**Figma Activity: Designing a Fictional Event Poster with Interactive Elements**

**Objective:**

Design a poster for a fictional event using Figma, incorporating interactive elements such as click and hover states. Utilize plugins and AI Tools like Luma AI to enhance the design. The event can be anything from a music concert to an art exhibition or a community festival. This exercise aims to practice graphic design skills, including typography, colour theory, layout design, and interactive design.

**Steps:**

**1. Create a New Figma File**

- Open Figma and create a new file.

- Name it "Event Poster Design."

**2. Set Up the Canvas**

- Create a new frame by pressing `F` and selecting a suitable size for a poster (e.g., 18x24 inches or A3 size).

- Name the frame "Poster."

**3. Choose the Event Theme**

- Decide on ONE fictional event. Examples include:

- "Summer Music Festival"

- "Art & Craft Fair"

- "Tech Innovation Conference"

- "Community Charity Run"

**4. Add a Background**

- Use the rectangle tool (`R`) to create a background for your poster. Fill it with a solid colour, gradient, or image that fits the theme of your event. You can use plugins or AI to create a unique background.

**5. Event Title**

- Add a text box (`T`) for the event title. Make it large and prominent.

- Choose a font that reflects the event's theme. For example, a bold, sans-serif font for a tech conference or a decorative, script font for an art fair.

- Adjust the font size, weight, and colour to ensure it stands out.

- You can use a Text plug in or AI tool to import decorative text.

**6. Event Details**

- Add additional text boxes for event details such as date, time, location, and a brief description.

- Use a smaller font size than the title but ensure its readable.

- Align the text to create a balanced layout.

**7. Imagery and Icons**

- Incorporate relevant images or icons to enhance the poster's visual appeal. Use Figma's built-in icon library or import images from external sources.

- Ensure the images are high quality and relevant to the event.

**8. Colour Scheme**

- Choose a cohesive colour scheme that reflects the event's mood and theme. Use no more than 3-4 colours to keep the design visually appealing and not overwhelming.

- Utilize Figma's colour picker and palette tools to apply these colours consistently across the poster.

**9. Interactive Elements**

**Hover States:**

- Select elements like buttons or text and create hover states. Change the colour, size, or style when the mouse hovers over these elements.

- Use Figma's `Prototype` tab to add interactions. Select the element, click `Prototype`, and drag the blue dot to the frame or element you want to link.

**Click States:**

- Add interactions that trigger on click. For example, clicking on a date might reveal more details about the event.

- Use the `Prototype` tab to set up these interactions.

**10. Incorporating Plugins and AI**

- Use Figma plugins and or AI tools to enhance your design:

**Unsplash:** For high-quality images.

**Iconify:** For a wide range of icons.

**LottieFiles:** To add animations.

**Luma AI (external):** Generate unique 3D visual elements using AI.

**11. Final Touches**

- Add decorative elements such as borders, lines, or shapes to enhance the design.

- Ensure all elements are aligned and spaced evenly.

- Double-check for any typos or alignment issues.

**12. Share and Present**

- Once completed, use Figma's sharing options to present your poster by sharing the Figma link to the discussion board.

- Discuss the design choices, including typography, colour, layout, and interactive elements, and gather feedback.

**Tips**:

- Experiment with different fonts and colour combinations to see what works best.

- Keep the design simple and avoid overcrowding the poster with too much text or imagery.

- Use Figma's alignment tools to keep everything neat and organized.

- Utilize Luma AI for generating unique 3D design elements to make your poster stand out.

- You are more than welcome to use additional AI tools to help enhance your design