

Figma Workshop

Emily & Natalie

What is Figma?

- Collaborative web design and UI/UX tool
- Allows teams to design, prototype, and collaborate
- 3 Main Products:
 - **Figma Design**: create, share, and test designs for websites, mobile apps, and other digital products
 - **Figma Slides**: slide deck creation tool
 - **FigJam**: online whiteboards for meetings, brainstorms, diagrams, planning, and research

Why learn Figma?

- KTP purposes: Rushees use it for Design Jam
- Professional skill:
 - Familiarizes you with designing and creating your own website/app - good for product management roles
- Creates high-quality designs for free and allows collaboration making it useful for school projects & resume building projects
- All in one platform- design, prototyping, and handoff

Open Figma!

Follow along with our demo!

How to: Template Version

- Instead of starting from scratch, edit a template figma provides for you
- Gives you a basic structure that you can add on to
- Bottom left corner → Explore Community

Find a template

The screenshot shows the Figma Slides interface. At the top, there's a navigation bar with a user profile (Emily), categories like Design resources, Plugins, Whiteboarding, Presentations (New), and a Publish button. Below the navigation, there's a search bar with the placeholder "website".

The main area features several promotional cards:

- A card for "Discover community-made libraries, plugins, icon sets, and more" with icons for each category.
- A card for "Meet Figma Slides: the first presentation tool built for design" with a thumbnail of a presentation deck titled "Mobile Strategy Review".
- A card for "Build beautiful presentations" with a sub-section for "Free Figma Website Template - E-Sport" by Michele Taormina.
- A card for "Discover community-made libraries, plugins, icon sets, and more" with a search bar containing "website".
- A card for "Modicons - Icon Pack Publishing website" by Ayman Eid.
- A card for "Education website Landing page | Figma" by InnovateWithMe.
- A card for "Free Figma Website Template - E-Sport" by Michele Taormina.
- A card for "Instant Website Beta" by Instant Website.

On the right side, there's a preview of a presentation slide with the title "Product Review" and placeholder text "Product / Feature Name". A question mark icon is in the bottom right corner of the slide preview.

Find a template



Tomáš Zúbrik

Headphones website and mobile app

Design file • 38 • 1.8K users

[Open in Figma](#)



A screenshot of a product page for the Bose QuietComfort 35 wireless headphones II. The page features the Bose logo at the top left, followed by a navigation menu with links to Headphones, Speakers, Audio sunglasses, and Support. A search bar and user account icons are also present. The main content area displays the product name "QuietComfort 35 wireless headphones II" in large, bold, black font. Below the name, there's a color selection section with five options: Silver (selected), Gold, Green, Orange, and Red. A price of "\$229.95" is shown next to a "BUY NOW" button. To the right of the text, a large image of the headphones is displayed against a dark background with radiating light effects. At the bottom right of the image area, there are navigation arrows for a gallery.

Edit the template- change color of circle

The screenshot shows the Figma application interface with a website template for 'bose headphones' open. On the left, the sidebar displays the project details ('Headphones website and m...'), file navigation ('File Assets'), and a detailed 'Layers' panel. The 'Colors' section in the layers panel is expanded, showing five ellipses labeled 'Ellipse 3' through 'Ellipse 6'. The main canvas displays the website's hero section featuring the 'QuietComfort 35 wireless headphones II' and a price of '\$229.95'. A 'BUY NOW' button is visible. A color palette and a color picker tool are overlaid on the website image, indicating the process of changing the color of one of the circles. The right side of the screen shows the 'Design' tab of the Figma interface, with various design settings like position, transform, and appearance for the selected 'Ellipse' layer.

Edit the template- change color of circle

The screenshot displays a Figma design interface for a product page. The left sidebar shows a project structure with sections like 'File', 'Assets', 'Pages', 'Cover', 'Web design', 'Mobile app', and 'Layers'. Under 'Layers', there's a group for 'bose headphones' containing various components: 'Group 27', 'Rectangle 25', 'Group 36', 'Group 16', 'Group 18', 'Group 20', 'colors', and 'Group 5'. The 'colors' group contains three ellipses labeled 'Ellipse 6', 'Ellipse 5', 'Ellipse 4', and 'Ellipse 3', which are part of a color palette for the headphones.

The main canvas shows a product page for 'bose headphones'. At the top, there's a navigation bar with the 'BOSE' logo and links for 'Headphones', 'Speakers', 'Audio sunglasses', and 'Support'. The main headline reads 'QuietComfort 35 wireless headphones II'. Below it, a color selection dropdown shows 'Silver 32 x 32' as the chosen color. A price of '\$229.95' is displayed next to a 'BUY NOW' button. To the right of the headline, there's a large image of the headphones.

The right side of the interface is the Figma properties panel, titled 'Design' with a prototype progress of 58%. It shows settings for an 'Ellipse' component, including:

- Position:** X: 203, Y: 467
- Transform:** Rotation: 0°
- Layout:** Dimensions: W: 32, H: 32
- Appearance:** Opacity: 100%, Corner radius: 0px, Fill color: #97E1EE (100%), Stroke: none
- Effects:** None
- Export:** Options for exporting the component

Edit the template- change image

The screenshot shows a website editor interface with a project titled "Headphones website and m...". The left sidebar includes sections for "Pages", "Cover", "Web design", "Mobile app", "Layers", and a "Bitmap" section which is currently selected. The main canvas displays a product page for the "bose headphones". The page features the BOSE logo and navigation links for Headphones, Speakers, Audio sunglasses, and Support. The main content area highlights the "QuietComfort 35 wireless headphones II" with a price of \$229.95 and a "BUY NOW" button. A "Select your color:" dropdown shows "Silver" as the chosen option. To the right of the product image is a "Crop" tool with dimensions 398 x 548 pixels. The right sidebar contains various editing tools and settings under categories like "Image", "Position", "Layout", and "Appearance". The "Image" panel shows a preview of the headphones and includes options for "Custom" and "Libraries", along with crop, rotate, and transform controls. The "Position" panel shows the current position of the image at X: 783 and Y: 120. The "Layout" panel includes "Dimensions" (W: 398, H: 548) and "Appearance" settings for opacity (100%), corner radius (0), fill (Image, 100%), stroke, and effects.

Edit the template- change image

The screenshot shows a web design interface with a sidebar on the left and various tools and panels on the right.

Left Sidebar:

- File A? ⌘ ↻
- Headphones website and m... Drafts Free
- File Assets Q
- Pages +
- Cover
- Web design
- Mobile app
- Layers
- # bose headphones
 - Bitmap
 - Ellipse 3
 - footer
 - Group 34
 - navbar
 - thumbnails
 - tabs
 - Group 29
 - Group 27
 - Rectangle 25
 - Group 36
 - Group 16
 - Group 18

Center Content:

bose headphones

BOSE Headphones Speakers Audio sunglasses Support

QuietComfort 35 wireless headphones II

Select your color:
Silver

\$229.95 BUY NOW

Right Panel:

- E Share
- Design Prototype 56%
- Page F2F2F 100 %
- Local variables
- Local styles +
 - Color styles
 - White
 - Linear
 - gradient
 - gradient
 - Effect styles
 - shadow
- Export +

Edit the template- change logo

Headphones website and m... Free

File Assets Share

Pages +

Cover

Web design

Mobile app

Layers +

bose headphones

- Bitmap
- Ellipse 3
- footer
- Group 34
- navbar
- thumbnails
- tabs
- Group 29
- Group 27
- Rectangle 25
- Group 36
- Group 16
- Group 18

bose headphones

BOSE Headphones Speakers Audio sunglasses Support

QuietComfort 35 wireless headphones II

Select your color:

Silver

\$229.95 BUY NOW

E Design Prototype 56% Share

Page F2F2 100% ⌂

Local variables

Local styles +

Color styles

- White
- Linear
- gradient
- gradient

Effect styles

- shadow

Export +

Edit the template- change logo

The screenshot shows a website editor interface with a product page for 'bose headphones' open. The left sidebar displays the file structure with a 'Cover' section selected. The main content area features a large image of the headphones and the product title 'QuietComfort 35 wireless headphones II'. Below the title is a color selection section with a 'Silver' option highlighted. A price of '\$229.95' and a 'BUY NOW' button are also visible. The right sidebar contains various design and export options.

bose headphones

Headphones Speakers Audio sunglasses Support

b

QuietComfort 35 wireless headphones II

Select your color:

Silver

\$229.95 [BUY NOW](#)

File Assets

Pages Cover

Web design Mobile app

Layers

bose headphones

- fc278579b194763ab4dcbd46...
- Bitmap
- Ellipse 3
- footer
- Group 34
- navbar
- Group 21
- Vector
- Group 17
- navigation
- thumbnails
- tabs
- Group 29

E Design Prototype 55% Share

F2F2F2 100%

Local variables

Local styles

Color styles

- White
- Linear
- gradient
- gradient

Effect styles shadow

Export

?

Edit the template- move header

The screenshot shows a Figma design canvas for a headphones website. The top navigation bar includes icons for file operations, a search bar, and a share button. The left sidebar contains a tree view of assets: 'File' (Assets), 'Pages' (+), 'Cover', 'Web design', 'Mobile app', 'Layers', and a selected section 'bose headphones' containing 'Ellipse 4', 'Ellipse 3', 'Group 5', three 'Perfect sound' components, 'Bitmap', 'Ellipse 1', 'Union', 'Vector', and 'bg'. The main canvas displays a product page for 'bose headphones'. At the top is a navigation bar with a red 'b' logo and links for 'Headphones', 'Speakers', 'Audio sunglasses', and 'Support'. Below it is a large title: 'QuietComfort 35 wireless headphones II'. A color selection section titled 'Select your color' shows a 'Silver' option highlighted with a black border, and other color swatches in blue, dark grey, orange, and pink. A price of '\$229.95' is displayed next to a 'BUY NOW' button. To the right is a large image of the headphones in a rose gold finish, set against a background of concentric circular patterns. The bottom of the canvas features a toolbar with various icons for selection, transformation, and text.

Edit the template- change gradient

The screenshot shows the Figma application interface with several panels open:

- Header:** Shows tabs for "AlayAI", "Interactions IVA | Con...", "KTP: Boston University", "Industry and Market I...", "KTP Figma Workshop...", "(263) Master Figma...", and "Headphones website...".
- Sidebar:** Includes sections for "File", "Assets", "Pages" (with a "Cover" option), "Web design", "Mobile a", "Layers", and a color palette tool.
- Design Canvas:** Displays a product landing page for "bose headphones". The main headline reads "QuietComfort 35 wireless headphones II". To the right is an image of a gold-colored headphones band with sound waves overlaid.
- Color Editor (Left):** A floating panel titled "Custom" showing a gradient from black to yellow. It includes a color picker, hex code (FFF94A), and a "0 %" slider.
- Color Style Editor (Center):** A panel titled "Edit color style" showing a "Linear" gradient from red to yellow. It lists "Stops" at 0%, 29%, 61%, and 100% with corresponding color swatches and opacity sliders (FF1010, FF6410, FF9F04, FFF94A).
- Gradient Library (Right):** A panel titled "Custom" showing a library of gradients. It lists "Black", "Linear", and two "gradient" entries. The second "gradient" entry is selected, showing its properties: "Name" (gradient), "Description" (What's it for?), and "Properties" (Linear gradient with stops at 0%, 29%, 61%, and 100%).
- Inspector Panel (Right):** Shows the component's position (X: 903, Y: 592.07), transform (Rotation: 60°), layout dimensions (W: 784.13, H: 1017.26), appearance (50% opacity, 0 corner radius), fill (gradient), stroke, effects, and export options.

Edit the template- change gradient

The screenshot shows the Figma application interface with a website template for 'bose headphones' open. The template features a large image of the headphones on the right and a product description on the left.

Left Sidebar: A navigation sidebar with the following sections and items:

- File
- Assets
- Pages
- Cover
- Web design
- Mobile app
- Layers
 - # bose headphones
 - Rectangle 25
 - Group 36
 - Group 16
 - Group 18
 - Ellipse 1
 - Union
 - Union
 - Vector
 - Vector
 - bg
 - # bose headphones
 - footer
 - Group 34

Edit the template- use specific colors

The image displays two screenshots of the Figma design interface, illustrating the process of editing a product card template using specific colors.

Left Screenshot: Shows the initial state of the product card. The background is white. A color palette is open, showing a red-to-black gradient. The 'Fill' section of the properties panel shows three radial fills: a light red (#191919), a dark red (#AA3434), and a black (#000000). The 'Select your color' dropdown is set to 'Silver'. The 'Buy Now' button has a blue gradient fill.

Right Screenshot: Shows the final state after editing. The background is now a solid red (#E31836). The 'Fill' section of the properties panel shows three radial fills: a red (#E31836), a dark red (#AA3434), and a black (#000000). The 'Select your color' dropdown is now set to 'Red'. The 'Buy Now' button has a red gradient fill.

Common Elements:

- Header:** 'bose headphones' logo, 'Headphones', 'Speakers', 'Audio sunglasses', 'Support'.
- Title:** 'QuietComfort 35 wireless headphones II'
- Price:** '\$229.95'
- Call-to-action:** 'BUY NOW'

Properties Panel (Left Screenshot):

- Design:** Prototype 47%
- Layout:** Dimensions W: 500 H: 719
- Appearance:** Opacity 100%, Corner radius 0, Count 3
- Fill:** Red (191919), Dark Red (AA3434), Black (000000)
- Stroke:** None
- Effects:** None
- Export:** None

Properties Panel (Right Screenshot):

- Design:** Prototype 49%
- Layout:** Dimensions W: 190 H: 48
- Appearance:** Opacity 100%, Corner radius 50
- Fill:** Red (E31836), Dark Red (AA3434), Black (000000)
- Stroke:** None
- Effects:** None
- Selection colors:** Red (AA3434) 100%, White (FFFFFF) 100%

Edit the template- use specific colors

The screenshot shows a web design interface with a sidebar on the left and a main canvas on the right.

Left Sidebar:

- Headphones website and m... (dropdown)
- Drafts Free
- File Assets
- Pages +
- Cover
- Web design
- Mobile app
- Layers
- # bose headphones
 - Rectangle 25
 - Group 36
 - Group 16
 - Group 18
 - Group 20
 - button
 - Buy
 - Price
 - colors
 - Perfect sound
 - Ellipse 1
 - Union

Main Canvas (Design View):

The canvas displays a product page for the "QuietComfort 35 wireless headphones II". The page includes a navigation bar with a logo, "Headphones", "Speakers", "Audio sunglasses", and "Support" links. Below the navigation is a large image of the headphones against a red background with concentric circles. To the left of the image, the product name "QuietComfort 35 wireless headphones II" is displayed in bold black text. A color selection section below the name shows five colored circles (black, white, blue, orange, red) and a "Silver" option. The price "\$229.95" is shown in bold black text next to a red "BUY NOW" button. The bottom of the page features a footer with icons for a play button, a hash symbol, a square, a magnifying glass, a T, a circle, a double arrow, and a question mark.

Right Sidebar:

- E (dropdown)
- Design Prototype 53% Share
- Page
- F2F2F2 100% (color palette)
- Local variables
- Local styles +
- Color styles
 - White
 - Linear
 - gradient
 - gradient
- Effect styles
 - shadow
- Export +

Edit the template- change wording

The screenshot shows a Figma design canvas with a product page for 'bose headphones'. The page features a large image of a gold-colored over-ear headphones against a red background with concentric circles. To the left, there's a color palette with 'Silver' selected and a price of '\$229.95' with a 'BUY NOW' button. The Figma interface includes a sidebar with 'Pages' (Cover, Web design, Mobile app) and 'Layers' (Text, bose headphones, footer, Group 34, navbar, Group 21, Vector, Ellipse 10, Group 17, navigation, thumbnails, tabs). The top bar has tabs for various Figma documents and a YouTube video link.

Design Prototype 49% Share

Text

Position

Alignment

Position X 10 Y -2029

Transform

Layout

Dimensions W 0 H 72

Appearance

Opacity 100% Corner radius 0

Typography

Abhaya Libre Medium Regular 64

Line height 72 Letter spacing | A | 0%

Alignment

Edit the template- change font and size

The image displays a comparison between two versions of a product landing page for 'Beats Studio Pro - Wireless Bluetooth Noise Canceling Headphones'. The left version is the original design, featuring a blue header and a blue callout box containing the product title. The right version is the edited template, where the header and callout box have been updated to a white background with black text. Both versions are shown within the Figma application interface, which includes toolbars, panels for design, prototype, layout, appearance, and layers, and a sidebar with a file tree.

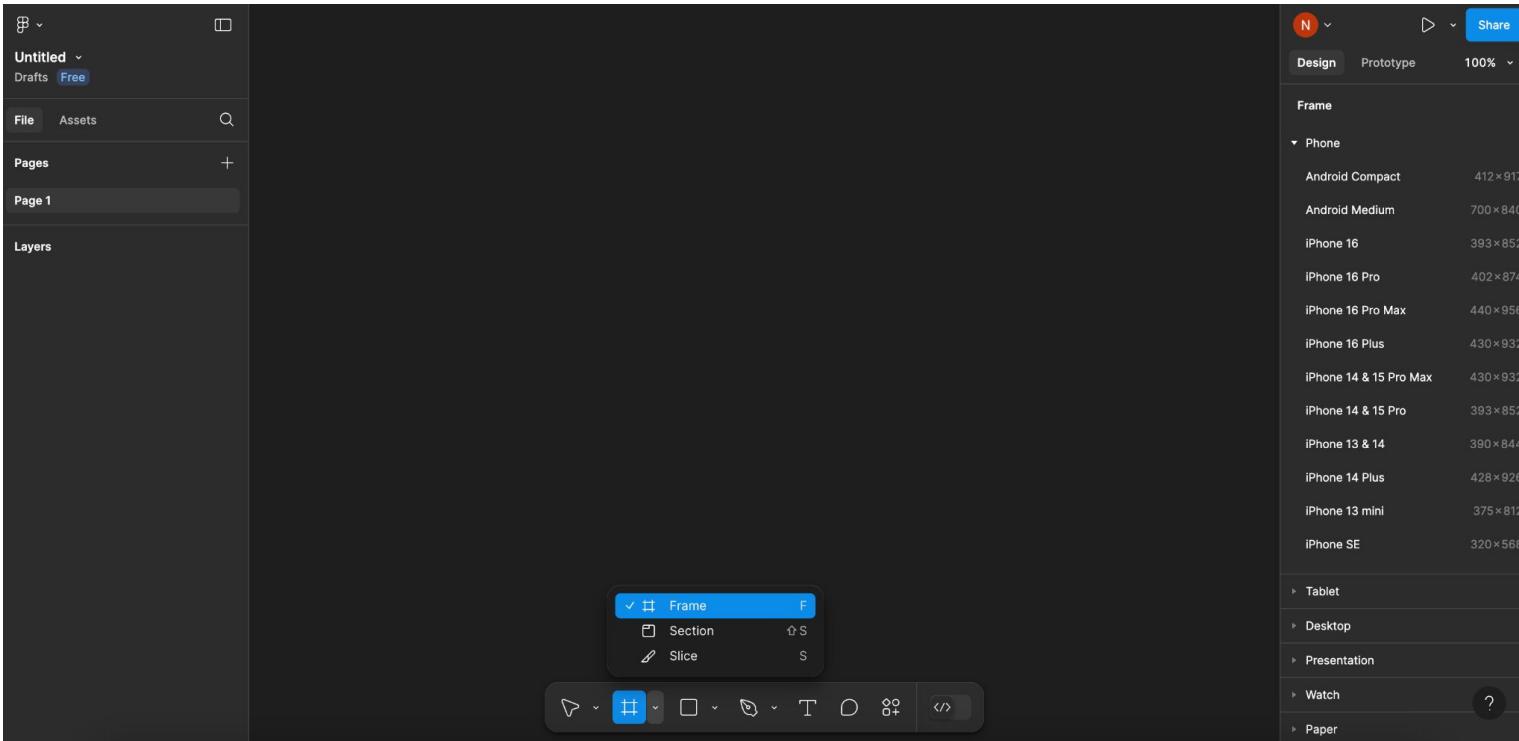
Edit the template- change font and size

The screenshot shows the Figma application interface with a design workspace containing two website prototypes. On the left, the Figma sidebar displays various components and layers, such as 'bose headphones', 'navbar', 'Group 21', 'Vector', 'Ellipse 10', 'Group 17', 'navigation', and several placeholder components like 'fc278579b194763ab4dcbd46...', 'Bitmap', 'Ellipse 3', 'footer', 'Group 34', and 'Thumbnail'. The right side of the screen shows the 'Design' tab selected, with a preview of two different headphones landing pages. The first landing page features the Bose QuietComfort 35 wireless headphones II in silver, with a price of \$229.95 and a 'BUY NOW' button. The second landing page features the Beats Studio Pro - Wireless Bluetooth Noise Canceling Headphones in gold, also with a price of \$229.95 and a 'BUY NOW' button. The Figma interface includes a toolbar at the bottom with icons for selection, zoom, and other tools, and a top navigation bar with tabs like 'Design', 'Prototype', and 'Share'.

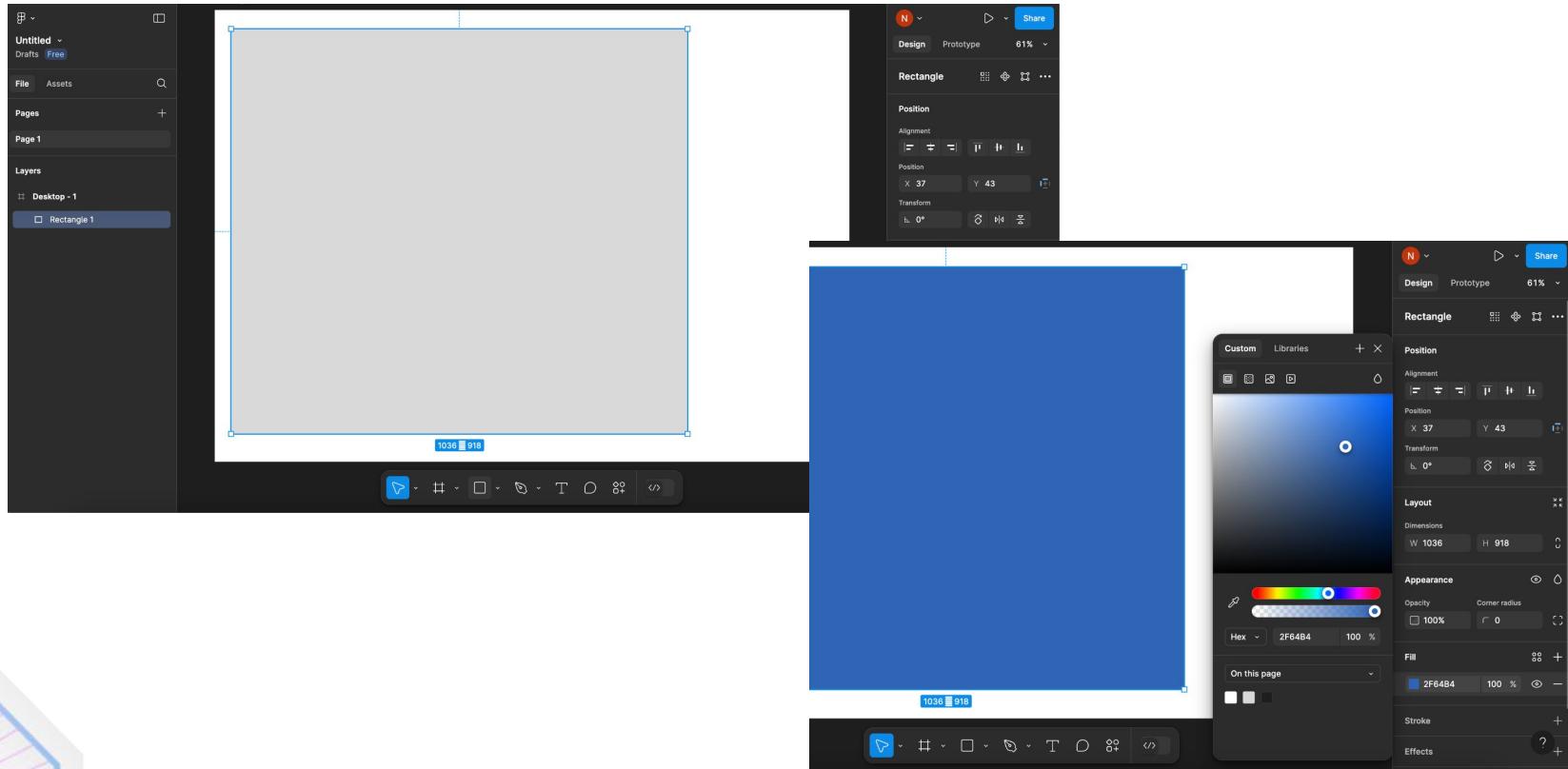
How to: From Scratch

- Alternatively, create a design from scratch
- Allows you to have full control over the format of your product
- Dashboard → New design file

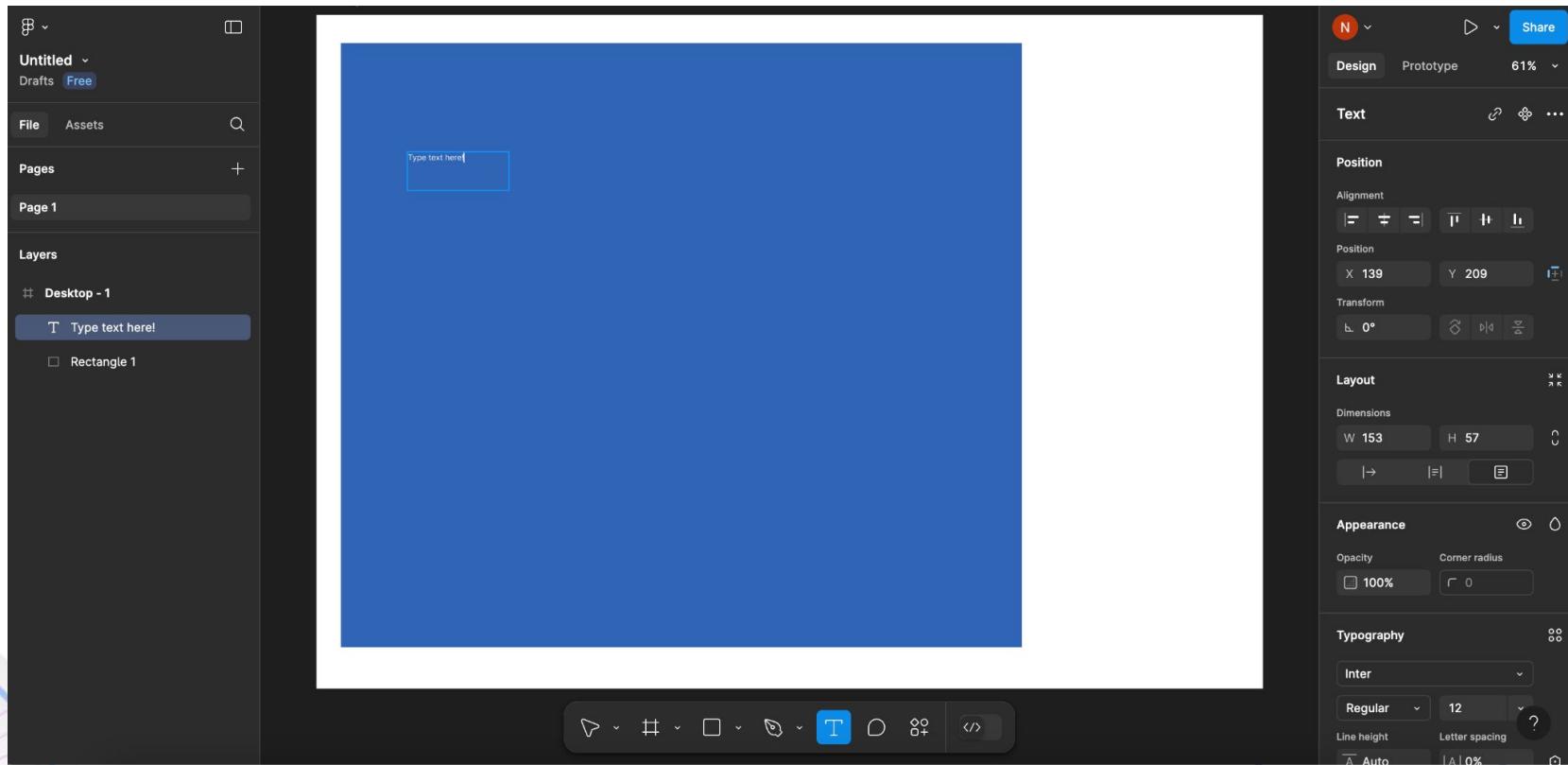
From Scratch: Create a Frame



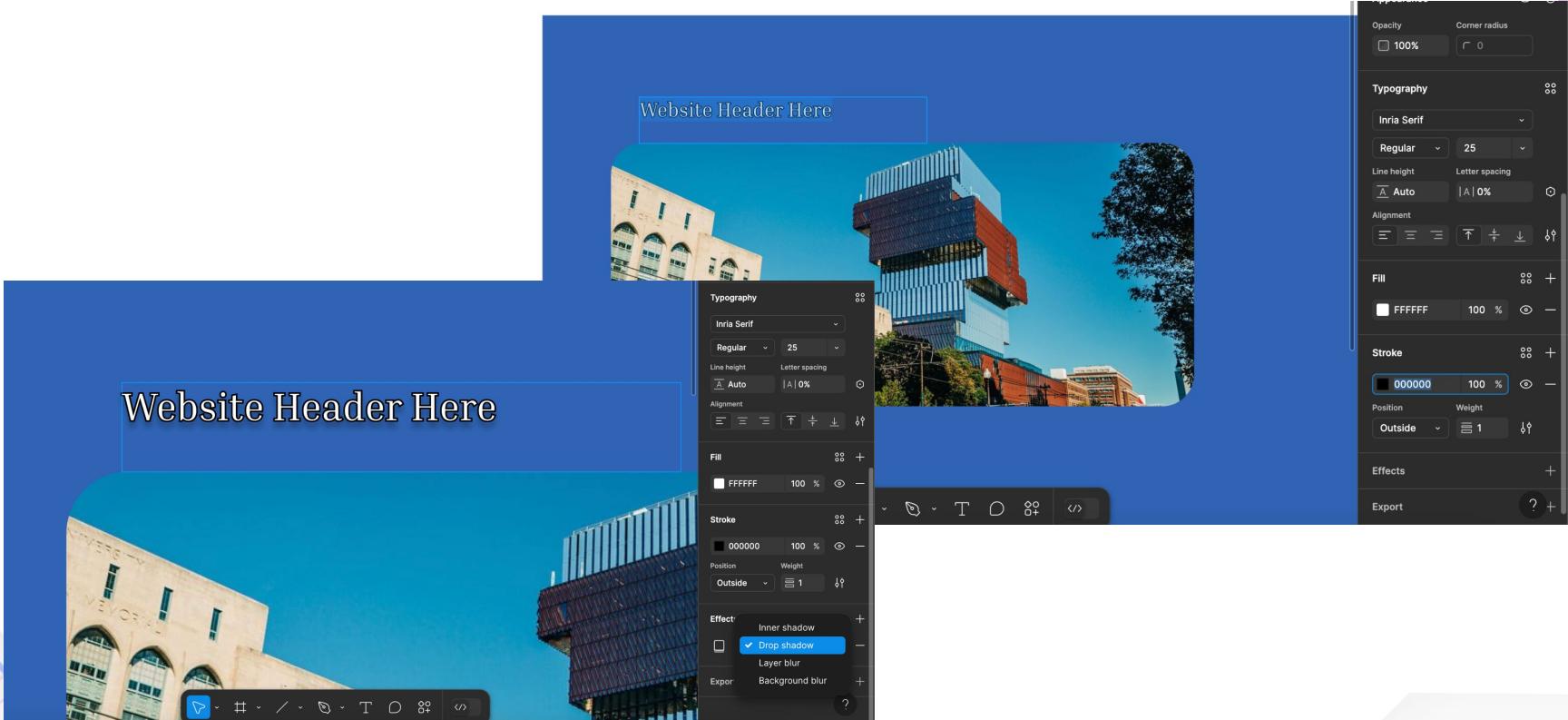
From Scratch: Creating Sections/Adding Shapes



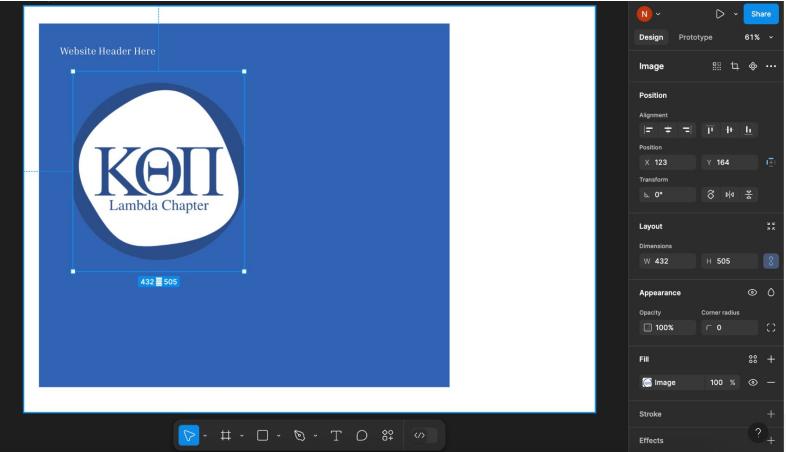
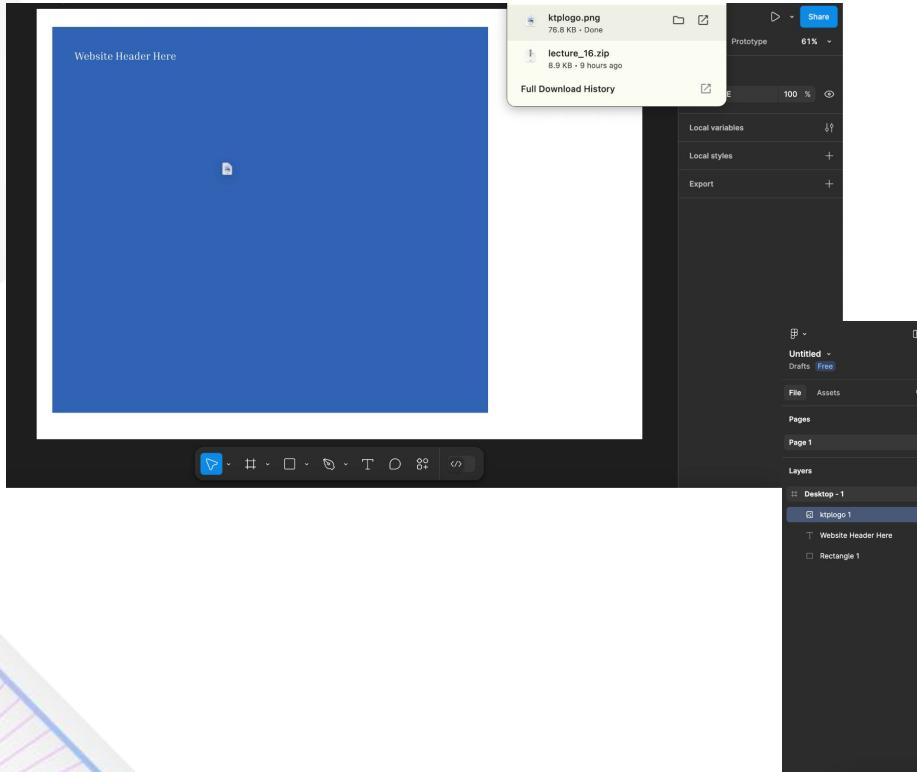
From Scratch: Adding Text



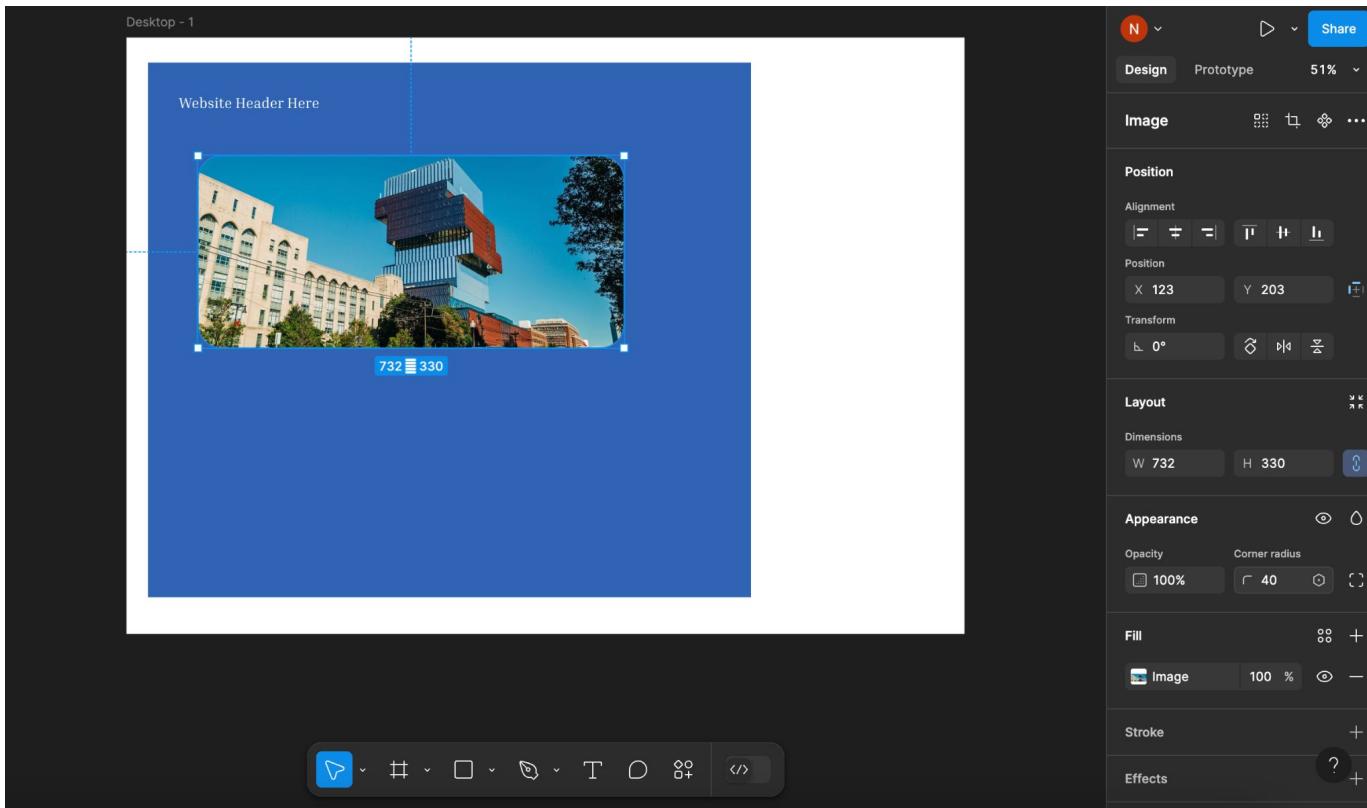
From Scratch: Stroke and Effects



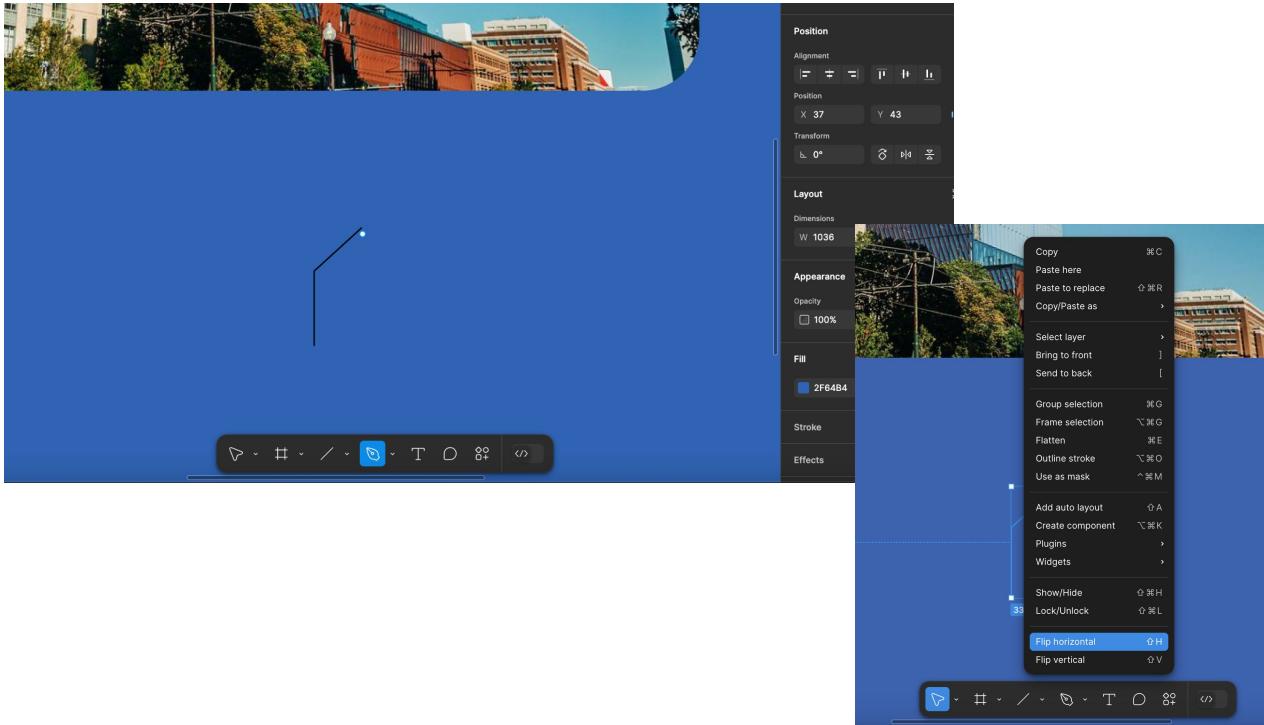
From Scratch: Adding an Image



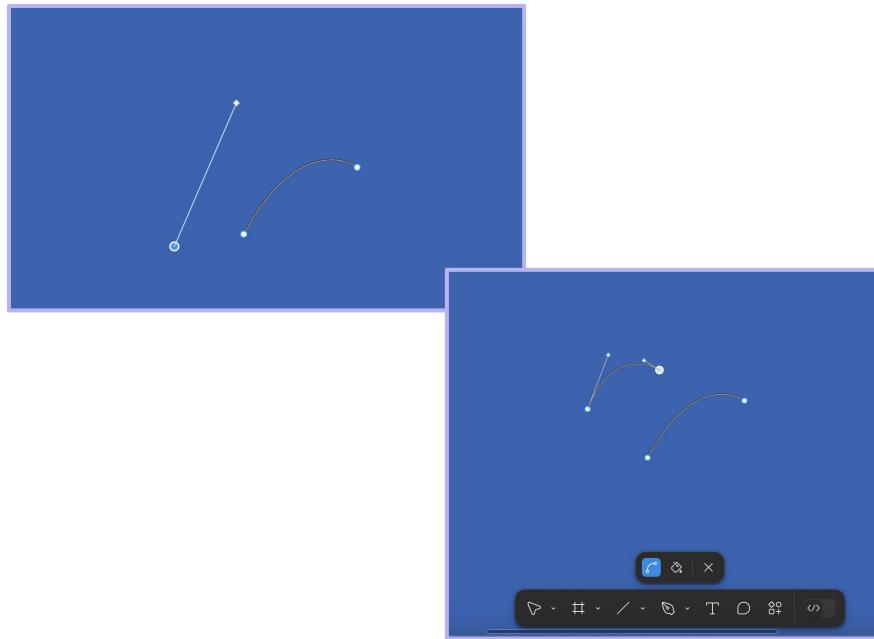
From Scratch: Editing an Image



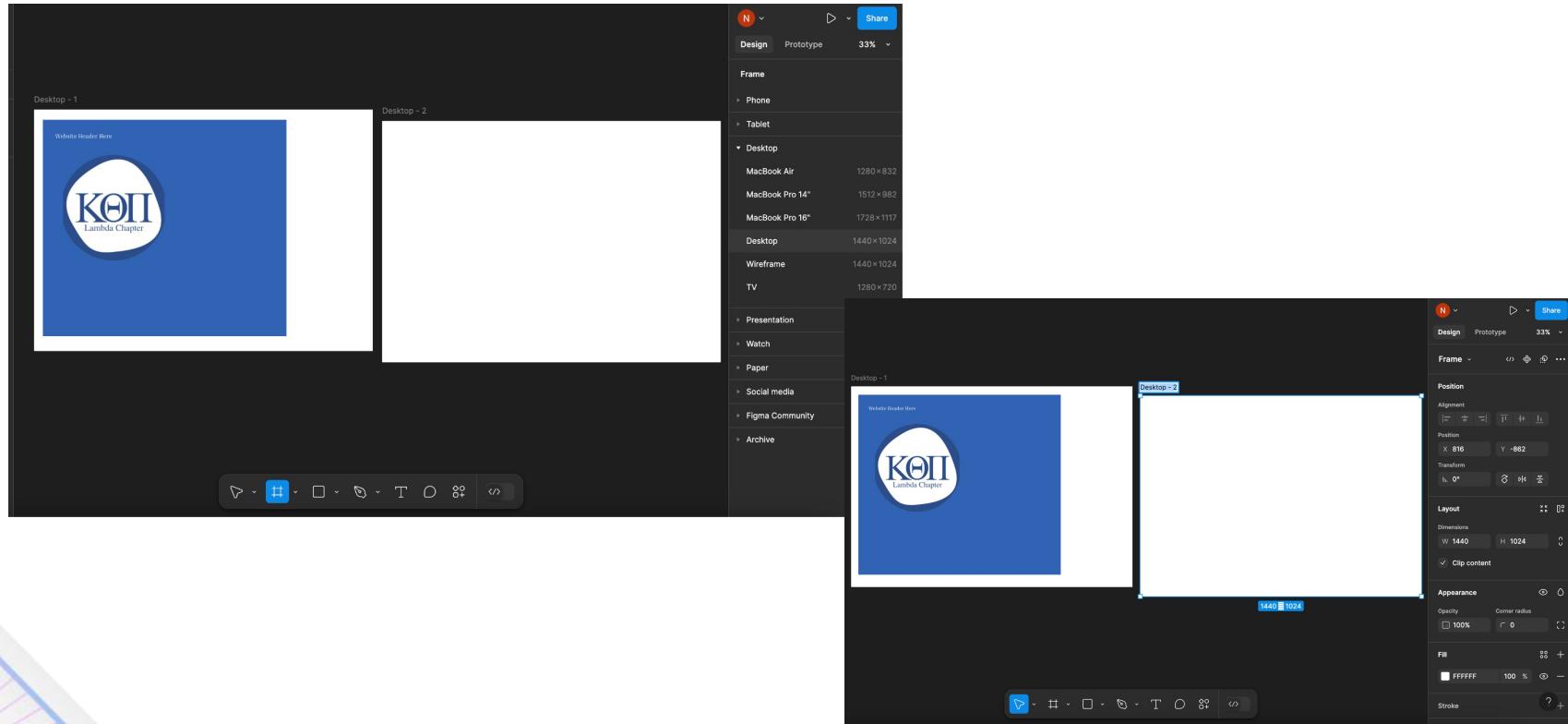
From Scratch: Drawing Tool



From Scratch: Drawing Tool - Arcs



From Scratch: Adding a New Frame



How to: Animate Your Design

- Allows you to see how it will look from the user's perspective
- Brings your design to life
 - Adding animation
 - Navigate to a different page on website(About, Members, etc.)
 - Changes when hovering

Animate- add laptop prototype

The screenshot shows a Figma workspace with a laptop prototype and a mobile device mockup.

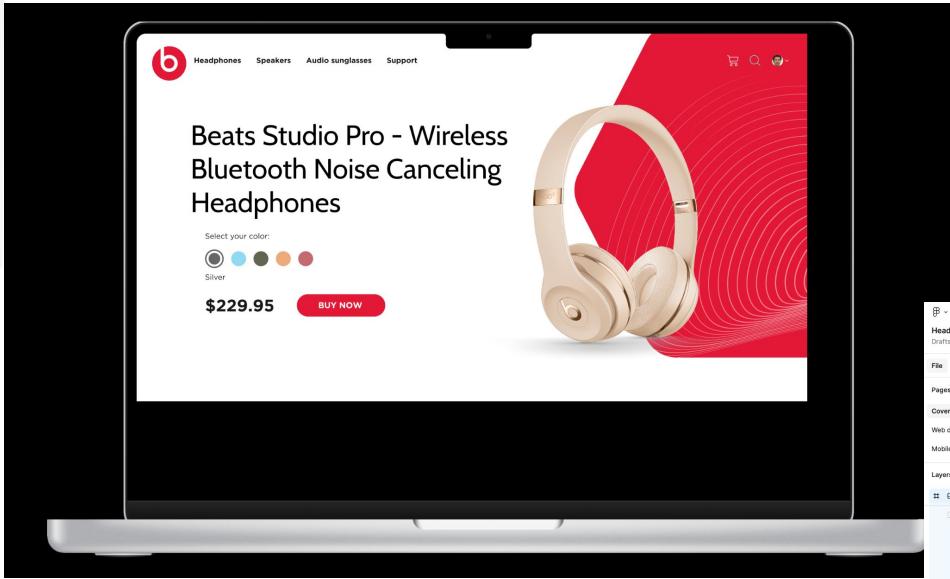
Laptop Prototype: A silver Beats Studio Pro headphones image is displayed on the screen. The Figma interface includes a sidebar with "Cover", "Web design", and "Mobile app" sections, and a "Layers" panel containing three "bose headphones" components.

Mobile Device Mockup: A dark-themed mobile application interface for "bose headphones" is shown. It features a navigation bar with "Headphones", "Speakers", "Audio accessories", and "Support". The main content area displays two product cards: "Beats Studio Pro - Wireless Bluetooth Noise Canceling Headphones" and "QuietComfort 35 wireless headphones". Each card includes a price (\$229.95), a "BUY NOW" button, and a "Select your color" section with "Silver" selected.

Right Panel: A list of device screen sizes and their dimensions is displayed, with "MacBook Pro 14" highlighted in blue.

Device	Dimensions
iPhone 15 Pro Max	430 x 932
iPhone 15 Plus	430 x 932
iPhone 14 Plus	428 x 926
iPhone 14 Pro Max	430 x 932
iPhone 14 Pro	393 x 852
iPhone 14	390 x 844
iPhone 13 mini	375 x 812
iPhone SE	320 x 568
Android Expanded	1280 x 800
iPad mini 8.3	744 x 1133
Surface Pro 8	1440 x 960
iPad Pro 11"	834 x 1194
iPad Pro 12.9"	1024 x 1366
Apple Watch Series 10 42mm	187 x 223
Apple Watch Series 10 46mm	208 x 248
Apple Watch 45mm	198 x 242
Apple Watch 41mm	176 x 215
Apple Watch 44mm	184 x 224
Apple Watch 40mm	162 x 197
MacBook Air	1280 x 832
MacBook Pro 14"	1512 x 982
MacBook Pro 16"	1728 x 1117
TV	1280 x 720
Custom size	Fit
Presentation	Fill
iPhone 13 Pro Max	428 x 926
iPhone 13 Pro	390 x 844

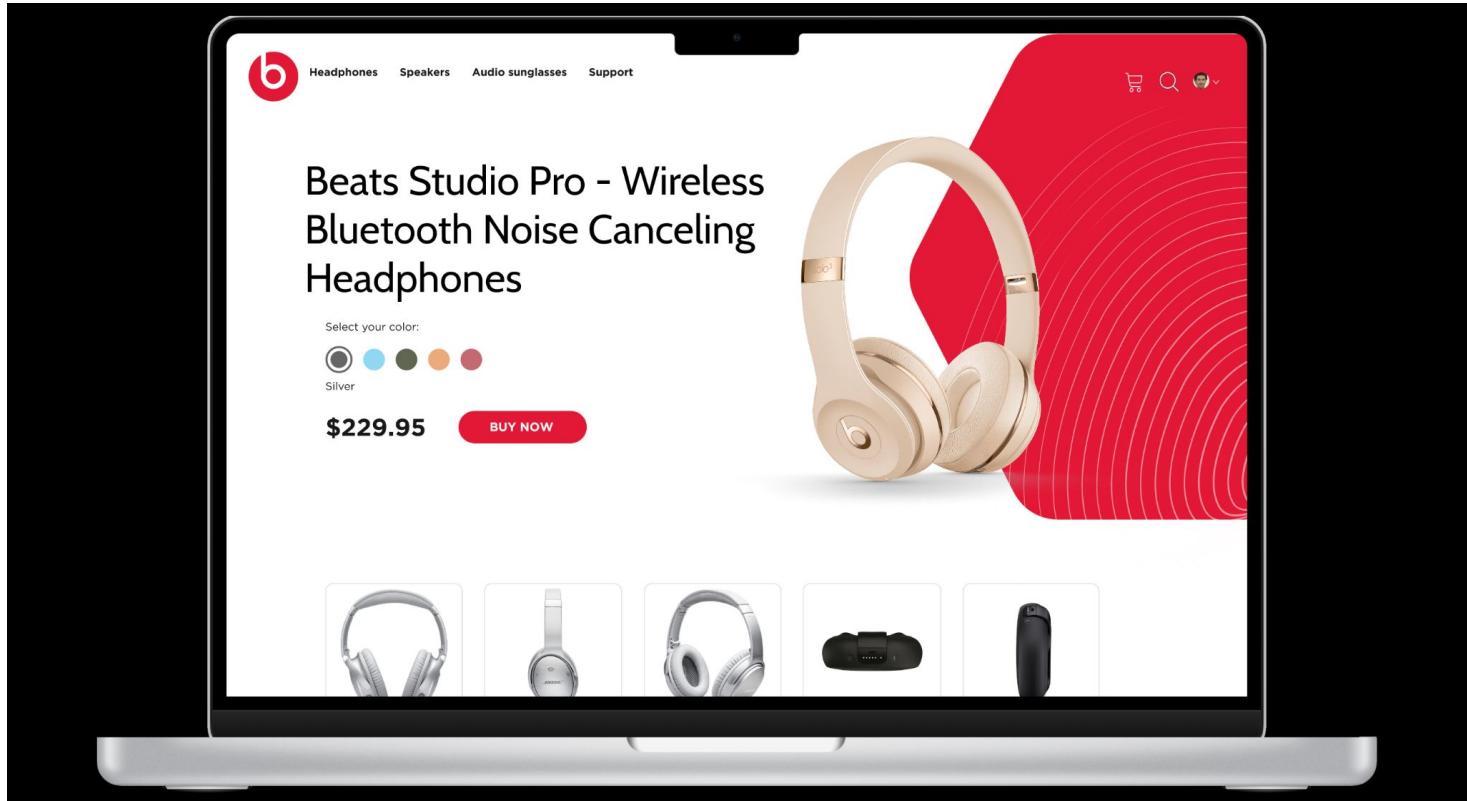
Animate- DOES NOT FIT- FIX



The Figma interface shows the product page with the following details:

- Design Prototype**: 53%
- Frame**:
 - Alignment
 - Position X: -679 Y: -1967
 - Transform Scale: 92%
 - Clip content
 - Layout Dimensions W: 1552 H: 982
 - Appearance Quality: 100% Corner radius: 0
 - Fill Color: #FFFFFF Opacity: 100% Show in exports
 - Stroke Thickness: 0
 - Effects
- Selection colors**

Animate- Frame is Fixed



Animate- animating design

The image shows the Figma interface with two mobile prototypes side-by-side. Both prototypes feature a large image of the 'Beats Studio Pro - Wireless Bluetooth Noise Canceling Headphones' in gold, with a red circular graphic overlay on the right side.

Left Prototype (bose headphones2):

- Header:** 'bose headphones' with a red play button icon.
- Title:** 'Beats Studio Pro - Wireless Bluetooth Noise Cancelling Headphones'
- Price:** '\$229.95' with a 'Buy Now' button.
- Image:** A large image of the headphones with a red circular graphic overlay on the right side.
- Bottom:** A row of five smaller headphones images.

Right Prototype (bose headphones1):

- Header:** 'bose headphones1' with a red play button icon.
- Title:** 'Beats Studio Pro - Wireless Bluetooth Noise Cancelling Headphones'
- Price:** '\$229.95' with a 'Buy Now' button.
- Image:** A large image of the headphones with a red circular graphic overlay on the right side.
- Bottom:** A row of five smaller headphones images.

Figma UI Elements:

- File:** Assets, Pages, Cover, Web design, Mobile app.
- Layers:** 'bose headphones1' (selected), Vector, Union.
- Design:** Prototype 30%.
- Local variables:** \$F2F2F2, 100 %.
- Local styles:** White, Linear, gradient, gradient.
- Effect styles:** shadow.
- Export:** +

Bottom Panel (Interactions):

- Interaction:** Trigger: On click, Action: → Navigate to, Destination: State: 'bose headphones' (highlighted in blue).
- Interactions:** Flow starting point, Click, None, Scroll behavior, Overflow: No scrolling, prototype settings.

Animate- color of button

Screenshot of a Figma prototype showing the 'Animate- color of button' feature.

The interface includes:

- Left sidebar:** Project navigation (Headphones website and m...), Drafts (Free), File, Assets, Pages (+), Cover, Web design, Mobile app, Layers, and a detailed view of the 'bose headphones2' layer.
- Bottom-left panel:** A list of UI components: thumbnails, tabs, Group 29, Group 27, Rectangle 25, Group 36, Group 16, Group 18, Group 20, button (selected), Price, colors, and Bitmap.
- Central workspace:** Three product cards for 'Beats Studio Pro - Wireless Bluetooth Noise Canceling Headphones'. The first two cards are standard, while the third card has a blue border and its 'button' component is highlighted in the sidebar.
- Right sidebar:** Design mode (Prototype 29%), Interactions panel (Trigger: While hovering, Action: → Navigate to, Destination: 'bose headphones3'), Scroll behavior, Position (Scroll with parent), and a preview of the prototype settings.

Animate- drop down

The image displays a composite view of a Figma design interface, illustrating the process of creating an animated dropdown menu for a website.

Left Panel: Shows the Figma interface with the following details:

- File:** Headphones website and m...
- Assets:** A navigation bar with icons for Headphones, Speakers, Audio sunglasses, and Support.
- Layers:** A complex hierarchy of layers including "base headphones3", "base headphones5", and "base headphones2".
- Design Tools:** A sidebar with alignment, position, transform, layout, dimensions, appearance, stroke, effects, selection colors, and fill.
- Interactions:** A panel showing an interaction for a "Drop shadow" effect on a "Rectangle 2" element.
- Bottom:** A toolbar with various design tools like selection, move, rotate, and text.

Middle Panel: Shows a screenshot of the "base headphones2" state of the website, featuring a large image of gold Beats Studio Pro headphones against a red background with concentric circles. The page includes a title, price (\$229.95), a "BUY NOW" button, and a row of smaller product images.

Right Panel: Shows the "base headphones5" state of the website, which is identical to the "base headphones2" state but lacks the dropdown menu. The Figma interactions panel is open, showing a trigger "On click" for an action "Navigate to" the "base headphones2" state. This indicates that clicking on the dropdown menu will reveal the full navigation bar.

Basic Design Tips

Now you know how to use Figma, but how should you design your website to be user friendly?

Structural and Layout Tips

- Visual Hierarchy
 - Arrange elements by importance using size, color, and position to guide the viewer's eyes to critical areas

The Laws of Visual Hierarchy



	low visual prominence		high visual prominence
Size	small		large
Position	bottom of the page		top of the page
Color	low contrast		strong contrast, unique color
Format	text	images, icons	movement, video
Position relative to other elements	crowded on the page		surrounded by whitespace

Structural and Layout Tips

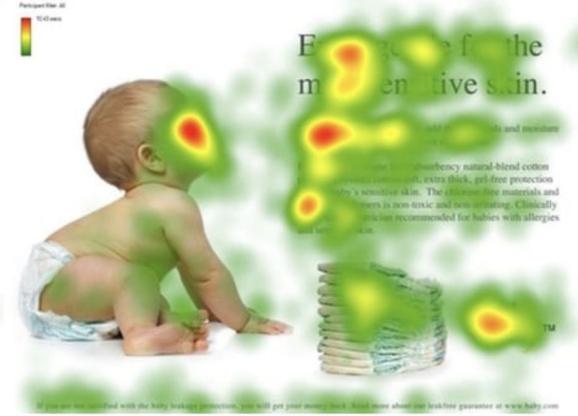
- Use keywords in headlines
- Put some calls to action lower on the page
 - Sometimes viewers need to be persuaded
- Provide ample information via long, scrollable pages
 - Answer common questions
- Avoid clutter - one element per section with white space
- Follow standard layouts - improves usability and trust

Visual Tips

- Use pictures with faces and contrasting colors.
- Use visual keys (arrows, faces looking in a direction)



**Baby look at the camera...
visitors look at the baby**



**Baby look at the headline...
visitors look at the headline**

Choosing A Color Scheme

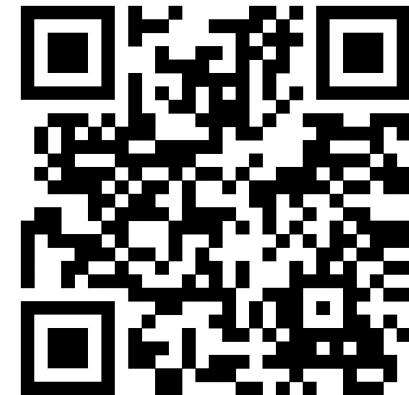
Color	Emotion/Effect	Best For
Red	Urgency, Passion, Excitement	Promotions, Sales, Restaurants
Orange	Energy, Enthusiasm, Friendliness	Entertainment, Hospitality, Call-to-action buttons
Yellow	Optimism, Warmth, Happiness	Youth-oriented brands, Calls-to-action
Green	Growth, Harmony, Freshness	Eco-friendly brands, Wellness, Health
Blue	Trust, Stability, Professionalism	Finance, Healthcare, Technology
Purple	Luxury, Creativity, Wisdom	Beauty, Fashion, Premium Products
Black	Sophistication, Power, Modernity	Luxury brands, Minimalist designs
White	Simplicity, Cleanliness, Space	Healthcare, Tech, Modern and Minimalist sites

Other Tips

- Use simple language, avoiding jargon
- Encourage action by emphasizing limited availability or potential loss
- Show social proof: use testimonials and endorsements

Prompt

- Create a design for the KTP About Page
 - 30 minutes
 - Top three with best design win a prize...
- Scan the QR Code for potential information and graphics.
- OR Go to KTP's current website for inspiration.



Voting!!!

