

1.



## Activity introduction

In this activity, you will apply the visual design principles of emphasis, hierarchy, scale, proportion, unity, and variety to your portfolio project mockups.

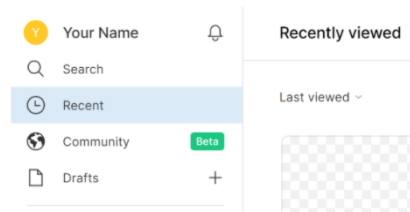
After completing this activity, you'll have the opportunity to compare your work to a completed exemplar in the following course item.



## Step-by-step instructions

Step 1: Open your project in Figma

Go to the Figma website or start the Figma desktop app. Make sure you are logged in and click on Recent in the upper left-hand navigation bar, then click on your project to open it.



Step 2: Evaluate your design and determine where improvements can be made to your visual design

As you've progressed through the previous lessons, you've applied a number of refinements to your design, and you've been tasked with prioritizing user needs in your design decisions. At this stage, you will focus on finding opportunities to improve the usability of your design. Find instances where you can improve:

**Emphasis:** Make certain elements stand out from others around them in your design.

Apply greater visual weight to what you want the user to notice first to help them complete their task.

**Hierarchy:** Assign prominence to elements that contain important information. The sizing of elements is a great place to start when refining visual hierarchy.

**Scale and proportion:** Use the size of elements to show where they are relatively similar or different.

**Unity and variety:** Make sure that your design is unified as a whole, but includes enough variety throughout to break up the monotony.

Providing more clarity around the most important actions a user can take while keeping in mind the overarching user intent, will increase the usability of your product.

Step 3: Refine your visual design

Apply the four visual design principles listed above to your design to further improve and polish your design. On a screen you've identified as needing refinement, find two instances where you could apply visual design principles and implement them.

Remember the specific principles you've applied already, and repeat this process for all of your mockup screens. Make sure that you apply all four of the principles you've learned about at least once. These decisions and refinements are not set in stone; you may find places where you can make more changes when you get your feedback.

If you're looking for inspiration, browse through some of your favorite apps to understand how they apply these four visual design principles. Visual design is a challenging skill to master, but you're officially on your way!

Step 4: Reflect on the completion of this activity

Does your visual design:

Emphasize elements that are important to a user?

Place elements in a hierarchical relationship?

Utilize scale and proportion to highlight similarities and differences?

Use unity and variety to create consistency while avoiding monotony?

Step 5: Save your work

As you complete these activities, remember to:

- . Take screenshots of the progress you made on your mockup after you apply visual design principles as directed in this activity.
- . Save all of your work to your computer, a hard drive, or a Google Drive folder to make sure you have all the resources you'll need later in the course for your portfolio.