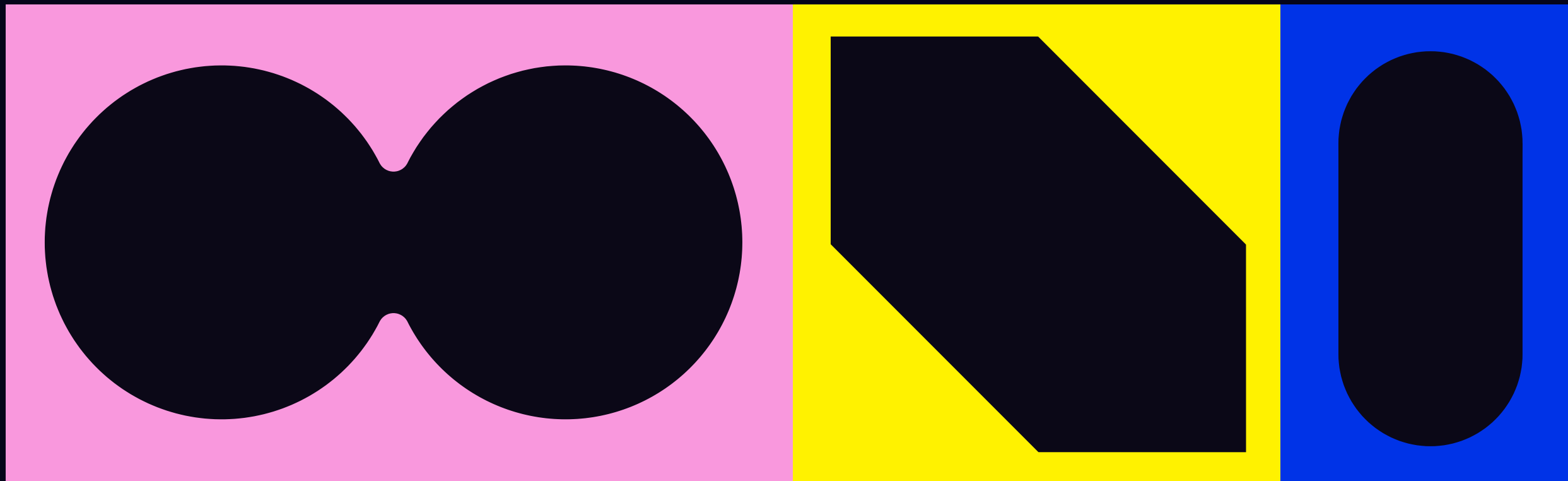


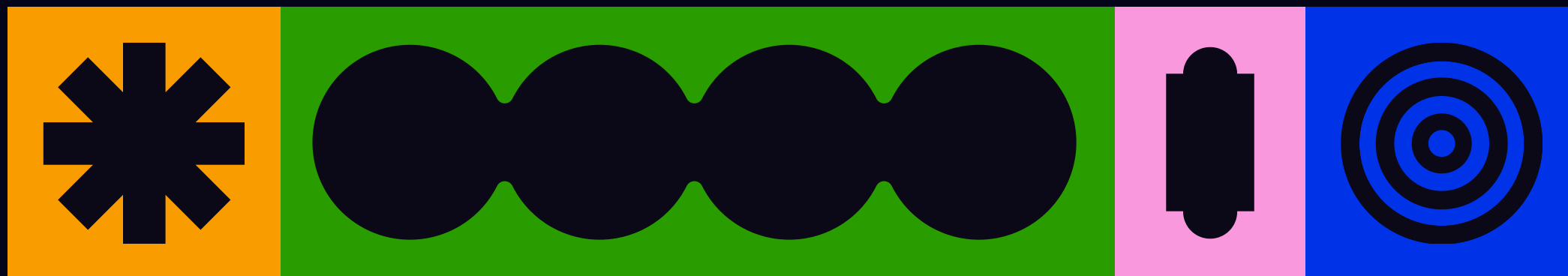


Color, Typography & Layout Basics



Agenda

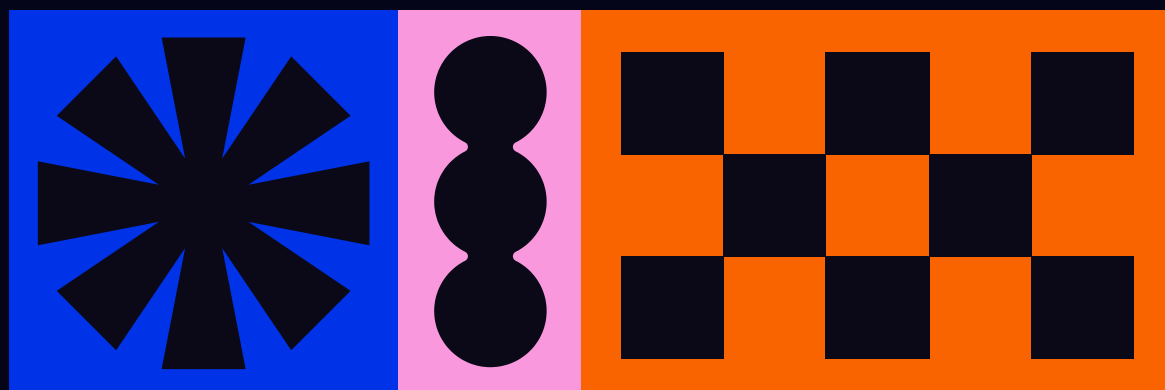
- Lesson Overview
- Importance of Color and Typography
- Learning Objectives
- Color Theory Basics
- Applying Color Styles in Figma
- Typography Basics
- Effective Font Selection
- Working with Grids in Figma
- Using Guides for Alignment



Objectives

Let's learn about some essential design elements

- This lesson focuses on essential design elements: color, typography, and layout.
- Understanding these components is crucial for creating visually appealing and effective designs in Figma.
- This lesson will cover color theory, font selection, and the use of grids and guides to enhance your design workflow.

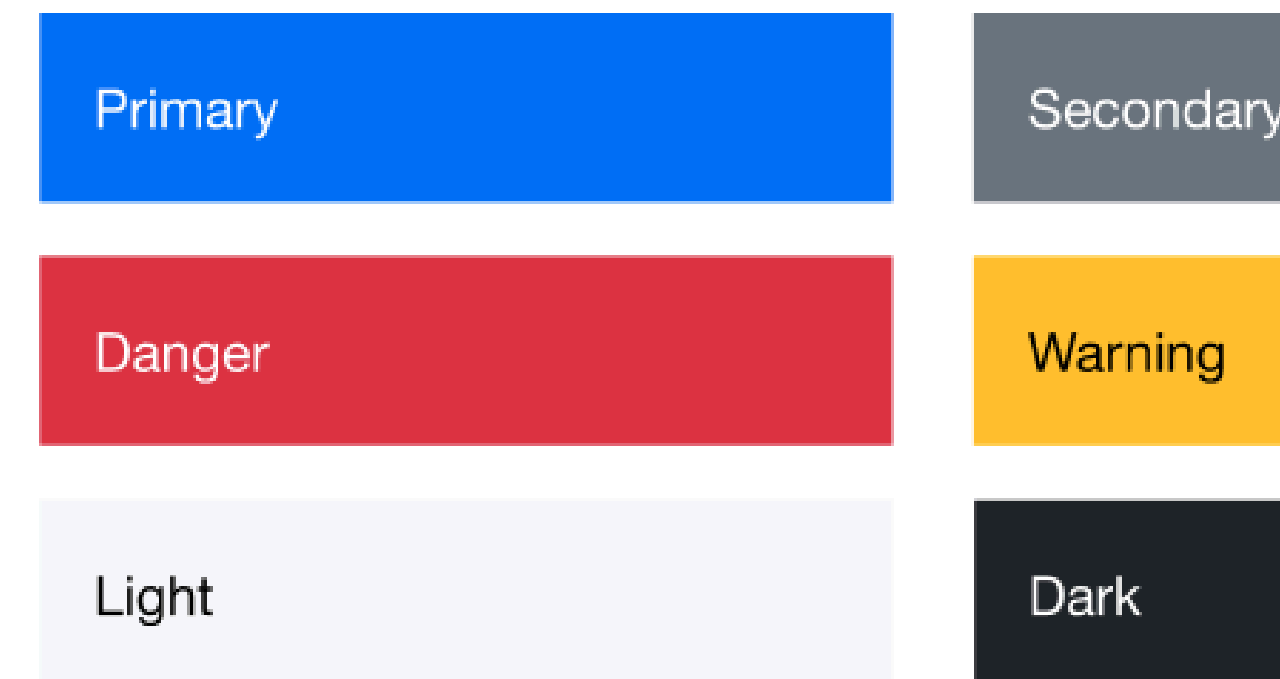


Color

Bootstrap is supported by an extensive color customization and extension for any project.

Theme colors

We use a subset of all colors to create a smaller color palette in the `scss/_variables.scss` file.



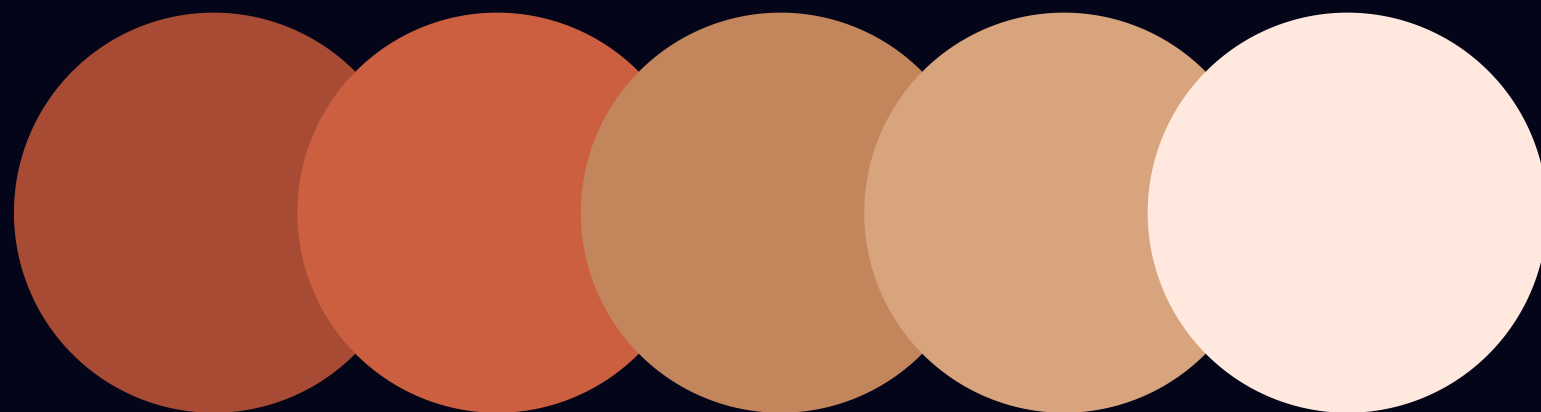
Importance of Color and Typography

Impact on User Experience

- Color influences emotions and perceptions, guiding user actions.
- Typography affects readability, influencing how quickly users absorb information.
- Consistent color schemes enhance navigation and usability across interfaces.

Role in Brand Identity

- Color choices create brand recognition and differentiate from competitors.
- Typography conveys brand personality, establishing trust and credibility.
- Unified color and typography reinforce brand coherence across platforms.

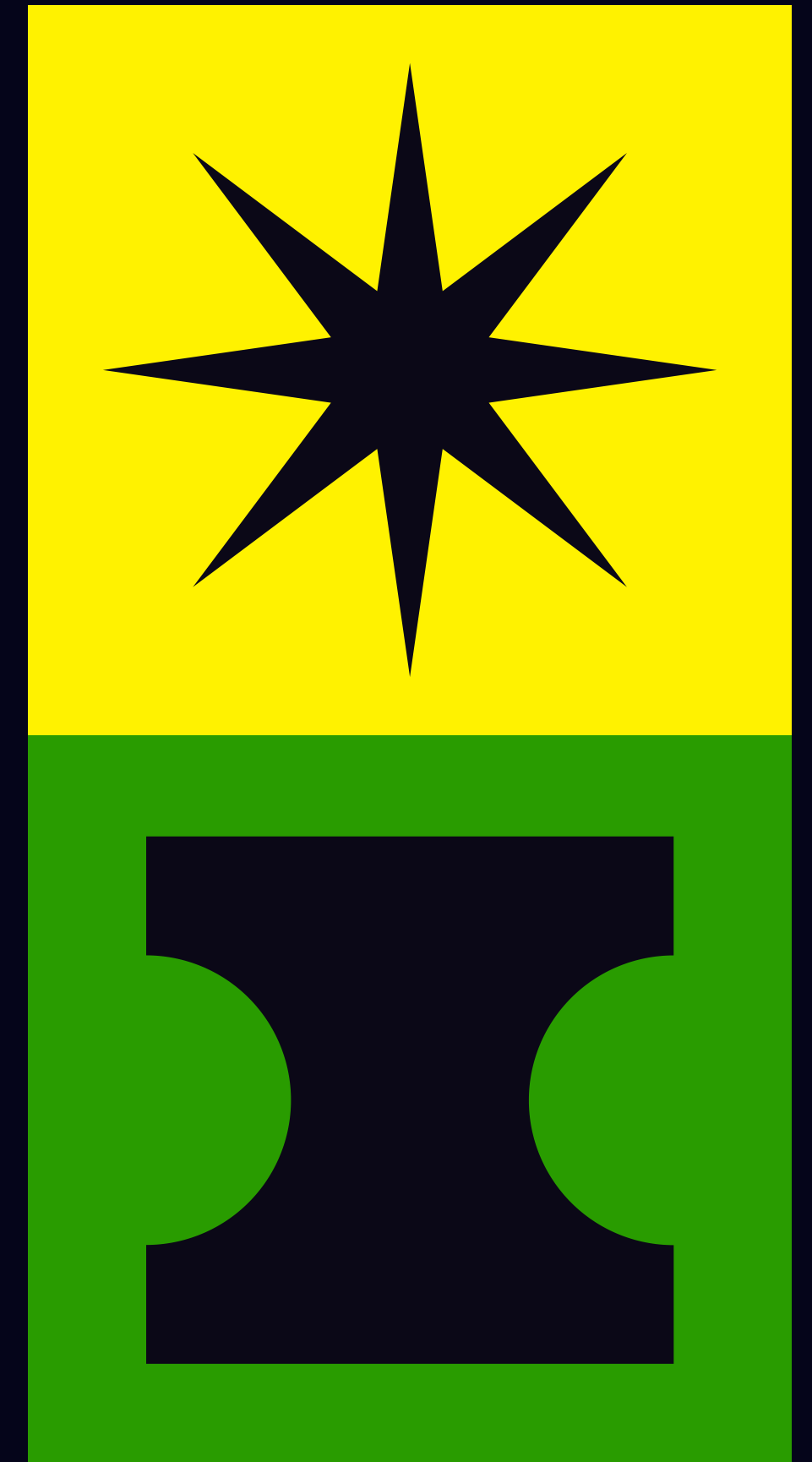


Learning Objectives

Understand the significance of color in design and its psychological effects on users.

Recognize the role of typography in enhancing readability and conveying brand personality.

Learn to apply color and typography principles effectively within Figma's design environment.



Color Theory Basics

1

Primary Colors

Primary colors are the foundation of color theory, consisting of red, blue, and yellow. These colors cannot be created by mixing other colors.

2

Secondary Colors

Secondary colors are formed by mixing equal parts of two primary colors. The secondary colors are green, orange, and purple.

4

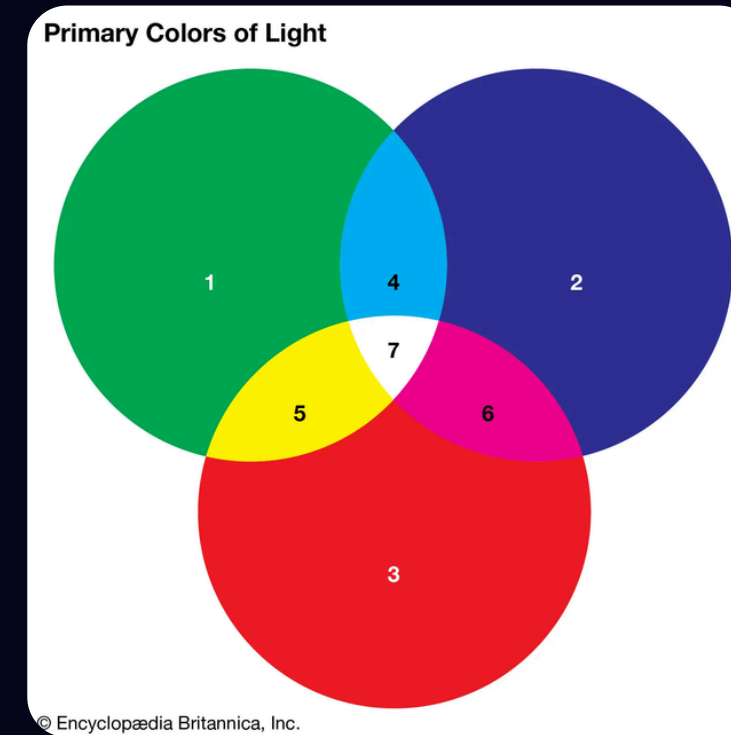
Tertiary Colors

Tertiary colors are created by mixing a primary color with a secondary color. This results in six tertiary colors, such as red-orange and yellow-green.

5

Using Color Effectively

Understanding color relationships helps in creating visually appealing designs. Utilize color wheels to find complementary, analogous, and triadic color schemes.




Applying Color Styles in Figma

1

Define a color palette that matches your branding. Select primary, secondary, and accent colors using color theory for harmony.

2

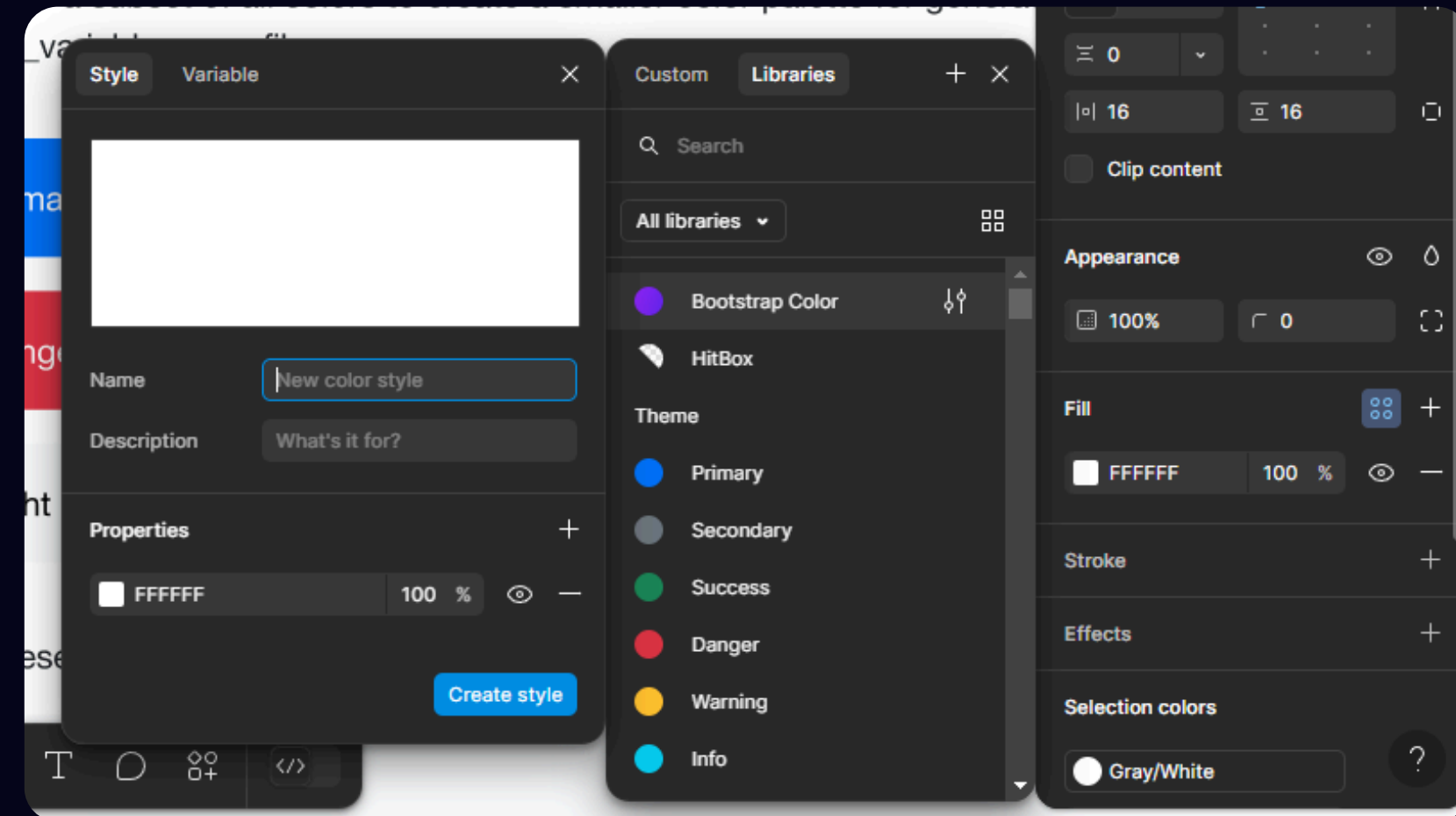
In the right sidebar, click  next to Local styles. Select the property you'd like to create a new style for. Give the style a name and description and click Create style. Descriptions display when hovering over the style in the style picker.

3

Select elements and apply color styles from the 'Fill' section. This ensures consistency across components in your design.

4

To update your palette, edit the color style in 'Assets'. Changes will automatically update all instances using that style.



Typography Basics

Choosing the right font is crucial for conveying the appropriate tone and message of your design. Consider factors such as readability, style, and context.

Font size affects readability and hierarchy, while weight (bold, regular, light) can emphasize important information. Use variations to create contrast and draw attention.

Proper alignment enhances the overall layout and flow of text. Consistent alignment helps guide the viewer's eye, making the content easier to read and understand.

Display headings

Traditional heading elements are designed to work as a heading — a larger, slightly more opinionated heading.

Display 1

Display 2

Display 3

Display 4

Display 5

Display 6

Effective Font Selection

- **Readability ensures text is easily legible across various sizes.**
- Context involves choosing a font that matches the tone of the design.
- Branding requires consistency in font choice to reinforce brand identity.
- Contrast helps differentiate between headings and body text for hierarchy.
- Audience consideration Tailoring font choices to target demographic preferences.
- Test fonts in actual design scenarios to gauge effectiveness.
- Limit the number of fonts to maintain visual coherence.
- Consider pairing fonts for a more dynamic design approach.
- Use web-safe fonts or system fonts for better accessibility.
- Check licensing agreements to ensure proper usage rights.

Fonts

Fonts

Fonts

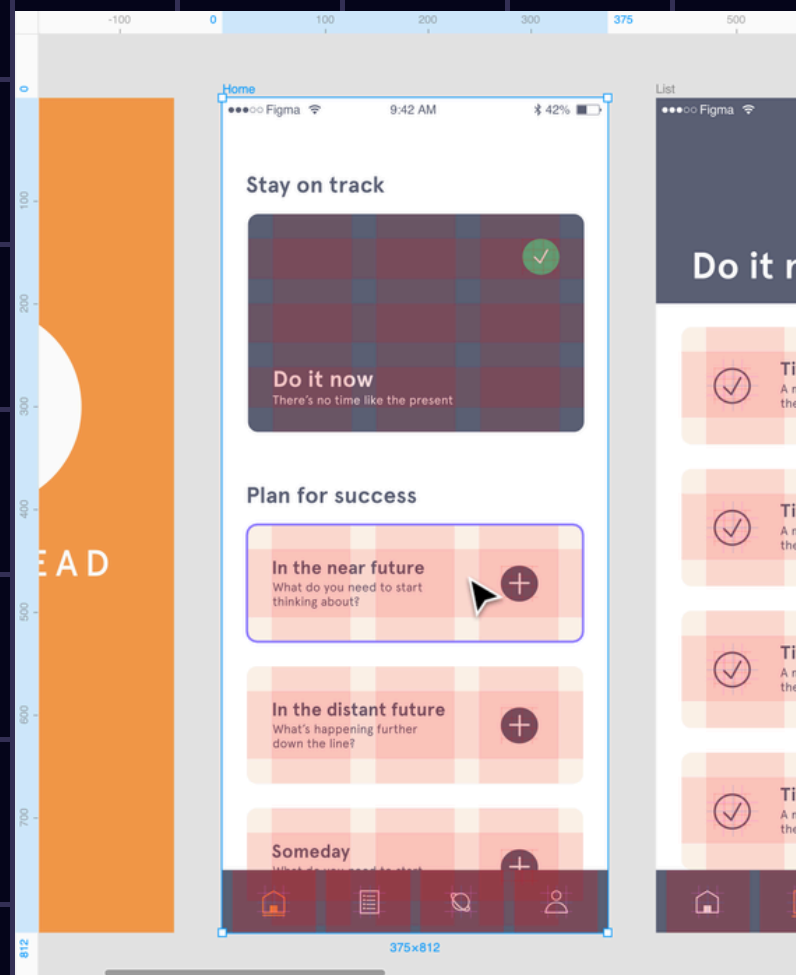
Fonts

Fonts

Fonts

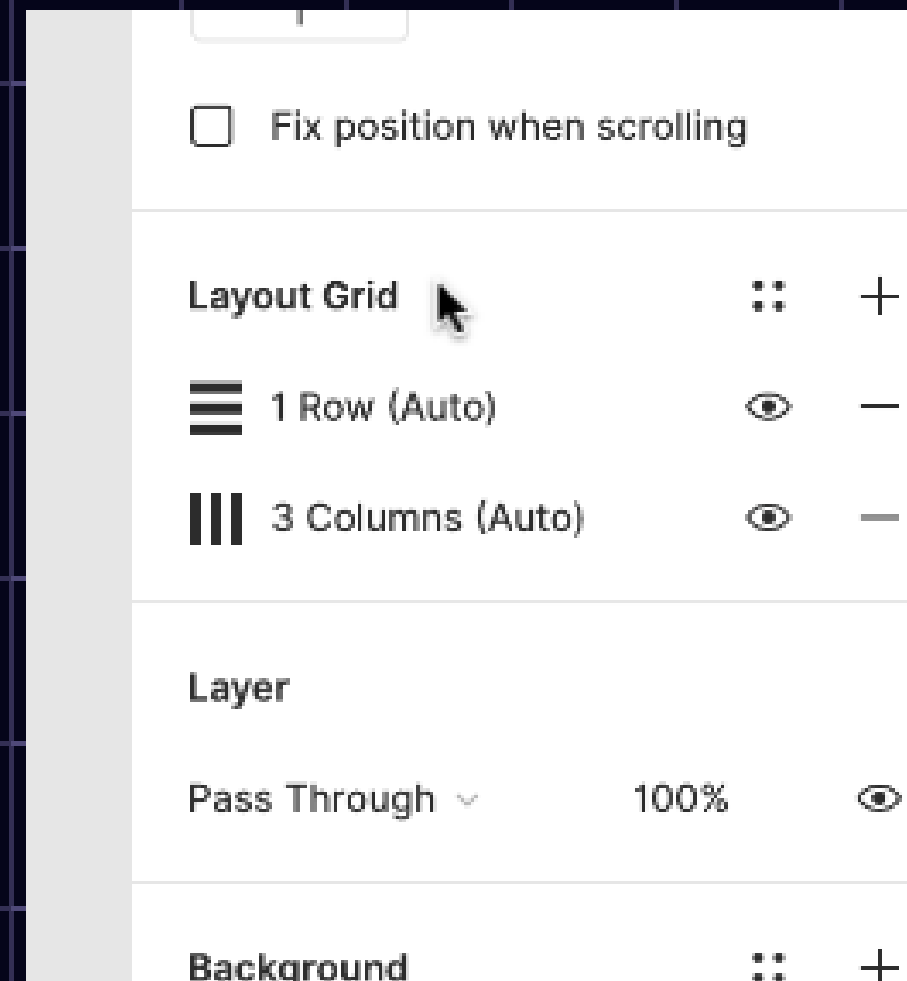
Plus tip:

Working with grids



Create Balanced Layouts

The area where you create and edit designs. It's like your digital whiteboard.

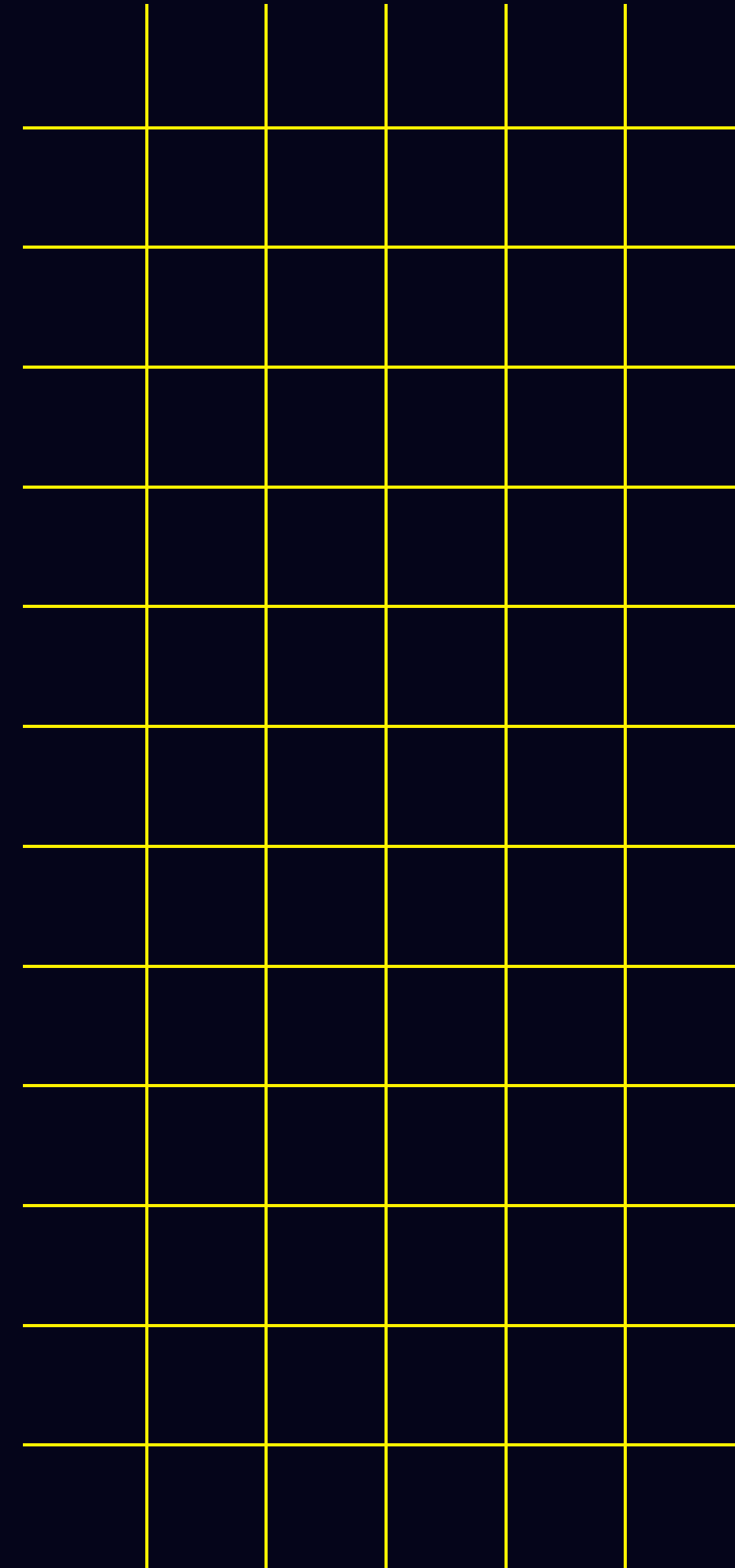


Utilize grid options

Holds all the essential tools for creating and editing designs.

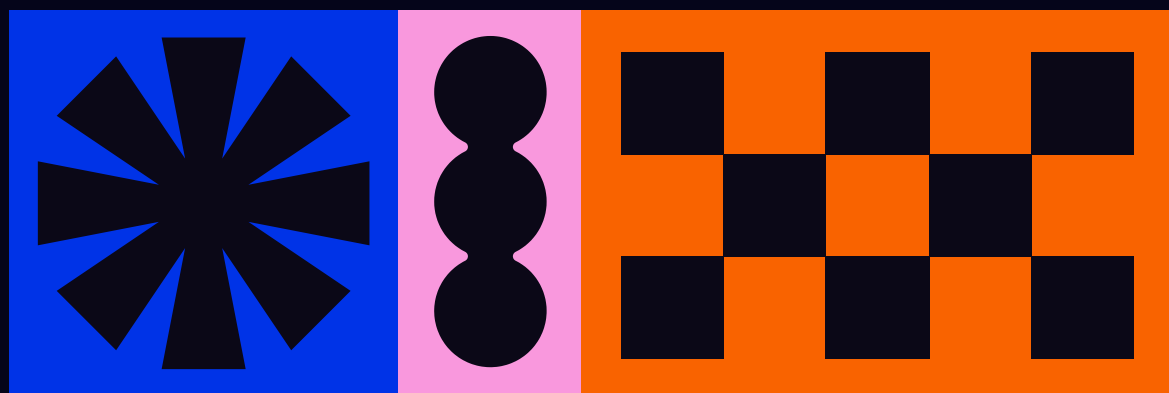
Guides for alignment

- Guides in Figma are horizontal and vertical lines that help designers align elements consistently across their designs.
- To create a guide, simply click and drag from the ruler on the top or left side of the canvas, positioning it where alignment is needed.
- Guides can be locked in place to prevent accidental movement, ensuring that your layout remains structured throughout the design process.
- Using multiple guides allows for a grid-like structure, which aids in achieving balance and harmony in your design layout.
- You can toggle guides on and off, making it easier to view your design without the distraction of alignment tools.



Practical Exercise

- Apply a pre-defined grid
- Create a colour palette
 - Insert the colour palette into Figma's styles
 - Draw some shapes and typography elements and apply the colour palette
- Create a typescale theme
- Try to create a basic website hero section using these techniques.



Useful Links

1) Website Grids

Bootstrap Grid System (getbootstrap.com): Popular grid system guide used in Bootstrap for creating responsive layouts.

2) Creating Palettes

Coolors (coolors.co): Lets you generate color palettes quickly and fine-tune them to your preference.

Adobe Color (color.adobe.com): Powerful tool for creating color schemes and exploring trending palettes.

Material Design Palette (material.io): Great for generating palettes that align with Google's Material Design.

3) Typescale

Type Scale (type-scale.com): Interactive tool for creating harmonious type scales based on a chosen font size and scale ratio.

Modular Scale (modularscale.com): Offers a more mathematical approach to typography, helping you generate scalable type that remains consistent.

Thank you!

