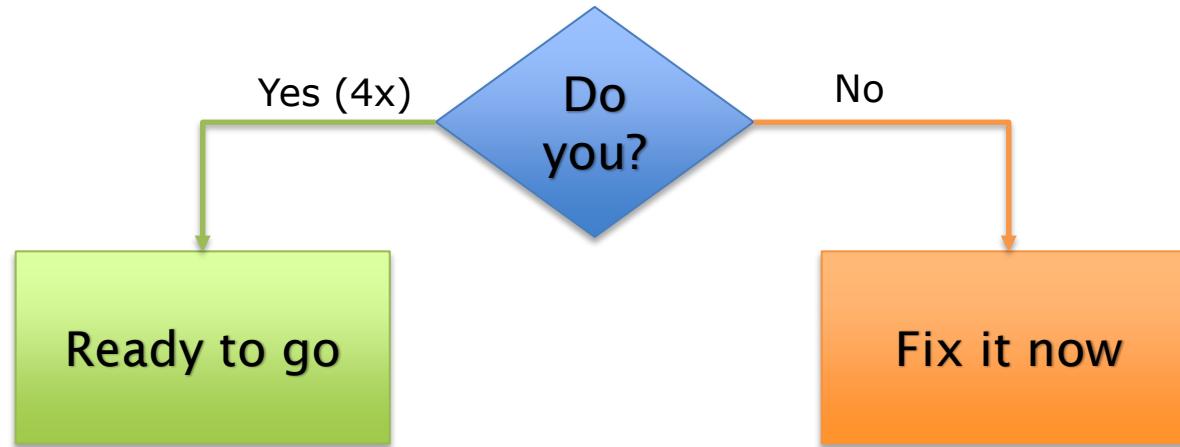


- ▶ Do you
  - Have a Figma account (<https://www.figma.com/education/apply>)
  - Indicated your class on Moodle ([general/indicate your class](#))
  - Joined the Figma team of your class ([Moodle/web Design/ week 1](#))
  - Have a picture of yourself at hand? (Set your **profile picture** in Moodle and Teams)



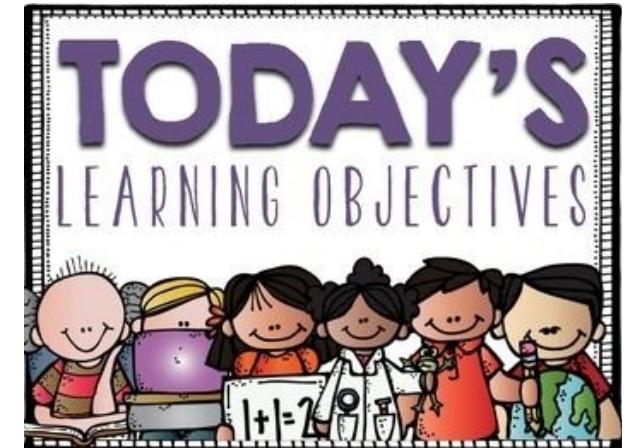
# **Web Design Class 1**

## Theory and Practical

Nymphaea Notschaele

2-9-2021

1. Introduction
2. Structure of the classes
3. Overview deliverables
4. What is web design/interaction design, why is it important?
5. Target groups
6. Get to know the prototyping tool



- ▶ **Nymphaea Notschaele**

- ▶ [nymphaea.notschaele@inholland.nl](mailto:nymphaea.notschaele@inholland.nl)

- Use proper netiquets: Use the **subject** line
- State what you are mailing about
- Also state your **name** and the **class** you are in

- ▶ Working days:

- Monday
- Tuesday
- Thursday
- Friday



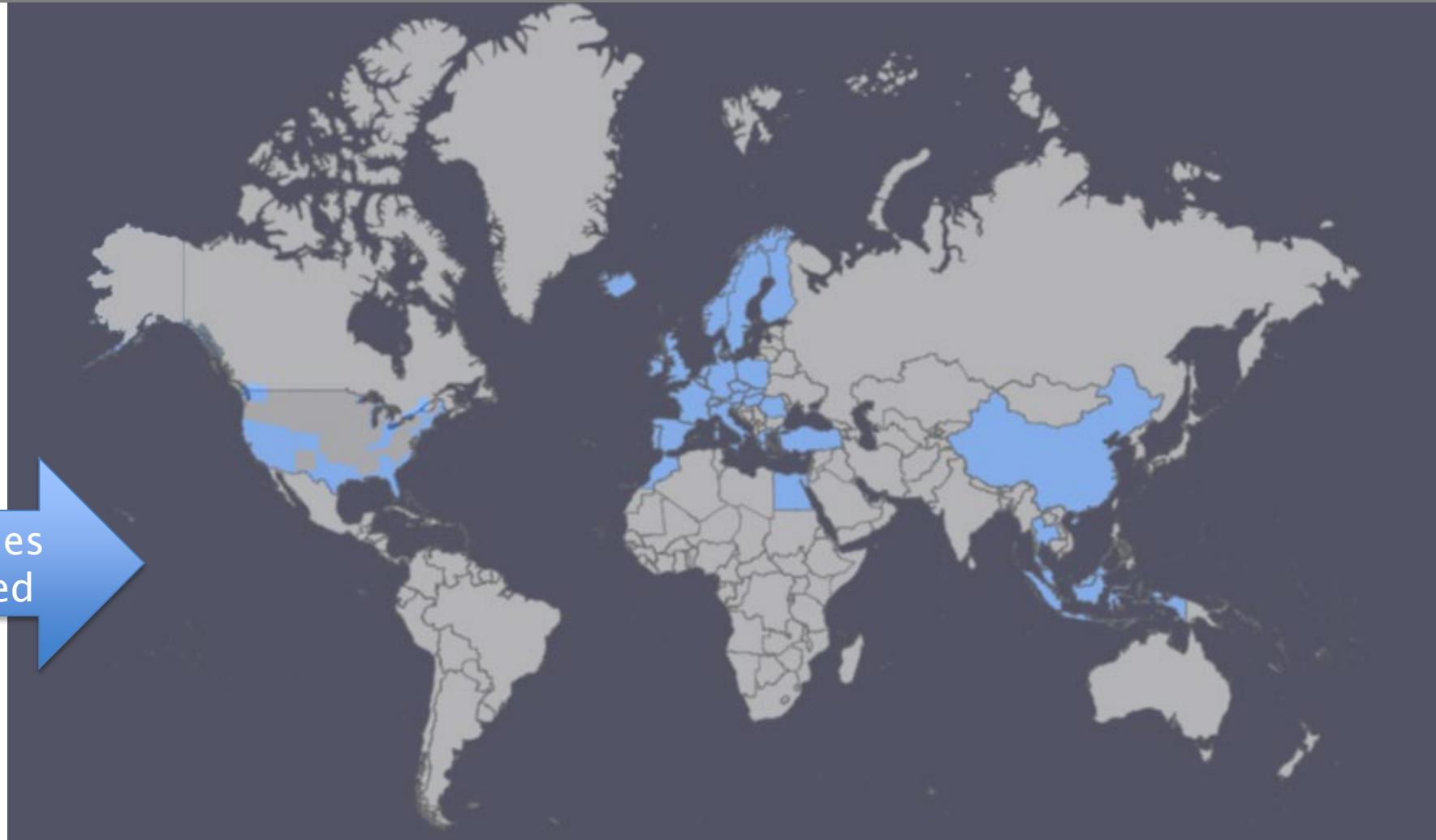
# Nymphaea Notschaele

## internationally



Languages  
I speak

Counties  
I visited



# All standup

How many languages do you speak?

Web Design 1  
UX | HCI  
2-9-2021

1. If you speak only English (1 language) ... sit down
2. You speak English and 1 other language (2 languages) ... sit down
3. You speak 3 languages ... sit down
4. You speak 4 languages ... sit down
5. You speak 5 languages ... sit down
6. You speak 6 languages ... sit down
7. You speak 7 languages ... sit down
8. You speak 8 languages ... sit down
9. ...How many languages and which languages do you speak?



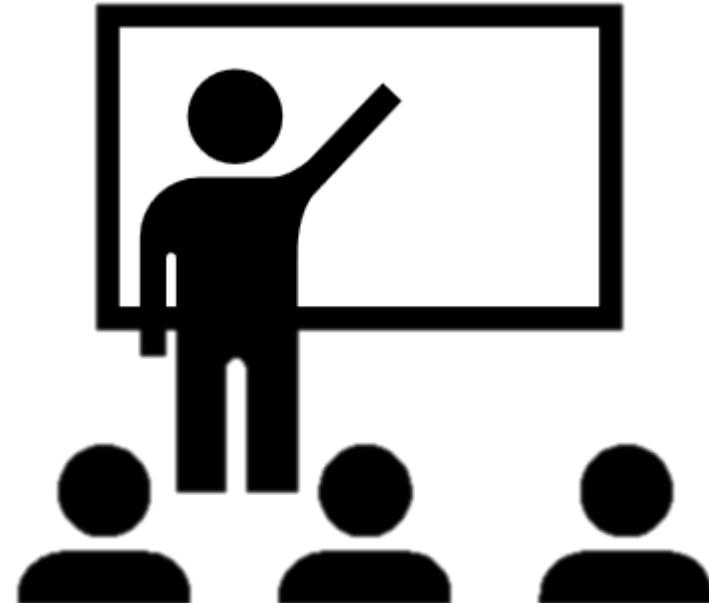
# How to get the most out of the lessons

Web Design 1  
UX | HCI  
2-9-2021

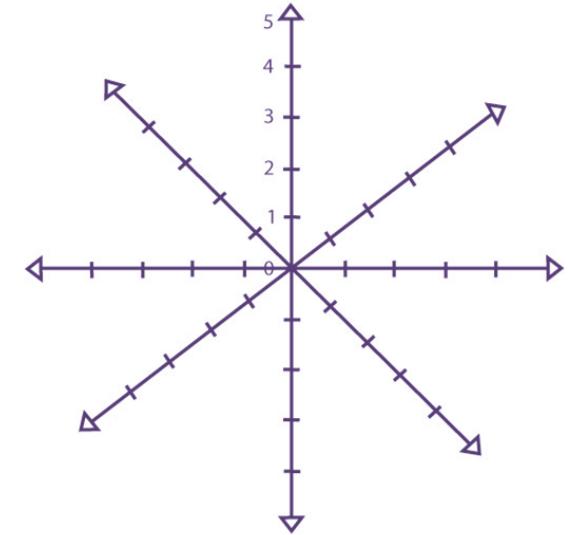
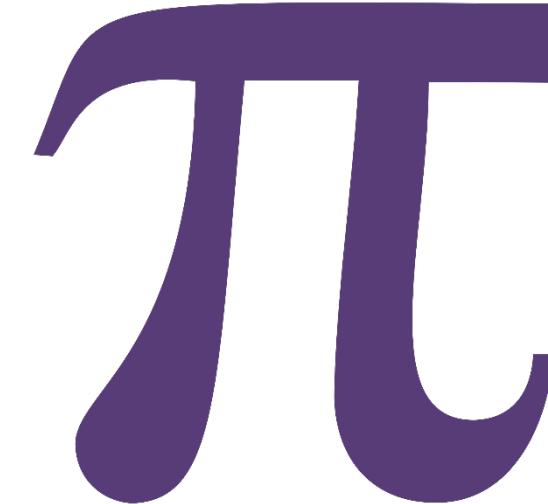
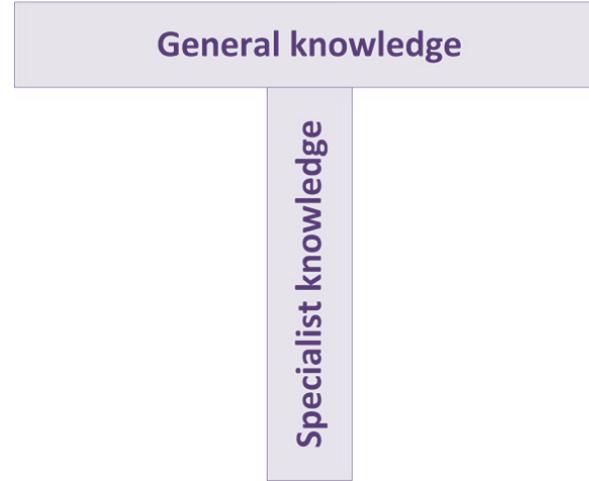
- ▶ Minimise distractions
  - Arrive on time
  - No mobile phones\*
  - No computers/tablets\*
  - \*unless I say that you can use one for a particular exercise

- ▶ Participate actively
  - Prepare for the lesson (do your homework)
  - Take notes on paper (i.e. not on your computer/tablet/smartphone)
  - Ask questions (in the chat, by raising your hand)

- ▶ Professional attitude
  - Quality
  - Manners



- ▶ Why is it important to learn about webdesign?
  - Make cool things
  - Earn more money



# CLASS STRUCTURE



- Attendance list
- (Trends in web design presentation)
- Learning objectives

- Theory
  - Design principles
  - HCI

- Homework

- Practicing with Figma
- Reviewing homework
  - Peer review,
  - Design review in class, ...
- Working on homework/assignment

- ▶ Designing a **website** for a specific **target group** and with a specific **message**
  - 5 Deliverables (that count towards your mark):  
They help you to create your web design, step by step.
- ▶ Some assignments have tree levels: Bronze, Silver, Gold

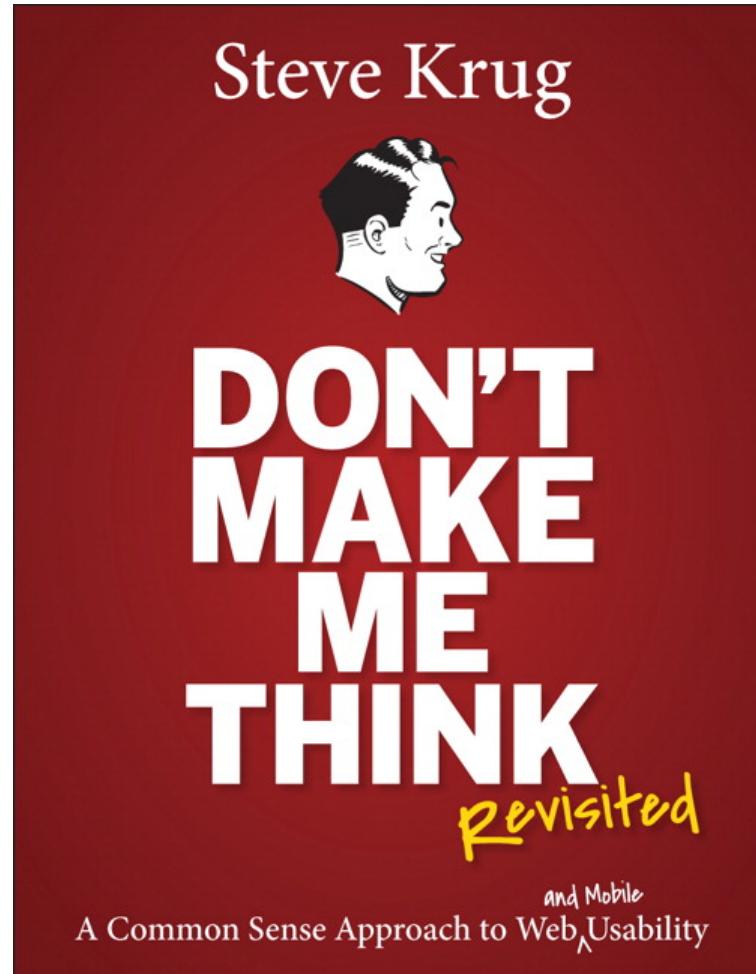


## ► Weekly deliverables

1. Vision: project proposal, mind map/persona
  2. Content: 2) text and photos, 2b) logo
  3. Wireframe sketches; 3 versions of home and detail page
  4. Design version 1 (home page and detail page)
  5. Design version 2 (home page, detail page and contact page)
- Logbook (update it each week)

## ► Every week on the Forum on Moodle

0. Trends in web design vlog



[\*\*Don't Make Me Think, Revisited:\*\*](#)  
A Common Sense Approach to Web Usability,  
3rd Edition  
Krug  
©2014 | New Riders

Paper | ISBN-13: 9780321965516  
ePub | ISBN-13: 9780133597264

# WHAT IS WEB DESIGN?

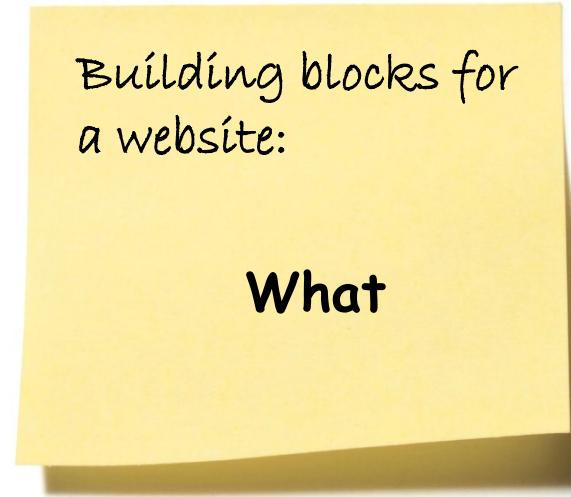
# Sticky note inventory – in Fig Jam

Write down **1 item per sticky note** (2 minutes)

Web Design 1  
UX | HCI  
2-9-2021

- ▶ What are the ingredients or **building blocks** you need to make/design a website?
- ▶ Join the Figma team of your class via the [link on Moodle in Week 1](#)

The screenshot shows a Figma workspace titled "Sticky note inventory". The title bar includes the sub-instruction: "What are the ingredients or building blocks you need to make/design a website? Only One tool/ingred. per sticky". Below the title, there is a note card with the text "Building blocks" and a yellow circular icon containing a question mark and the text "What I am not thinking about the servers or programming knowledge...". At the bottom left, there is a file card with the title "Ingredients for a website (IT1E)" and a purple edit icon.



Hint:  
I am not thinking about the servers  
or programming knowledge ...

► You'll be the:

- Project manager
- UX researcher
- Copy writer
- Photographer
- Graphic designer
- Interaction designer
- Web designer
- ...

► All in one



Created by lastspark  
from Noun Project

- ▶ Text
  - Headings
  - Paragraphs
- ▶ Graphic elements
  - Photos
  - Layout
  - Colour
  - Logos
  - Video
  - ...
- ▶ Links
- ▶ Widgets
  - Radio button
  - Checkbox
  - Dropdown
  - Text field
  - Button
  - Slider

# Web Design

website = website = website

Web Design 1  
UX | HCI  
2-9-2021

The screenshot shows the homepage of the Lelystad website. At the top, there is a blue header bar with the Lelystad logo on the left, a search bar with a magnifying glass icon on the right, and two small 'cc' icons in the top right corner. Below the header is a large aerial photograph of a residential area with many houses and a river. The main navigation menu is located below the header, featuring categories: INWONER (underlined), ONDERNEMEN, STAD EN BESTUUR, and VRUIE TIJD. Below the menu, there are six cards arranged in a grid, each with an icon and text: 'Coronavirus' (sun icon), 'Afspraak maken' (calendar icon), 'Paspoort, ID-kaart, rijbewijs' (EU flag icon), 'Melding doen' (megaphone icon), 'Verhuizen en (ver)bouwen' (box icon), and 'Afval' (recycling bin icon). Further down, there is a section titled 'Of bent u op zoek naar?' with a grid of links: 'Geboorte, trouwen, overlijden', 'Belastingen', 'Werkzaamheden', 'Subsidies', 'Verkeer en Vervoer', 'Uitkering', 'Zorg en welzijn', and 'Asbest'. At the bottom of the page, there is a footer bar with several small images.

<http://www.lelystad.nl/>

# Web Design

## website = website = website

Web Design 1  
UX | HCI  
2-9-2021

Gratis verzending vanaf 20,- Bezorging dezelfde dag, 's avonds of in het weekend\* Gratis retourneren

Select Ontdek het nu voor 9,99 p.i.

**bol.com** Waar ben je naar op zoek?  Inloggen  

Categorieën ▾ Cadeaus & Inspiratie ▾ Aanbiedingen ▾ Zakelijk Cadeaukaart Bestelstatus Klantenservice NL ▾

Outlet Duurzaam assortiment Select-deals Gezien in LINDA. **Alles voor studie >**

< Terug  Boeken

**Categorieën**

- Strips & Graphic novels (2278)
- Biografieën & Waargebeurd (518228)
- Computers & Informatica (160272)
- Economie & Financien (252034)
- Fantasy & Sciencefiction (300751)
- Meer

**Taal**

- Nederlands (638291)
- Engels (7946300)
- Duits (1179356)
- Meer

**Boeken**

Op zoek naar een goed boek? Bij bol.com vind je ongetwijfeld wat je nodig hebt. Van kinderboeken tot en met boeken... [Meer](#)

**Lees jezelf gezond** met deze boeken 

**Zet je brein in beweging** met deze boeken 

Nederlandstalige Boeken Literatuur & Romans Papieren boeken Thrillers en spannen 

**Cadeau nodig?** Vind snel je ideale cadeau met onze Cadeauvinder [Start hier](#)

10.951.706 resultaten Sorteer op: Populariteit 

**Wat voor type boek zoek je?**

- Boek (7610519)
- Ebook (3072625)
- Luisterboek (154796)
- Luisterboek op CD (34472)

 **Marieke Lucas Rijneveld**  
**De avond is ongemak**  
roman  
Nederlands | Hardcover | 9789025463854 | Druk: 11 | april 2020 | 272 pagina's **15,-**  
Nog niet verschenen - reserveer een exemplaar, beschikbaar op 03-09-2020. 

<https://www.bol.com/nl/l/boeken/N/8299/>

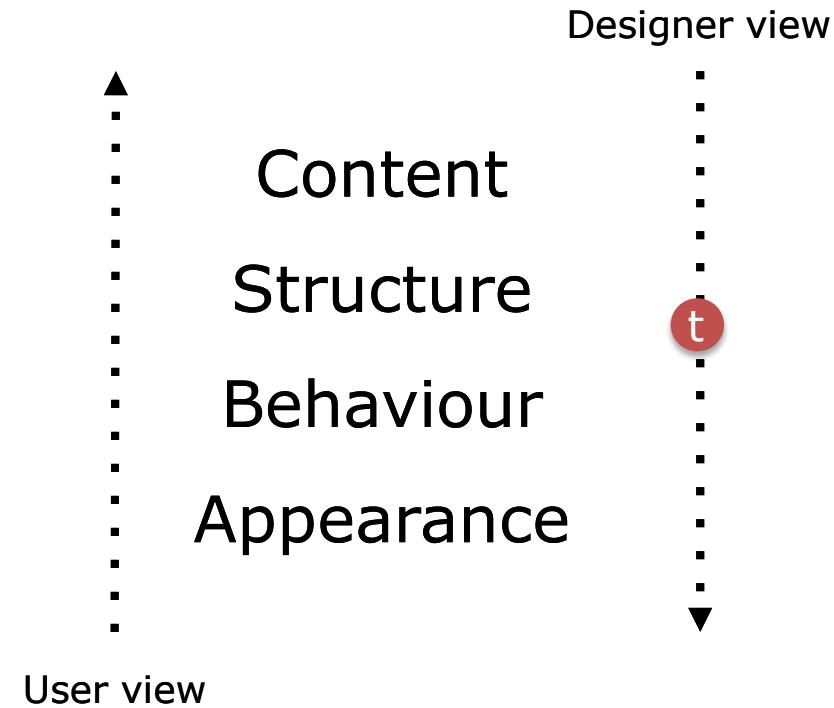
# Web Design

website = website = website

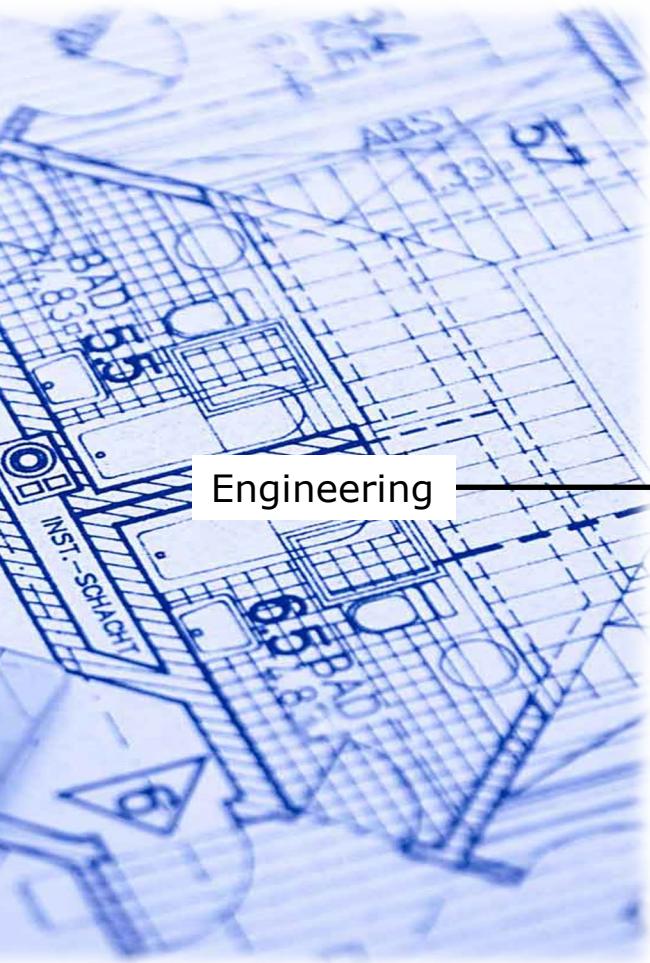
Web Design 1  
UX | HCI  
2-9-2021

The screenshot shows a web page titled "BUILD YOUR MINI." with a sub-section titled "SELECT A COLOUR." On the left, there is a vertical color palette with five circular swatches: red, grey, black, dark grey, and green. In the center, a green Mini Cooper car is displayed. Below the car is a button labeled "CHOOSE BRITISH RACING GREEN". At the bottom left is a "BACK" button, and at the bottom right is a "MINI LIVE CHAT" button with a speech bubble icon.

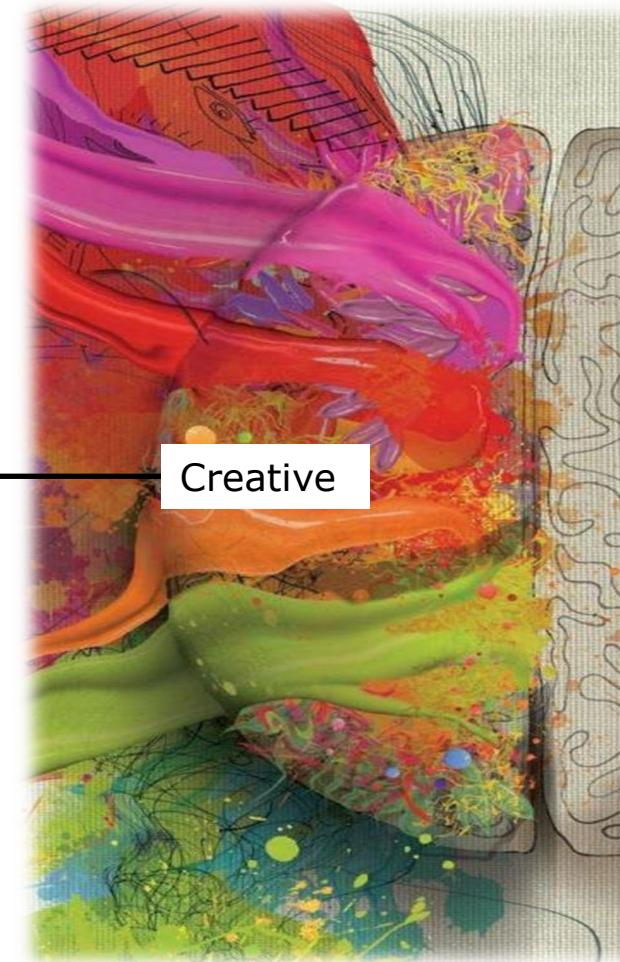
[https://www.mini.co.uk/en\\_GB/home/range/mini-electric/select-your-mini.html](https://www.mini.co.uk/en_GB/home/range/mini-electric/select-your-mini.html)



- ▶ Designing
  - contents,
  - structure,
  - behavior and
  - appearance
- ... of a website
- ▶ With an objective in mind.



Design as craft



- ▶ Design focused



- ▶ Engineering focused



- ▶ Design & Engineering combined
- ▶ Form follows function



# About functionality

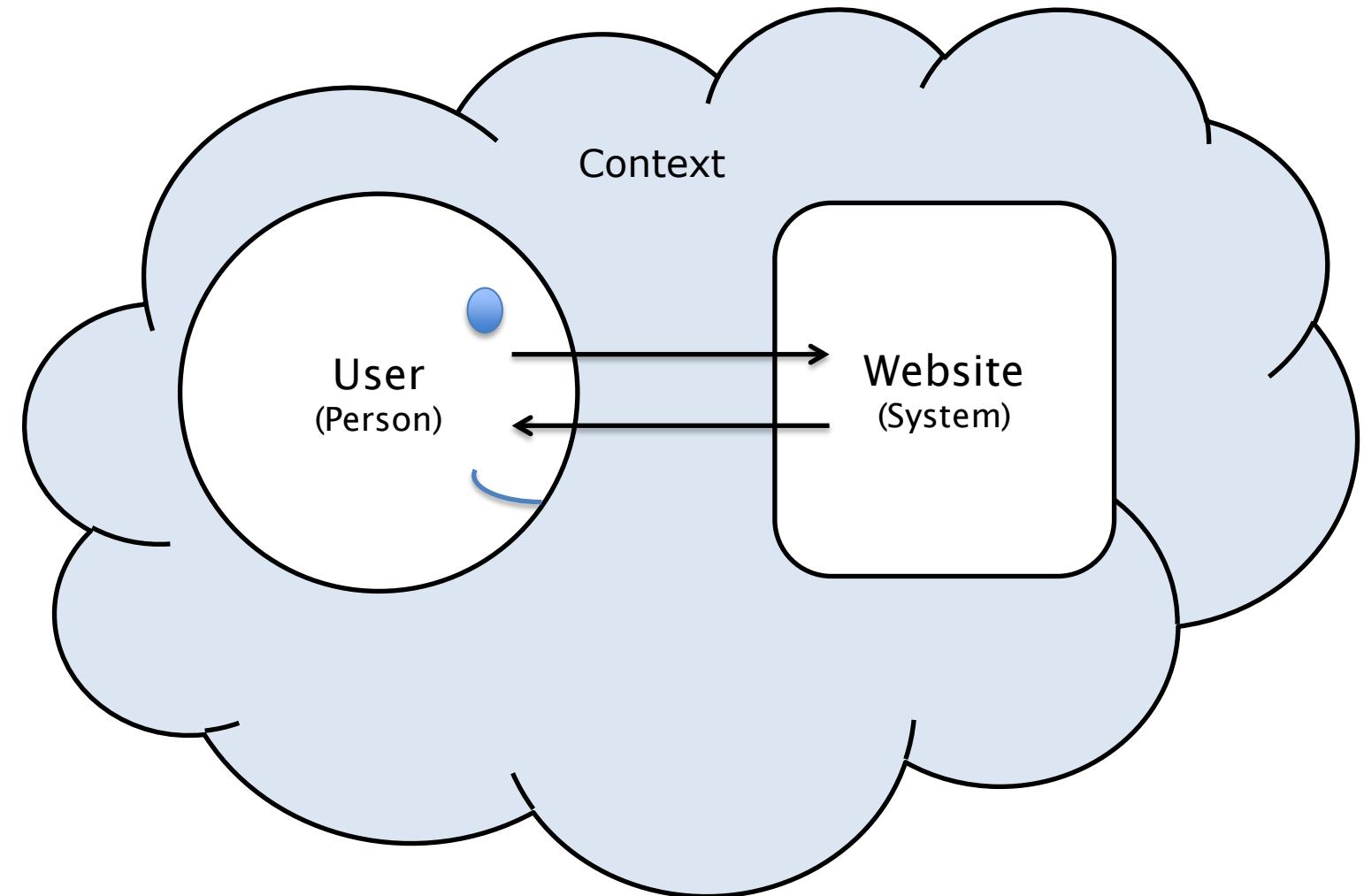
Objects and their functions

Web Design 1  
UX | HCI  
2-9-2021

Target group

Your website

Objective











# A website = a website = a website?

## Types of website

Web Design 1  
UX | HCI  
2-9-2021

### ► Types of website

- Brand perception
- Corporate site
- E-commerce
- Web application
- Blog
- Forum
- Information site
- Portfolio
- Event

### ► Four main genres

- News
- Shopping
- Information
- Entertainment

Assignment

Albert N. Badre 2002

Application (SAS)

# TARGET GROUP

- ▶ Whom are you creating your website for?
- ▶ a group of people or organizations with a number of **relevant characteristics** in common.

### ► The products/ services

- What needs/demands of the target audience is this website catering for?

### ► Text

- Information; what is said?
- Tone of voice; how is it said?

### ► Imagery

- What and how is it depicted?
- Quality of visuals

### ► Atmosphere

### ► Brand

- Brand name, logo, tagline, main colors



Created by Gan Khoon Lay  
from Noun Project

# Whom is this site aimed at?

5 minutes

Web Design 1  
UX | HCI  
2-9-2021

## 1. A B C D:

<https://www.tui.co.uk/>

## 2. E F G H:

<https://srprs.me/uk>

## 3. I J K L:

<https://www.clubmed.co.uk>

## 4. M N O P:

<https://www.wildlandtrekking.com/>

## 5. Q R S T U:

<http://www.newdirectionstravel.org/>

## 6. V W X Y Z:

<https://www.totallysnow.nl/>

- ▶ Analyze the site listed after the first letter of your first name
- ▶ Make notes
- ▶ I'll ask you after the 5 minutes what **clues** have found in the **design** and **content** about the target group of the site you analyzed
  - What type of traveler is this site aimed at?



Created by Gan Khoon Lay  
from Noun Project

# What is the target audience of this web site?

A B C D

Web Design 1  
UX | HCI  
2-9-2021

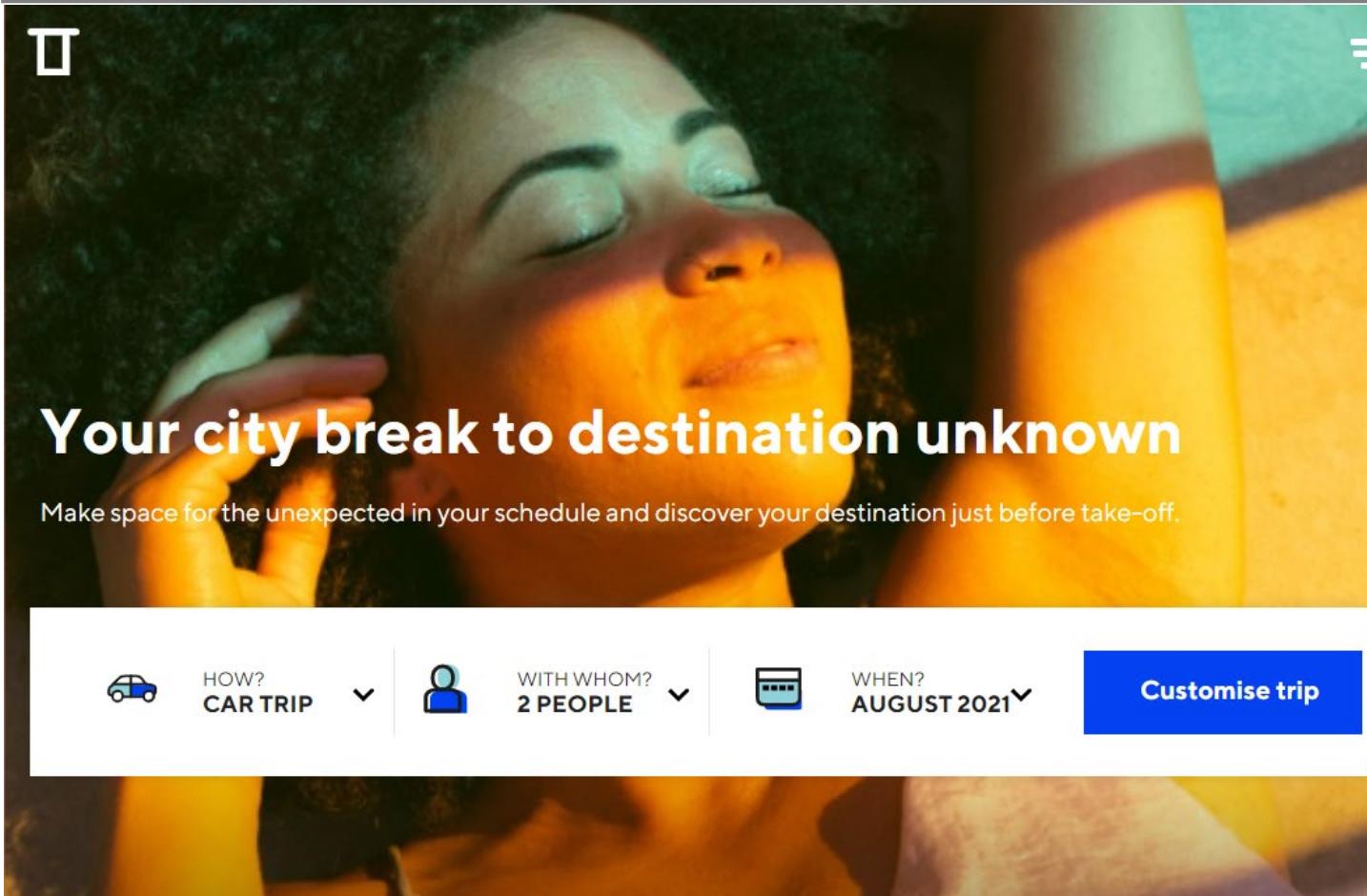
The image shows two side-by-side screenshots of the TUI website homepage. Both screenshots have a yellow header bar at the top containing a COVID-19 notice, the TUI logo, and navigation links for Travel Alerts, Change Booking, Shortlist, Account & Bookings, Holidays, Cruises, Flights, Hotel Only, Deals, Destinations, Extras, and Experiences. The left screenshot shows a search form with fields for Departure Airport (Choose airports), Destination or Hotel (Any, List), Departure Date (Select a date, 7 nights), Duration (2 Adults 0 Children), and a SEARCH button. Below the search form are three promotional boxes: '1000S MORE QUARANTINE-FREE HOLIDAYS' (with a red 'SEE DEALS' button), 'FREE CHANGES', and 'CHECK DESTINATION ENTRY REQUIREMENTS'. A large blue banner below features the text 'SUMMER HOLIDAYS, STILL BOARDING' over a background image of a beach. The right screenshot shows a similar layout but includes a 'Feedback' button on the right side of the search form. It also features a 'SAVE ON SEPTEMBER' offer with a red 'USE CODE SEPT100' button, a large image of three people relaxing on a beach, and several footer badges for ATOL protection, being the world's no. 1 tourism company, easy booking with direct debits, and being awarded favorite tour operator in 2019. A yellow sticky note on the far right contains the year '2020'.

► <https://www.tui.co.uk/>

# What is the target audience of this web site?

E F G H

Web Design 1  
UX | HCI  
2-9-2021



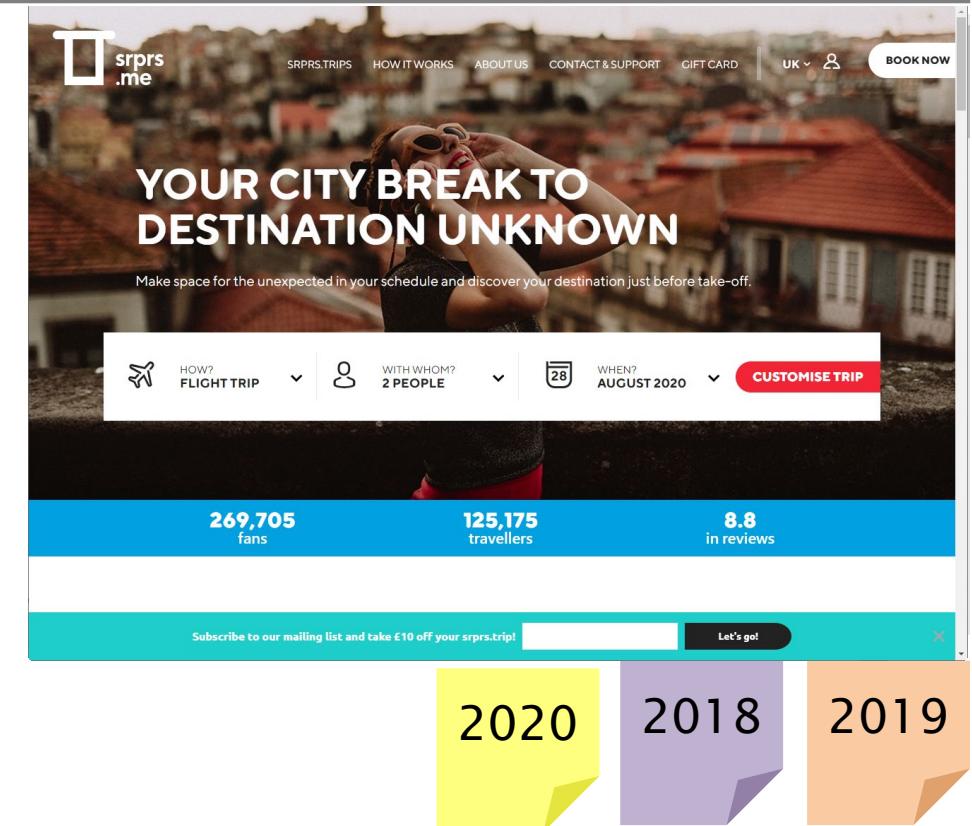
**Your city break to destination unknown**

Make space for the unexpected in your schedule and discover your destination just before take-off.

HOW? CAR TRIP ▾ WITH WHOM? 2 PEOPLE ▾ WHEN? AUGUST 2021 ▾ Customise trip

Subscribe to our mailing list and take £10 off your srprs.trip! Let's go! X

This image shows the homepage of the website srprs.me. It features a large, warm-toned photograph of a woman smiling with her eyes closed, possibly in a sunlit setting. The headline "Your city break to destination unknown" is prominently displayed in white text. Below it is a subtext encouraging users to "make space for the unexpected". A navigation bar at the bottom allows users to choose their travel mode (car trip), travel companions (2 people), and travel date (August 2021). A "Customise trip" button is also present. At the bottom, there is a call-to-action for a mailing list sign-up with a discount offer.



srprs.me

SRPRS.TRIPS HOW IT WORKS ABOUT US CONTACT & SUPPORT GIFT CARD UK ▾ BOOK NOW

**YOUR CITY BREAK TO DESTINATION UNKNOWN**

Make space for the unexpected in your schedule and discover your destination just before take-off.

HOW? FLIGHT TRIP ▾ WITH WHOM? 2 PEOPLE ▾ WHEN? AUGUST 2020 ▾ CUSTOMISE TRIP

269,705 fans 125,175 travellers 8.8 in reviews

Subscribe to our mailing list and take £10 off your srprs.trip! Let's go! X

2020 2018 2019

This image shows the srprs.me website homepage. It features a banner with the text "YOUR CITY BREAK TO DESTINATION UNKNOWN" and a subtext about making space for the unexpected. The navigation bar includes links for SRPRS.TRIPS, HOW IT WORKS, ABOUT US, CONTACT & SUPPORT, GIFT CARD, and a UK dropdown menu. Below the banner, there are filters for travel mode (flight trip), travel companions (2 people), and travel date (August 2020). Social media metrics are displayed: 269,705 fans and 125,175 travellers, along with a rating of 8.8 in reviews. At the bottom, there is a mailing list sign-up form and a "Let's go!" button. To the right, there are three colored boxes labeled 2020, 2018, and 2019.

► <https://srprs.me/uk>

# What is the target audience of this web site?

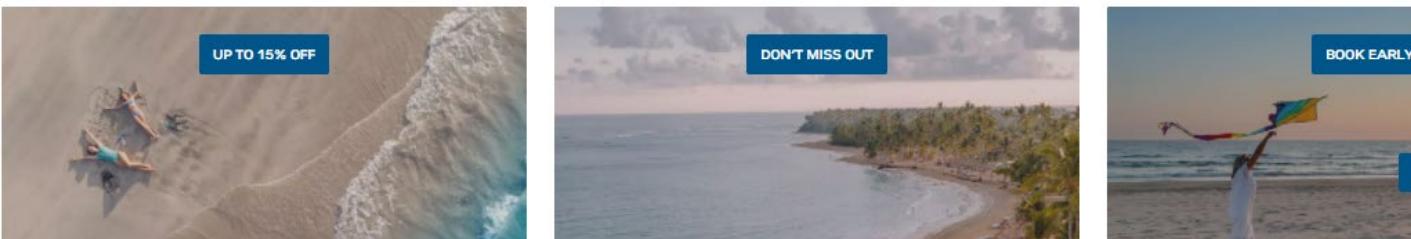
I J K L

Web Design 1  
UX | HCI  
2-9-2021

The homepage features a large background image of snow-covered mountains. In the center, the text "Ski holiday Deals" is displayed in white, along with "Up to 15% off and kids under 4 stay for free". A "See Deals" button is located below the text. At the top, there is a navigation bar with links to DESTINATIONS, HOLIDAY TYPE, SUN HOLIDAYS, SKI HOLIDAYS, BLOG, and DEALS. The ABTA logo is present, along with a phone number (034 5367 6767) and a search icon. Below the main image, there are search fields for destination, arrival/departure, number of travellers, and departure airport, followed by a green search button.

The homepage features a large background image of a beach. In the center, the text "Late Summer Holiday Deals" is displayed in white, along with "Save up to 15% - All inclusive escape starting from £605 pp". A "See Deals" button is located below the text. At the top, there is a navigation bar with links to DESTINATIONS, HOLIDAY TYPE, SUN HOLIDAYS, SKI HOLIDAYS, BLOG, and DEALS. The ABTA logo is present, along with a phone number (020 3893 4284) and a search icon. A "Travel Alert - Covid Hub" message is visible. Below the main image, there are search fields for destination, arrival/departure, number of travellers, and departure airport, followed by a green search button. There are also three promotional boxes: "STARTING FROM £685 PER PERSON", "CHANGE YOUR DATES FOR FREE", and "ALL-INCLUSIVE SKI HOLIDAYS".

Browse our latest deals



[Discover more deals](#)

2020

2018

2019

► <https://www.clubmed.co.uk/>

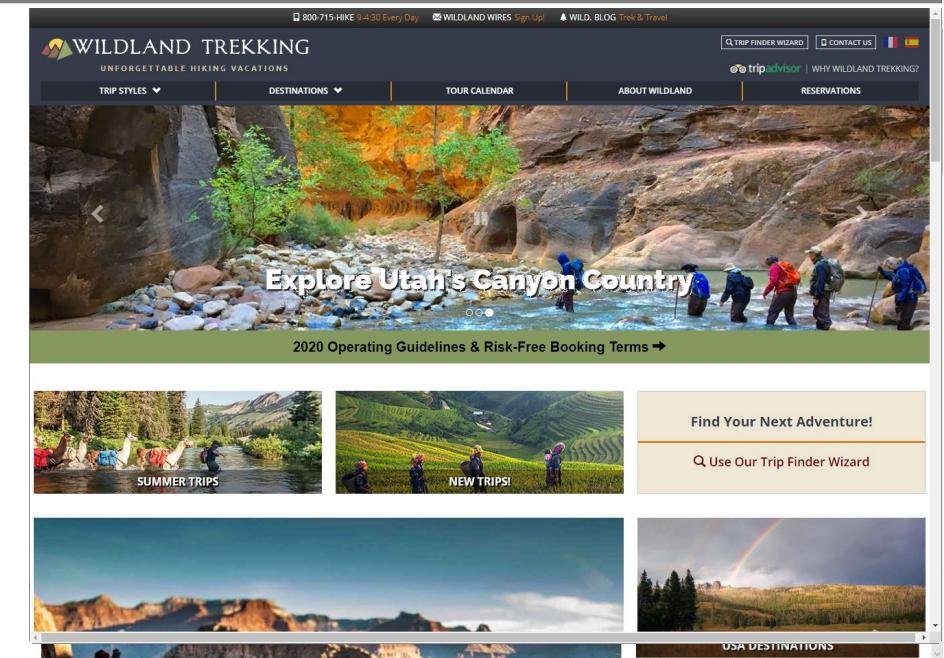
# What is the target audience of this web site?

## M N O P

Web Design 1  
UX | HCI  
2-9-2021



The homepage of Wildland Trekking features a large, scenic background image of a mountain landscape. Overlaid on the image is the text "AWARD-WINNING TOURS" in large, bold, white letters. Below this, a subtitle reads "All Inclusive, Expert Led, Premier Hiking Experiences across the Globe". A call-to-action button at the bottom says "FIND YOUR IDEAL WILDERNESS VACATION". At the top, there's a navigation bar with links for "Current Operating Guidelines & Booking Terms →", "800-715-HIKE (4453)", "Top Rated On tripadvisor® →", "Contact Us →", "Other Languages: EN ▾", and menu items for "TRIP STYLES", "DESTINATIONS", "TOUR CALENDAR", "GUIDES", "ABOUT WILDLAND", and a search icon.



A subpage from Wildland Trekking titled "Explore Utah's Canyon Country". It includes a "2020 Operating Guidelines & Risk-Free Booking Terms →" link. Below this are sections for "SUMMER TRIPS" and "NEW TRIPS!". To the right, there are three colored boxes labeled "2020" (yellow), "2018" (purple), and "2019" (orange). The page also features a "Find Your Next Adventure!" section and a "tripadvisor" badge.

► <https://www.wildlandtrekking.com/>

# What is the target audience of this web site?

Q R S T U

Web Design 1  
UX | HCI  
2-9-2021

# ન્યૂ ન્યૂડિરેશન્સ ટ્રેવલ

HOME GET INVOLVED PHOTOS TOURS/SIGN-UP SCHOLARSHIPS CONTACT ABOUT US O

## We have begun trips again!

The safety of our travelers and tour guides is our top priority. We are actively following the CDC's guidelines regarding safe travel. **We have reorganized the calendar of tours and unfortunately some trips will not be offered on this schedule.** If a trip you signed up for is no longer on the schedule, we will give you the option of moving the money to a different trip, putting the money on account for a future trip, or receiving a refund. Please be assured that all funds received for future trips have been deposited by New Directions in accounts that are fully insured by the F.D.I.C.

*We will be requiring proof of FULL VACCINATION to participate on our tours.*



# New Directions Travel

HOME GET INVOLVED PHOTOS TOURS/SIGN-UP SCHOLARSHIPS CONTACT ABOUT US ONLINE STORE DONATE



Life's a trip! Where can we take you?

New Directions for people with disabilities, inc. (New Directions Travel) is a 501(c)(3) non-profit organization providing leisure and educational travel opportunities for adults who have mild to moderate intellectual and/or developmental disabilities, such as cerebral palsy, Down Syndrome and autism. Since 1985, we have taken over 19,000 people with special needs on tours all over the world. (more...)

Follow Us!

What are people saying about us?

2020

2018

2019

► <http://www.newdirectionstravel.org/>

# What is the target audience of this web site?

V W X Y Z

Web Design 1  
UX | HCI  
2-9-2021

The screenshot shows the homepage of the **totally SNOW** website. At the top, there is a navigation bar with links to "Update Coronavirus", "Mijn Favorieten" (with a notification count of 0), "Vragen & Contact", and "Mijn Totally". A search bar is also present. Below the navigation, the main menu includes "HOME", "BESTEMMINGEN", "ZOEK & BOEK", "AANBIEDINGEN", "REISINFO", and "GROEPEN". The main banner features a ski lift and the text "Wintersport voor studenten Inc. skipas & après-ski!". It includes a button for "TOON 112 VAKANTIES". Below the banner, there are two smaller images: one showing people at a ski resort with the text "Aanbod winter '21/'22 live!" and a "CHECK IT OUT!" button; and another showing a person wearing a ski mask with the text "Veilig naar de sneeuw en terug" and a "MEER INFO" button.

The screenshot shows a search results page for "4 volwassenen" (4 adults) and "Kies je bestemming" (Choose your destination). The main banner says "Vind mijn volgende vakantie Altijd incl. skipas". It includes a "TOON 98 VAKANTIES" button. Below the banner, there are four promotional cards: "Onze reisleiding staat 24/7 voor je klaar", "Jouw vakantie bij Totally Snow is altijd 100% geregeld", "Duizenden jongeren gingen je voor", and "Wintersport met zekerheid". At the bottom, there are two more banners: "Klaar voor de sneeuw?" and "Veilig naar de sneeuw en terug".



► <https://www.totallysnow.nl/>

# Make your target audience feel at home

Tailor your content and design

Web Design 1  
UX | HCI  
2-9-2021

## ► The products/ services

- What needs/demands of the target audience is this website catering for?

## ► Text

- Information; what is said?
- Tone of voice; how is it said?

## ► Imagery

- What and how is it depicted?
- Quality of visuals

## ► Atmosphere

## ► Brand

- Brand name, logo, tagline, main colors



Created by Gan Khoon Lay  
from Noun Project

- After the break more about assignment 1

‘5-minute break’



## Create an **informative website**

- about a **neighborhood** (part of a city)/village/other topic
- for a **specific target group**,
- which is **user friendly**,
- looks **attractive**
- and works **flawless**.

The content and subject are appropriate to the target group. And where visitors can quickly find answers to their questions.

You will create both the **design and content** of this website.



► Write a **project proposal**

- Use your mind maps/persona as input for the project proposal of your site



Bronze

► Create **persona** and **mind map** :

- Research your target group
  - Collect data by observing and/or interviewing the targetgroup, and looking at statistics
  - Visit other websites for the same target group
- Visit your neighborhood and do online research



Silver

Gold

► Document your work in your **logbook**



Bronze

# Persona

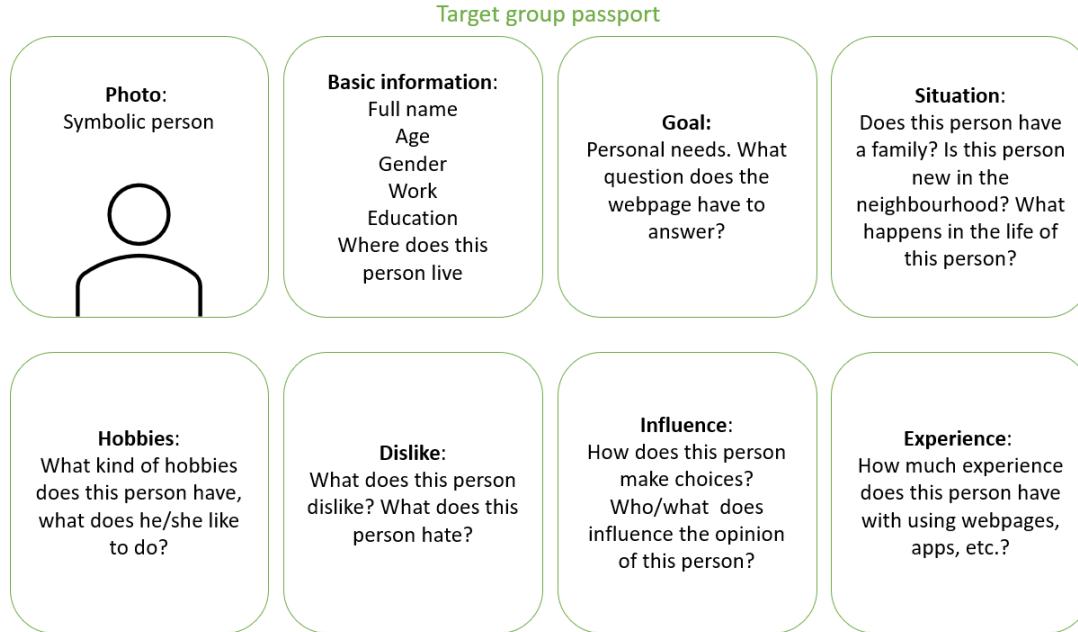
a fictional representations of a user group you're designing for.

Web Design 1

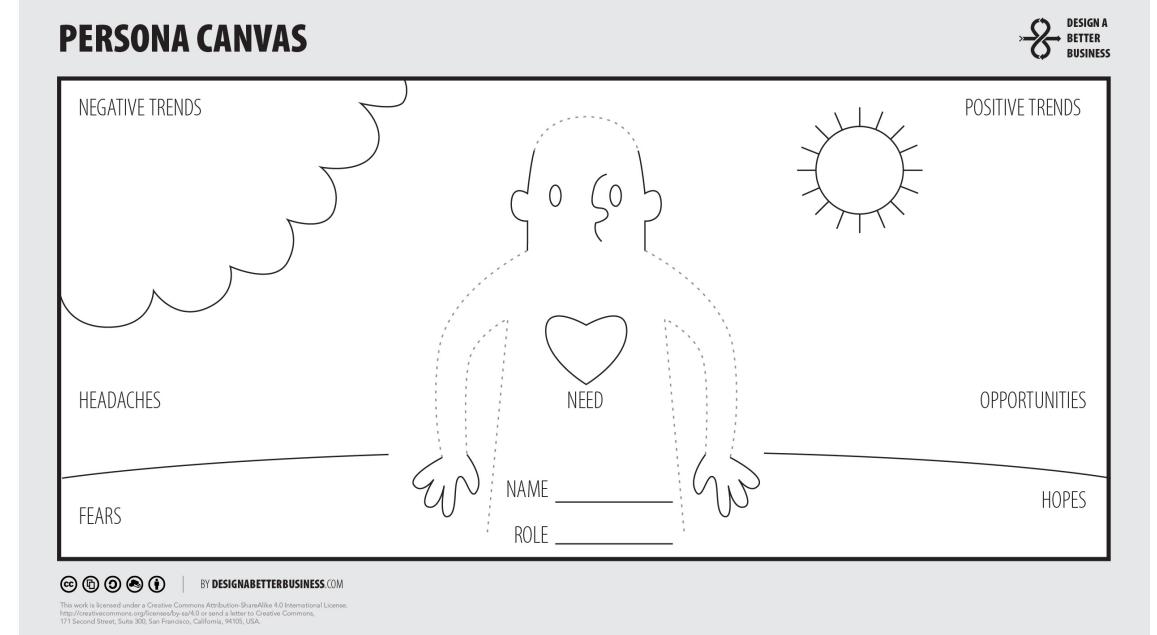
UX | HCI

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## Persona Passport



## Persona canvas



Personas are archetypical users whose goals and characteristics represent the needs of a larger group of users.

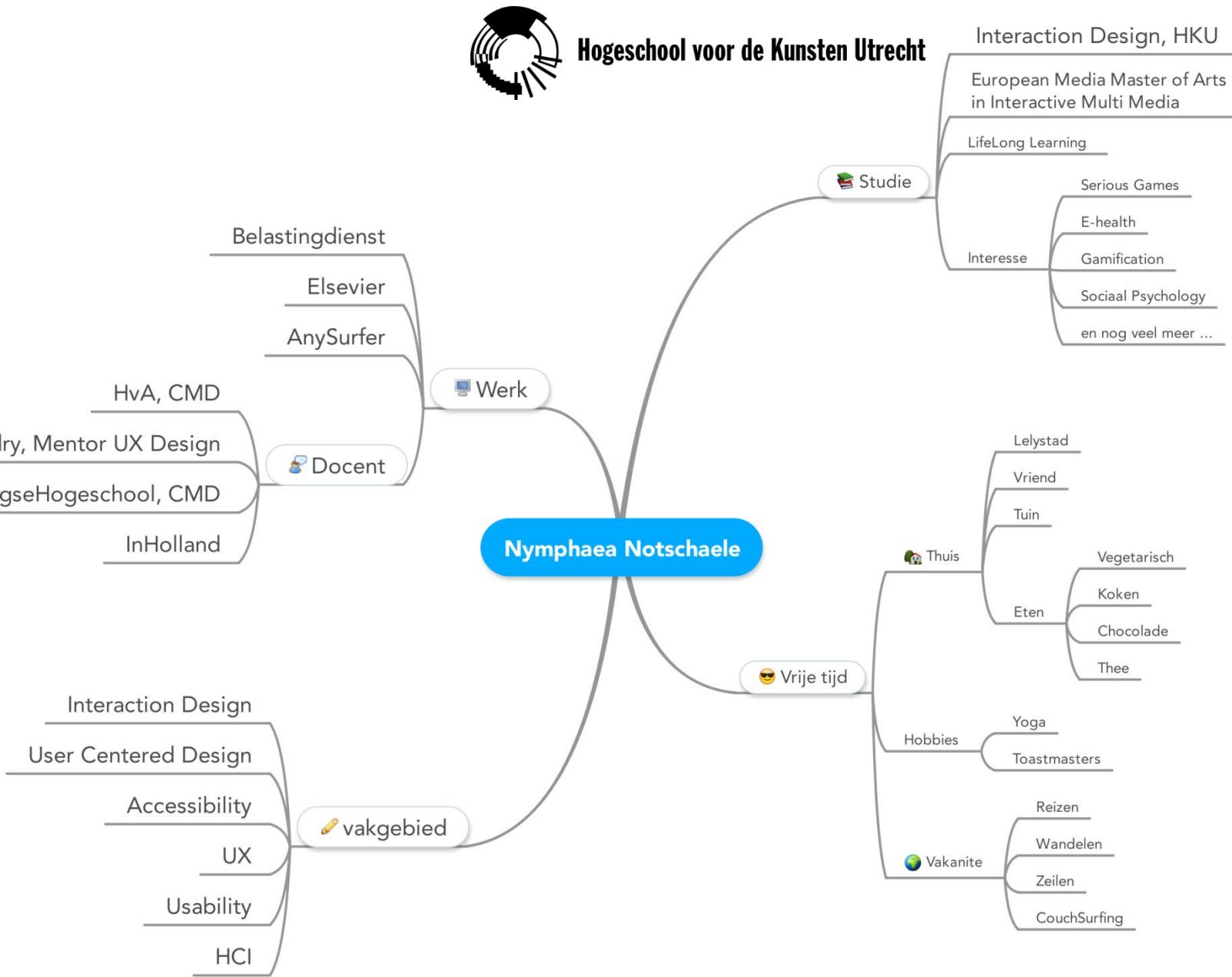
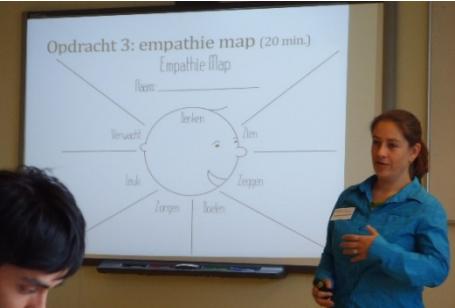
# Mind map

## Example; Topic Earth

- ▶ Main topic in the middle
- ▶ Subtopic in branches
- ▶ Tip: Make it visual



# Mind map example



# Template Project Proposal

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2-9-2021

- Target group
- Characteristics of the target group
- Subject (neighborhood)
- Objectives of the website:
- Questions the site is going to answer
- Sources

Project Proposal [working title website] (adjust title to suite your project)

Legend (remove this block before finalizing and uploading your proposal):

- \* remove the items that are not relevant
- ... supplement/fill in the blank
- ( ) clarification, explanation, to be removed before finalizing and uploading

Target group: Generic target group e.g. Children / Families / Old people /Tourists / Expats / Immigrants / International students /Placement students/interns, and specific sub target group: ... Because .... (Explain; What would make this group be interested in the topic of your website? What is the relevance of the topic to them?)

Characteristics of the target group:

- ... (write here the most important characteristic of the target audience in het context of the site you will be building)
- ...
- ...
- ...

Subject: (neighborhood/ village of your choice or other subject that meets the requirements in the assignment)

Because ... (why have you chosen for a particular topic and audience. Mention in particular reasons connected to the target audience and the topic of your website)

Objectives of the website:

- ... (from the owners perspective what does the website mean to him/her, what is the added value, why would (s)he want this website build)
- ...
- ...
- ...

Questions (that the target audience has) the site is going to answer:

- ...
- ...
- ...
- ...

Sources (you have used in your research e.g. google maps, an interview with the neighbor, CBS):

# Feed-up on homework

Choose your topic well

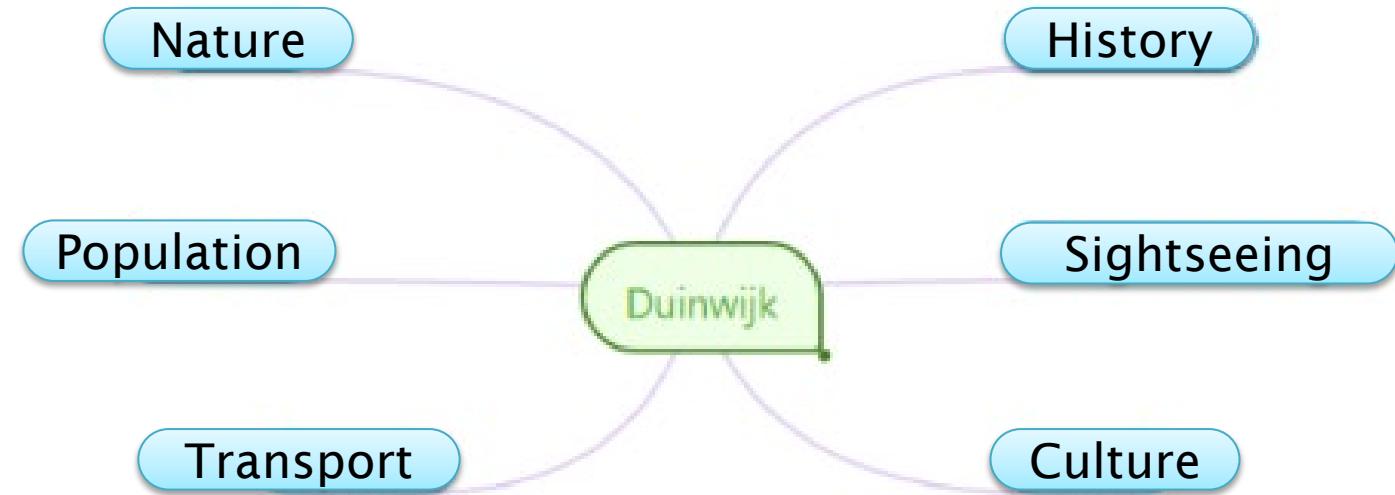
Web Design 1  
UX | HCI  
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- ▶ You need to be able to **create your own content**;
  - photos and text during this term
- ▶ **Static** content;
  - No user generated content
  - No data base
  - No Filters, search
- ▶ Do not redesign a website for a business/organization that already have one
- ▶ That is why **I suggest** picking a **neighborhood** that is close to your current home or to school

- ▶ **Characteristics** of a target audience are those thing that describe/ characterize them, that distinguish them form other people.
- ▶ **Sub target audience** at what type of tourist/family/senior/children is your site aimt?
  - **Chose an interesting niche**, challenge your creativity by not choosing the easiest combination like elderly people with high income that have good mobility.
- ▶ **Mind map neighborhood**; has to contain concrete things that can actually be found in that neighborhood.
- ▶ **Objectives of the site**; Think about what the owner of the sites want this website to do for their organization. How would (s)he define success?

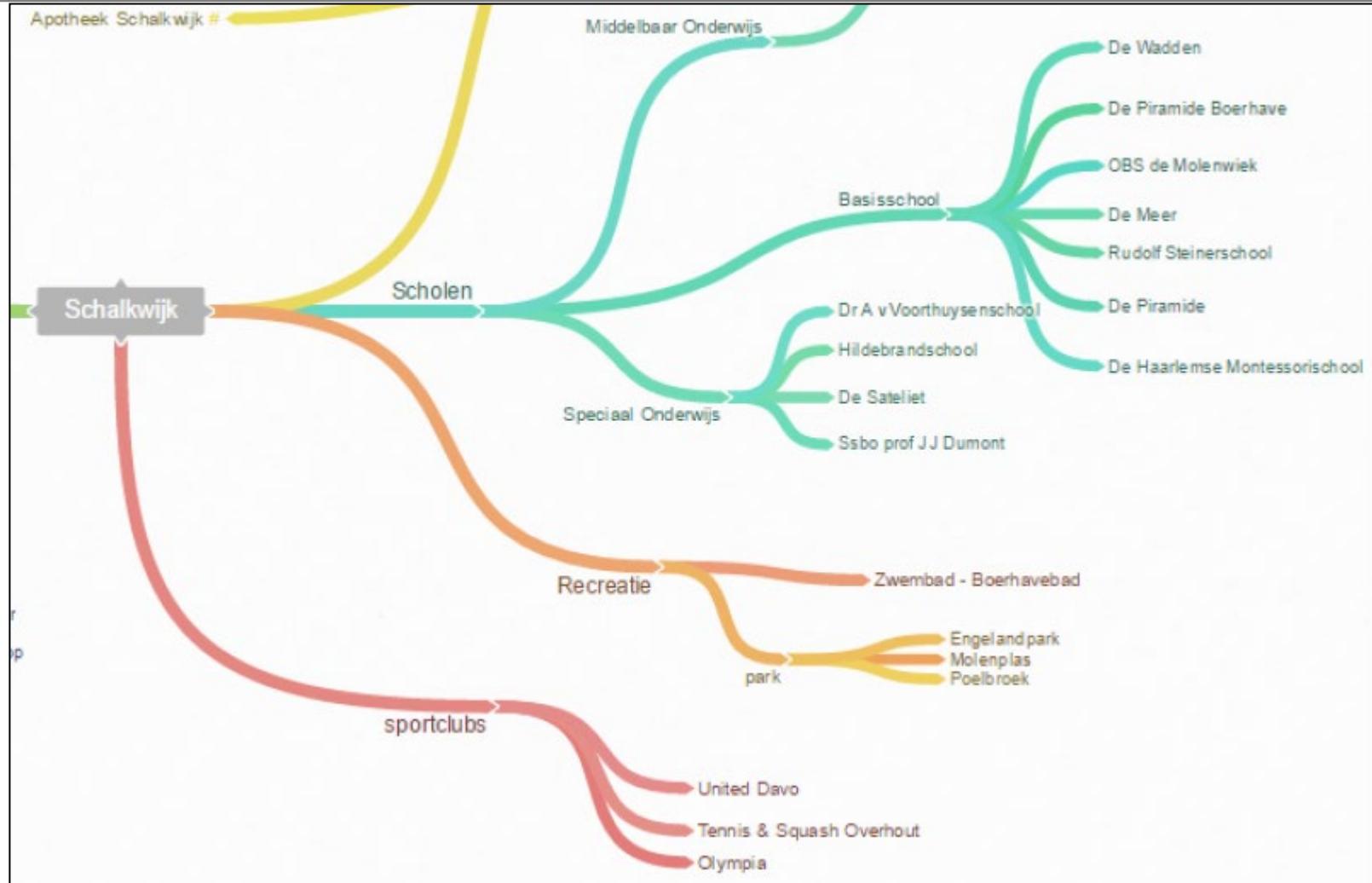
# Example mind map

Not enough detail



# Example mind map

## enough detail



# FIGMA

- ▶ Sign-up, get verified
  - <https://www.figma.com/education/apply>
  - Use your student e-mail
- ▶ Download also the desktop version
  - <https://www.figma.com/downloads/>



- ▶ Figma for Beginners tutorial (1, 2, 3 and 4)
  - Learn how to make/edit
    - Frames
    - Shapes
    - Layers
    - Text
    - Add images
    - Links

# Figma exercise

## Make a about me page

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► For example

**Name:**  
Nymphaea Notschaele

**Degree:**  
Master of Arts in Interactive Multimedia

**Teaching:**

- Webdesign
- Interaction Design
- User Experience Design
- Psychology of Interaction

**About me:**

Within my field of Human Computer Interaction I am particularly passionate about, Accessibility, User Experience Design, Persuasive Design and Behavioral Economics.

I like traveling and been to many cool places, like the Sahara desert and Iceland. Besides Dutch (my mother tongue) I speak English, some German, French and Norwegian. I did my internship in Norway and worked for 4 years in Belgium.

I write poems and make blackout poems that I sometimes put on Instagram. I like the tags #Iseefacesinstrangeplaces #inktober and #blackoutpoetry on Instagram. I published a collection of my poems, so you can buy my book Voedsporen on Bol and other Dutch online bookstores.

In my free time I like outdoor activities whether that is gardening, hiking, sailing, biking or horseback riding, as long as I can be in nature I am happy.

[back to the overview](#)

**Naam:**  
Elizabeth Berghuijs

**Titel:**  
Master of Science

**Vakken:**  
Haarlem: Webdesign  
Alkmaar: Solidworks

**Over:**

Ik heb Industrieel Ontwerpen gestudeerd in Delft. Daar ben ik in 2016 afgestudeerd op een onderzoek naar hoe verpakkingen van snacks mensen beïnvloeden om meer/minder te eten. Hierin zie je al mijn interesse voor consumenten gedrag.

Na mijn afstuderen ben ik eerst docent geweest op een mbo-school in Eindhoven. Hier gaf ik les in product ontwerpen en computer tekenen. Sinds mei 2020 werk ik voor Inholland.

Ik woon in Heiloo, samen met mijn partner. Op maandag en dinsdag geef ik les in Haarlem, op woensdag en donderdag ben ik in Alkmaar.

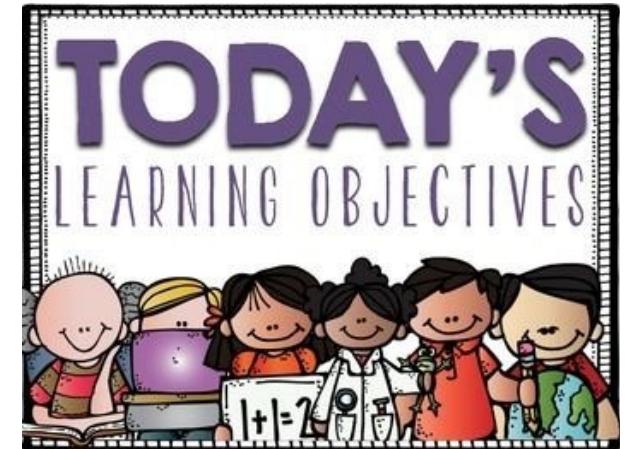
In mijn vrije tijd ontwerp en maak ik kleding. Ik hou van koken, wandelen in de natuur en ga het liefst met de trein op vakantie.



## ► Who has any experience with Figma ?

Learning objectives:

1. What is Figma ?
2. How to use Figma ?
  - Create a page in Figma



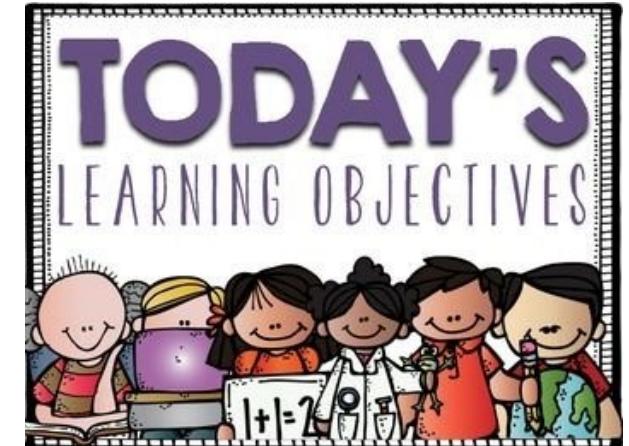
- ▶ Figma interface
- ▶ Layers
- ▶ Shapes
- ▶ Text



- A (modern) online **Prototyping tool**
  - **visually appealing**
  - **clickable** to demo the flow in a website or application
  - **share** online **via a link**
  - Export to pdf

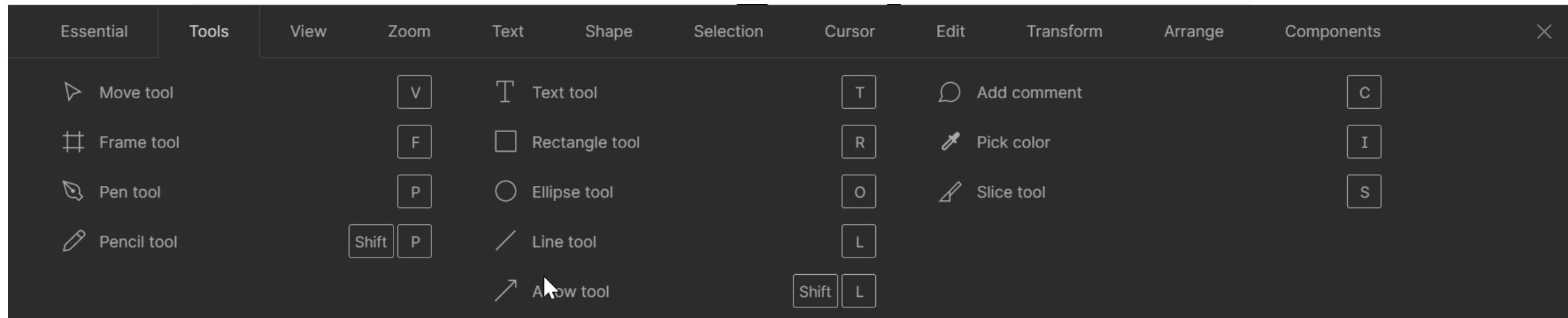
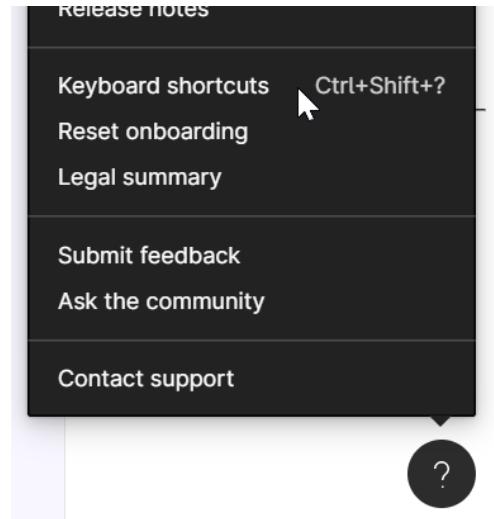


- ▶ How does the Figma interface work?
- ▶ How do you create a document?
- ▶ How to create an frame?
- ▶ How can I import an image into my document?
- ▶ How do layers work?
- ▶ How do I organize the layers?
- ▶ How do I add shapes?
- ▶ How do I add text?



### ► Use:

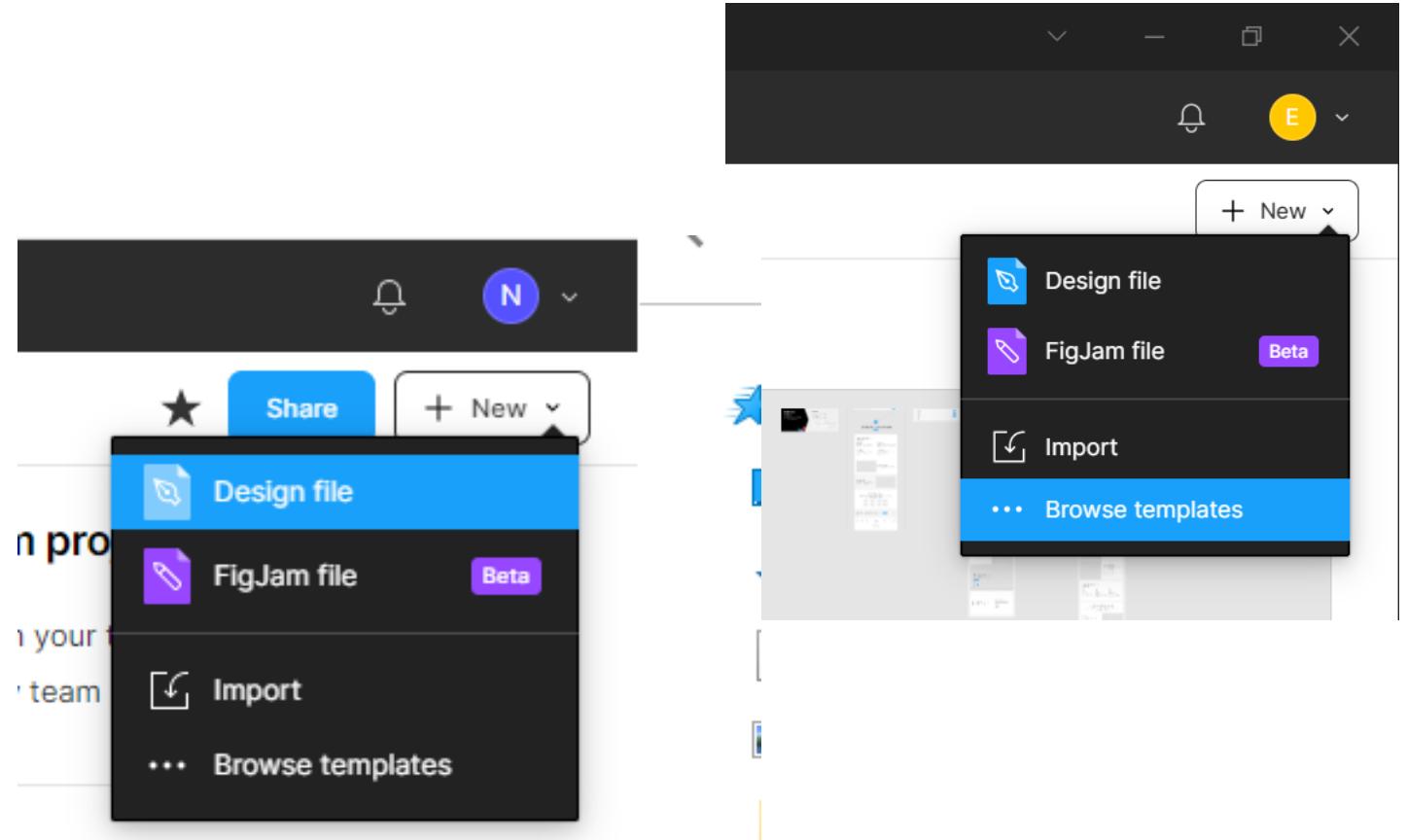
- A mouse/stylus
- The keyboard

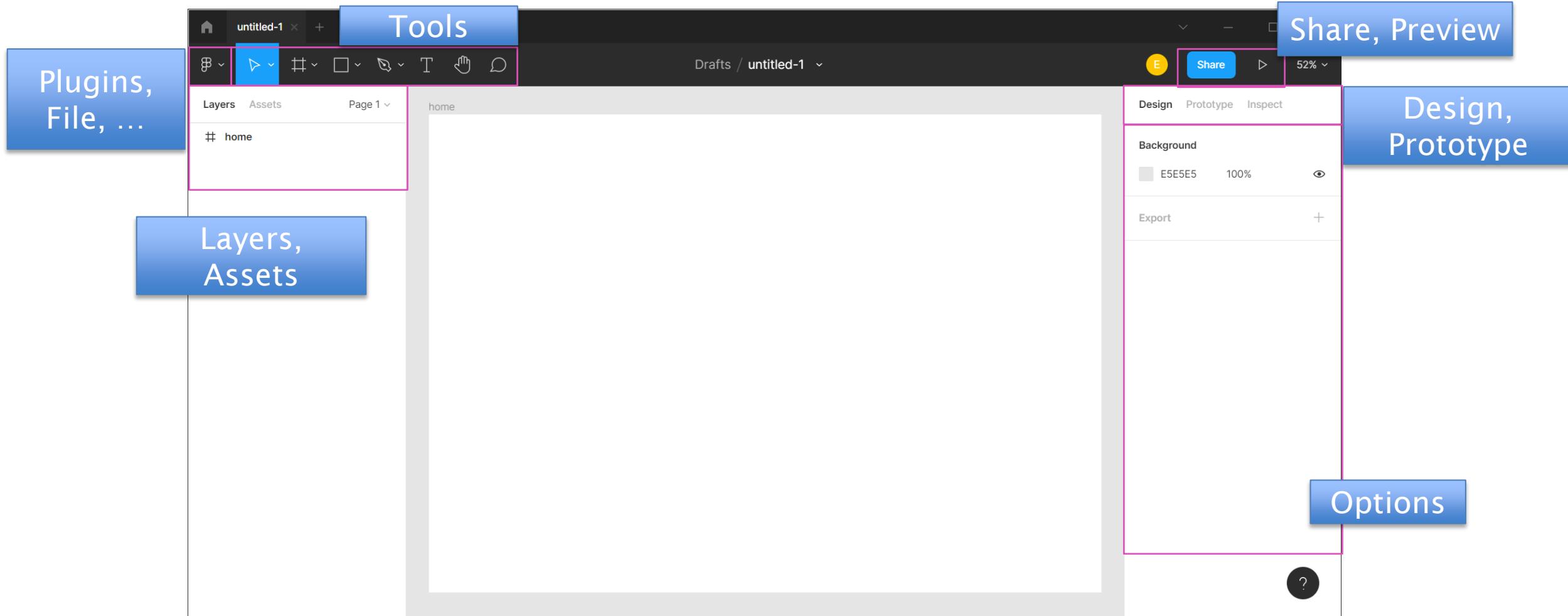


### ► Creating a new document

#### – Which settings:

- Name
- Preset
- Name the frame





Have ready on your computer:

- ▶ a digital **picture of you**  
(a portrait in which you are recognizable)
- ▶ a digital picture of a picture frame that you like (optional)
- ▶ text about you



# Exercise: About me in Figma

Make an about me page

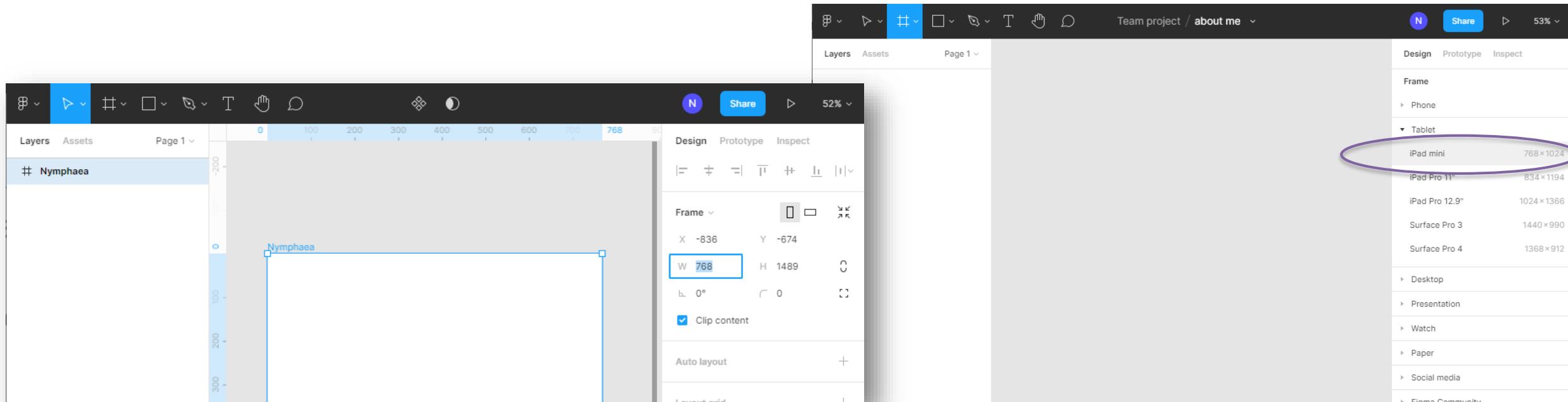
Web Design 1  
UX | HCI  
2-9-2021

- ▶ The [instructions on Moodle](#)
- ▶ **Get it sign off** when your page is finished and meets these requirements:
  - Right size
  - Frame with names
  - Recognizable photo of you
  - Text, your name
  - Picture frame your photo (with a shape or picture)
  - Handed in .fig on Moodle
  - Share .pdf to Moodle; [Web design forum](#).



# Step 1: create a Frame choose a (preset) size

- ▶ Choose the size you need (phone/tablet/desktop/...)
- ▶ Adjust size if needed in option panel

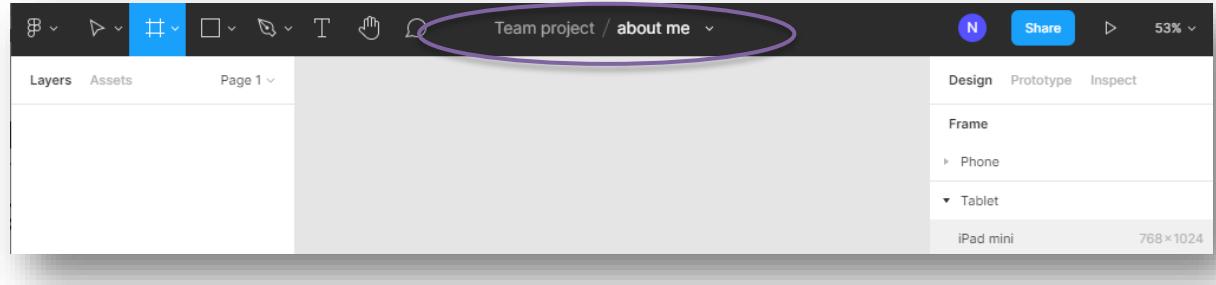


# Name the document and Frame

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UX | HCI  
2-9-2021

## ► Frame

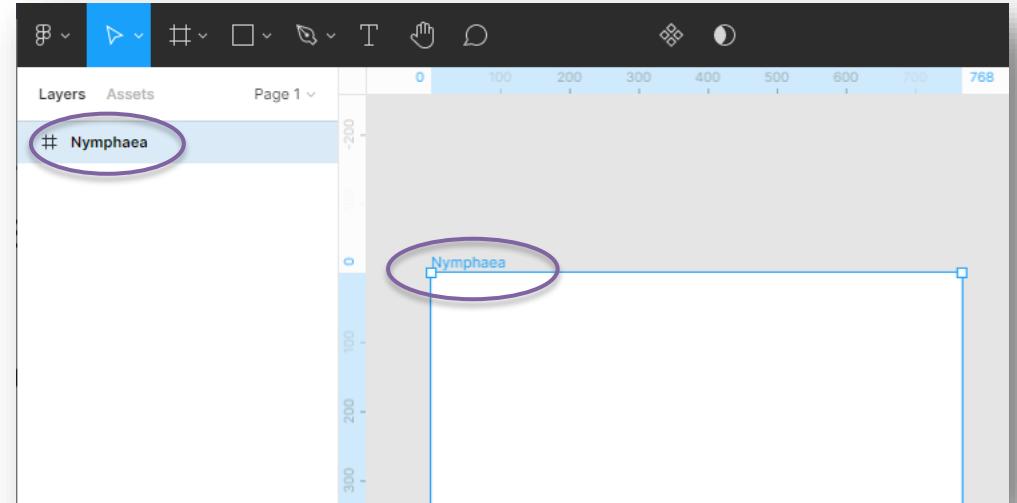
- Double click on the frame name



## ► Document:

Only when working in your own file:

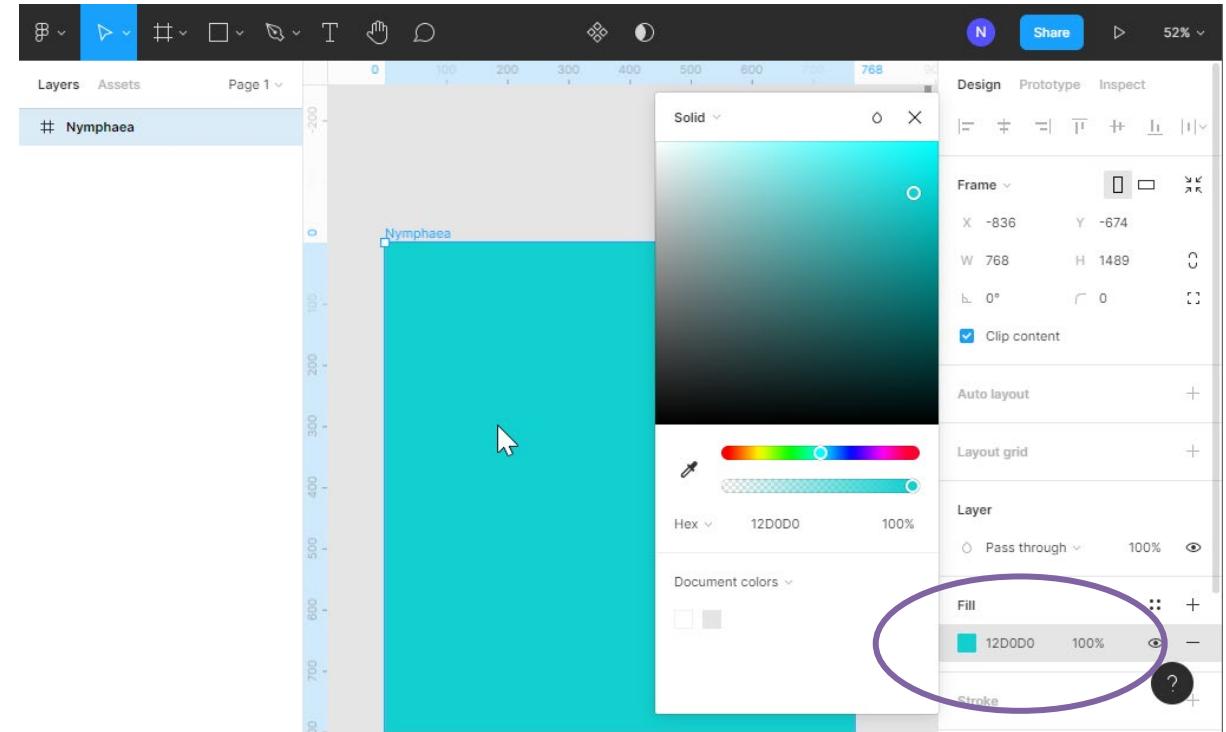
- name it  
about-YourFirstName-YourLastName
- Rename; double click on the document name



# Choose a background color

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- ▶ Select the frame
- ▶ Click *Fill*
- ▶ Select a color
  - Or enter a Hex code

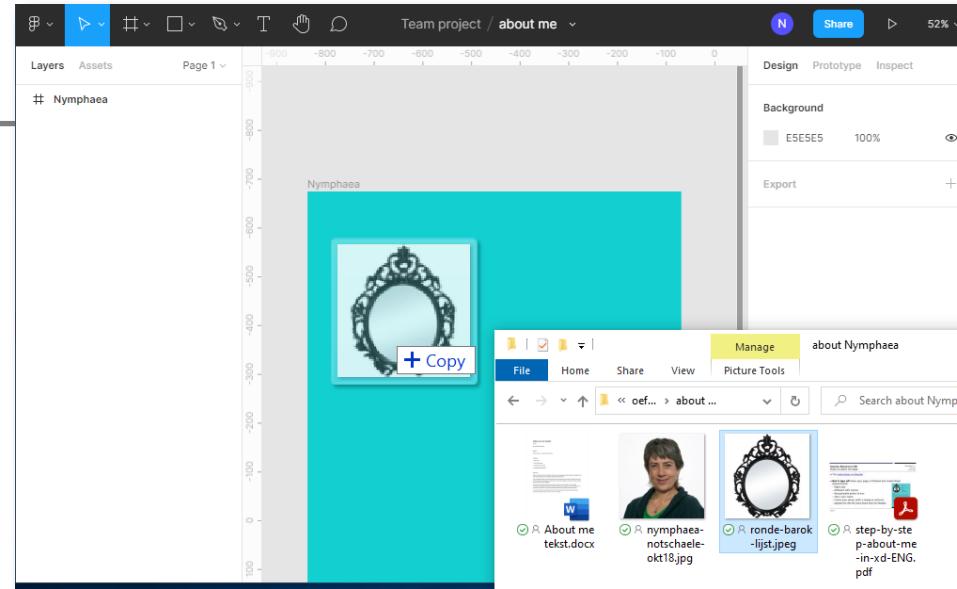


# Add an image

## ► Drag the image to your Figma frame

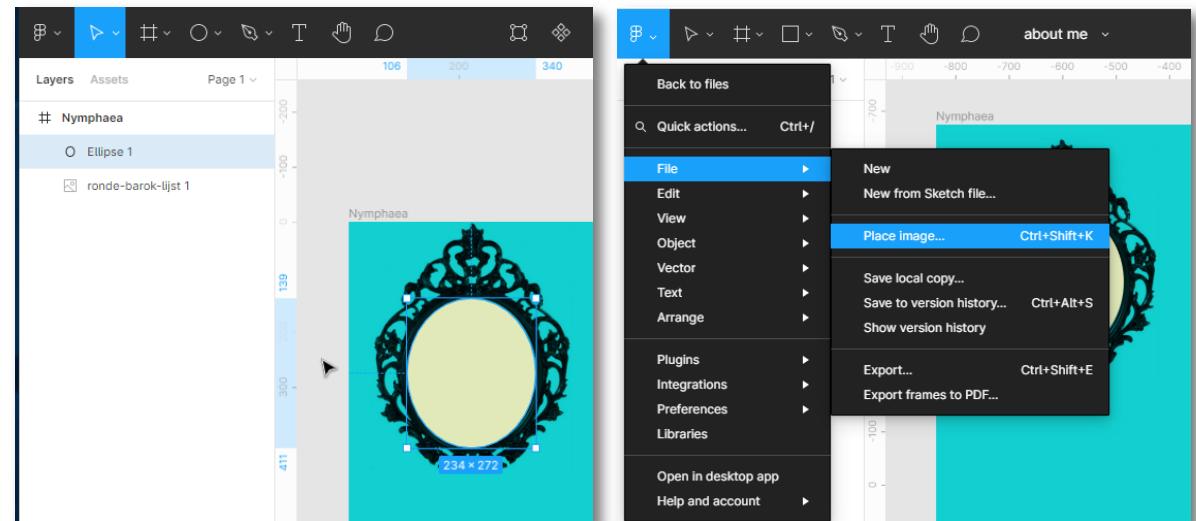
You can:

- Resize
- Rotate
- Adjust Blend Mode (I used Multiply)



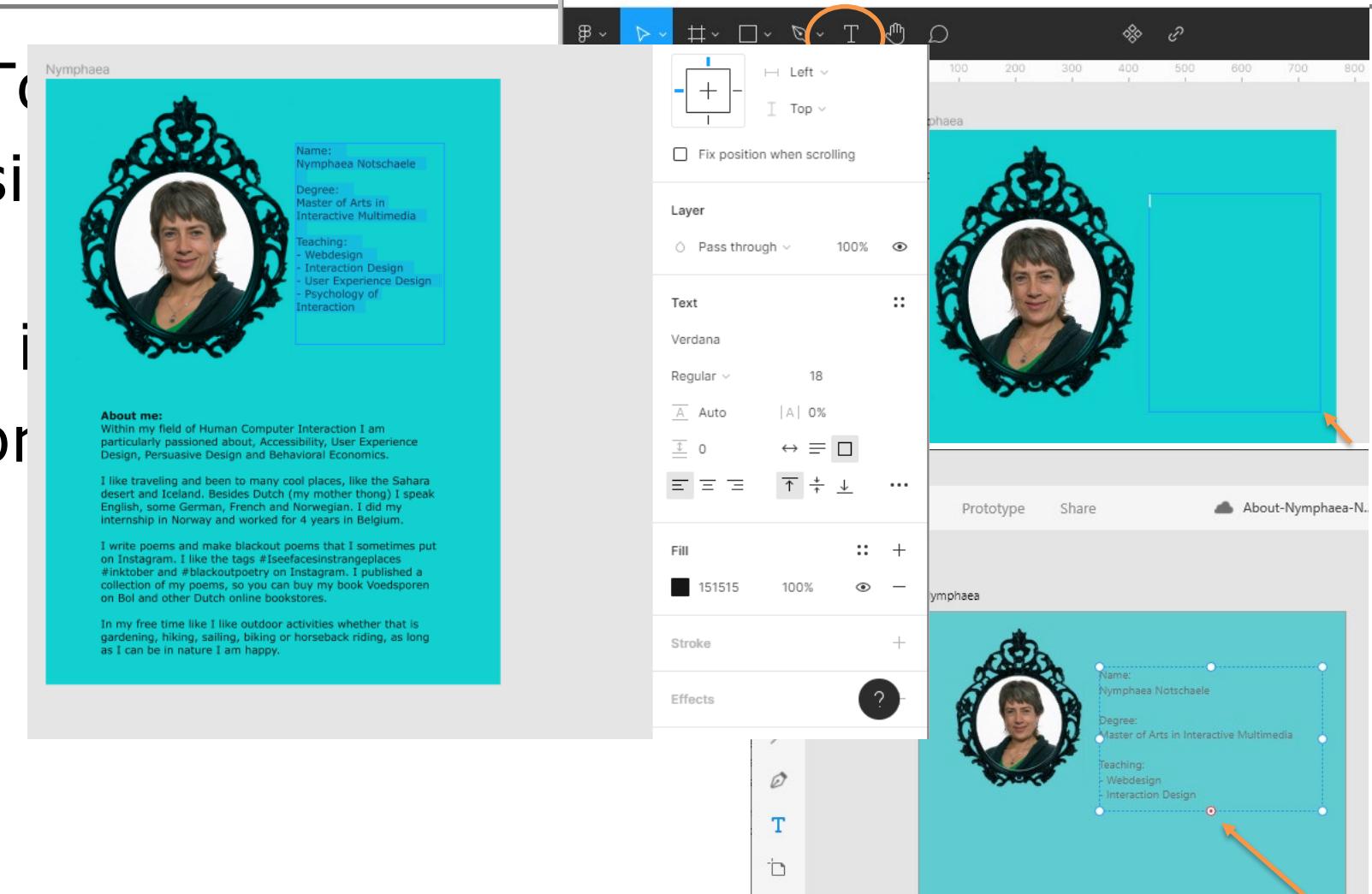
## ► Draw the **shape** you want the picture to have

- Place image [Ctrl+Shift+K], on the shape
- or
- Use the shape as mask
- Group the layers



# Add Text area

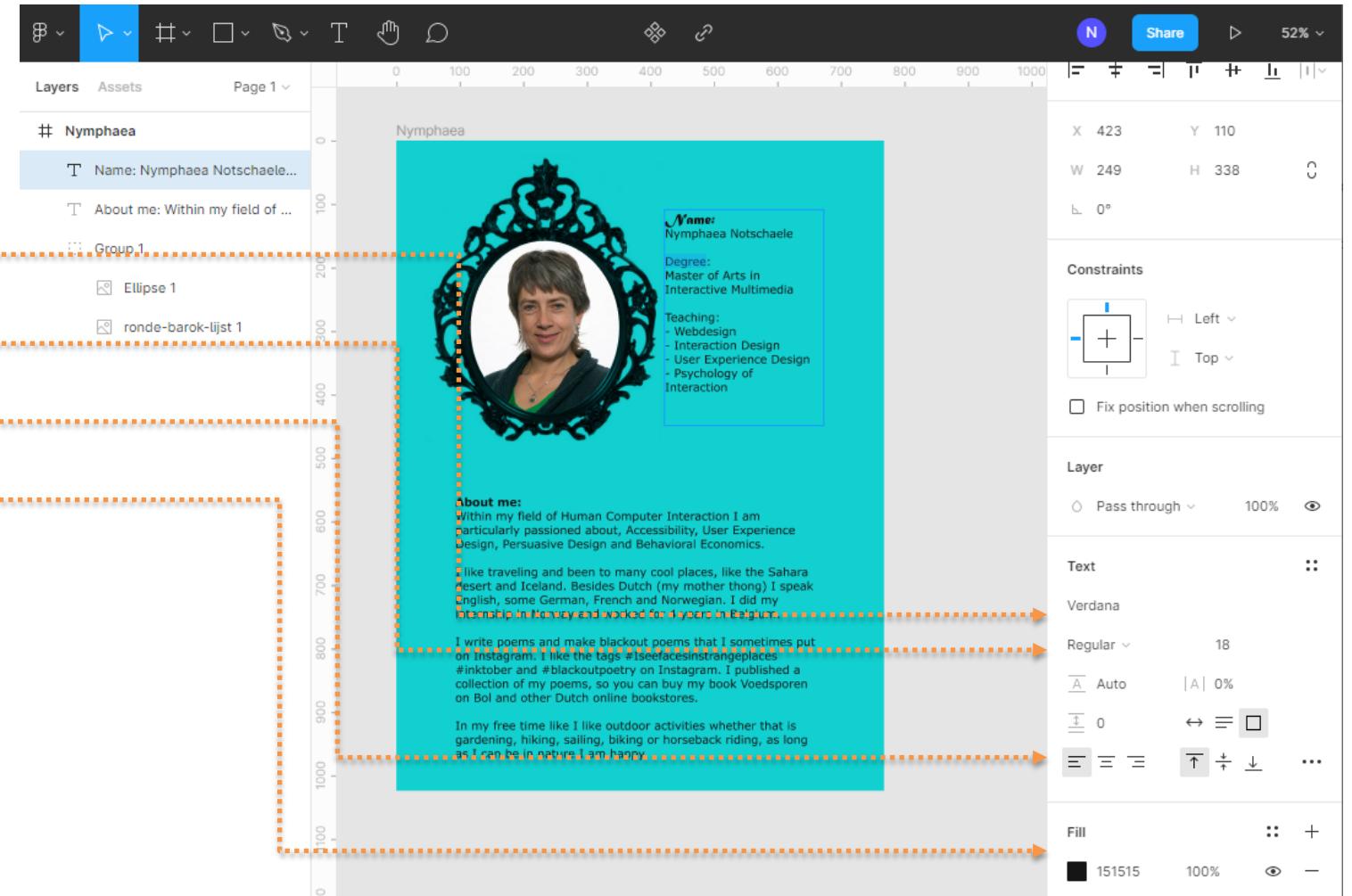
- ▶ Select the text Tool
- ▶ Draw/drag the size handle area you want
- ▶ Paste/write text in
- ▶ Adjust font, color



## ► Select text

## ► Adjust

- Font
- Size
- Alignment
- Color (*Fill*)



# Create Link

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2-9-2021

- ▶ Share
- ▶ Create link

The screenshot illustrates the process of creating a shareable link in Figma. It shows the 'Share' tab selected, leading to the 'LINK SETTINGS' panel where a title and access level are defined. The resulting link is then previewed, showing the generated URL.

# WRAP-UP

1. Structure of the classes
2. What is web design/interaction design, why is it important?
3. Target groups, who is the user?
4. What is Figma ?
5. How to use Figma ?
  - Create a page in Figma (with styled text, shapes)



# Please note

I am picky

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- ▶ Failing to submit/do **homework**
- ▶ Submitting files in a different **document type** to that stated in the assignment
- ▶ Submitting files with a different file **name** format to that stated in the assignment
  - Class, assignment, student name
- ▶ Sending emails without a **subject** line
  - State what you are mailing about
  - Also state your **name** and the **class** you are in



**Create** and hand in on Moodle (before Sunday):

- ▶ **About me** page
- ▶ **Assignment 1 Project proposal & Logbook:**
  - a project proposal for your website (use the template)
  - a mind map on the topic
  - a persona of your target audience
- ▶ Prepare **Assignment 0: Vlog on Trends in Web Design**
  - If you Signed up for “**Content**”, do research, share finding this week in a vlog on the forum
  - Everyone: Check the forum and respond (professionally) to the vlogs

► **Practice with Figma** tutorials:

- [Beginner 1: Explore ideas](#)
- [Beginner 2: Create designs](#)
- [Beginner 3: Build prototypes](#)

► **Read** (before next lesson):

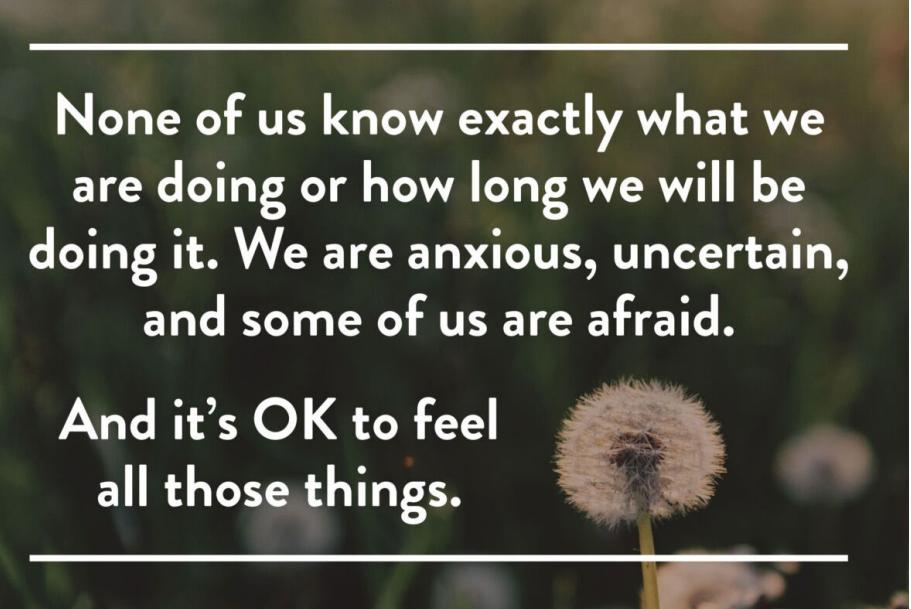
- Intro '**read me first**' and
- **Chapter 1** 'Don't make me think'  
of the book **Don't Make Me Think, Revisited**



### “F\*\*ing First Time”

- ▶ If you are in a “F\*\*ing First Time”  
Name it
- ▶ Once we name the FFT, we can take the next three steps:
  1. Normalize it.
  2. Put it in perspective.
  3. Reality check expectations.

Listen to [Brené on FFTs](#) for all the details  
in her Podcast Unlocking Us



None of us know exactly what we  
are doing or how long we will be  
doing it. We are anxious, uncertain,  
and some of us are afraid.

And it's OK to feel  
all those things.

