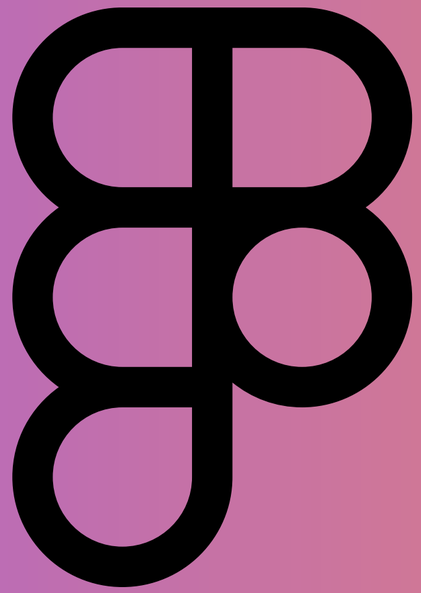
# Web Design Using Figma



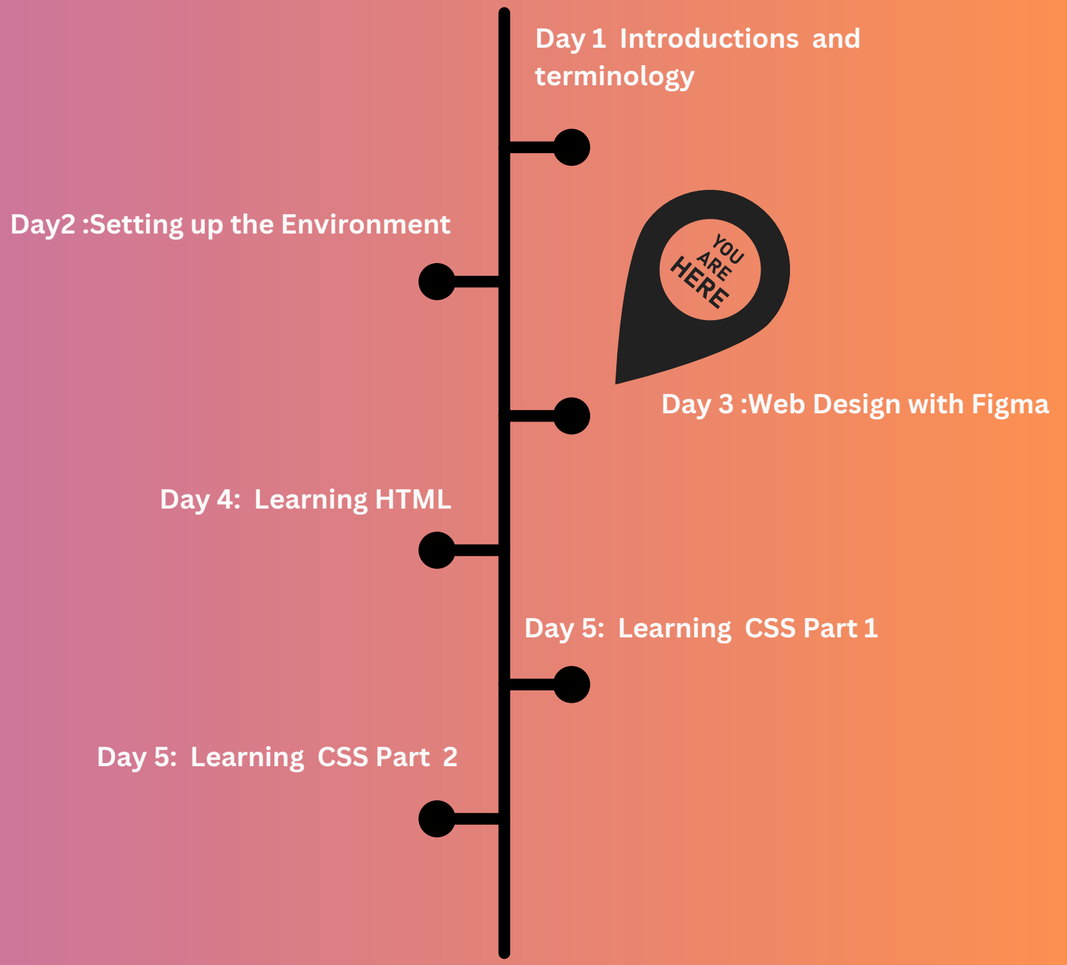
# Web Design Using Figma

## Today’s Agenda

- What is web development
- Fundamentals of web design
- Website exploration
- Figma
- Creating a simple wireframe

45 mins

# Course Roadmap



# Last weeks recap

# Development in a nutshell

## PLAN & DESIGN

**Wireframe and Architecture**

**Tools we will be using:**

- Figma
- Miro

## DEVELOP

**HTML, CSS, JS**

**Tools we will be using:**

- VS Code
- Chrome Dev Tools

## TEST & LAUNCH

**Test Categories, domain & hosting**

**Tools we will be using:**

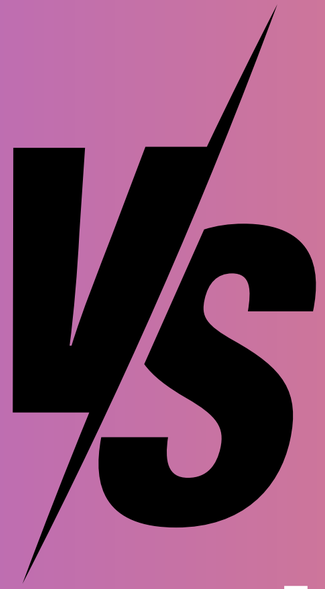
- GoDaddy
- Chrome Dev Tools

# Development in a nutshell

Explaining roles like Front end , back end and full stack logic in the context.

# Web Design

- **Focus**: Primarily deals with the visual aesthetics and user experience of a website.
- **Tasks**: Involves graphic design, layout design, color schemes, typography, and overall visual elements.
- **Tools**: Designers often use tools like Adobe **Photoshop**, Sketch, or Figma.
- **Goal**: Aims to create a visually appealing and user-friendly interface.




# Web Development

**Focus**: Concerned with the technical aspects of building a website and making it functional.

**Tasks**: Involves coding, programming, and implementing the design into a working website.

**Skills**: Developers work with languages like HTML, CSS, JavaScript, and may use frameworks or libraries like React, Angular, or Vue.js.

**Goal**: Focuses on creating a website that functions smoothly, is interactive, and meets the specified requirements.

# Building the Pages

What to consider when building a page from scratch.

*Page:In web design, a web page is a single, distinct document within a website, which can display text, graphics, and interactive elements, and is designed to be viewed in a web browser.*

**1** **2** **3**

AUDIANCE

CONTENT

LAYOUT

**BRAND**

# Audience

**Defining Your Audience:**

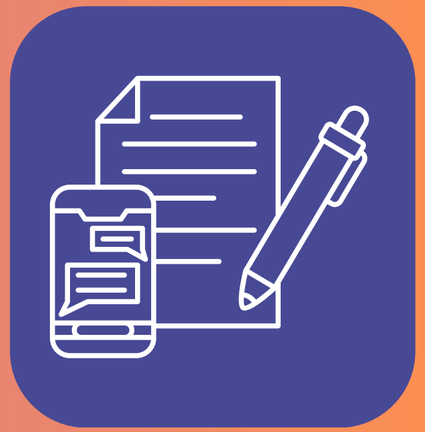
1. **LNU Mi'kmaq Community Members: Individuals looking to preserve and share their family history and cultural heritage.**
2. **Students and Educators: Those involved in educational projects related to the Mi'kmaq culture and genealogy.**
3. **Family Historians and Genealogists: Professionals or hobbyists interested in researching and documenting family histories.**
4. **Relatives and Extended Family: Family members wanting to connect, add stories, and contribute to the family tree.**
5. **Cultural Enthusiasts: Individuals interested in learning about Mi'kmaq traditions, stories, and genealogy.**
6. **Researchers and Academics: Scholars studying indigenous cultures, genealogy, and family dynamics.**

AUDIANCE

# Content

**Content refers to the actual information and material included on the website. This can encompass a variety of elements, such as:**

1. Family Member Profiles: Detailed descriptions and stories of individual family members.
2. Historical Narratives: Articles and posts about the history and traditions of the Mi'kmaq people.
3. Multimedia Elements: Images, videos, and audio recordings related to family stories and cultural events.
4. Interactive Family Tree: A dynamic, user-editable family tree where members can add, edit, and connect profiles.
5. Storytelling Section: A space for sharing and preserving oral histories, personal anecdotes, and cultural tales.
6. Educational Resources: Links to external resources, downloadable materials, and information about Mi'kmaq heritage.
7. Contact and Contribution Forms: Forms for users to submit new information, stories, or contact the site administrators.



CONTENT

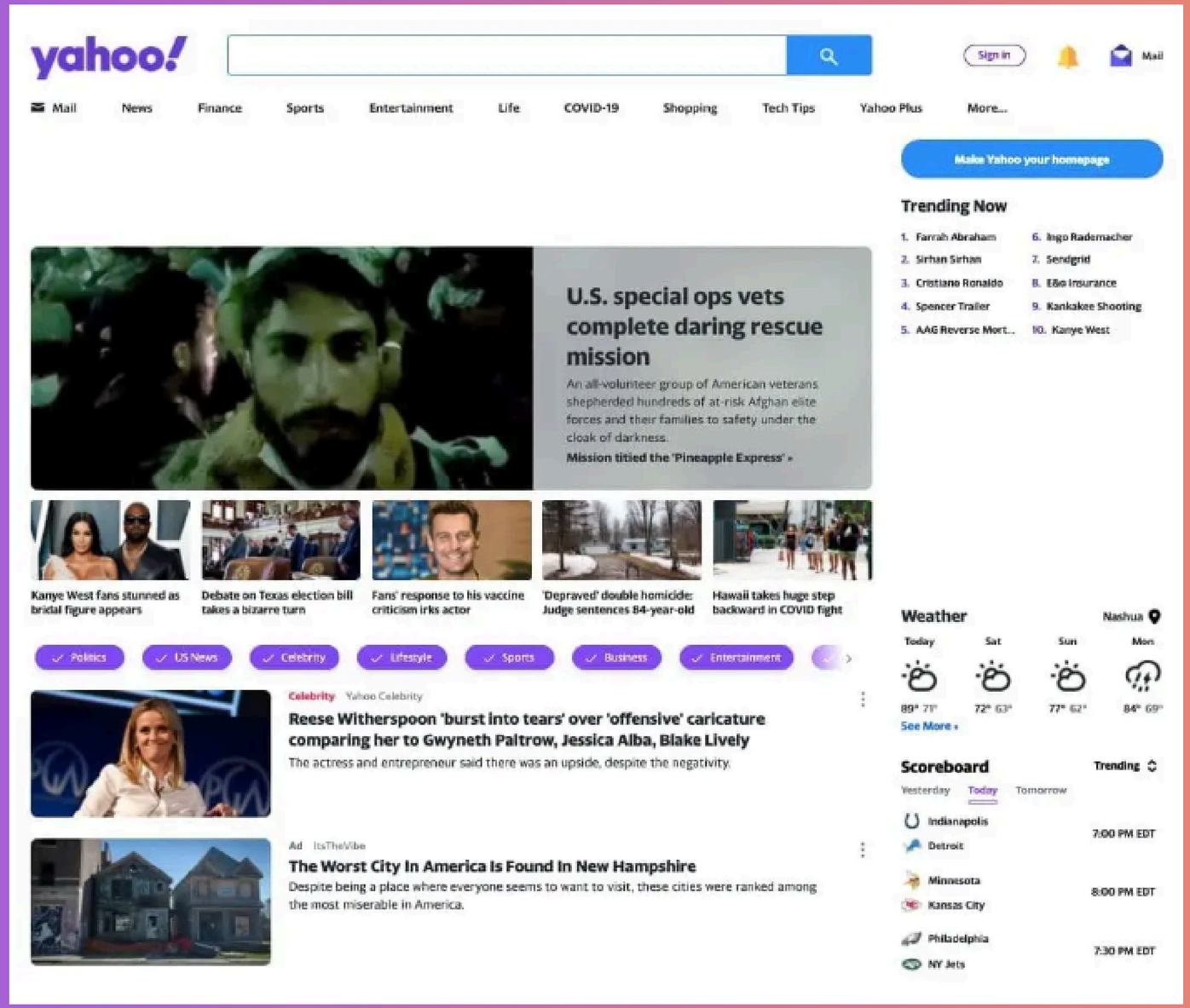
# Layout

- Layout refers to the arrangement of content on a web page, with key considerations including:
- Flexbox: This CSS layout model offers a more efficient way to lay out, align, and distribute space among items in a container, even when their size is unknown or dynamic. It's a powerful tool for creating fluid and responsive designs.
- Grid System: Utilizing a grid helps to systematically organize content, ensuring a clean, orderly, and balanced presentation.
- Responsive Design: Essential for modern web design, this ensures your website adjusts effectively to different screen sizes, providing a consistent experience on both desktop and mobile devices.

LAYOUT

# Bad Design

# How can we improve the Yahoo’s web design ?



# Balancing Whitespace:

**Issue:** The homepage looks cluttered due to uneven whitespace distribution.
**Knowledge**:  When designing, make sure to distribute whitespace evenly. It's crucial for a clean and organized layout.
**Improvement**: Aim for a balanced use of whitespace, creating a visually appealing design that enhances the overall user experience.

# Small Font Size

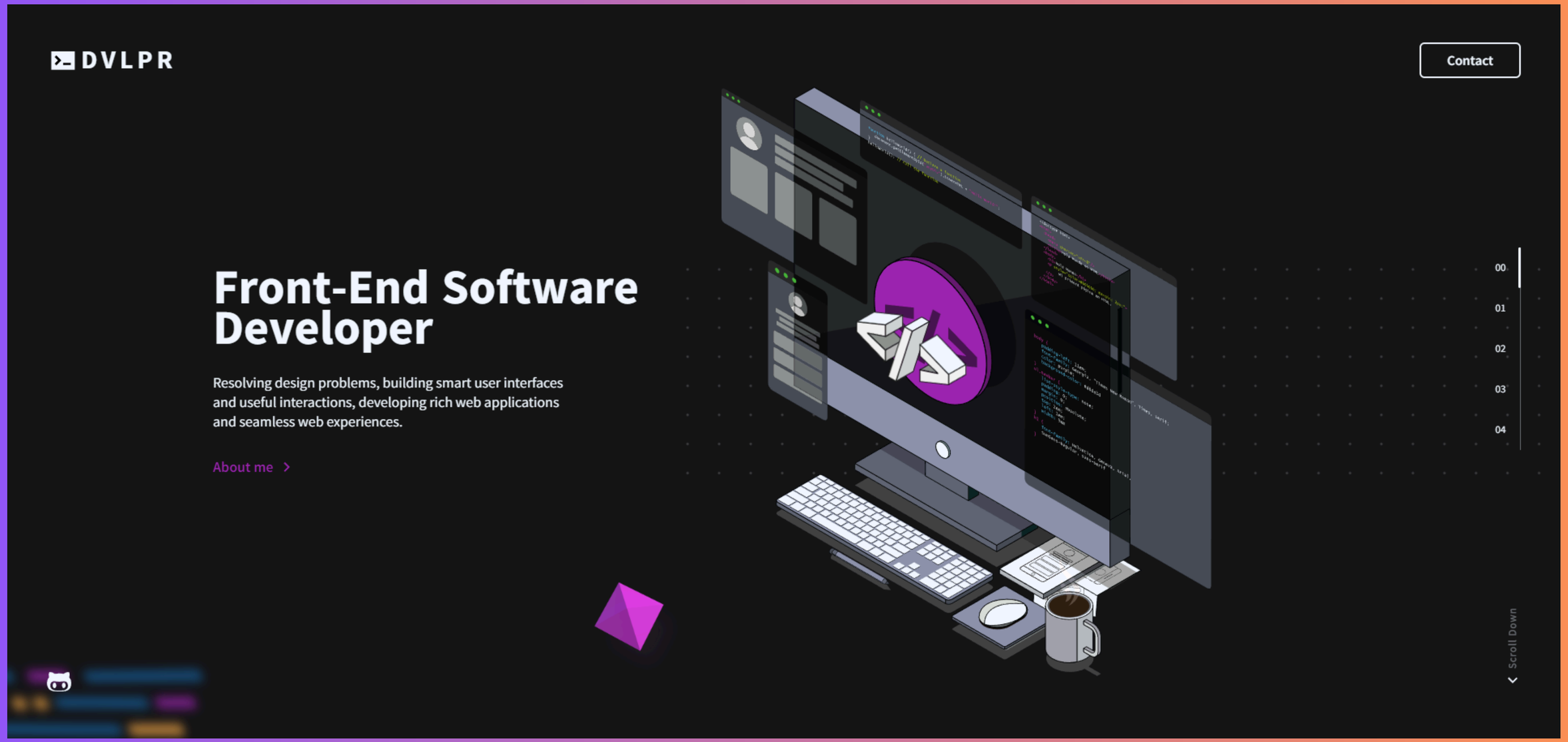
**Issue:** The small font size affects how easily users can read the content.
**Teaching Point:** Always choose a font size that ensures readability. Users should effortlessly consume information without straining their eyes.
**Improvement:** Opt for a legible font size, considering various user preferences and devices.

# Strategic Ad Placement:

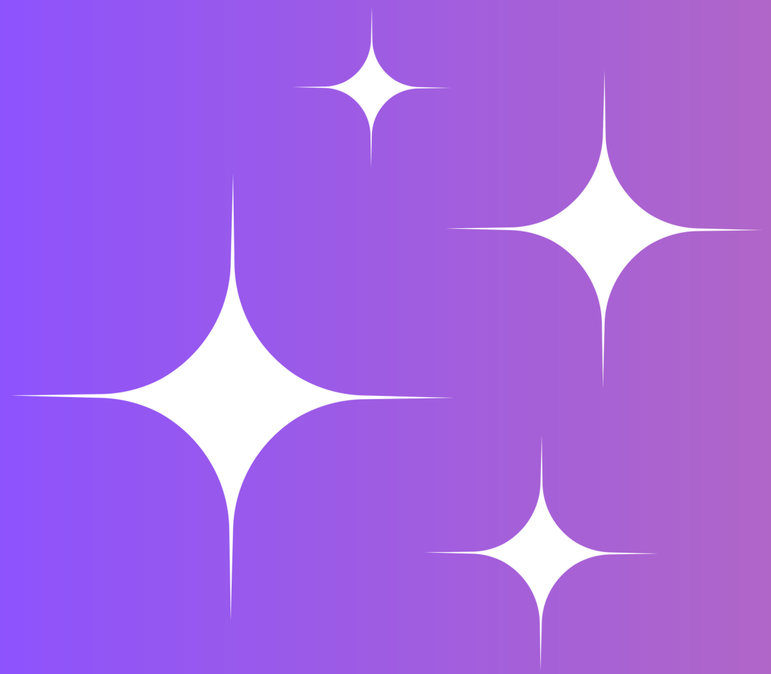
**Issue**: Ads contribute to confusion and may distract users from important content.
**Teaching Point:** User experience should come first. Ads should complement, not overshadow, the main content.
**Improvement:** Strategically place ads to maintain a clear focus on the essential information users are seeking.

# Good Design

# What do you like about DVLPR website ?



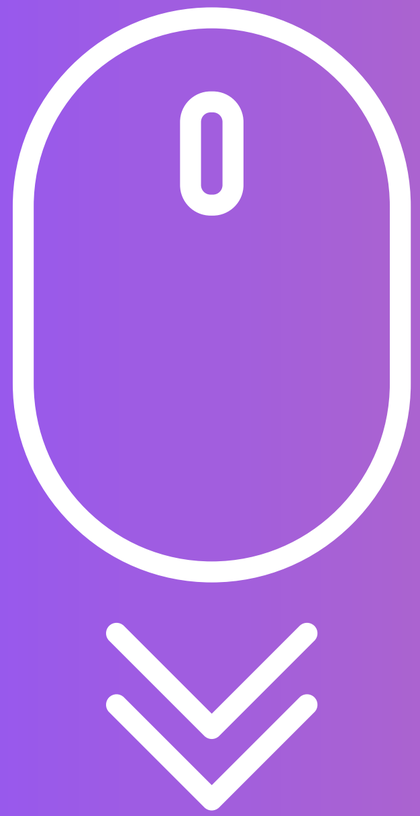
# What do you like about DVLPR website ?



The entire page is ingeniously crafted to function like a vertical slider, segmenting information into distinct full-screen sections.

This approach improves digestibility, thanks to the modest text density and straightforward navigation.

# What do you like about DVLPR website ?



As you scroll to the next section, the design maintains a minimalistic and refreshing feel. A subtle image in the background employs a parallax effect, adding an element of interest to the overall presentation.

# What do you like about DVLPR website ?

Right from the beginning, there's a significant emphasis on a large title with minimal accompanying text. Positioned on the right side, a delightful graphic adheres to a flat theme with a restrained choice of colors, aligning seamlessly with the primary brand color, as we discussed earlier.

# Common Website Elements

1. **Header**: The top section of a website containing the logo, navigation menu, and often contact information.
2. **Footer**: The bottom section of a website usually containing copyright information, links to privacy policy/terms of service, and additional navigation.
3. **Navigation Menu**: A menu that helps users navigate through the different sections of a website.
4. **Images**: Adding and optimizing images to enhance the visual appeal of a website.
5. **Dropdown Menus**: Creating menus that expand or drop down when clicked, providing additional navigation options.
6. **Banner**: A prominent area on a webpage used for announcements, promotions, or key messages.
7. **Buttons**: Designing and implementing clickable buttons for various actions or links. Links: Creating hyperlinks to connect different pages or external resources.
8. **Forms**: Designing and implementing input forms for user interaction, such as contact forms or login forms

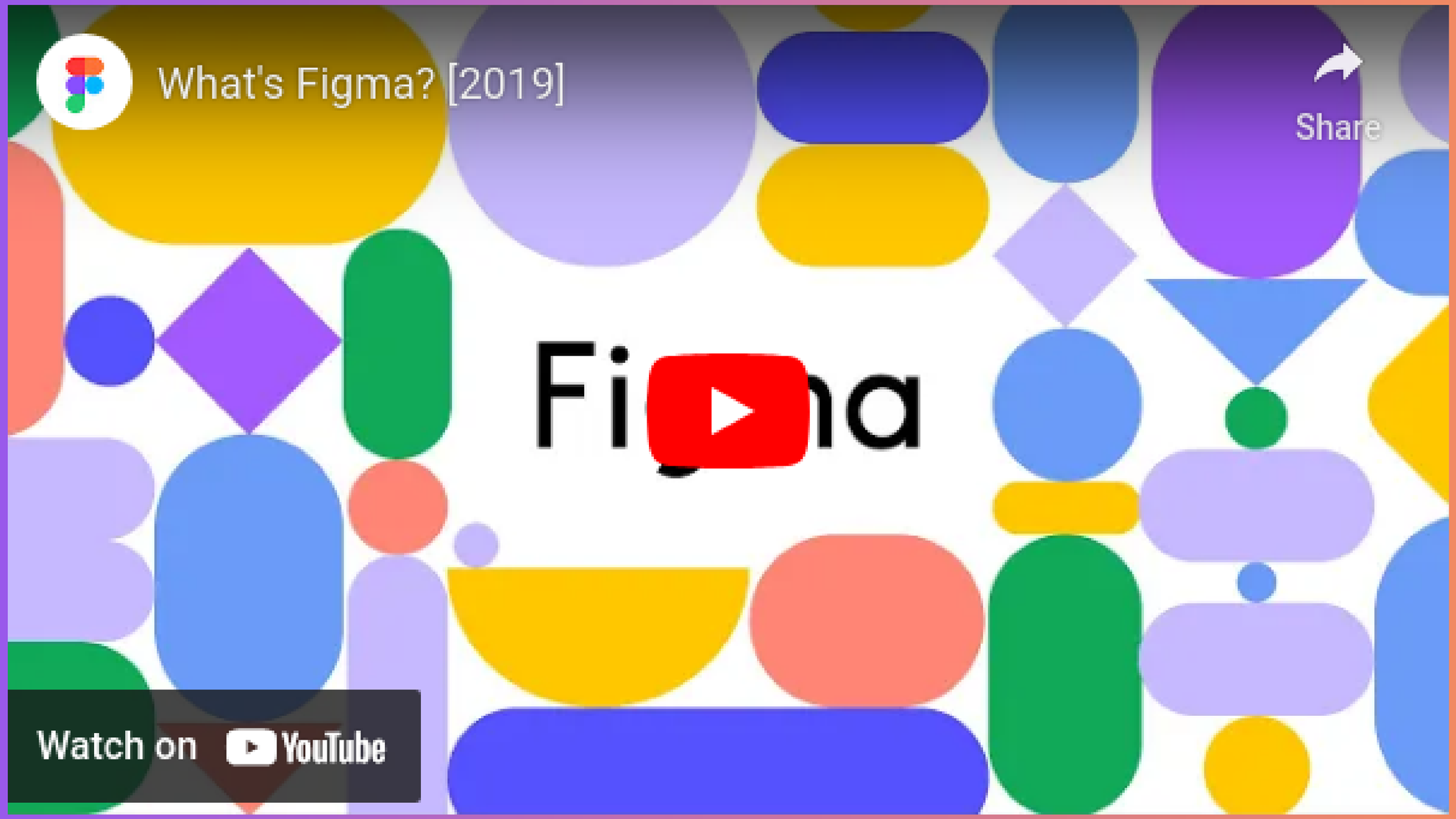
# Common Website Elements

1. Social Media Integration: Adding links or widgets to connect the website with social media platforms.
2. Search Functionality: Implementing a search bar to allow users to find specific content on the website.
3. Contact Page: Creating a dedicated page with contact information or a contact form.
4. Interactive Elements: Incorporating interactive features like sliders, carousels, or accordions to engage users.

# Common Website Elements

1. User Authentication: Implementing user login and registration functionality if applicable.
2. Comments Section: Adding a section for user comments or feedback on specific content.
3. Analytics Integration: Integrating tools like Google Analytics to track website traffic and user behavior.
4. 404 Error Page: Designing a custom page for when users encounter a page that doesn't exist.
5. Security Measures: Implementing basic security measures, such as HTTPS, to ensure a secure browsing experience.
6. Accessibility Features: Designing with accessibility in mind, including proper HTML structure, alt text for images, and keyboard navigation.

Figma


What's Figma? [2019]
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# How Does a Figma Design Become a Website ?

- Imagine Figma as a place where you create a picture of how you want your website to look. It's like drawing your dream house before it's built.
- To turn this picture into a real website that you can visit on the internet, here's what happens:
- From Picture to Pieces: The picture you made in Figma is divided into smaller pieces, like photos, buttons, and text.
- Building the Website: A person who knows how to build websites, called a developer, uses special computer languages to turn your Figma picture into a website that can work in a web browser.
- Making it Work: The developer makes sure everything you could click or interact with in the picture works like it should.
- Putting it Online: Once the website is ready, it's placed on a computer that's always connected to the internet, so anyone can visit it.
- Open for Visitors: Now, when people go to your website's address on their browser, they see the website just like it looked in your Figma picture.

# Figma Cheet Sheet

# SO WHAT IS OUR TASK ?

# **Case:**
# Build a Figma Design for your website

AUDIANCE

- Family members of all ages interested in exploring their heritage.
- Relatives looking to discover family stories and connections.
- Future generations who want to understand their family history.

LAYOUT

CONTENT

- Interactive family tree with detailed profiles for each family member.
- Family stories, photos, and key milestones from past generations.
- Important dates and events in family history, such as weddings, reunions, and birthdays.
- A gallery of family photos and videos, categorized by events or branches of the family.
- A blog or news section to share updates, reunions, and family achievements.
- A submission form for family members to contribute photos, stories, or updates.

Team Task

YaaY! Everyone made a wireframe. This is now your blueprint.