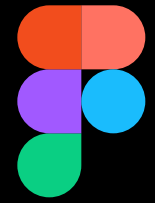


FIGMA WORKSHOP: 01

UI Design Fundamentals, Design Systems & Process 🧐



OVERALL GOAL

To onboard to Figma,
learn the basics of UI Design,
Interaction Design & Prototyping 🏆

INTRO

What is Visual Design?

Appearances Matter 🦄

What is Visual design and why is it important?

Visual design focuses on the aesthetics of a site or product and its related materials by strategically implementing images, colors, fonts, shapes, lines and other elements.

A successful visual design does not take away from the content on the page or function — instead it optimizes user experience.



WHY IS IT IMPORTANT?

Users' first impressions typically form in 50 milliseconds.



Studies have shown that users will decide whether to trust the credibility of a product or site based upon visual cues rather than actual content.

Strong visual design not only builds confidence in a product, it helps to guide the user through the product. Visual design plays a significant role in improving the usability of a product.

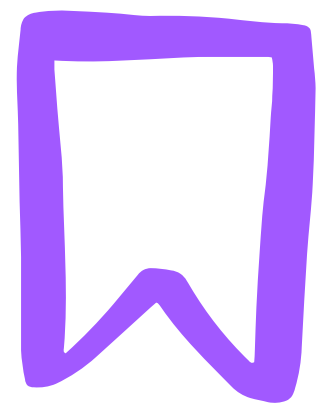
Design Principles

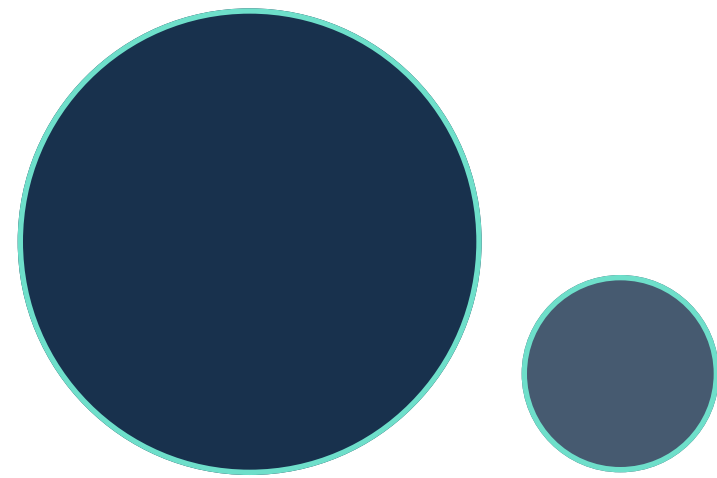
5 Visual Design Principles in UX

Visual-design principles inform us how design elements such as line, shape, color, grid, or space go together to create well-rounded and thoughtful visuals.

There are 5 principles that impact UX:

1. Scale
2. Visual Hierarchy
3. Contrast
4. Balance
5. Gestalt

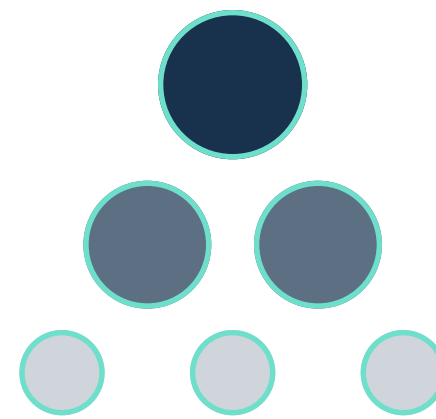




SCALE

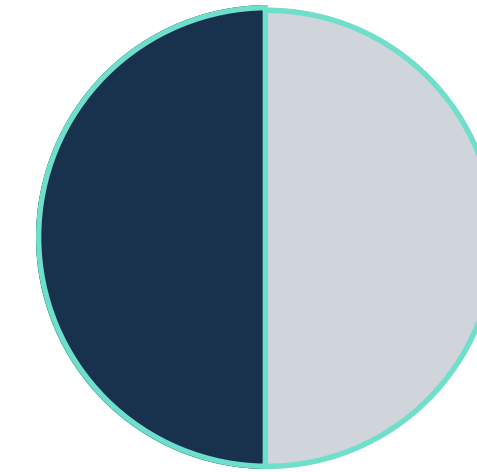
Using relative size to signal importance and rank in a composition.

Larger items ▶ More important.



VISUAL HIERARCHY

Guiding the eye through a layout so that it focus' upon each element in order of importance.



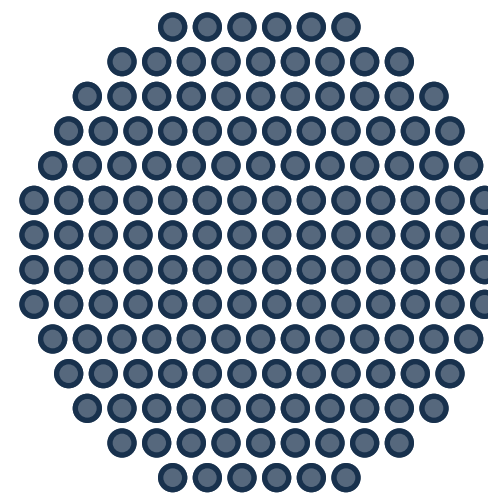
CONTRAST

Guiding the eye through a layout so that it focus' upon each element in order of importance.



BALANCE

The arrangement of elements proportionally in a composition (but not necessarily symmetrically)



GEASLT PRINCIPLES

Our tendency to perceive complex images as whole instead of individual elements

The UX Process:

At which stages should we use Figma?

01

RESEARCH

- Usability testing
- Gathering insights
- Journey mapping

02

ANALYSIS

- Mindsets
- How Might We's
- Creating facts

03

PROTOTYPING

- Concepts
- Ideation
- Sketching
- Wireframes
- Intent Frames
- Content
- User journeys
- Low Fidelity Flows
- Accessibility [A11Y]
- Communication

04

VISUAL DESIGN

- High Fidelity Flows
- Spacing
- Grids
- Layouts
- Components
- Interactions
- Responsivness
- Accessibility [A11Y]
- Communication

05

DEVELOPMENT

- QA
- Usability testing

CHAPTER 1

8pt Grid



What is the 8-point Grid?

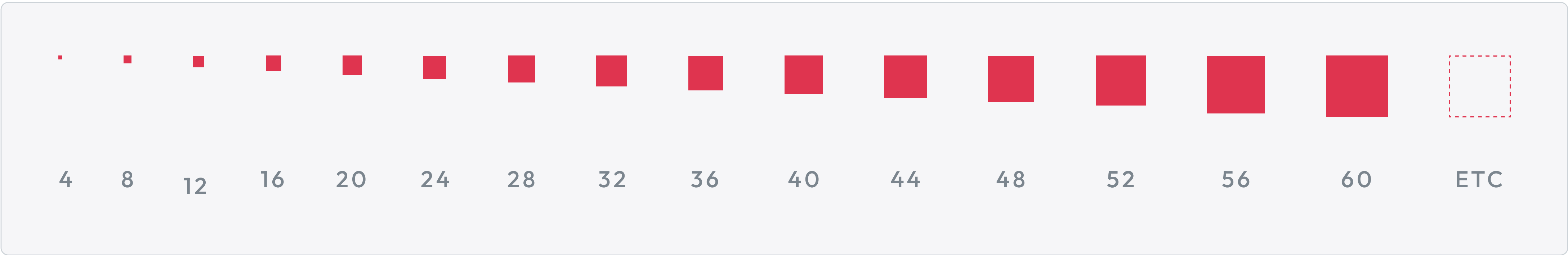
Pro Tip:
 When using Figma, hold and press the **OPTION KEY** on your keyboard to see the spacing between elements

The basic principle

The 8-point grid uses multiples of 8 to define everything from dimensions, padding, margins, spacing and overall layout. The use of this grid will help layouts to appear more balanced and consistent.
8 (8, 16, 24, 32, 40, 48,...80,...96,...).

However, with newer technologies and increased pixel density — arises the need for a more granular grid system. It is not uncommon for most design systems to work with both the 8-point and the 4-point grid in order to create more refined designs.

I like to use both the 4-point grid system and the 8-point grid system.



The box model

The basic principle

The Box Model is a way to describe an object's dimensions and spacing. It consists of 4 components: border, margin, padding, and the dimensions of the element itself.

Border:

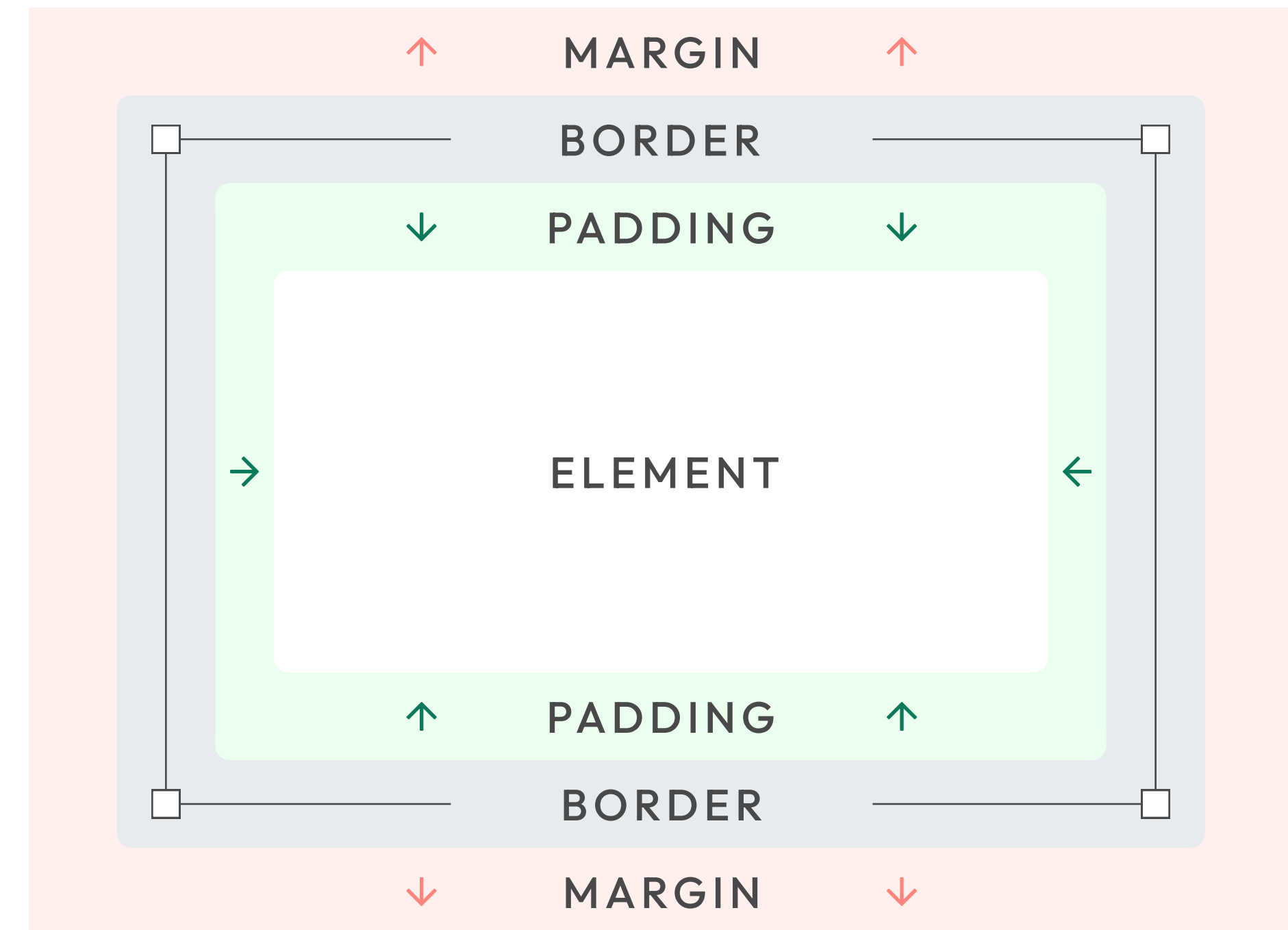
The thickness of the stroke around the edges of an element. Most design tools do not allow this to affect overall spacing and dimensions.

Padding:

The space between the bounds of an element and its child elements

Margin:

The space between the bounds of an element and neighboring objects

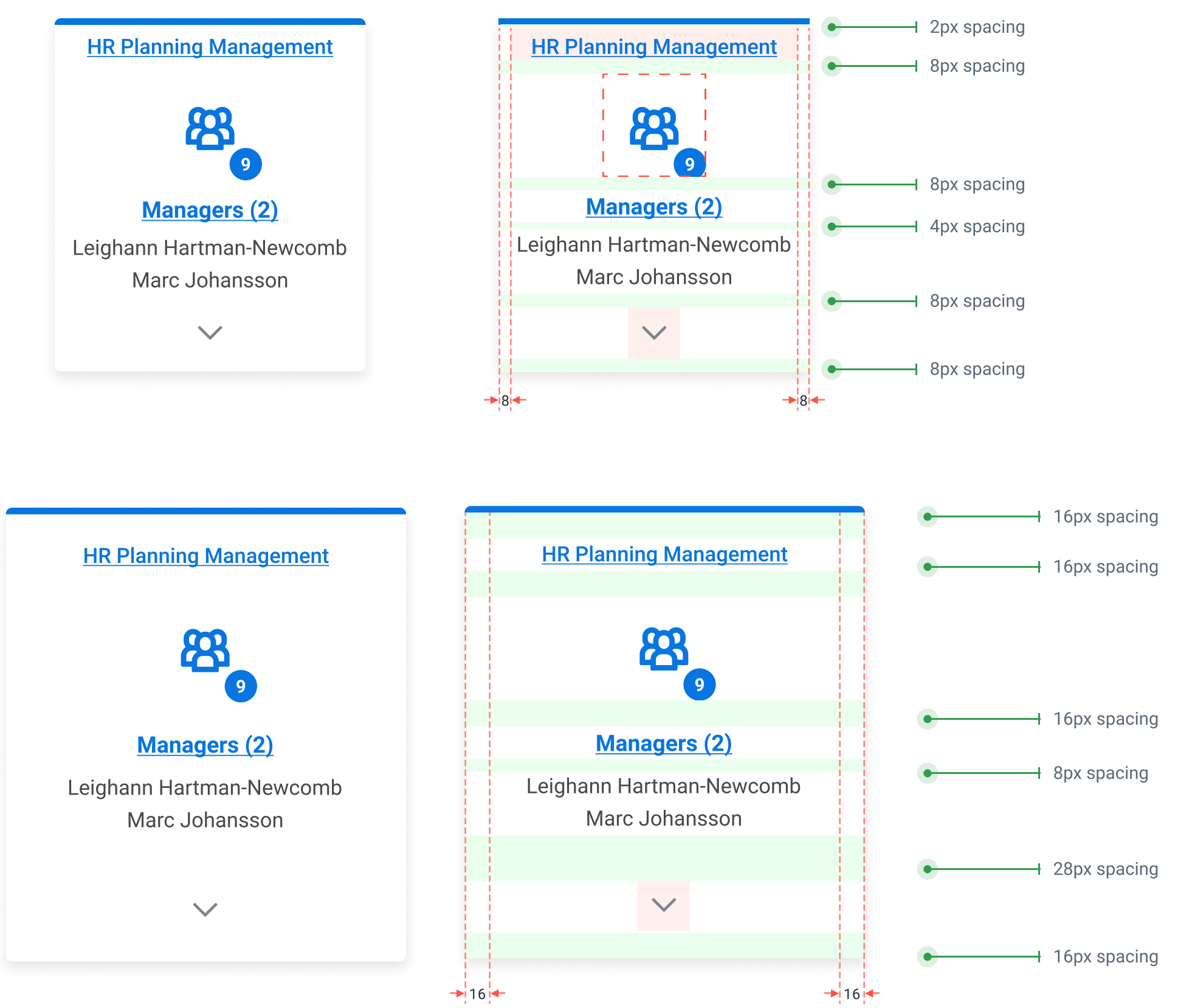


Using the 8pt grid in practice

The 8pt grid applied to the box model

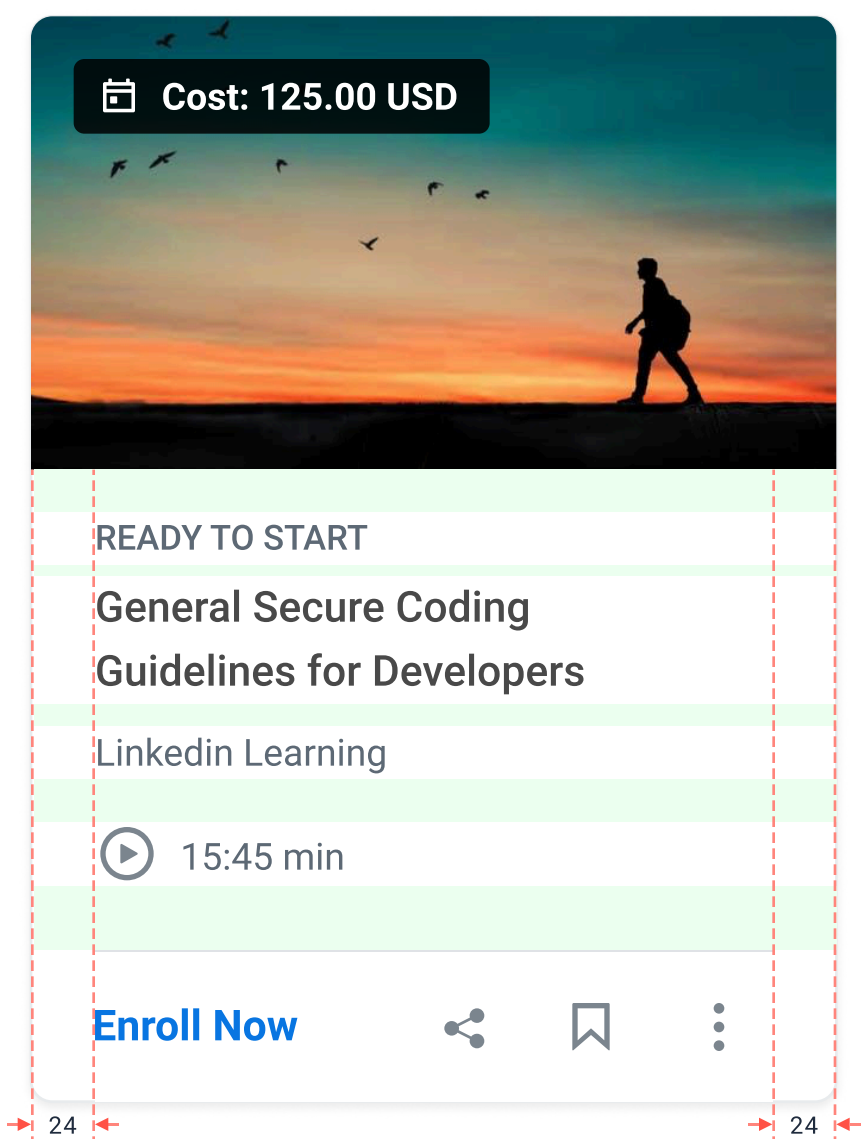
The 8pt and indeed the 4pt grid, should be applied to all elements on your design and their relationship to one another. The images on the right indicate how a component or an element on the page is constructed. The element follows the box model and is constructed using the 4pt grid spacing system within each card.

As you can see, spacing is porportinal as the card begins to scale. This means that as more granular levels — when a screen is between breakpoints, the spacing will scale but the typography will not increase. The spacing should be consistent throughout the card. This means that if a card has margins of 16px, then the spacing within the card should also remain at around 16px. As the screen increases in size, then so will the spacing within the card.



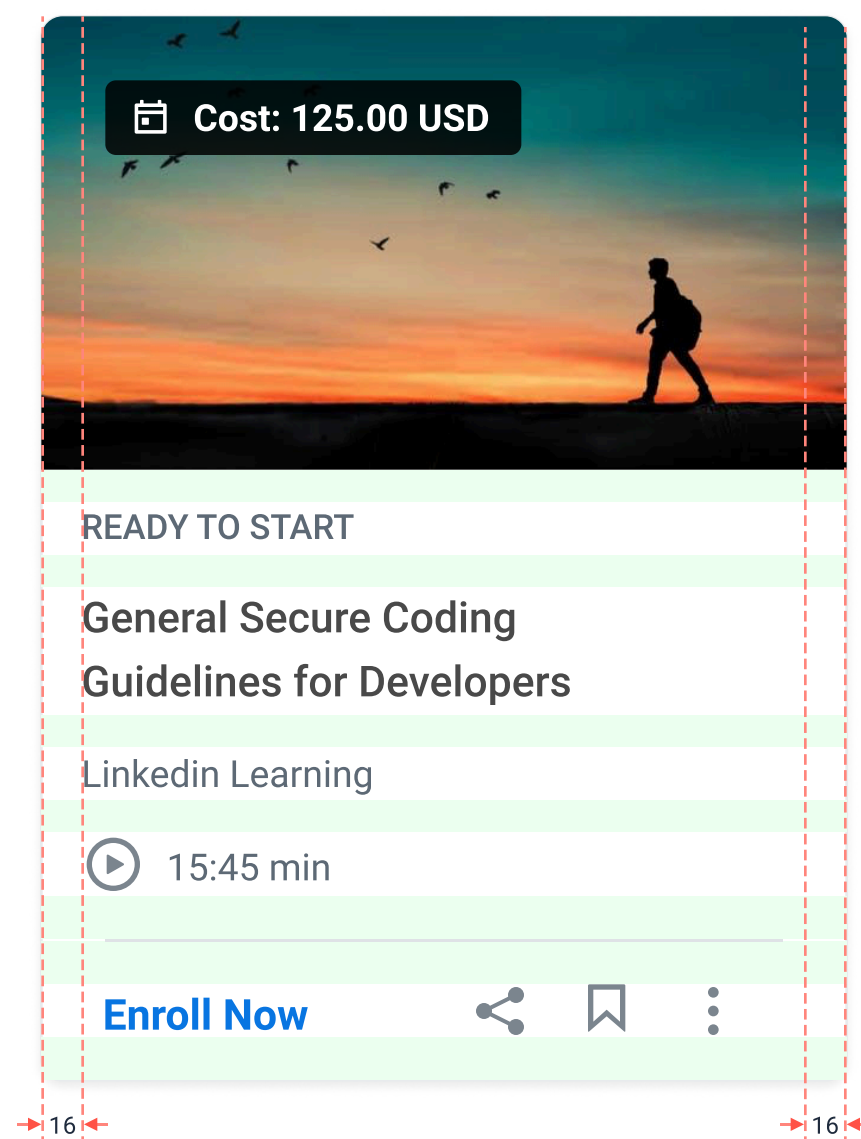
Some best practice tips in action: Group relevant information together

01.



✔ Correct:

Group relevant information together. Allowing space beneath or above the content that is grouped, this will help to visually differentiate the information hierarchy. As a general rule, content should float to the top right of the page/element.
*Remember the visual Hierarchy rule

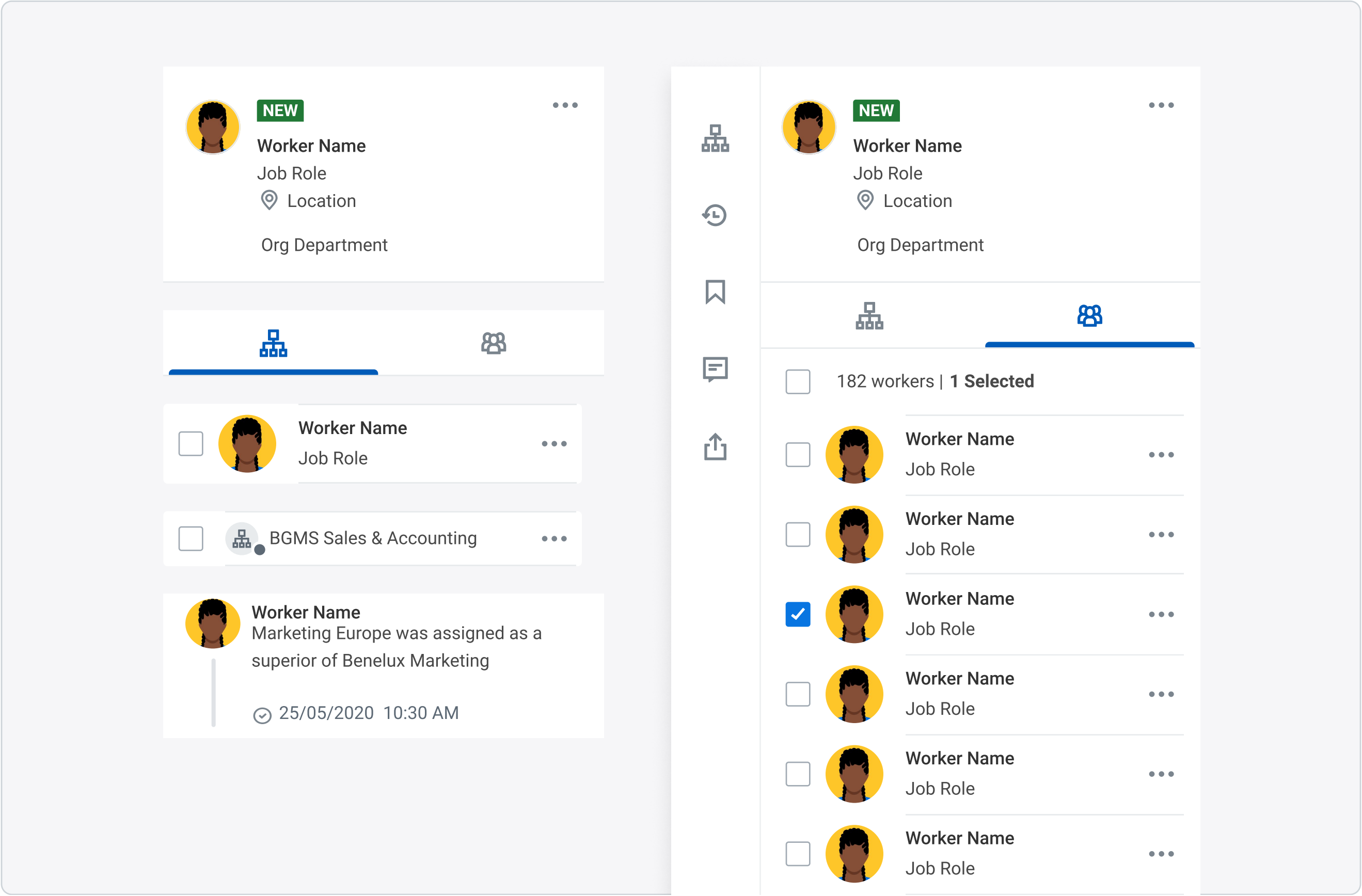


✘ Incorrect:

When all the content has the same spacing, the hierachy is less clear and can be more difficult to read. Content can appear to "float" rather than sit into the page.

Some best practice tips in action: Design using components

02.

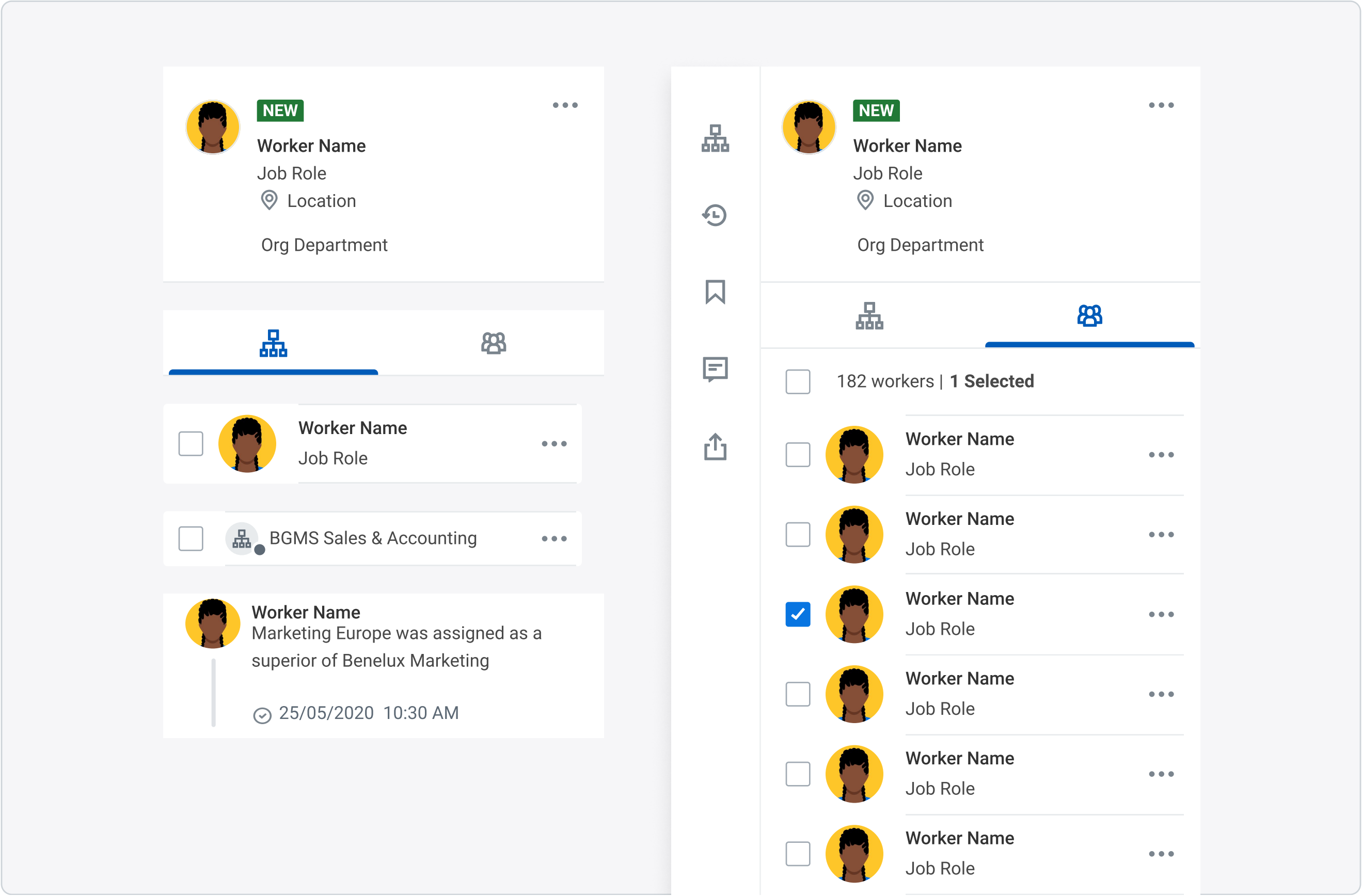


✔ Correct:

When creating a design, it important to think in components. If each element is designed precisely at a granular level, then it will be easier to build at a higher level. When faced with a screen that you are attempting to bring from a low fidelity screen to a high fidelity screen, start small. Create the building blocks of your design with components. Small components will become part of large components later on. Eventually you can create full screen templates.

Some best practice tips in action: Design using components

02.

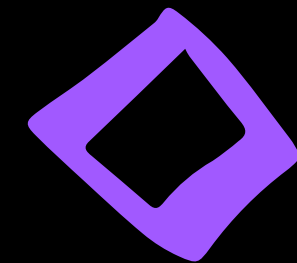


✔ Correct:

When creating a design, it important to think in components. If each element is designed precisely at a granular level, then it will be easier to build at a higher level. When faced with a screen that you are attempting to bring from a low fidelity screen to a high fidelity screen, start small. Create the building blocks of your design with components. Small components will become part of large components later on. Eventually you can create full screen templates.

CHAPTER 2

Grids & Layout



What are Grids? 🔍

Why are grids important when screens aren't fixed?

Any designer worth their salt will argue that grids are the key to good visual and UI design. The use of a grid will make (or break) your design. Grids are, (or should be) foundational to every component and element.

Grids help to guide designers and developers to build layouts quickly and consistently. They reduce the fatigue of decision-making by creating a standardized approach to UI. These fixed constraints also inform the design of a layout as it adapts responsively to various screen sizes and browsers. We will look more into responsiveness later.



Grid in practice

The anatomy of a grid

A grid consists of three elements: columns (or rows), gutters, and margins. When it comes to implementation, it's best to define each using percentages, rather than fixed values. This will allow content to dynamically adapt to any screen size.

1 Columns:

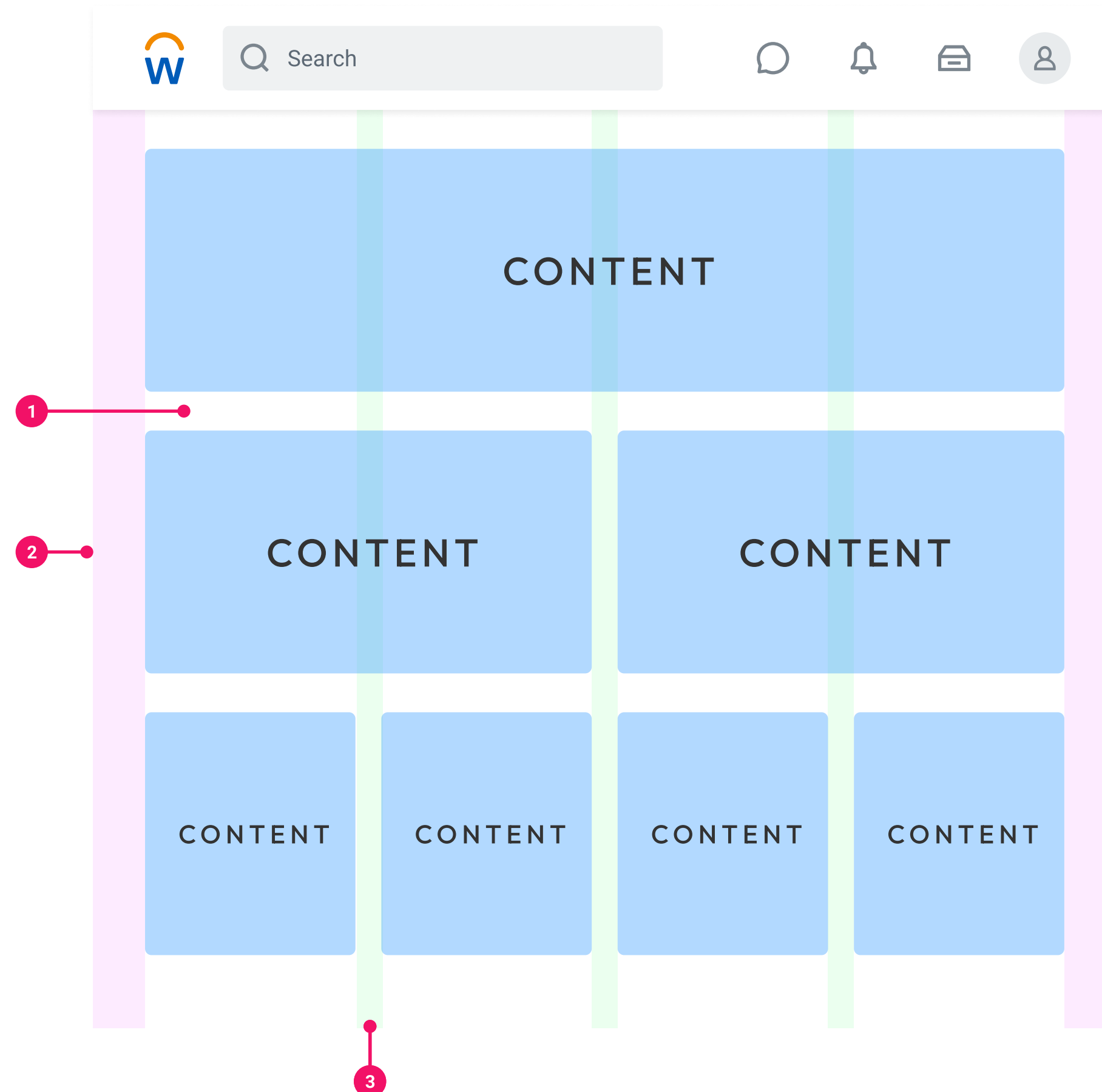
The area which contains content. Content can span across all of the columns or some of them. Typically desktop screens are designed to a 12 or 16 column grid. The number of grids in a column is effected by screen size. Responsive layouts often reduce to a single column grid on mobile.

2 Margins:

The space between content and the edges of the screen. They help frame and create room around content:

3 Gutters:

The space between the columns. They help to separate the content of the page.



CHAPTER 3

Typography



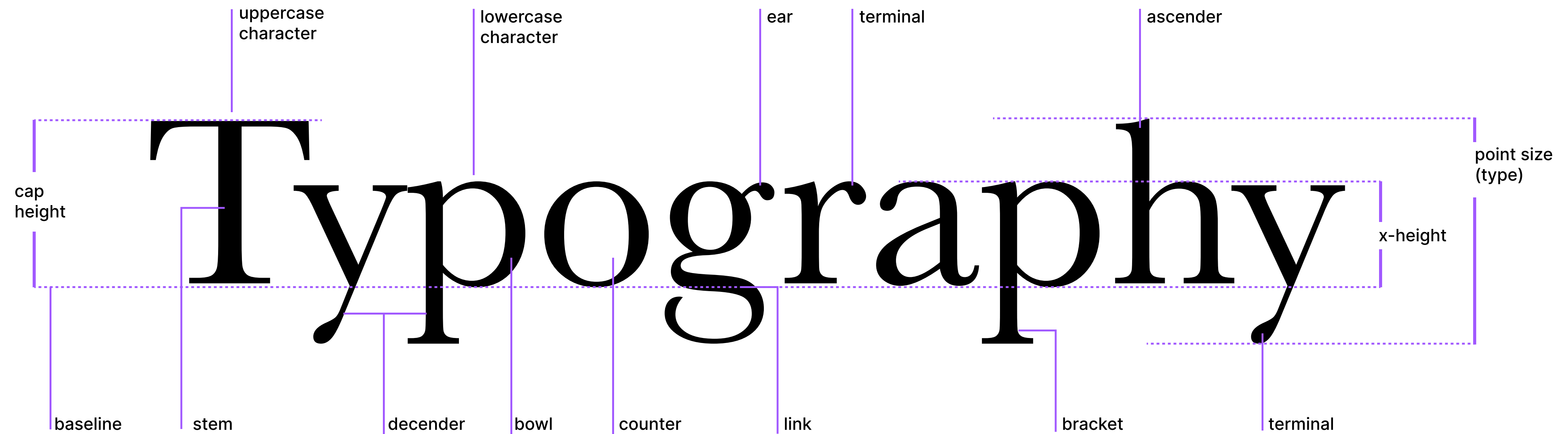
Typography 🐱💖

The difference between good and great UI design

Typography is the foundation of any communication when it comes to UI Design. Much of typography principles have been established from years of printing practice and learning how people best read, interpret, understand and digest content.

Here are some fundamentals to get you started!



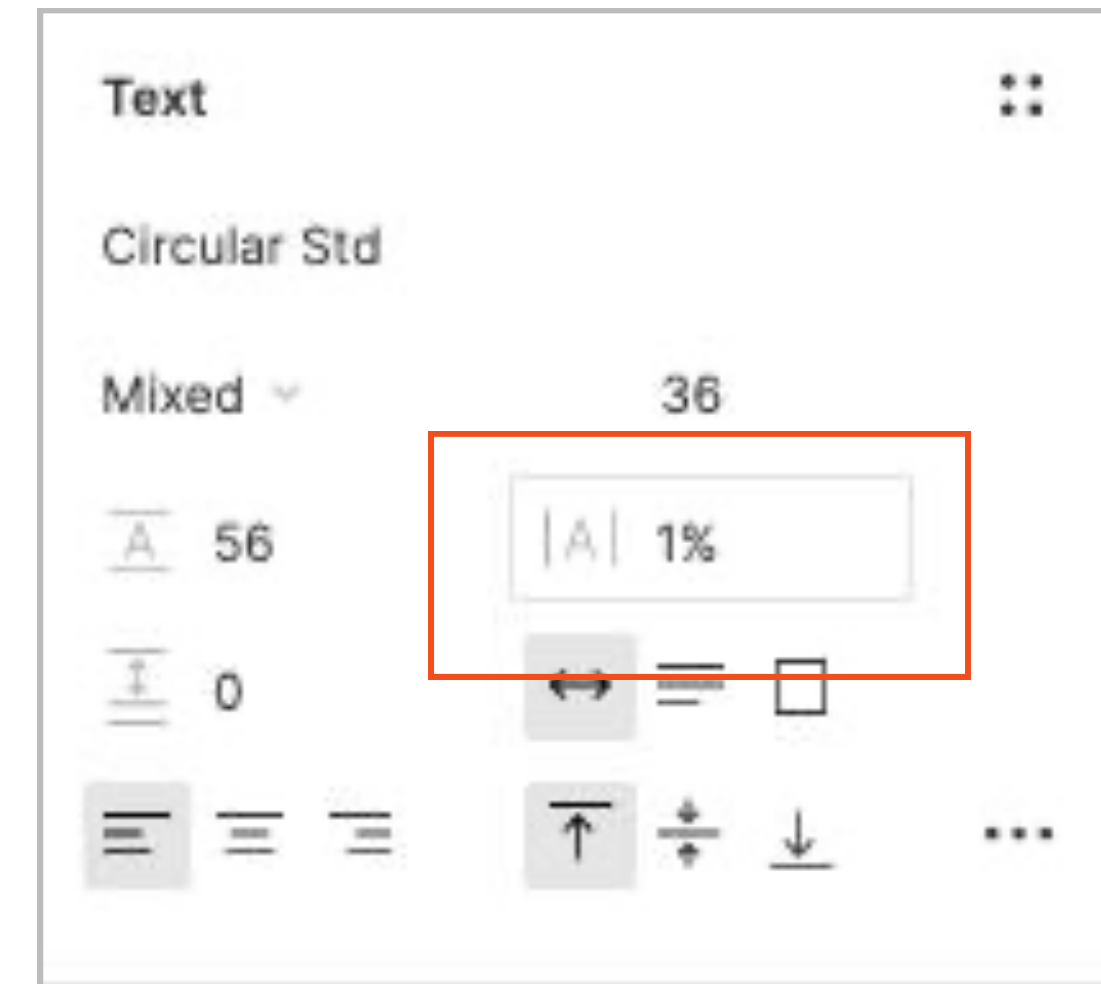
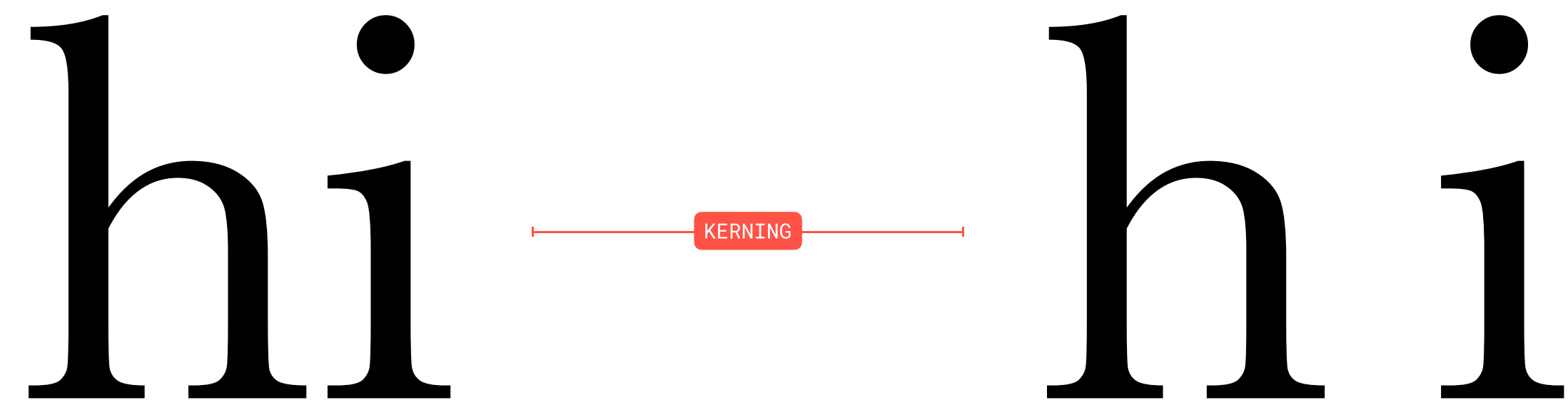


Kerning.

The space between letters.

Otherwise known as Letter Spacing.

hi hi



Increase the % figure to increase the letter spacing.

Leading.

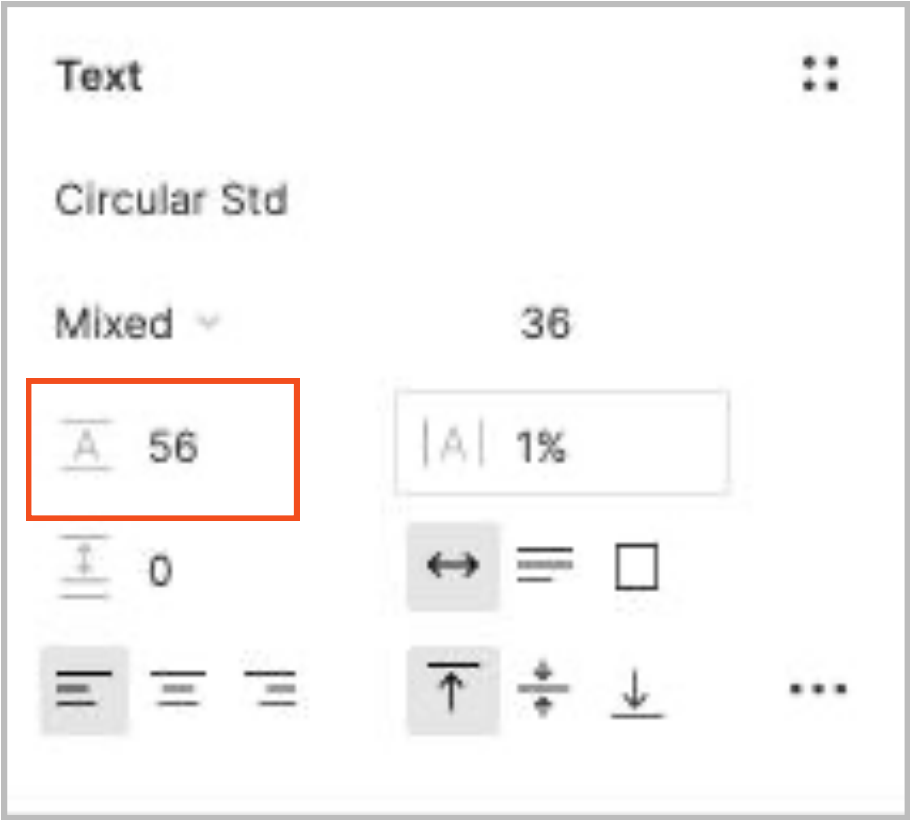
The space between two lines measured from baseline to baseline. If you aren't sure what line height to give your font, use this type scale calculator.

<https://type-scale.com/>

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Senectus varius egestas nisl,
vulputate placerat ut et
pretium. Odio diam, molestie
nunc, id commodo, gravida.

LEADING

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Senectus varius egestas nisl,
vulputate placerat ut et
pretium. Odio diam, molestie
nunc, id commodo, gravida.



Use the arrow keys to increase or decrease the line height

Pro Tip: Line heights for screen are usually bigger than for print. A general rule of thumb is the line height is usually 1.5 times bigger than the font size.

Line Length.

The optimal line length for your body text is considered to be 50-60 characters per line, including spaces.

50 - 60

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ultrices et quis amet ipsum adipiscing tincidunt semper nullam vel. Id pellentesque commodo, erat donec interdum nec. Id euismod vel nisi nunc. Diam, maecenas quam cursus egestas eget. Urna, nulla at- libero consectetur. Integer scelerisque nisl gravida nulla, convallis euismod amet, tempus. Aliquet enim diam pharetra, dignissim. Ultrices lectus malesuada purus sed egestas. Facilisis velit sed pellentesque volutpat risus,

✔ Correct:



Pro Tip: Line lengths can be shorter for headings, titles, subtitles and captions

127

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ultrices et quis amet ipsum adipiscing tincidunt semper nullam vel. Id pellentesque commodo, erat donec interdum nec. Id euismod vel nisi nunc. Diam, maecenas quam cursus egestas eget. Urna, nulla at- libero consectetur. Integer scelerisque nisl gravida nulla, convallis euismod amet, tempus. Aliquet enim diam pharetra, dignissim. Ultrices lectus malesuada purus sed egestas. Facilisis velit sed pellentesque volutpat risus,

✘ Incorrect:

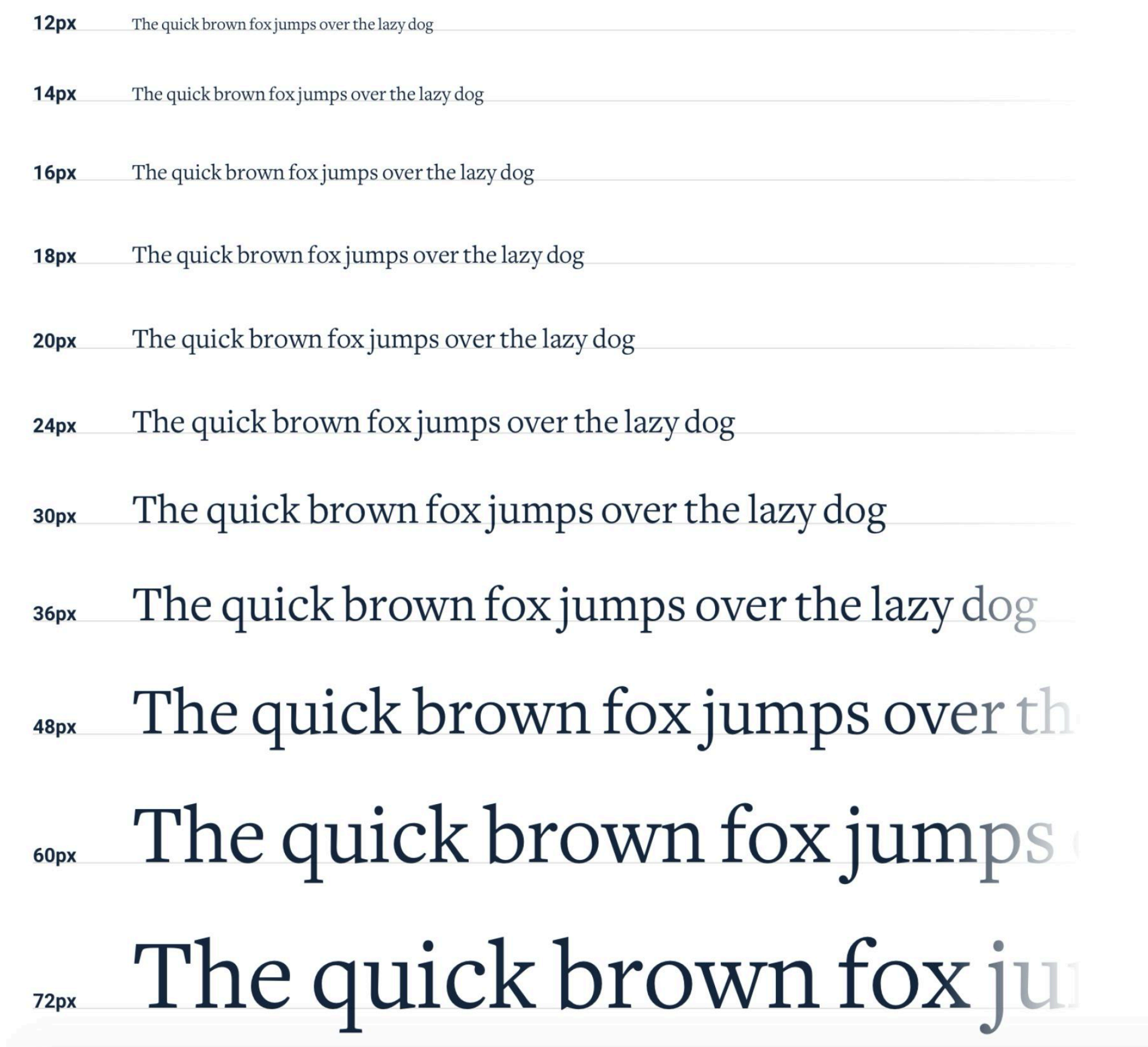
Establish a type scale.

Just like with spacing and sizing, a linear scale won't work. Smaller jumps between font sizes are useful at the bottom of the scale, but you don't want to waste time deciding between 46px and 48px for a large headline.

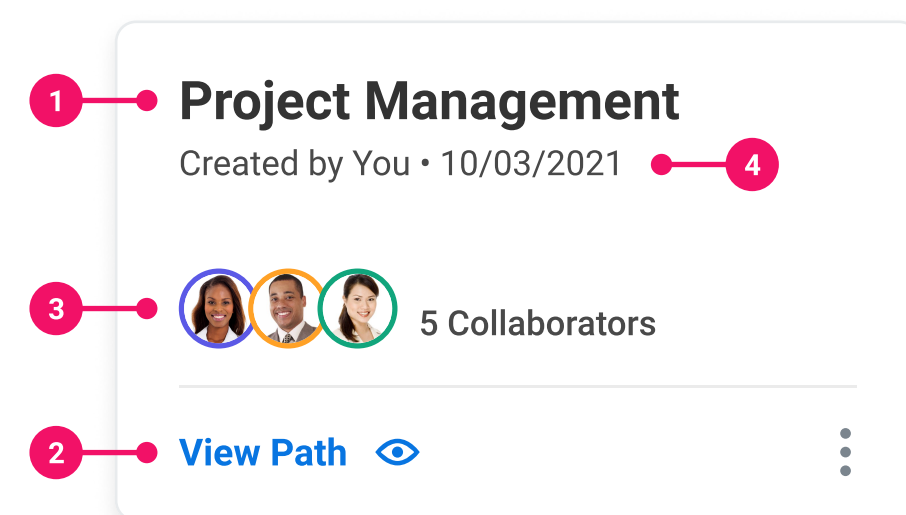
Here's an example of a scale that works well for most projects and aligns nicely with the spacing and sizing scale recommended in "Establishing a spacing and sizing system":



Pro Tip: While its common to see smaller type sizes such at 8pt and 10pt in print, generally most body copy is 16pt on screen. 11-12pt fonts are usually the smallest font sizes for on screen designs.

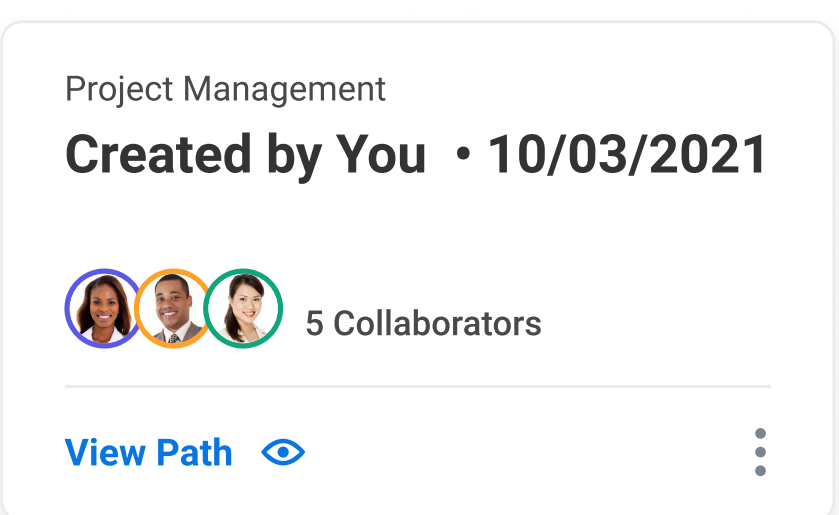


Some best practice tips in action: Give prominence to the most important elements



✓ Correct:

In this example, it is clear that the most important piece of information is the title of the card (1). Although the “Created by You • 10/03/2021”(2) line is second, it is not second in hierarchy. Order of appearance does not necessarily equate to importance. Hierarchy is inferred by combination of Font Sizes, Weights, and Colour and aria labels. This allows you to easily give prominence to the most important elements in your UI.



✗ Incorrect:

As you can see, the information hierarchy is disrupted by placing emphasis on the information that is less important in this example. For this reason, it is important to decide upon the hierarchy before you design.

Pro Tip:



A helpful way to decide upon hierarchy is to mark up the content on a pen and paper first in order of importance by placing a number next to each piece of content—you can decide upon the typography styling later.

CHAPTER 5

Reading List



CHAPTER 4

Accessibility

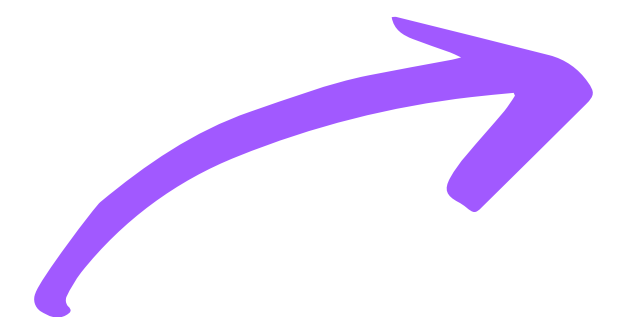


Design for everyone 🌐

What is Accessibility (A11Y) and why is it important?

Digital spaces can be exclusive. Accessible products are the result of following accessibility guidelines and standards to create designs that are usable by people with a variety of physical and cognitive disabilities. Accessibility laws and standards are updated as technology changes, and new barriers to use become apparent.

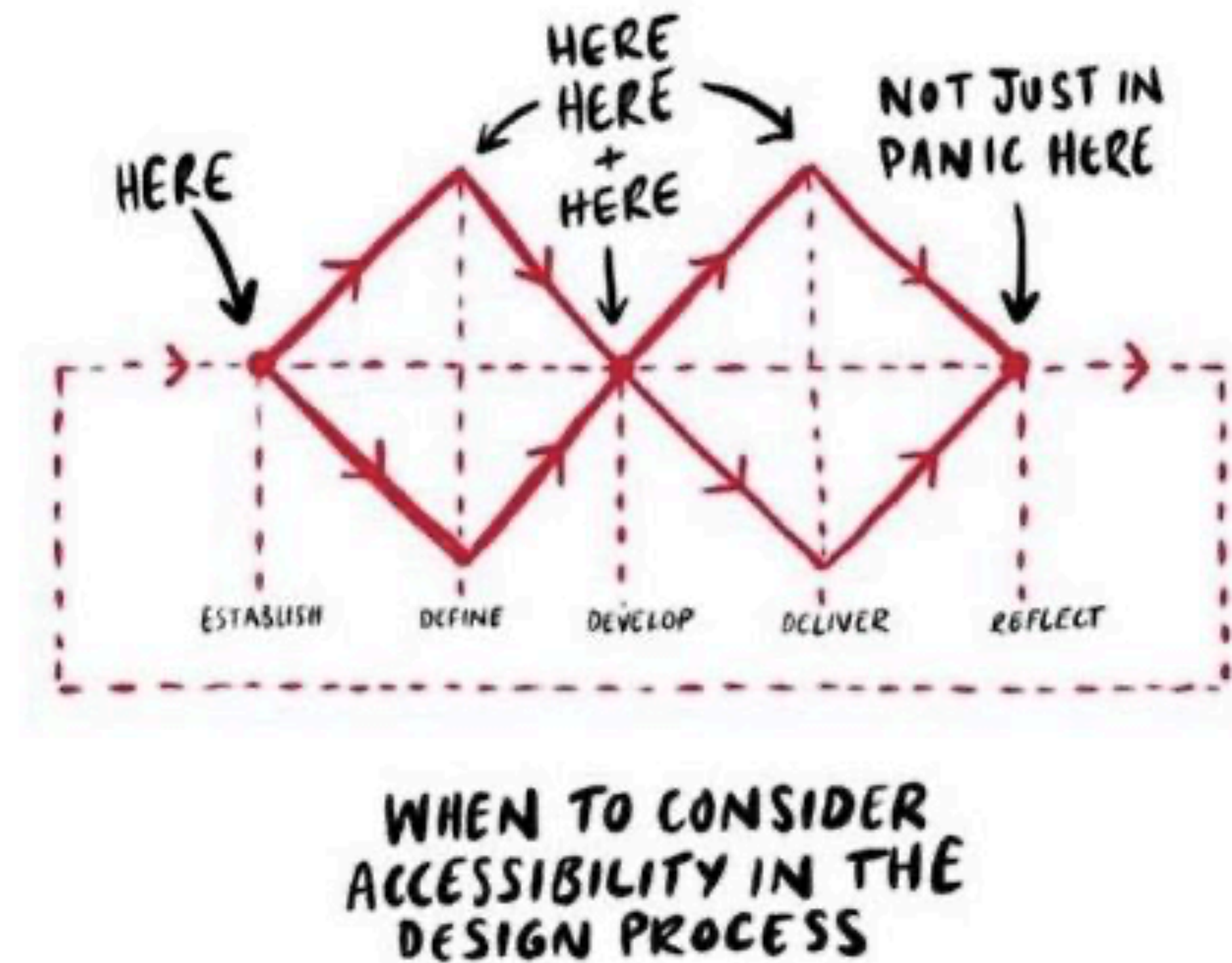
The WCAG guidelines outline strategies, standards and resources to make the web accessible to people with disabilities. At Workday we strive to build products that are inclusive and ethical. It is our responsibility to advocate for people with disabilities by building and designing accessible products.



<https://www.w3.org/WAI/standards-guidelines/wcag/wcag3-intro/>

The Process:

Consider AIY in the process



A11y Checklist

A common misconception is that developers have sole responsibility for accessibility. Here are things you can do to ensure that your design is inclusive:

1 Plan Heading Structure Early:

Ensure all content and design fits into a logical heading structure.

2 Ensure Logical Reading Order:

The reading order for screen reader users should align with the visual order.

3 Provide good contrast:

Be especially careful with shades of orange, yellow, and light gray. Check your contrast levels with our color contrast checker.

4 Use True Text Instead of Images of Text:

True text enlarges better, loads faster, and is easier to translate and customize.

5 Use Adequate Font Size:

Small text is difficult for all users to see. Ensure text is optimally readable.

6 Remember Line Length:

Don't make lines too long or too short. The optimal line length for your body text is considered to be 50-60 characters per line

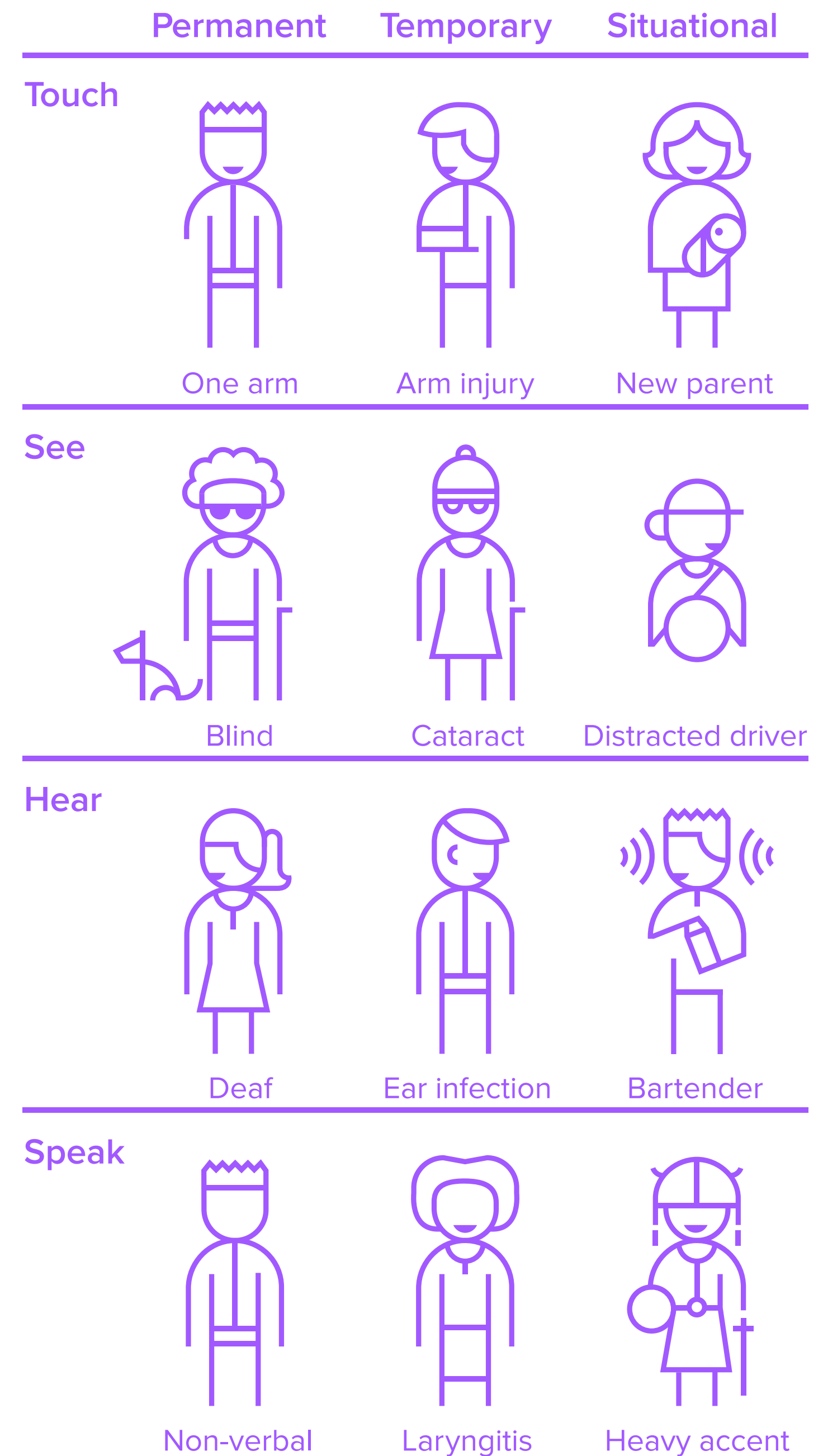
7 Recognisable Links:

Ensure that links are recognisable as links. Best practice is to underline the text in a different colour and pair an external link icon.

8 Design Keyboard focus states:

When navigating with the keyboard, the focused item must be visually distinctive.

- 9 **Design a "Skip to Main Content" Link:**
A keyboard accessible link for users to skip navigation should be at the top of the page.
- 10 **Ensure Link Text Makes Sense on Its Own:**
Avoid "Click Here" or other ambiguous link text such as "More" or "Continue".
- 11 **Design Usable Widgets and Controls:**
Don't make lines too long or too short. The optimal line length for your body text is considered to be 50-60 characters per line
- 12 **Use Animation, Video, and Audio Carefully:**
Provide play/pause buttons. Avoid distracting movement.
- 13 **Don't Convey Content Using Only Color:**
Users may override or may not be able to see differences between colors.
- 13 **Design Accessible Form Controls:**
Ensure form controls have descriptive labels, instructions, and error messages.



CHAPTER 5

Reading List



Reading Lists

Books

- 1 101 UX Principles: A Definitive Design Guide
by Will Grant
- 2 Grid Systems in Graphic Design
by Josef Müller-Brockmann
- 3 Refactoring UI
by Adam Wathan & Steve Schoger
- 4 Interaction of Color
by Josef Albers
- 5 The Design of Everyday Things
by Don Norman
- 6 The Elements of Typographic Style
by Robert Bringhurst
- 7 Thinking with type
by Ellen Lupton

Websites

- 1 <https://marcandrew.me/ui-ux-micro-tips-ultimate-collection/>
- 2 <https://www.interaction-design.org/>
- 3 <https://www.nngroup.com/>
- 4 <https://dribbble.com/>
- 5 <https://mui.com/system/flexbox/>
- 6 <https://material.io/>
- 7 <https://developer.apple.com/design/>
- 8 <https://v2.grommet.io/>
- 9 <https://thenounproject.com/>
- 10 <https://www.useronboard.com/user-onboarding-teardowns/>

Reading Lists

Websites

- 11 <https://uxplanet.org/how-to-conduct-heuristic-evaluation-85548a355dca>
- 12 <https://uxplanet.org/how-to-conduct-heuristic-evaluation-85548a355dca>
- 13 <https://spec.fm/specifics/8-pt-grid>
- 14 <https://www.youtube.com/user/JesseAtomic>
- 15 <https://www.figma.com/community/explore>
- 16 <http://www.wereallhuman.uno/index.html#checklist>
- 16 <https://humanebydesign.com/>

Pro Tip:
 Medium blog articles are one of the most useful ways to find out more information of a specific area of UI Design.

Pro Tip:
 YouTube has everything you need in terms of upskilling. It's a fantastic resource