UIUX with Figma

Module 4

Designing Consistently Using Grids, Colors, and Typography

Ali Samanipour

Jan. 2023

1. Grids
2. Typography
3. Colors
4. Starting out your Hi-Fi Project
5. Create and Managing Text Styles
6. Create and Managing Color and Effect Styles

Eliminate Possible Errors!?How?

Starting from now, you will no longer have random frame sizes, colors, fonts, and other elements in your design files.

From now on, you have to move forward only when you are confident in every step of creating the interface of your application.

Therefore, you will need tools to help you minimize or eliminate possible errors. One of these is grids.

Grids are everywhere

Publishers, editors, and writers looked to grids for the perfect harmony of displaying content on pages. Because the same grid was applied to all pages, text and images were consistent throughout the book or magazine.

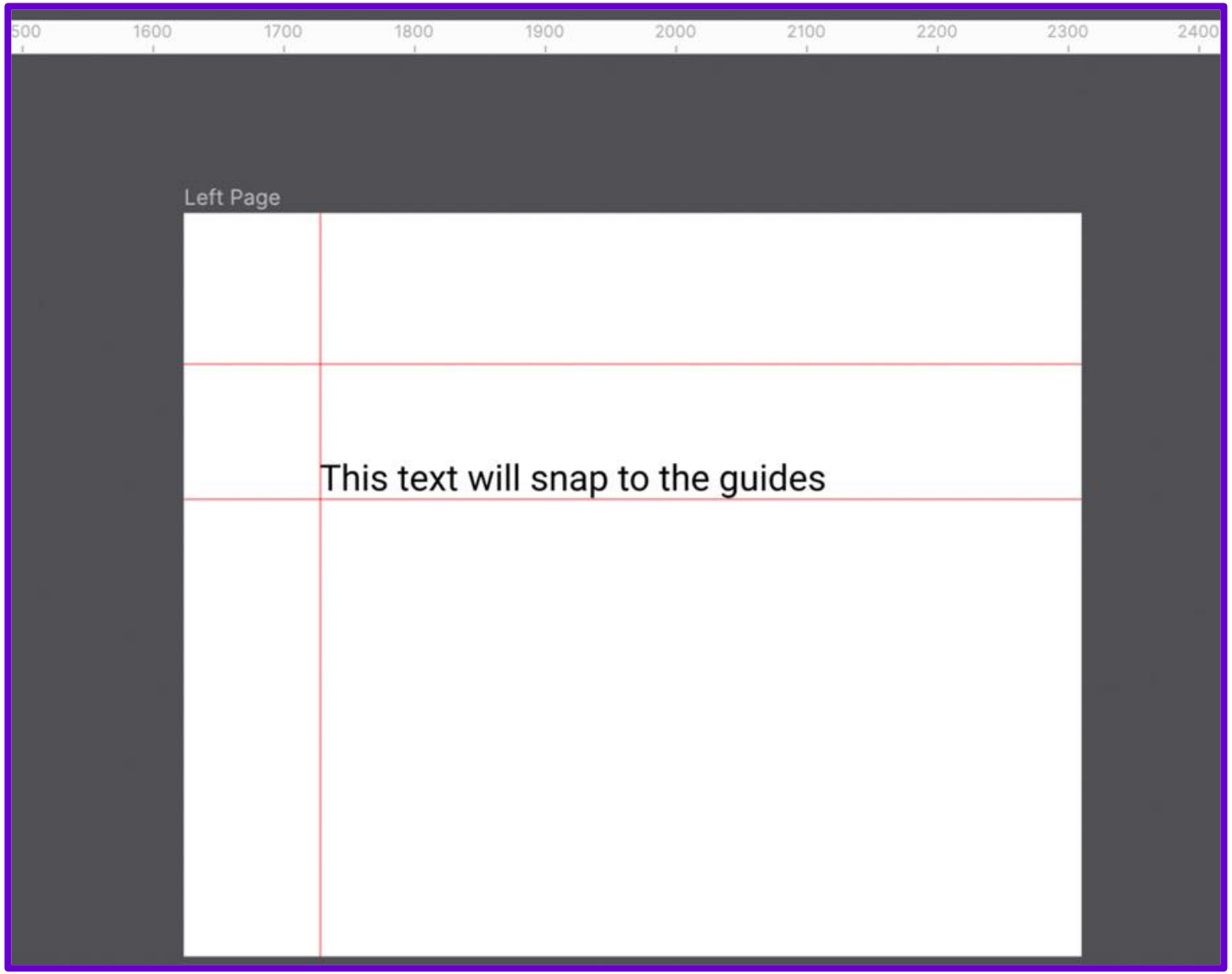
Why We Use Grids?

All elements must be organized with harmony and consistency throughout all pages so that the user is not distracted from the content.

Guides

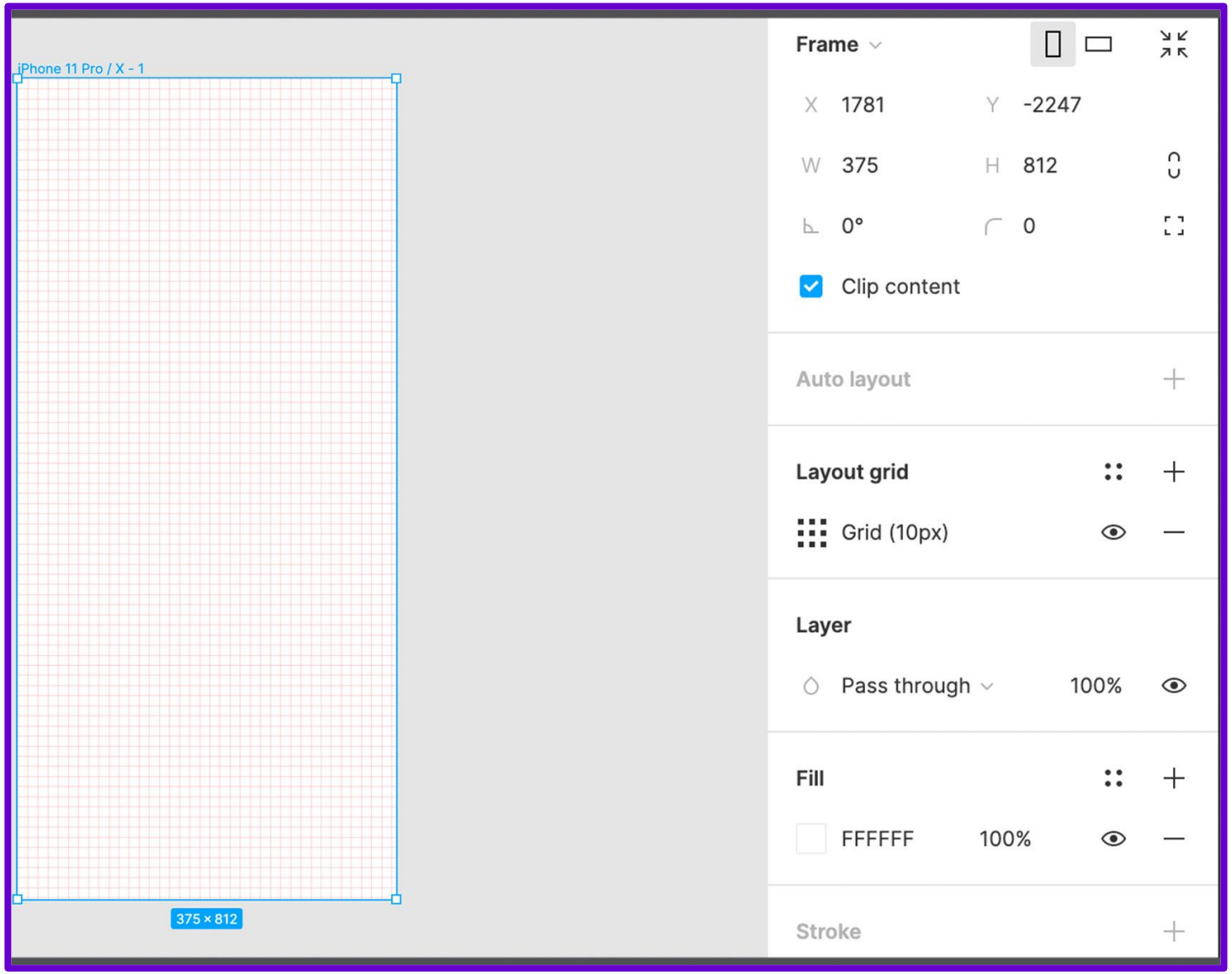
You will need guides when you need to relate elements and check their alignment, position, and size.

(Shift + R keyboard shortcut)



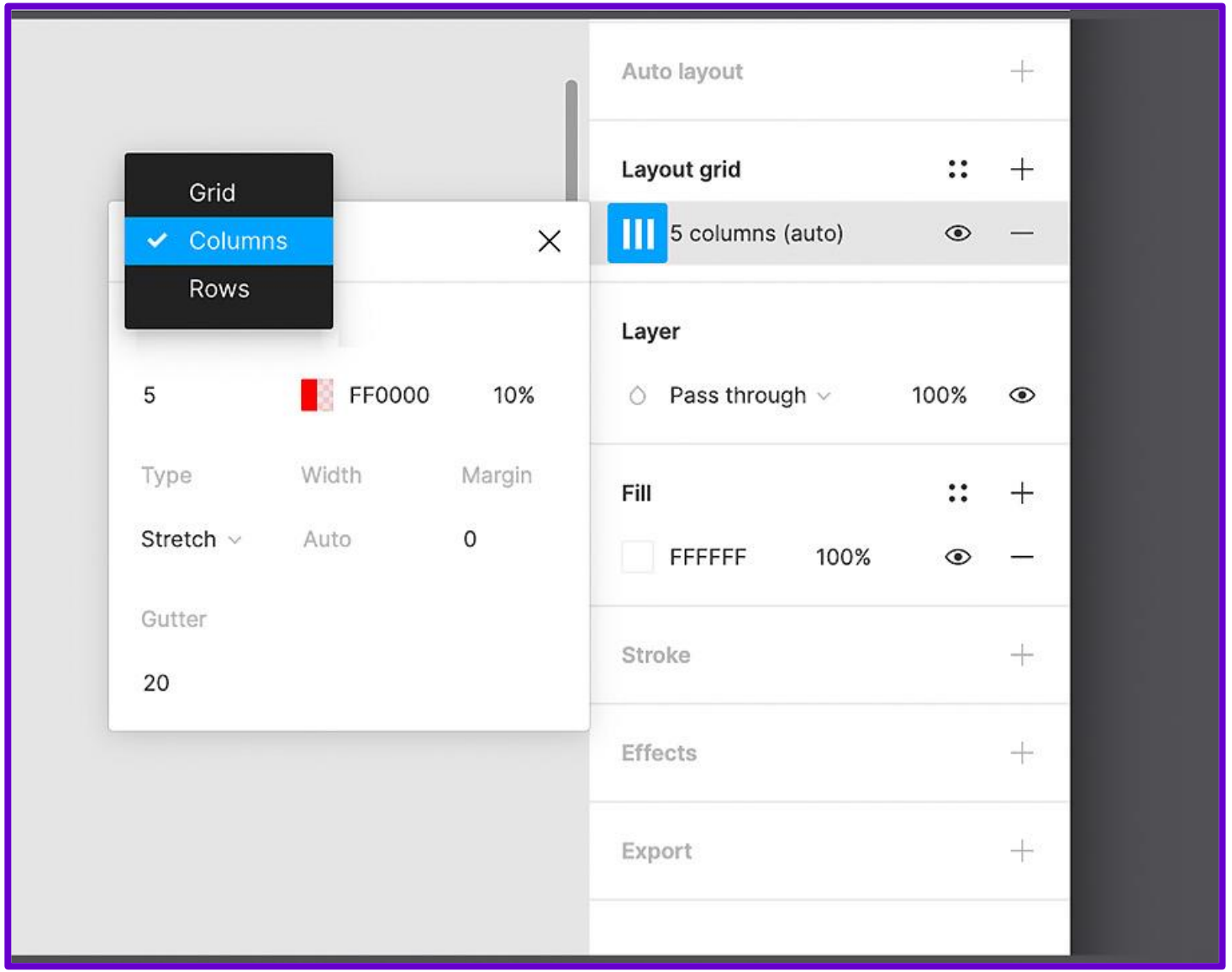
Layout grid

As a more complex function than Guides, layout grids open up new possibilities for designers to create consistent product designs across multiple platforms.



Setting Proper Layout Grids

You need to select the correct properties for grids. Many web development frameworks use 12-column grids to better organize content within them.



1. Grids
2. Typography
3. Colors
4. Starting out your Hi-Fi Project
5. Create and Managing Text Styles
6. Create and Managing Color and Effect Styles

Typography Matters

Wrong typography choices instantly render a product non-functional and aesthetically unpleasant

This is because choosing the right font is not easy, and only experience, study, and practice can help you master this aspect.

Factors of Choosing Write Font
1. Platform

if you want to build an app exclusively for iOS, it might be a good choice to use a system font such as San Francisco (sans-serif) or New York (serif). when building an Android app, the Roboto font might be a safe choice

Factors of Choosing Write Font
2. Context

In general, with sans-serif fonts being more readable by the human eye, they are suitable for menus, buttons, and so on.

And if you need to display very long text content, a serif font may be more appropriate.

you should check whether there are any technical limitations on the development side – each integrated font has weight and can consequently slow down the loading of an application

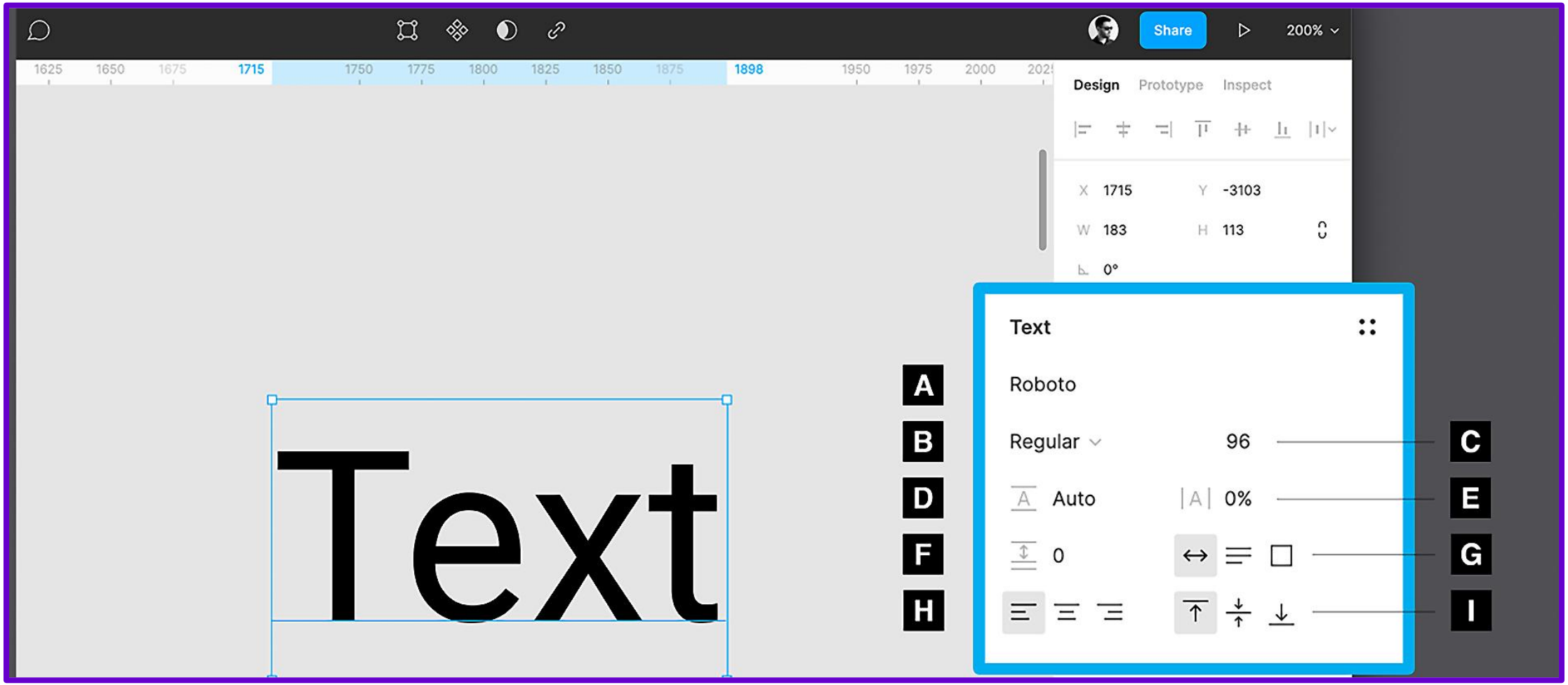
Accessing to the fonts in Figma

Figma provides a huge selection of Google fonts (be sure that Show Google Fonts is enabled in Preferences), ready to operate in design files.

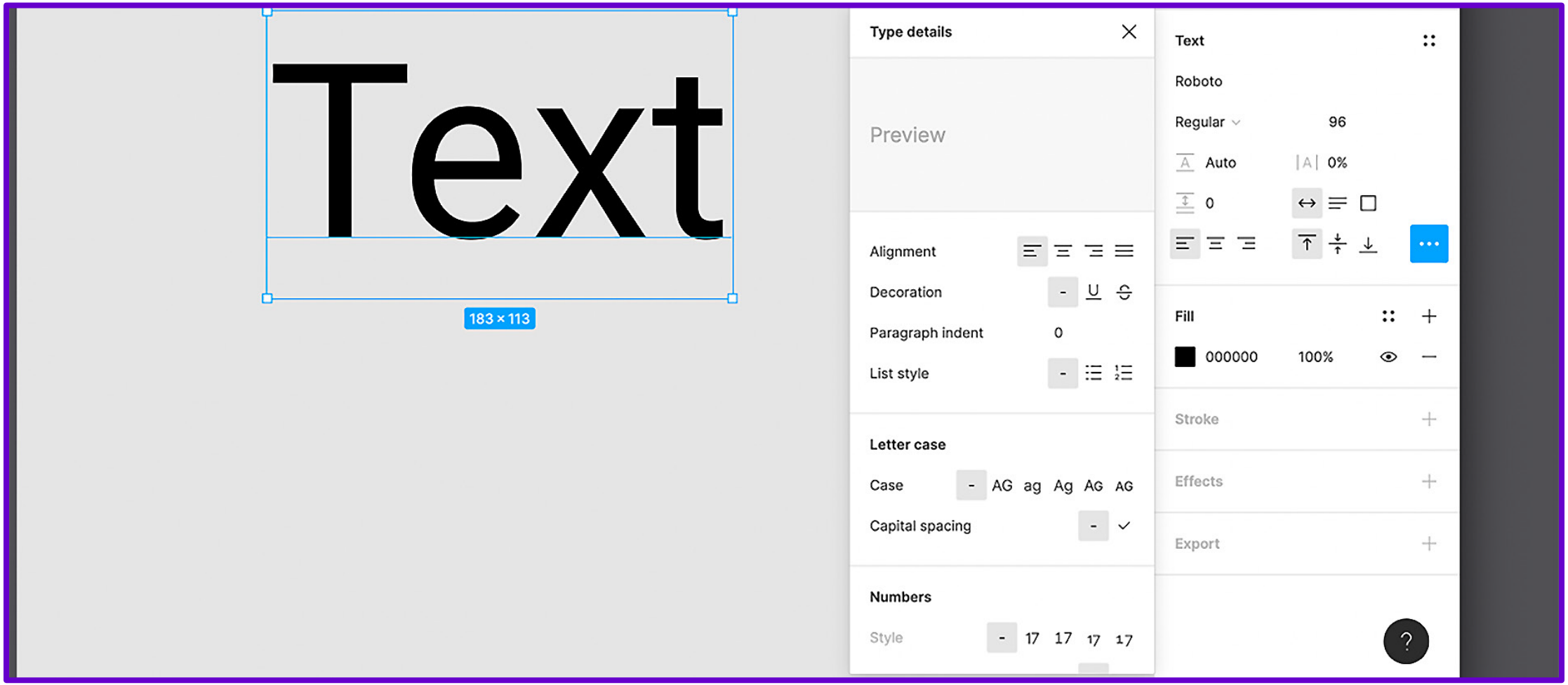
(https://www.figma.com/google-fonts.)

However, it may be that you have to use fonts that are not listed inside Figma. In this case, you should use the desktop version of Figma, where in addition to Google fonts, you will have at your disposal all the fonts installed on your computer.

The text options



Advanced text options



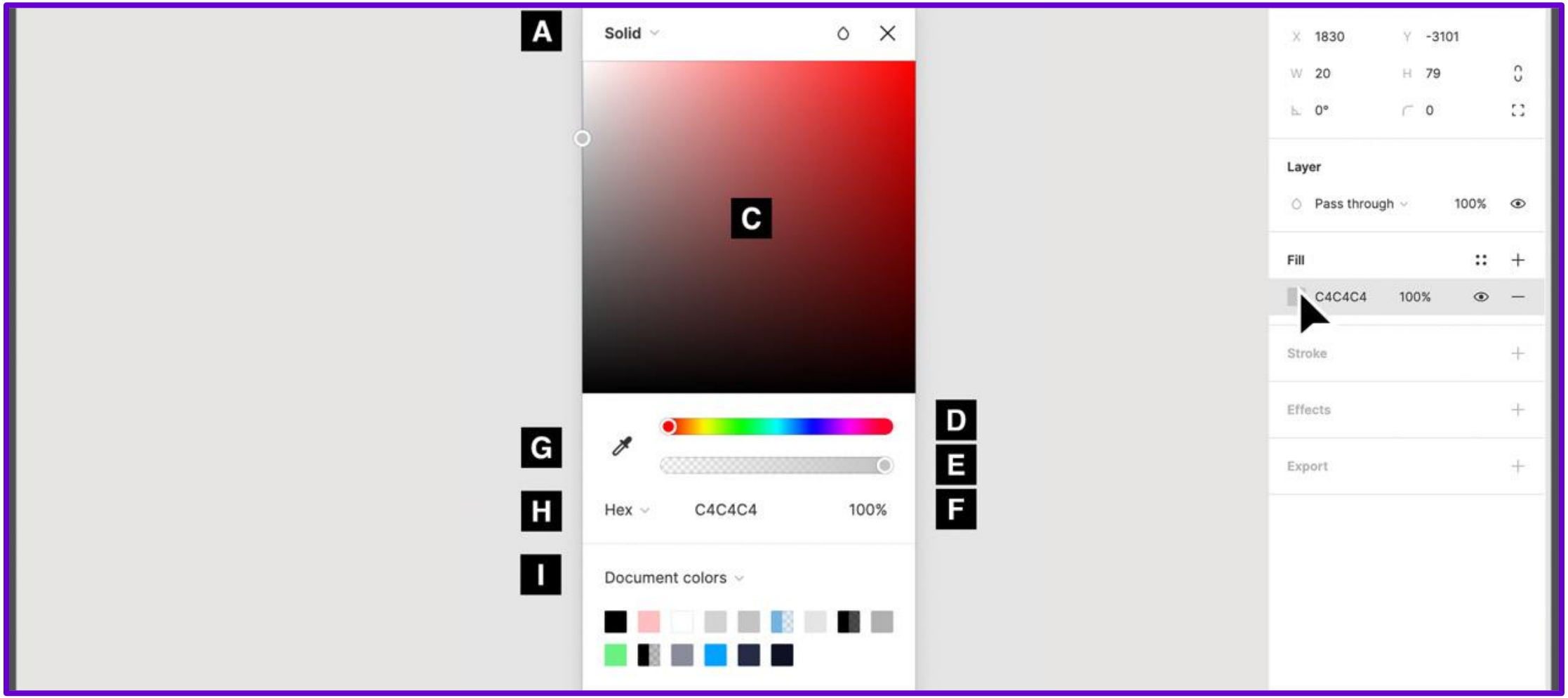
1. Grids
2. Typography
3. Colors
4. Starting out your Hi-Fi Project
5. Create and Managing Text Styles
6. Create and Managing Color and Effect Styles

Choosing a palette

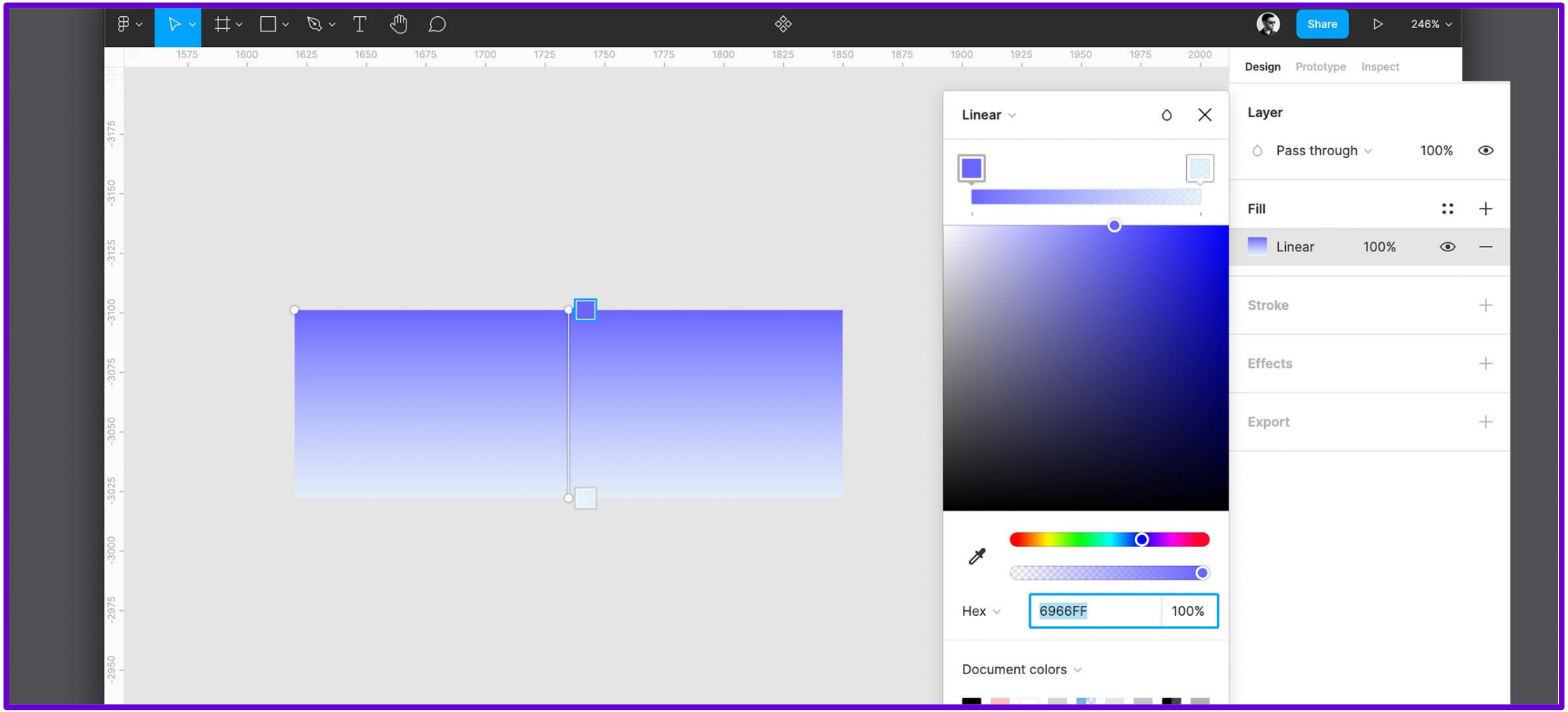
You can have a great user experience in your application, but the perception of this can be spoiled by the wrong choice of color palette, and all your efforts will be wasted.

Each color has its own message and has a particular impact on people, so you need to make sure that your product interacts properly with the user.

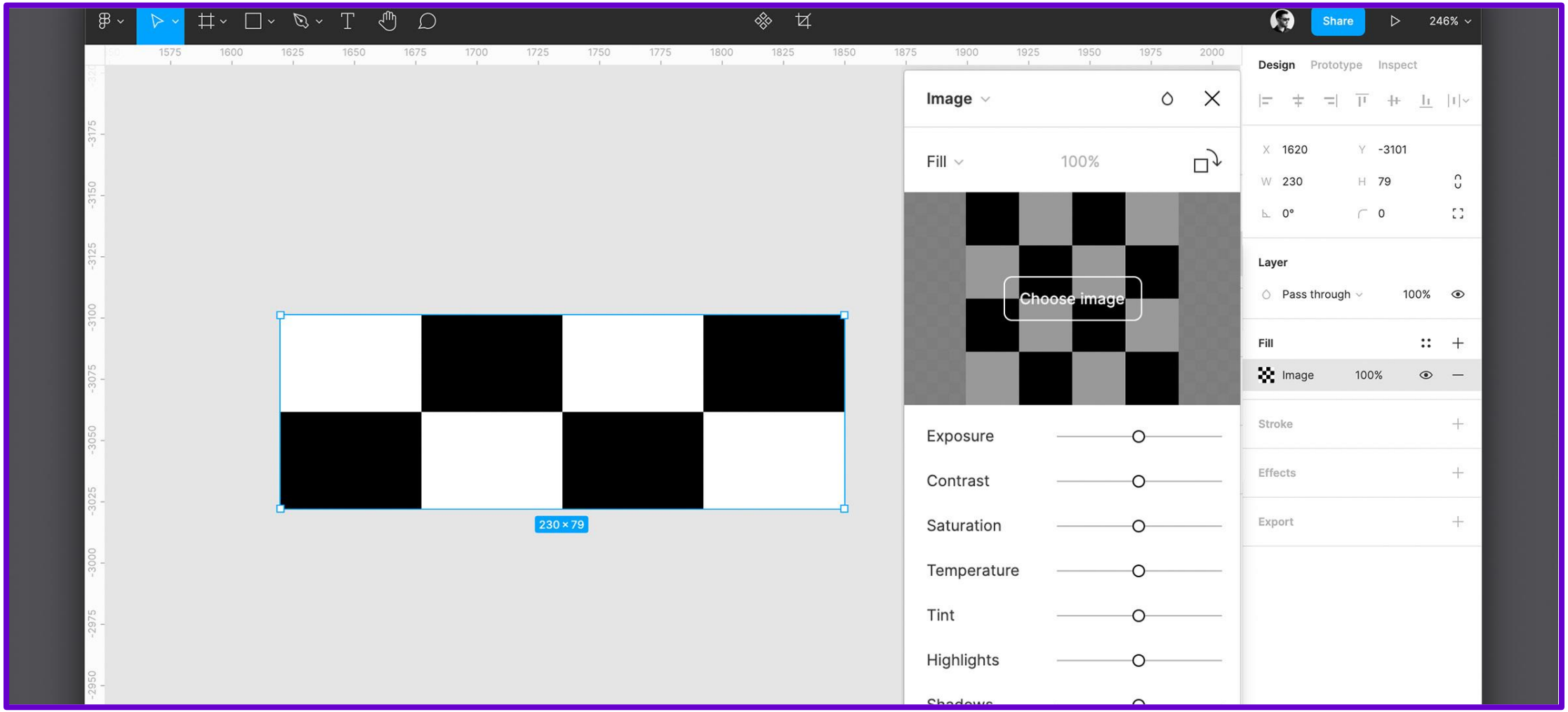
The Color Picker in Figma



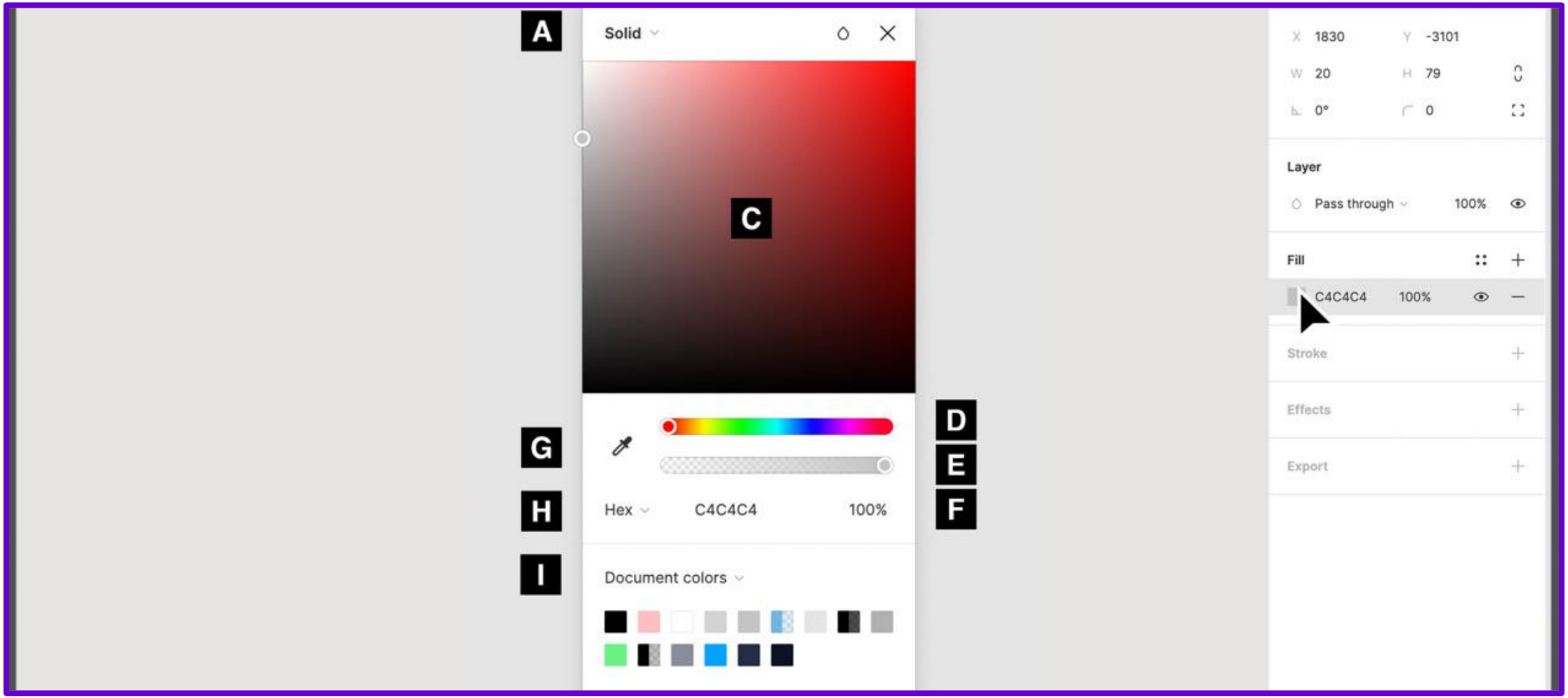
The Color Picker in Figma
A – color modes



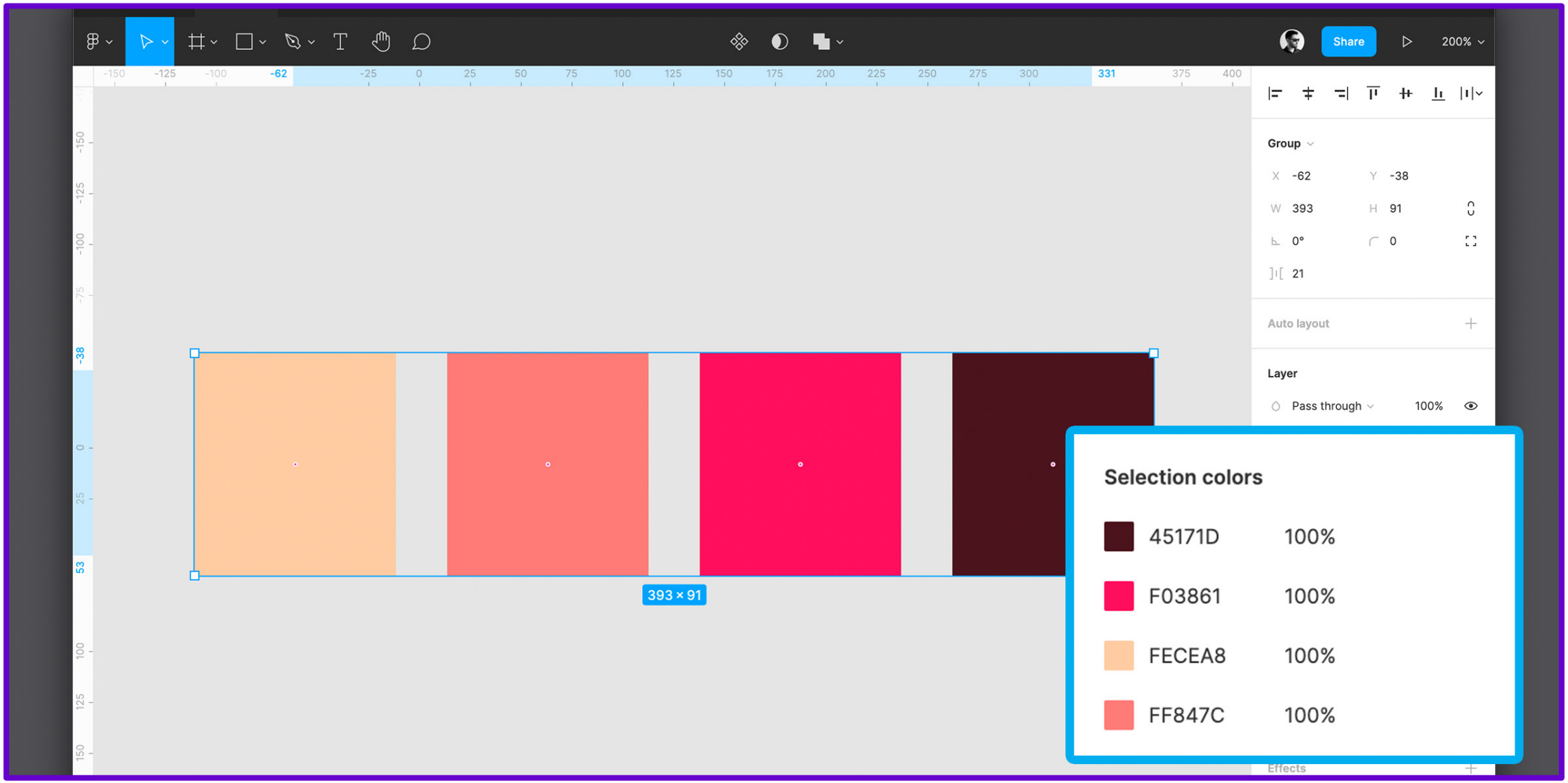
The Color Picker in Figma
A – color modes



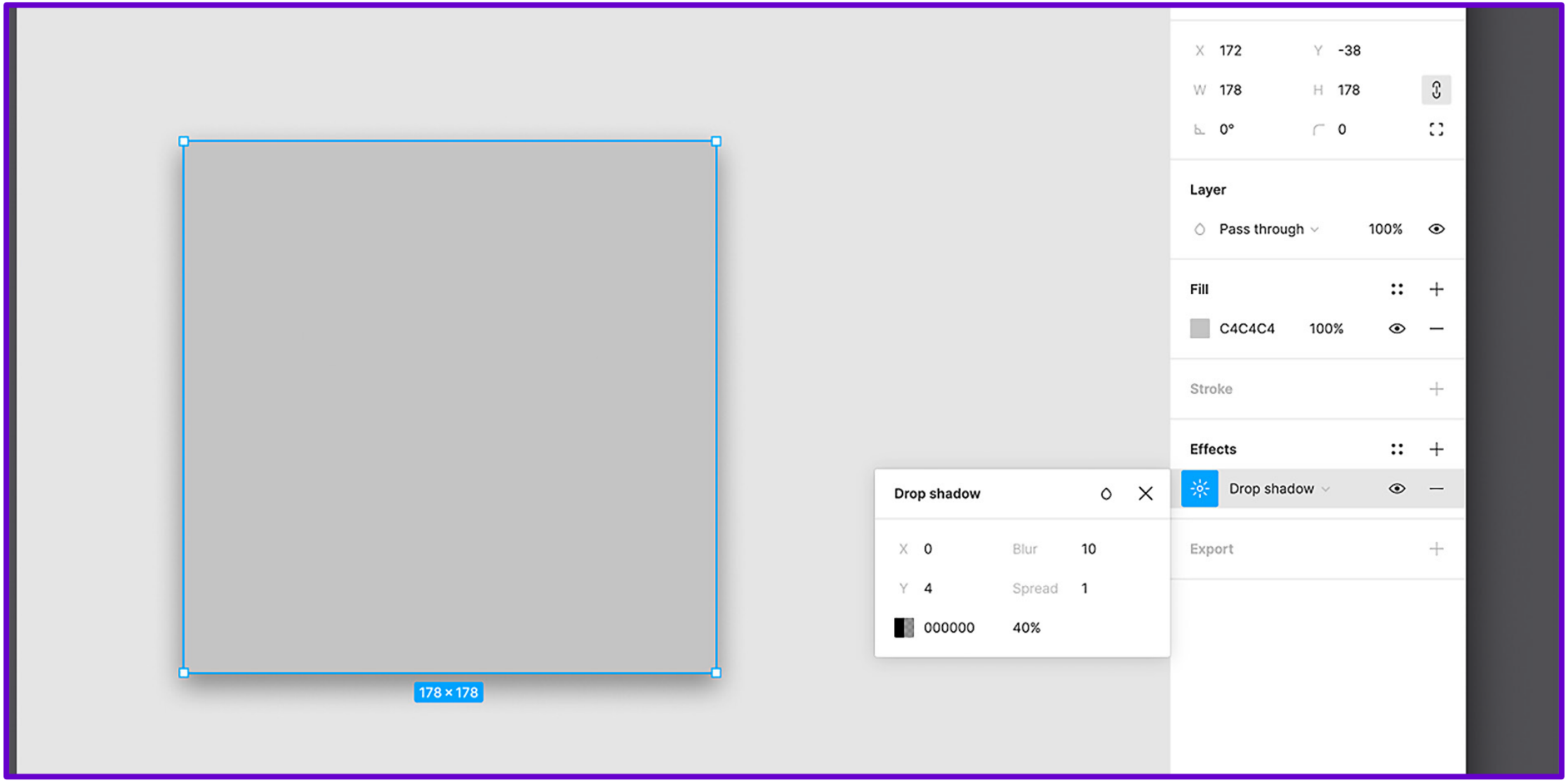
The Color Picker in Figma



Selection Colors



Creating effects



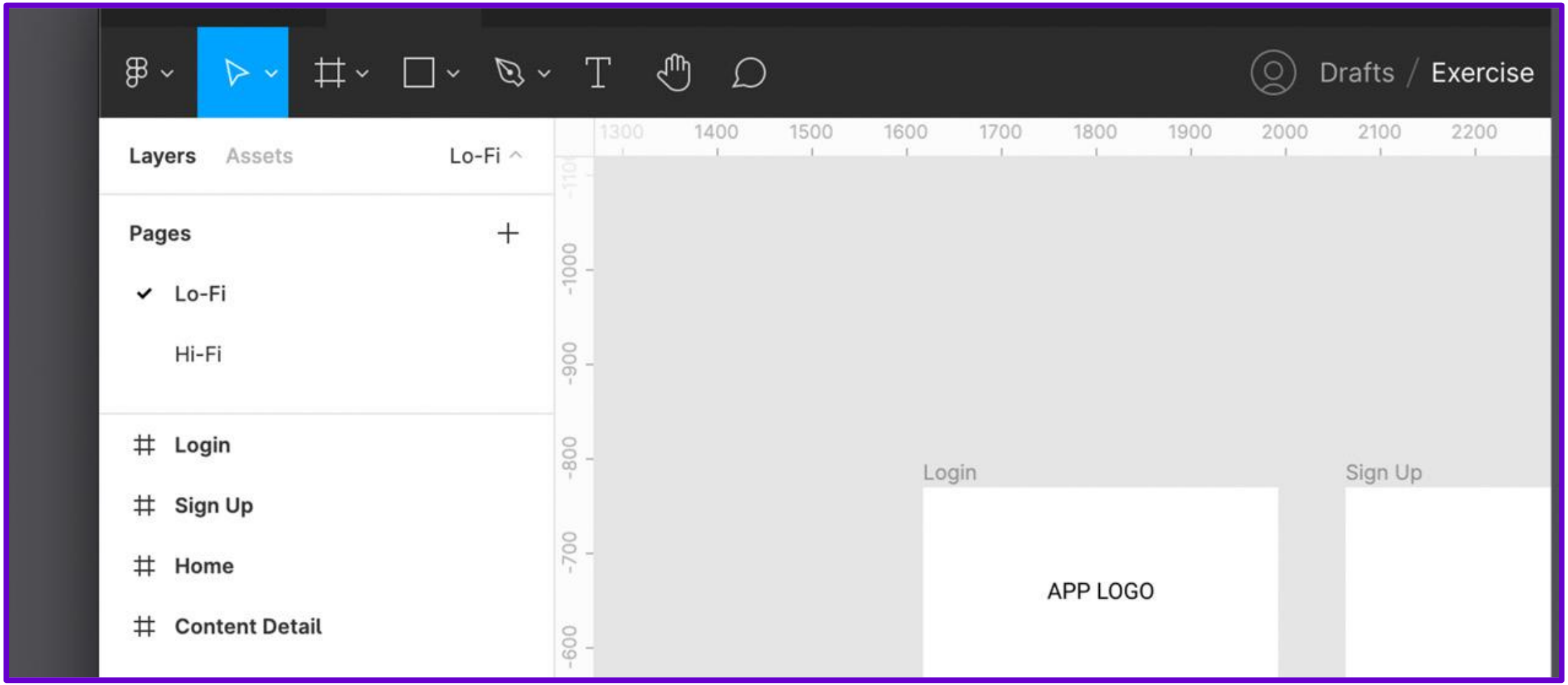
Introducing styles in Figma

Styles in Figma is an incredibly powerful feature that allows you to save and reuse **color palettes, fonts, and effect** attributes in your design project.

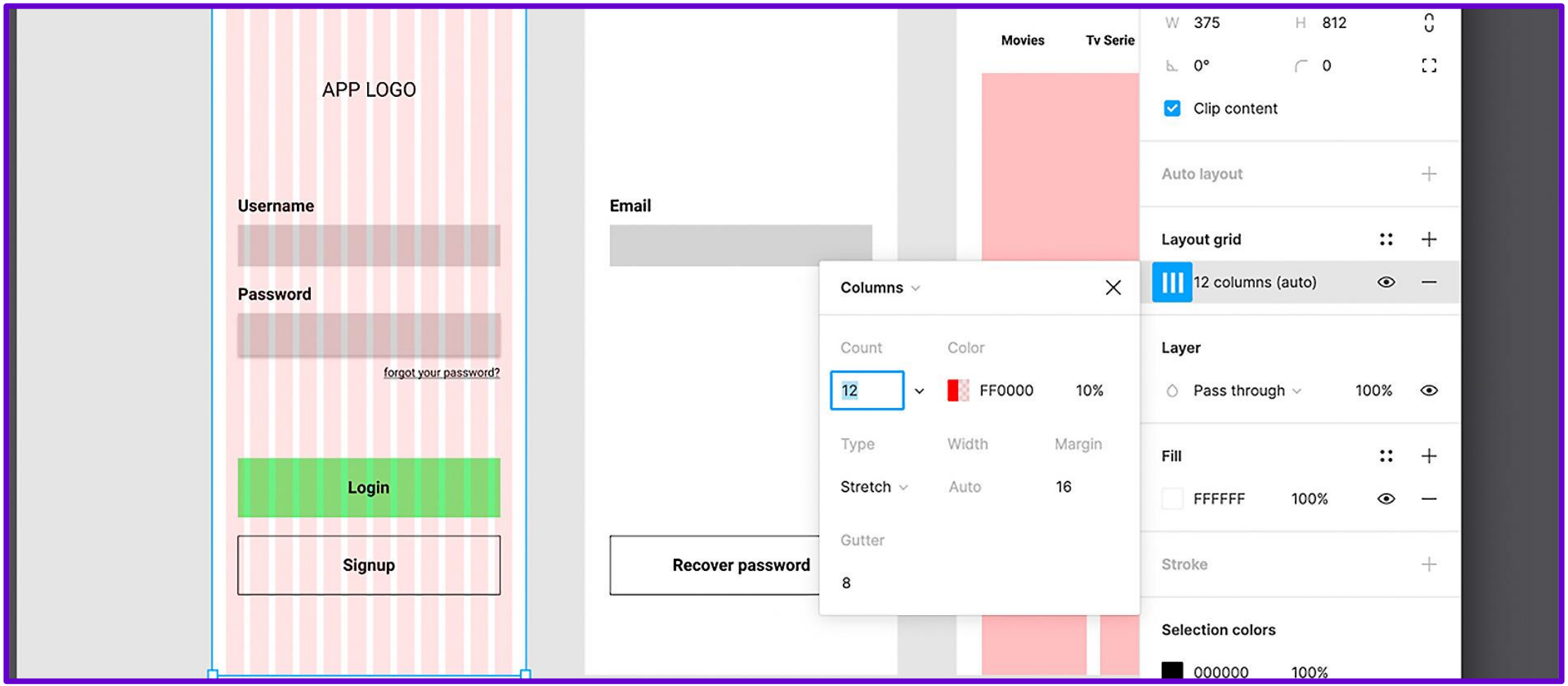
This means that you can apply the approved style properties to any element with a single click. And if you ever need to change any property, you can do it just as quickly in all layers of your file, or even across multiple files!

1. Grids
2. Typography
3. Colors
4. Starting out your Hi-Fi Project
5. Create and Managing Text Styles
6. Create and Managing Color and Effect Styles

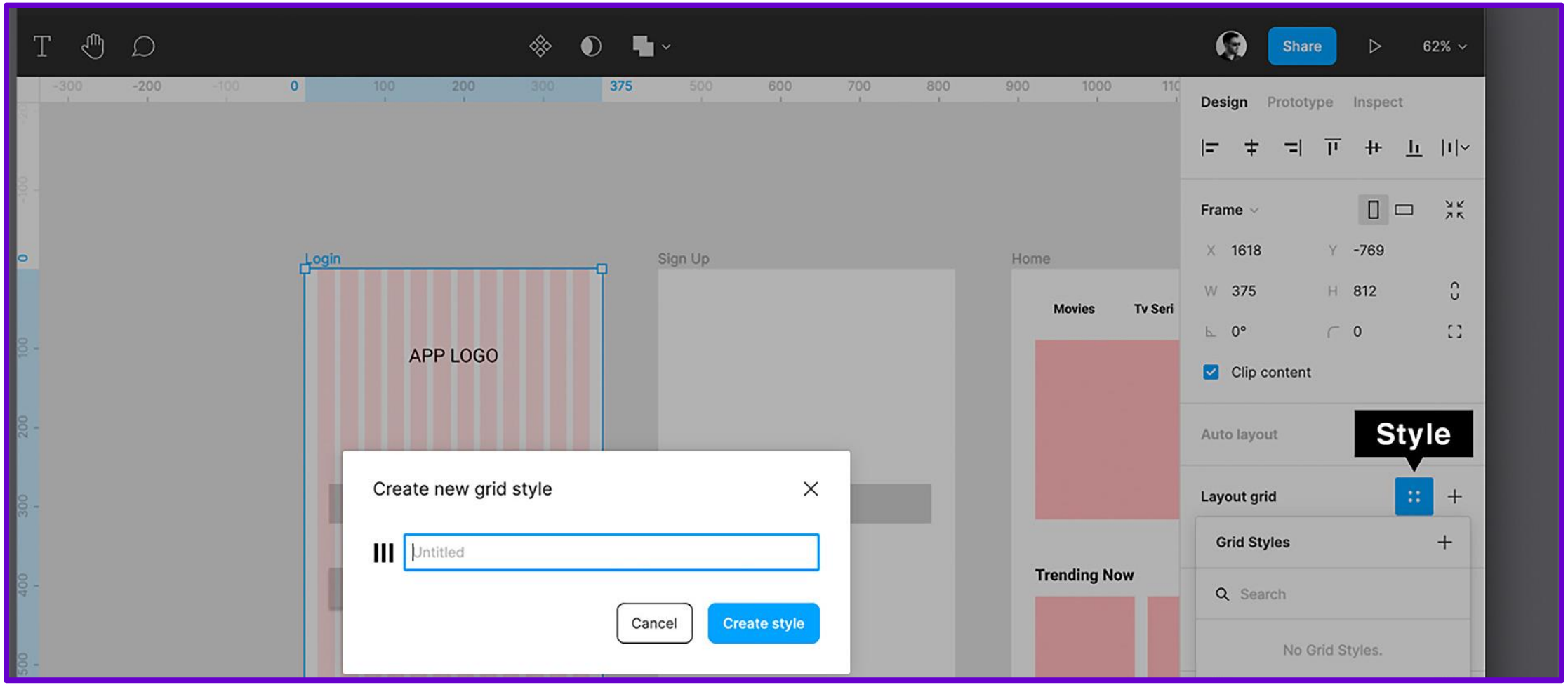
Creating Hi-Fi Project



Creating and managing grid styles

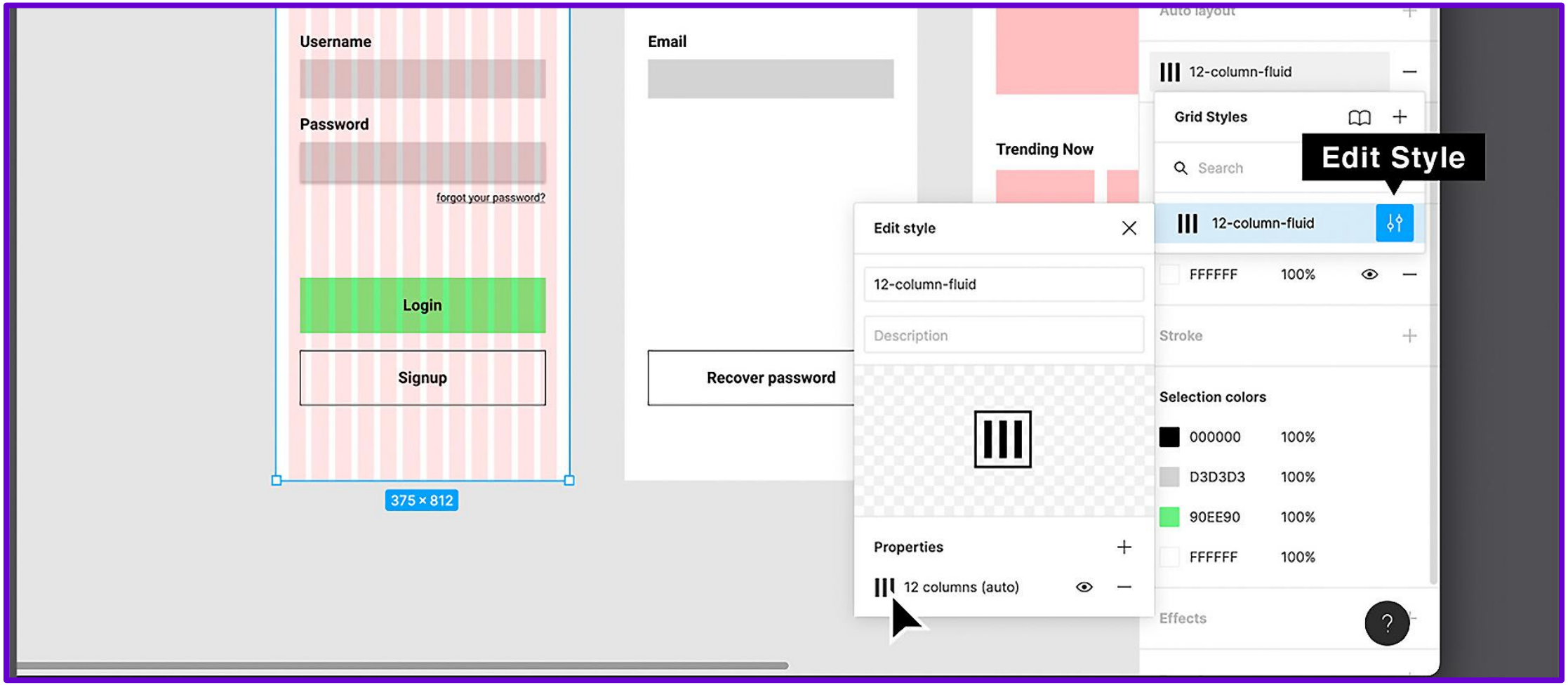


Creating and managing grid styles

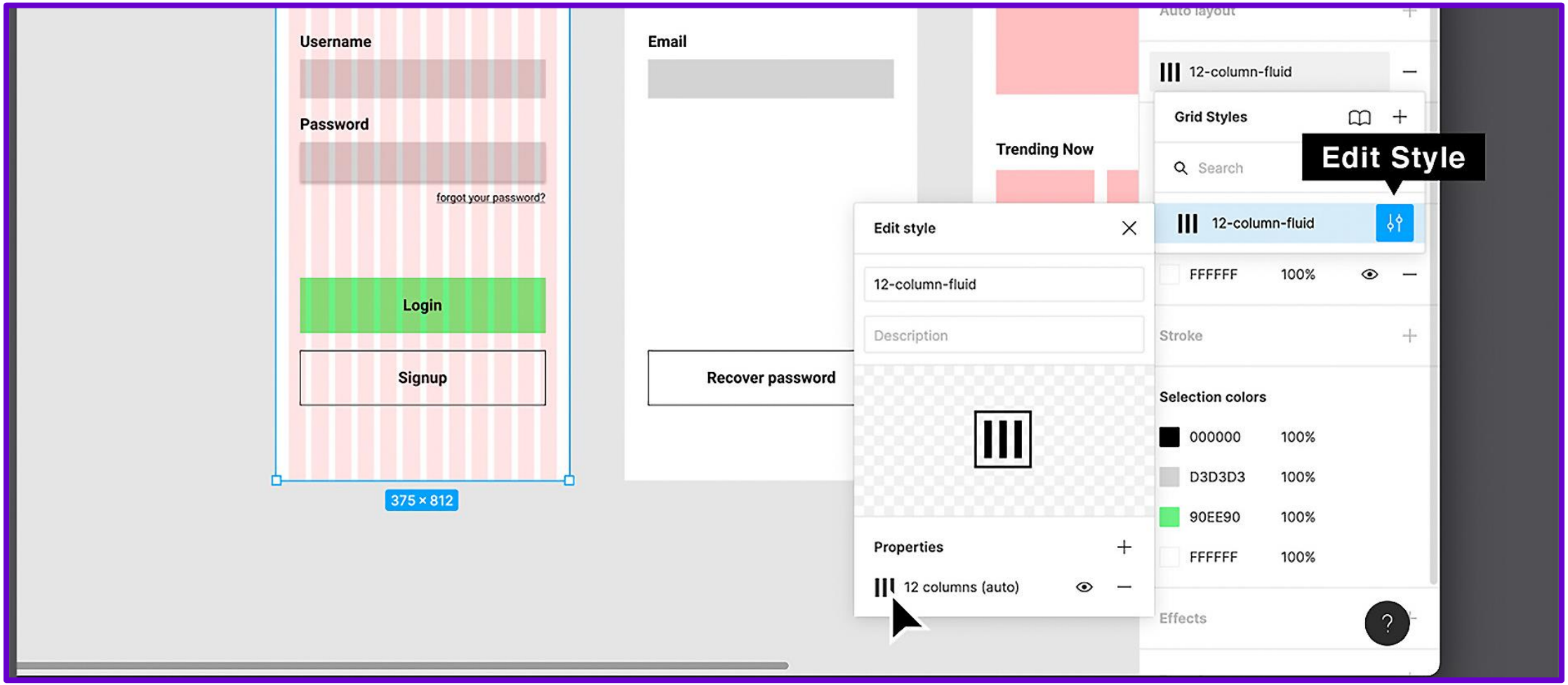


1. Grids
2. Typography
3. Colors
4. Starting out your Hi-Fi Project
5. Create and Managing Text Styles
6. Create and Managing Color and Effect Styles

Editing grid styles



Creating and managing text styles



Creating and managing text styles

Our application will contain quite a lot of text on each page, so we need to have text styles as well.

As before, the first thing you do is create a foundation for the text styles that you will apply to the text layers in our interface

remember that you don't need to create all the text styles at once. It is normal practice to integrate new styles later if the original core of the style is well organized.

Creating and managing text styles

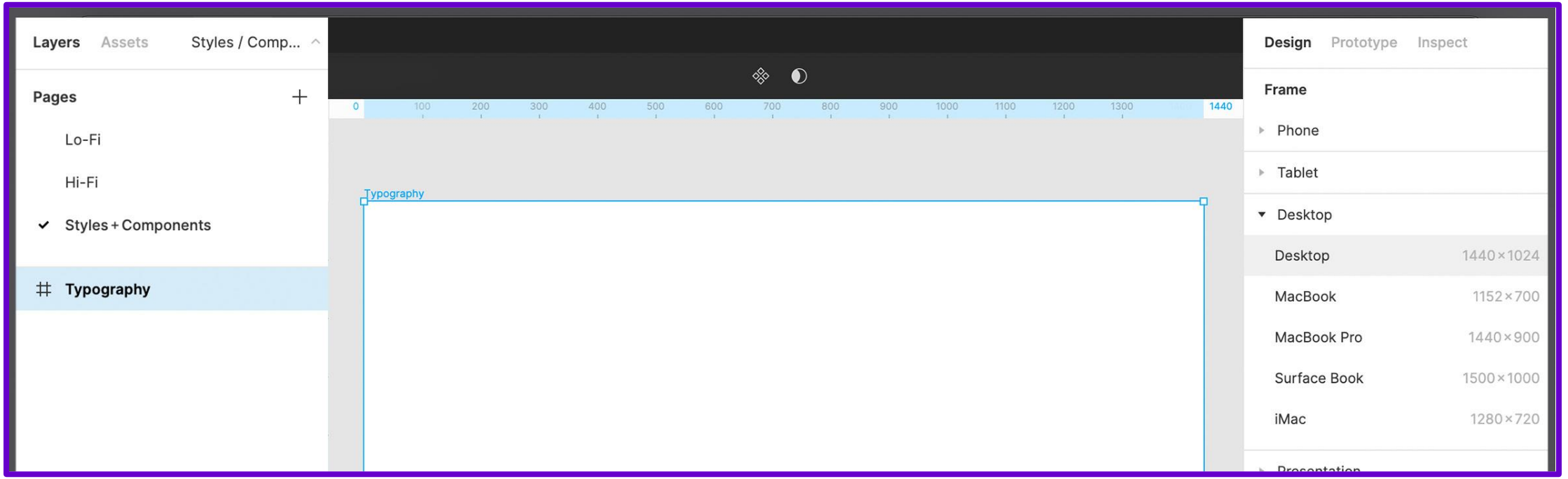
The choice of fonts for any project should, of course, be based on research and analysis.

As before, the first thing you do is create a foundation for the text styles that you will apply to the text layers in our interface

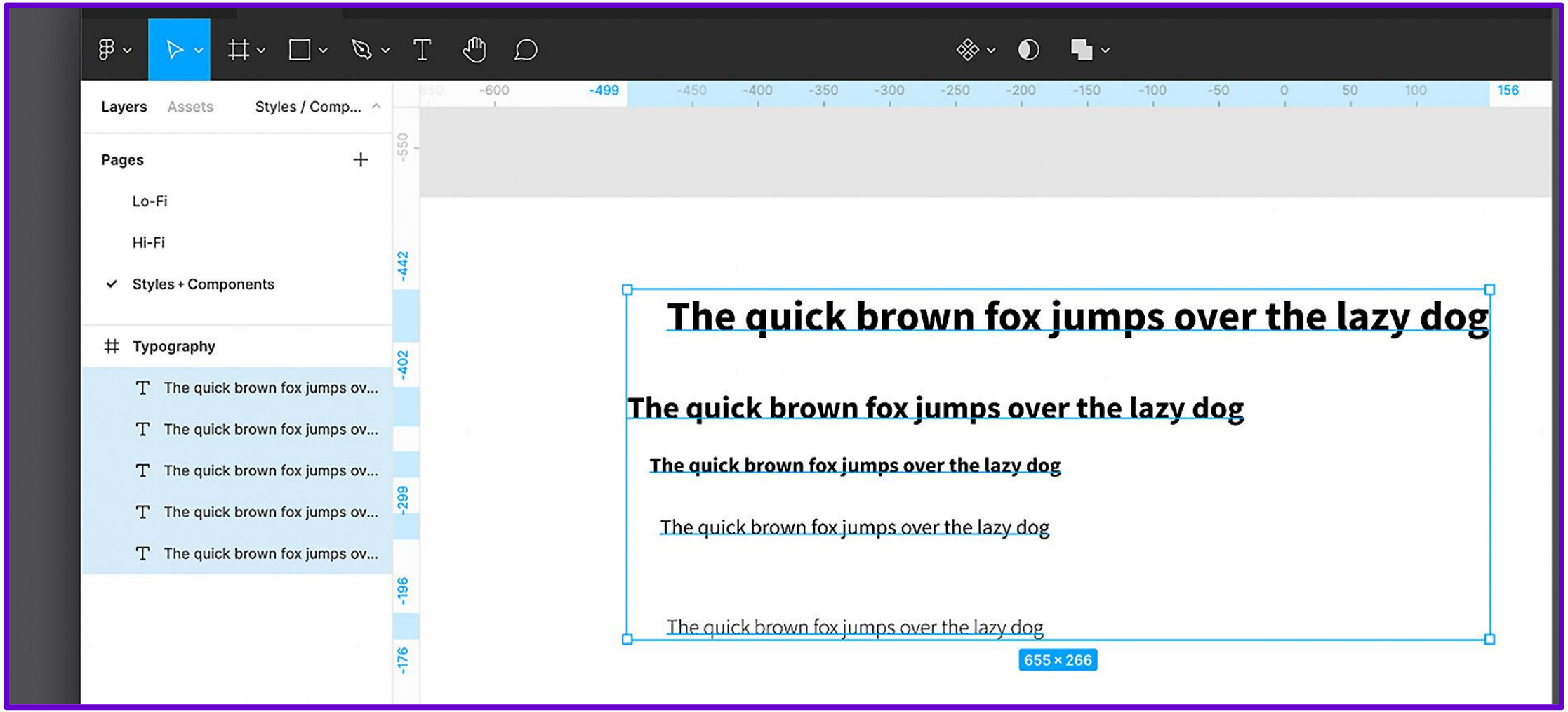
remember that you don't need to create all the text styles at once. It is normal practice to integrate new styles later if the original core of the style is well organized.

Documenting Text Styles

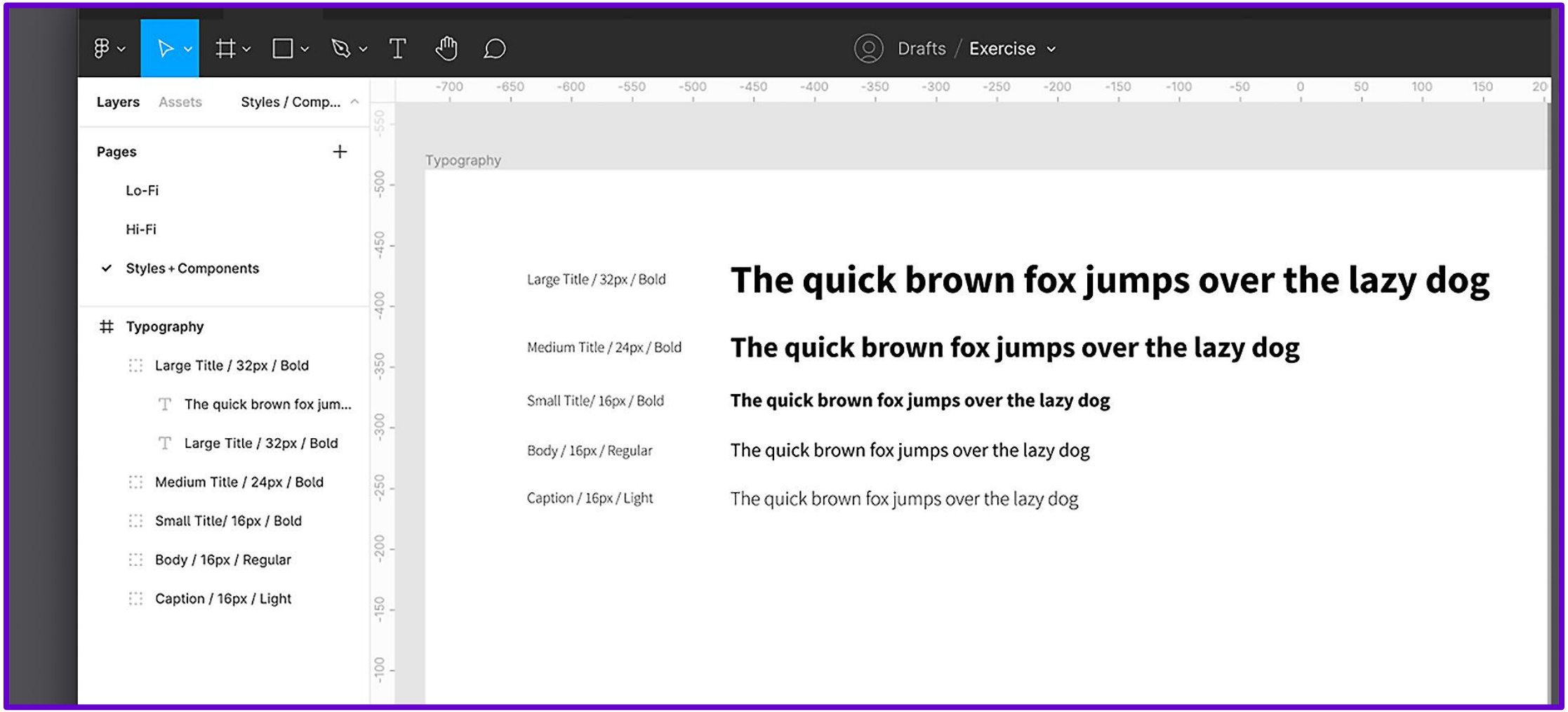
When working with styles, it is best to have all of the style properties visually displayed somewhere outside of the interface layouts.



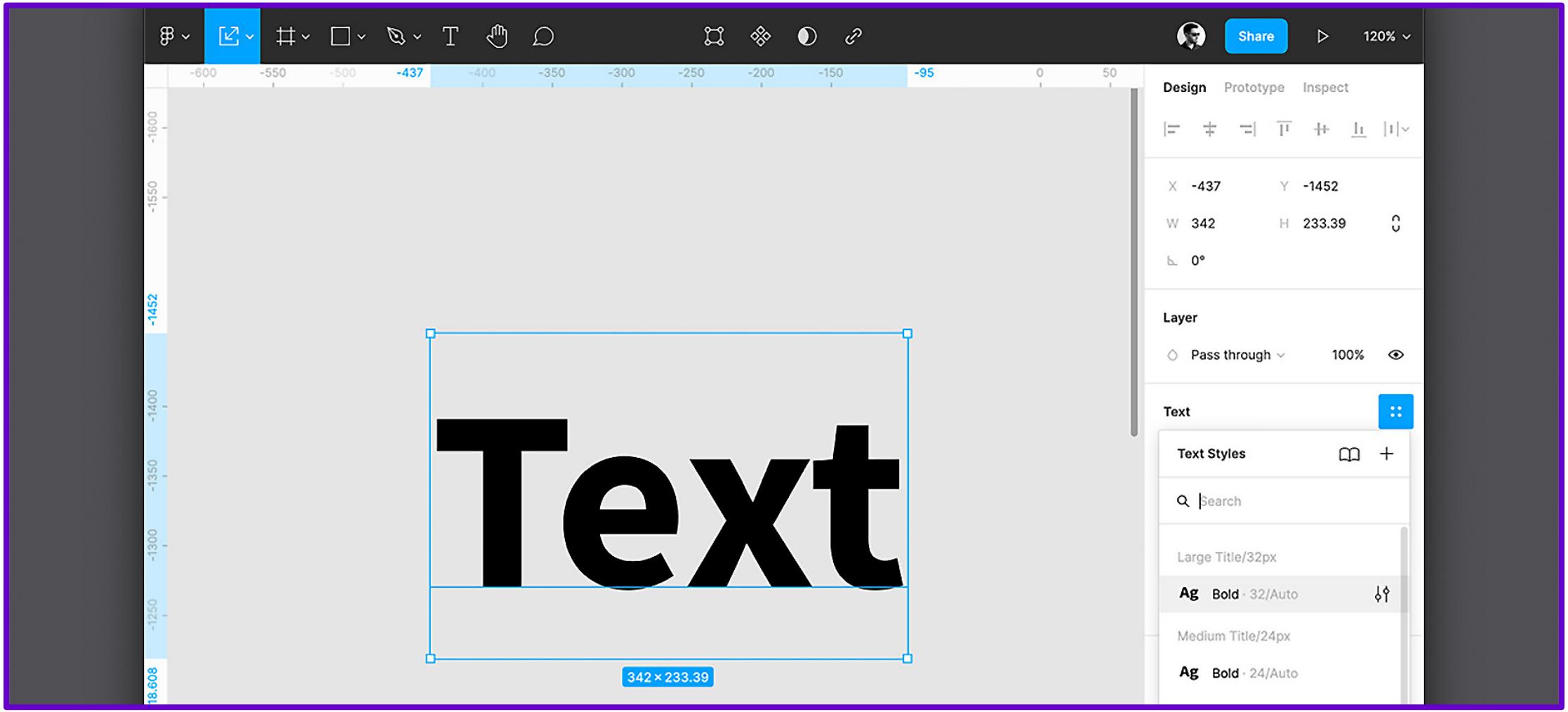
Documenting Text Styles



Documenting and Defining Text Styles

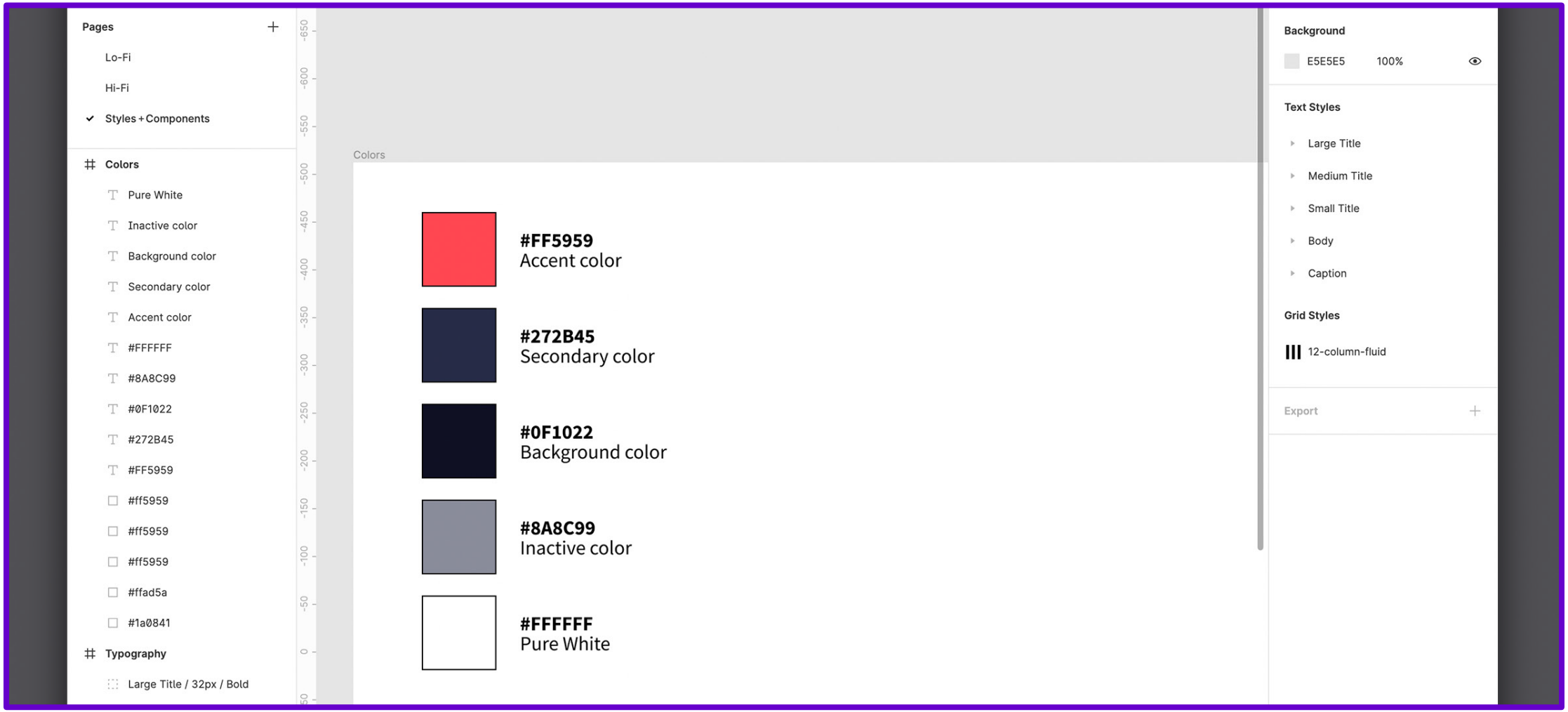


Applying Text Styles

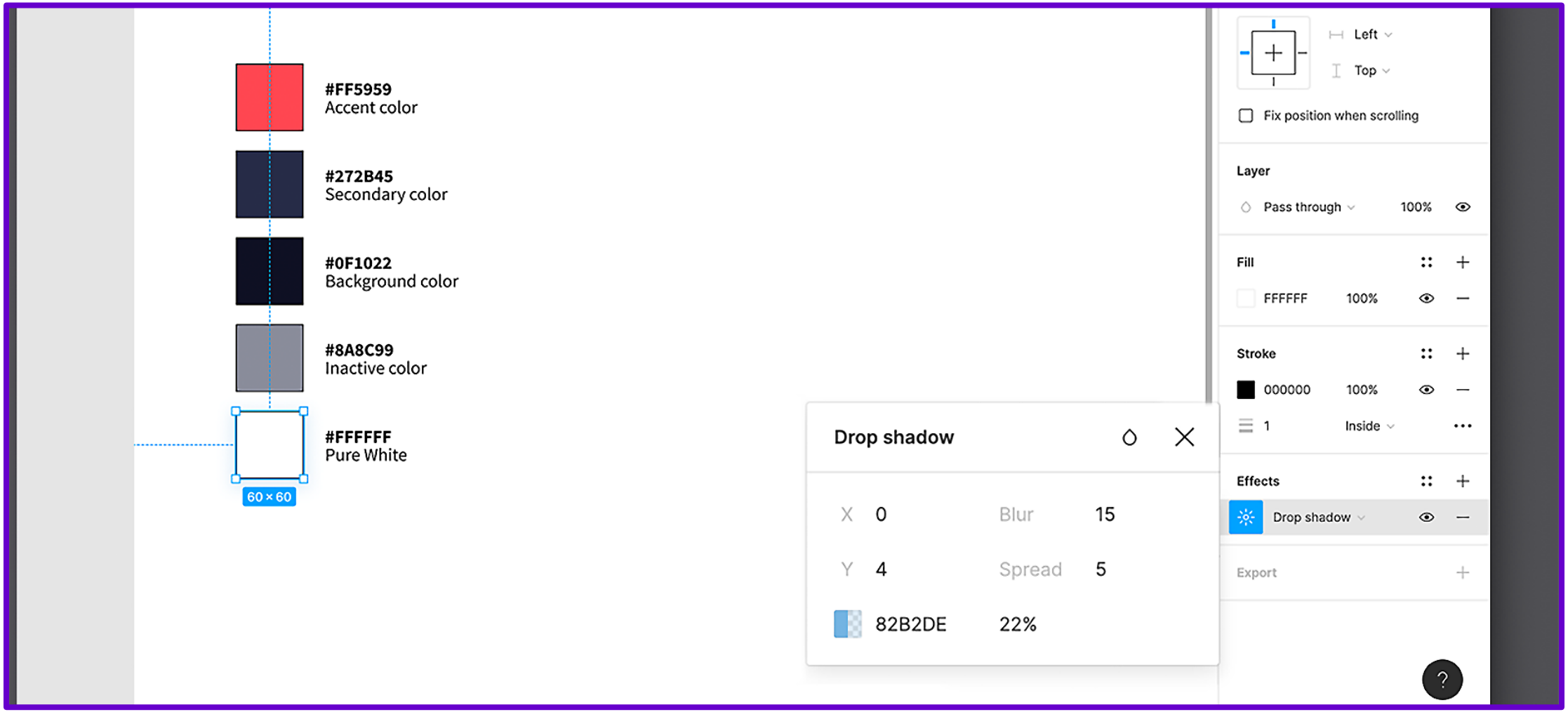


1. Grids
2. Typography
3. Colors
4. Starting out your Hi-Fi Project
5. Create and Managing Text Styles
6. Create and Managing Color and Effect Styles

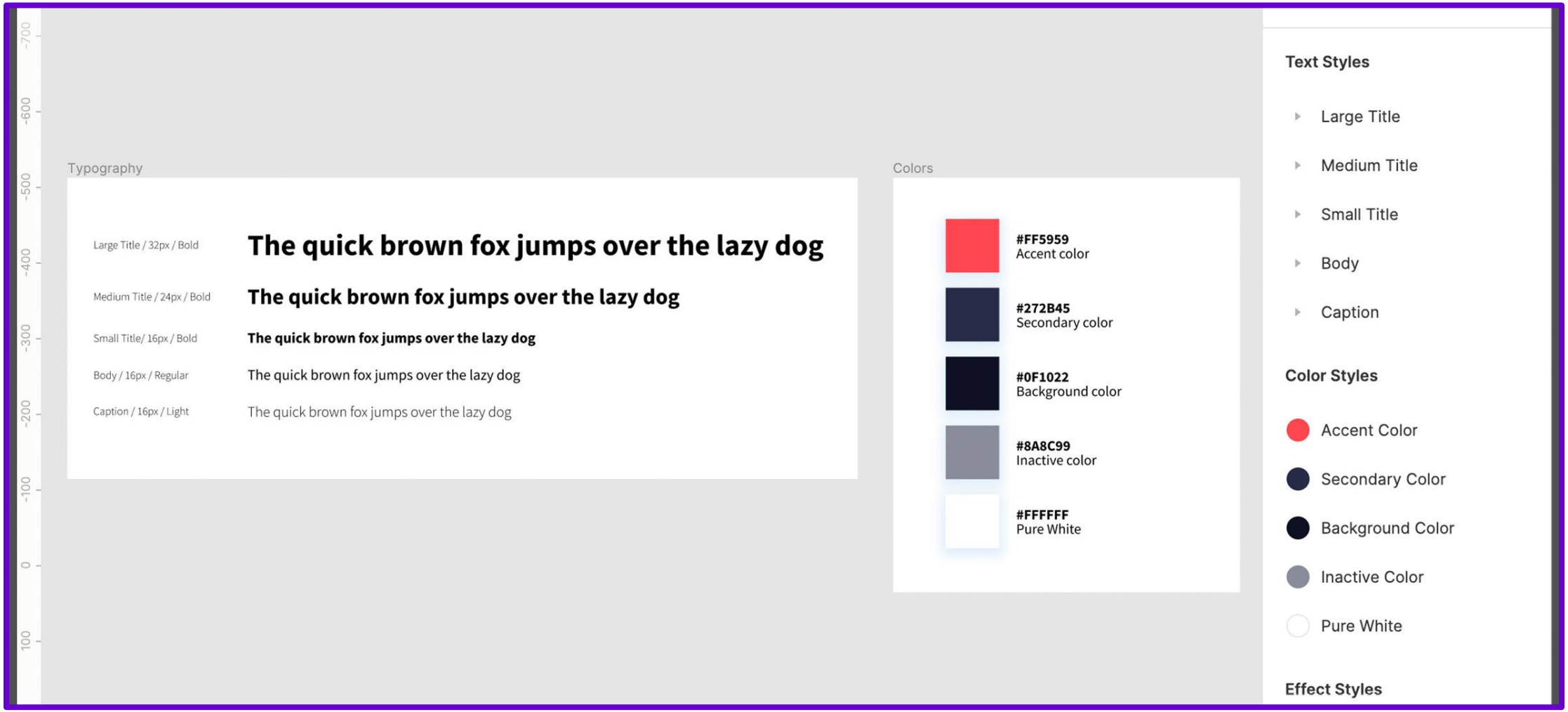
Creating and managing color styles



Creating and managing effect styles



Sources of Truth



Summary

the main goal of a UX/UI designer is not to be creative but to provide an interface in which every user will feel confident, and nothing will distract them from the functionality of any digital product.

This means you have to be well aware of your user's needs and pains, and anticipate specific cases where your app or website might be used to keep your design consistent and accessible.

Course References

- ***Designing User Interfaces***, Michal Malewicz & Diana Malewice, 2020
- ***UI Design Styles: Trends and Design Patterns***, Michal Malewicz & Diana Malewice, 2020
- ***What UX Is Really About :Introducing a Mindset for Great Experiences,*** Celia Hodent, CRC Press, 2022
- ***Lean UX: Designing Great Products with Agile Teams 3rd Edition***, Jeff Gothelf & Josh Seiden, O'Reilly, 2021
- ***Laws of UX: Using Psychology to Design Better Products & Services,*** Jon Yablonski, O'Reilly, 2020
- ***Designing and Prototyping Interfaces with Figma***, Fabio Staiano, Packet Publishing, 2022

Accessing Course Resource

linkedin.com/in/Samanipour

t.me/SamaniGroup

github.com/Samanipour