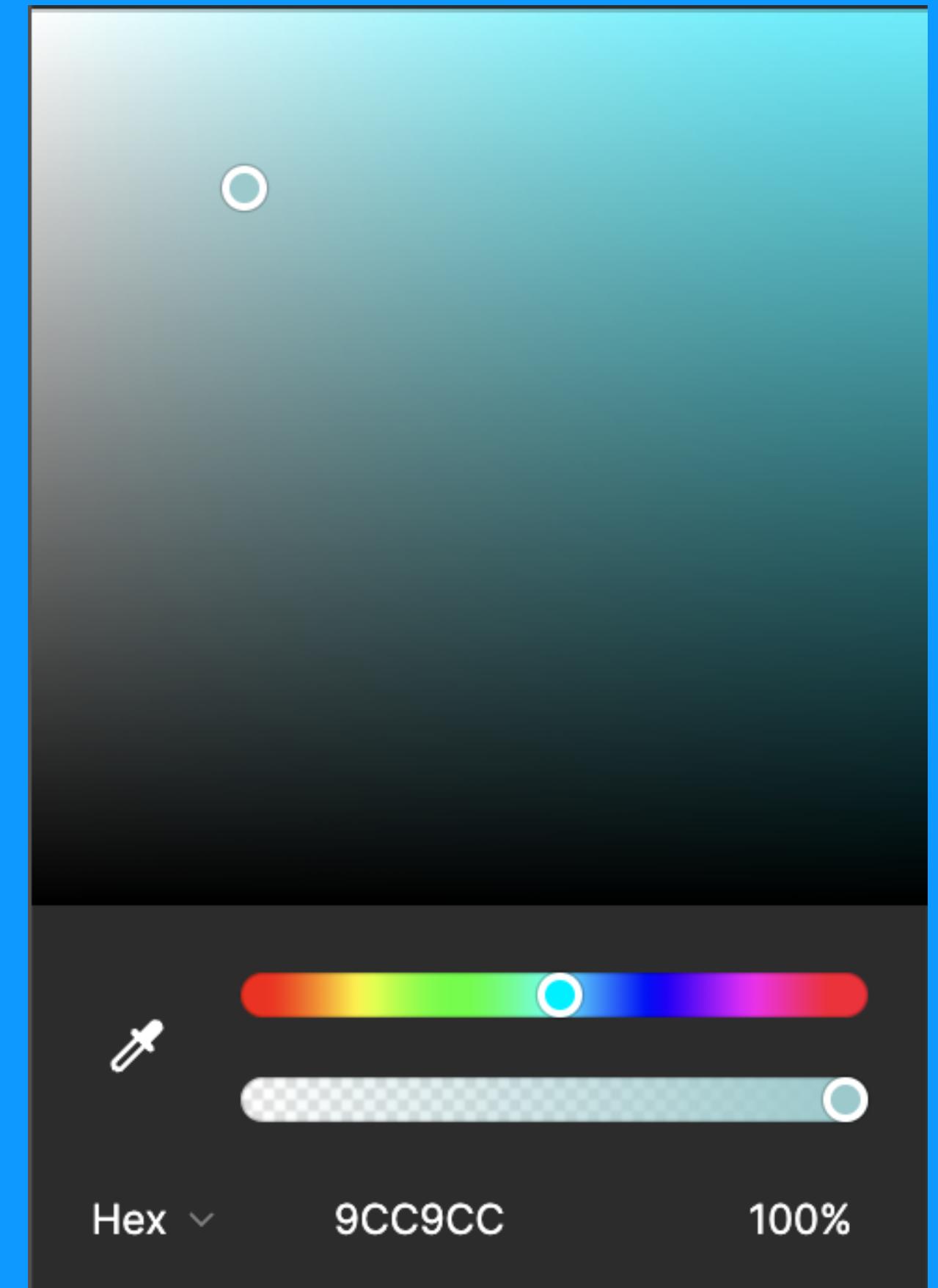
D**i****s****p****l****a****y**

Display

Colors

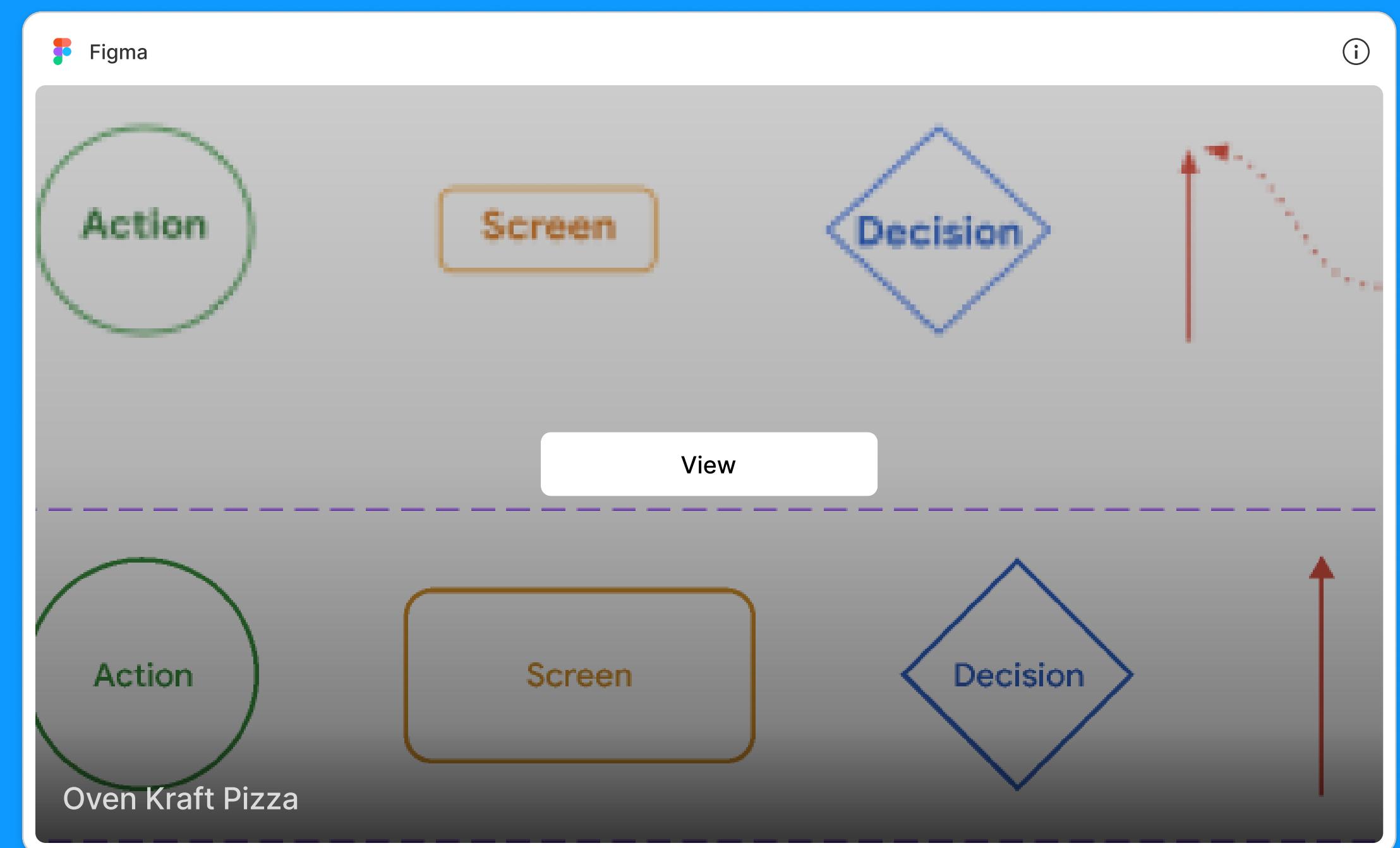
- Hex values
- RGBA
- How to get Hex values using colour picker tool
- Adobe tool to check contrast and visibility

🔗 <https://color.adobe.com/create/color-contrast-analyzer>



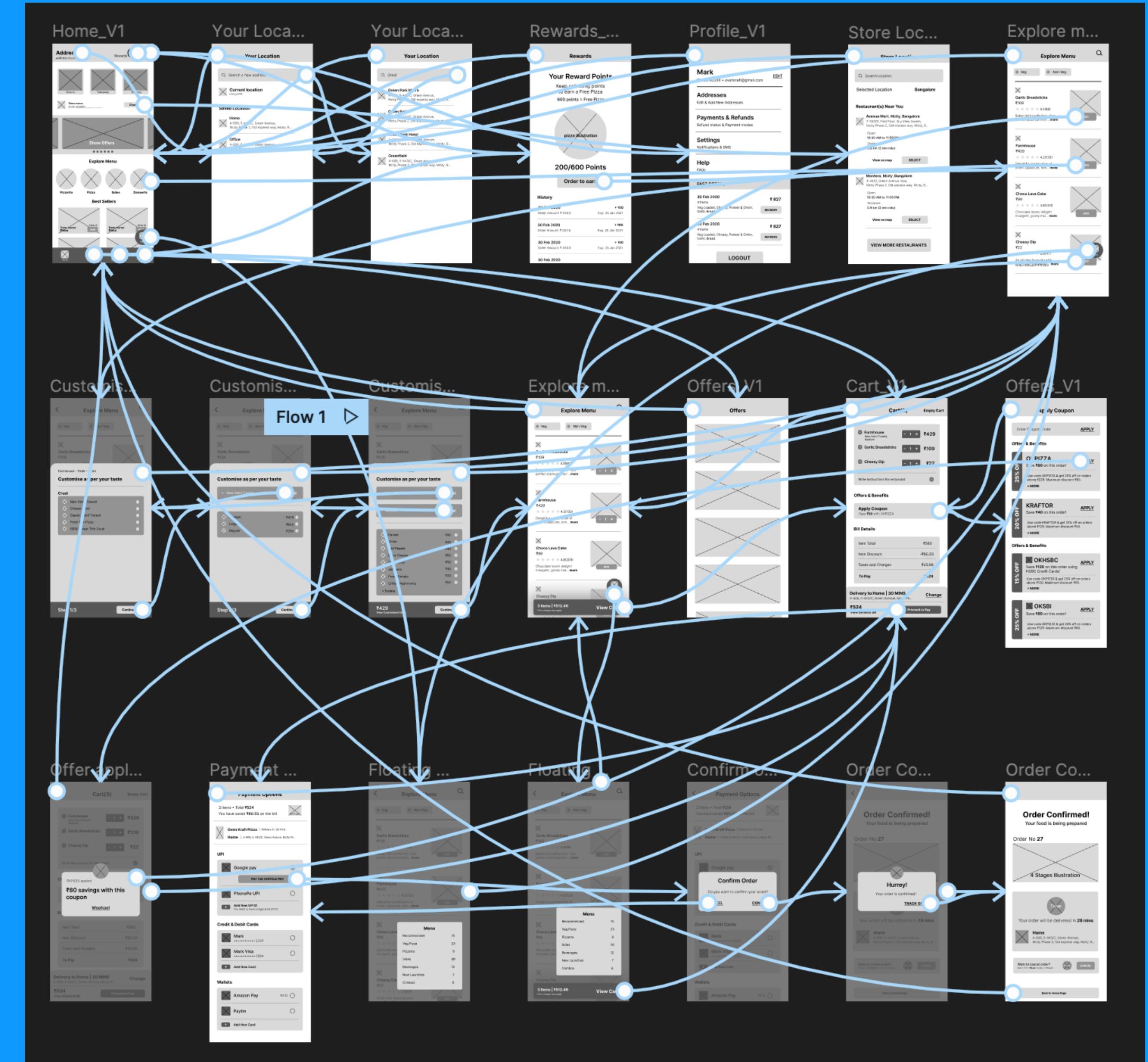
Wireframes

- what are wireframes
- Example



Prototyping

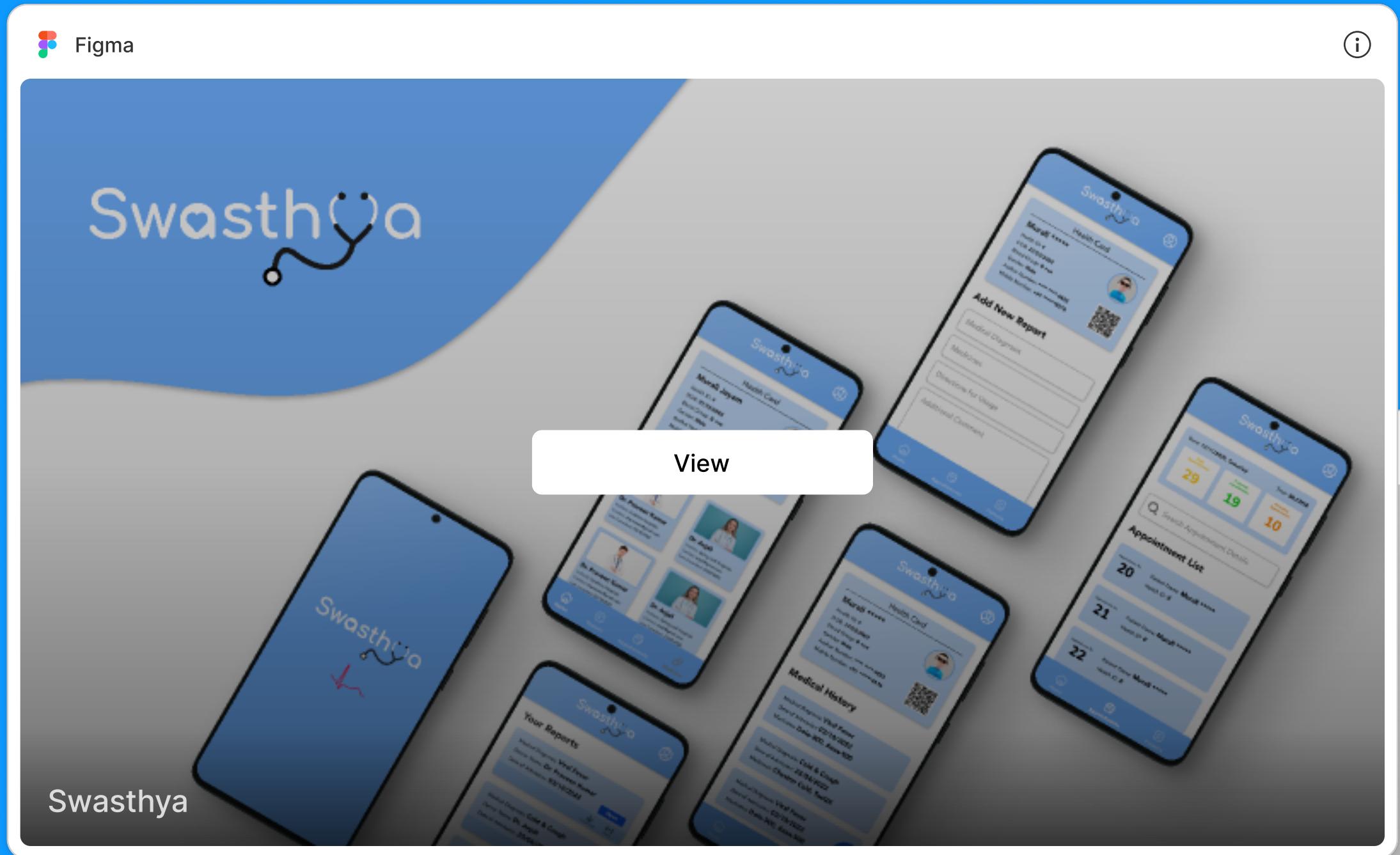
- what is prototyping
- Example



Time for some Figma



Example Hi-Fi Designs



A color palette tool interface for the hex color #69DEE8. It shows a grid of color swatches arranged in rows: Tints (lighter shades), Tones (medium shades), and Shadings (darker shades). A 'View' button is located in the center of the palette. To the right, there is a section titled 'Analogous Palette' which describes how the analogous colors of #69DEE8 (#69D9E6 and #69B9C9) work together harmoniously. It also includes sliders for 'Text Color' and 'Background Color'.

Tints, Tones & Shades of #69DEE8 Color

Analogous Palette

The analogous colors of #69DEE8 are #69D9E6 and #69B9C9. By placing them next to one another in the color wheel, they can be used to create a cohesive and visually appealing design.

View

Workezz. (Copy)