Event Reflection

Event: Figma Conference

Name: Design at the Speed of the News

Date: Jun 24 2023

Where: Online

Link: https://youtu.be/akW_l3me3UE?si=hhXNFQPxPw-gmTu8

Reflection

For this assignment, I chose an app prototype in Figma as I do have an experience in working with Figma for about one year. When I was thinking of what type of event I should do, I decided to do any online event that deals with Figma. So, I started searching online to see if there're any events for Figma out there. And eventually, I was led to YouTube where I found a lot of videos about previous live Figma event that happened in June last year. They uploaded their videos on to their Figma channel on YouTube. And out of tons of videos, I found one that has important lecture of the event and when I watched it I decided to add my reflection on it.

So, coming to the part of this event the video I watched was all about how product designers at new publishing companies use Figma to help tell their stories online and in print. The speakers at the event were Chen Wu and Jay Guillermo who were the product designers at The New York Times. Jay talked about using design layouts to be able to communicate their stories well and also use different typefaces too, while Chen talked about LIVE feature on their site.

Jay started introducing himself as one of the product designers at The New York Times and started talking about how they used Figma to layout their pages. He also spoke about different ways to design different types of news like, breaking news, critical news and some news that aren't that important like entertainment news. He also laid out the different typefaces he used for different types of news like using italics to show urgency. And other fonts used are Cheltenham Extra-Light & Cheltenham Condense for People's opinion Commonly, with any news article, they start out with Headline, Image and Text paragraphs. He also mentioned that Headline font should be different than the body of the article. So, through out of his lecture he mentioned other things about product design as well.

Chen Wu started talking about Live news coverage which means they will provide live updates on news events as they unfold. Usually, they're seen on home page of The New York Times under the header in Red. Then, she also started saying that they cover live events and how they use Figma to their layout for their site. She also explains how

they used different layouts for different events. Same as Jay explained the process like using headline, subheading and body text. Only different for this is they also have live updates feature as well also designed in Figma.

So, after watching this Event video, I realized that a lot of different companies also use Figma for design, which I wasn't aware of before. I was very surprised to learn that even large company like NEW York Times also use Figma, gives me confidence and encouragement to learn and develop more skills on Figma in the future. May be I will continue watching more Figma tutorials & events in my own time as well.