

# COURSE - 5 CREATE HIGH FIDELITY DESIGNS AND PROTOTYPES IN FIGMA

Module 1 - Starting to create mockups

Module 2 - Applying visual design principles to mockups

Module 3 - Exploring design systems

Module 4 - Creating hi-fi prototypes

Module 5 - Testing and iterating on designs

## MODULE - 1

Visual Design : How a product / technology appears to users.

Mockup : A high fidelity design that represent your final product (static)

Elements such as typography, color and iconography are building blocks of visual design.

Typography :- The use of text and font

Steps to find the perfect typography for your design

- Selecting a type classification
- Picking a typeface
- Choosing a font

Type classification : A general system to describe styles of type.

Serif

T

Sans Serif

T

Typeface : The overall style of a letter.

Distinguished by their strokeweight, shape, type of serif and line lengths. Each typeface is known by a family name

Serif - Times New Roman, Georgia, Cambria

Sans Serif - Arial, Helvetica, Verdana

↳ for apps and websites - legible on screen

Font : The size, thickness and emphasis of letters.

Typographic Hierarchy : A method of ordering typefaces and fonts in a layout to create divisions that show users where to focus and how to find information

## IMPORTANCE OF TYPOGRAPHY :-

- Adds hierarchy
- Makes text easy to read
- Matches brand guidelines

Google uses sans-serif typeface.

## COLOUR :-

Colors convey emotions, signal actions and add variety.

RED - attracts lot of attention

BLUE - serenity, feelings of calmness or peace

## IMPORTANCE OF COLOUR IN UX DESIGN :-

- Add emphasis
- Communicate branding
- Impact the accessibility of designs

60 - 30 - 10 rule :-

- \* One neutral color makes up 60% of the color palette
- \* A second complementary color makes up 30% of the color palette
- \* A third accent color makes up 10% of the palette to add emphasis.

Follow Web Content Accessibility Guidelines.

Accessibility considerations for color :-

- Use icons in design
- Use patterning & texture to create contrast
- Avoid color combinations that could be hard to distinguish.
- Low contrast sensitivity

Iconography : A system of graphic images or symbols that are associated with a subject or an idea

Benefits to including images :-

- Communicate a message without using words.
- Create an emotional response from the user.
- Set a product apart from the competition.

User Interface : Concerned with how a digital product's interface looks and functions.

LAYOUTS : Ways to arrange elements on a page. Goal - present information in a logical way.

Basic Grids : Intersecting lines divide pages into small squares that allow you to easily lay out elements in a design.

Layout grid : (common) A series of columns and alleys that allow you to organize elements in a design.

Columns - Coloured blocks, alleys - spaces between the columns.

Reasons to use a grid :-

- Create clarity & consistency
- Quicken the design process
- Make it easier to collaborate on designs

Containment :-

User visual barriers to keep designs neat and organized.

Four methods :-

- |            |          |
|------------|----------|
| → Dividers | → Fill   |
| → Borders  | → Shadow |

SPACING :- Proximity between elements

WHITE SPACE :- The gaps between elements in a design. / Negative Space

Importance :-

- Provide emphasis on a focal point within the design
- Group items together - proximity.
- Help with readability.

## MODULE - 2

Emphasis in UX Design : Something that attracts attention

Visual Weight : A measure of the force that an element exerts to attract the eye.  
↳ size, color, contrast → greater visual wt.

Deciding what to emphasize ?

- \* Where do I want to draw user's attention?
- \* What are the user's goals?

Hierarchy : A visual design principle that orders elements on a page and highlights them by their importance.

Why we need hierarchy ?

- \* Where to focus first?
- \* What action to take?

More imp info = More visually prominent

# Scale and proportion in UX Design :-

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Explaining the size relationship between a given element and the other elements in a design.

Why scale is important?

- Creates emphasis
- Show similarity and contrast.

Proportion: The balance or harmony between elements that are scaled.

Unity & Variety :- → Varying the elements  
↓ to break monotony.

Measures how well elements of your design work together to communicate an idea.

Ask yourself :-

- Did I use colors in a consistent and purposeful way?
- Did the typefaces I used work well together?
- Is there enough variety?

to keep my design interesting?

The Gestalt Principle :-

Describes how humans group similar items / elements, recognize patterns and simplify complex images when we perceive objects.

- Similarity
- Proximity
- Common Region

**Similarity** :- Elements that look similar are perceived to have the same function

**Proximity** :- Elements that are close together appear to be more related than elements that are spaced farther apart.

**Common Region** : Elements located within the same area are perceived to be grouped together.

# Design Review Checklist :-

- Detail view
- Page - level view
- Function - level view
- App - level view

## MODULE - 3

Design Systems : A series of reusable elements and guidelines that allow teams to design & develop a product, following predetermined standards.

### Design system elements :-

- Color
- Animation
- Iconography
- Elevation
- Layout
- Typography
- Copy
- Illustration

### Visual Styles :-

Typography      Color palettes      Iconography  
Grid definitions.

### Guidelines :-

Design  
Principles

Editorial  
Guidelines

Implementation  
Guidelines.

## UI Patterns:-

Elements

Components

Modules

Templates

## SUPPORTING CODE

### Benefits :-

- Create consistency.
- Reinforce a company's brand identity.
- Scalable
- Save time & money to increase efficiency
- Designers and developers work together more effectively.

Google's design system - Material Design

Sticker Sheets | Design Kits :- A collection of elements and components that make up part of the design system.

Elevation :- Material Design's system for adding layering or depth to your interface.

States :- Visual Representation that communicate the status of a component or interactive element.

## MODULE - 4

Hi-fi Prototypes :- Detailed, interactive versions of designs that closely match the look and feel the final product.

Lo-fi :- Interactive versions of designs that use Content placeholders.

Mockups focus on visual design but prototypes focus on functionality.

Hi-fi Prototypes Components :-

- Visual elements
- Navigation
- Interaction

→ How does a user get from one screen to the next?

→ How easy it is to locate navigation-related icons, like back arrows?

→ At what point does the user journey end?

Steps to create a hi-fi prototype in Figma :-

- 1) Lay out the mockups
- 2) Connect the screens
- 3) Add interaction details
- 4) Adjust the animation
- 5) Complete for all screens
- 6) Share your work

Gestures and Motions in Figma :-

↓

Any method of interaction a user has with information on their device using touch.

Common Gestures :-

- Tapping
- Scrolling
- Swiping
- Zooming

Motion :- A way to animate static design elements to focus the user's attention & tell stories.

### Accessibility Considerations :-

- Provide alternative options to using gestures.
- Think critically about the speed and duration of motion in your designs.
- Give users the ability to turn off a motion

Animations should be under 5s

↳ W3C

### MODULE - 5

Determine if your designs are final

- Are the designs a true representation of the intended UX?
- Have placeholder text, icons and imagery been replaced with finalized assets?

→ Are participants or users able to interact with and interpret the designs without external guidance?

## CASE STUDY

Summarized representation of a design project that typically includes:

- Project goals and objectives
- Your role in the project
- Process your team followed
- Outcome of the project