prep week

figma and web design

The following exercise contains the following subjects:

● figma design

● web design principles

Instructions

Step 1: Set up your Figma project

Open Figma or create a new account if you don't have one.

Create a new project and name it "Landing Page Design Exercise."

Step 2: Define your landing page

Imagine you are designing a landing page for a startup called "TechConnect."

TechConnect offers online courses in web development.

Define the purpose of your landing page - to encourage visitors to sign up for a free trial of TechConnect's courses.

Step 3: Design the components of your landing page

Your landing page should include the following components:

08-6852146 ☎
office@appleseeds.org.il ✉
www.appleseeds.org.il ⊕

עמותת תפוח
טשרניחובסקי 3, רמלה
מיקוד 7244402

עמותת תפוח
Appleseeds
جمعية التفاح

1. Header:

   Company logo (you can create a simple logo or use placeholder text).

   Navigation menu with links to Home, Courses, About Us, and Contact.

2. Hero Section:

   A large, eye-catching banner with a background image related to web development.

   A clear and concise headline like "Learn Web Development Online."

   A call-to-action (CTA) button with text like "Start Learning Now" that stands out.

3. Features Section:

   Highlight at least three key features of TechConnect's courses using icons and brief descriptions.

4. Testimonials Section:

   Include two or three short testimonials from satisfied students.

   Add profile pictures (placeholders) and names of the students.

5. Pricing Section:

   Display pricing options for TechConnect's courses, such as monthly and yearly subscriptions.

   Include a "Subscribe Now" CTA button.

6. Footer:

   Contact information (placeholder).

   Social media icons (placeholder).

   Copyright information.

Use web design principles, including colors, fonts, spacing etc.

send me a link to your final design + a doc with details on which design principles did you use, and where.