

PART 1: SECRETS OF GOOD DESIGN

# LAYOUT IS KING



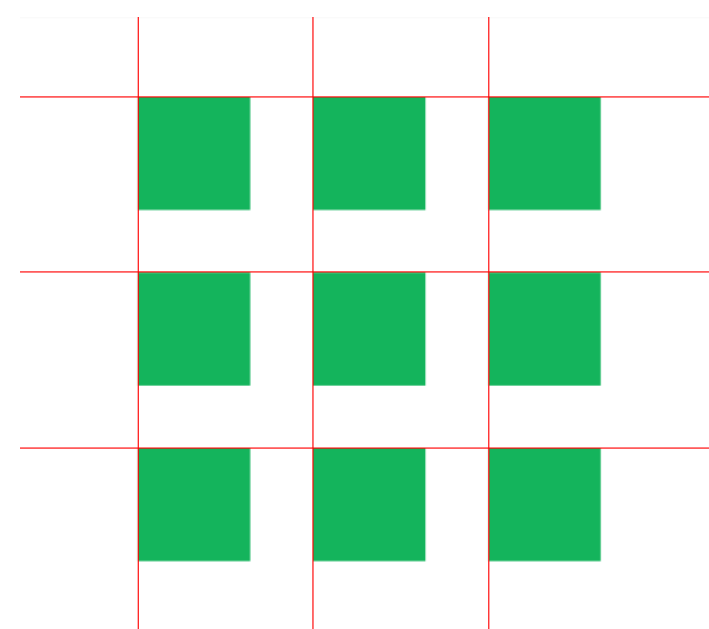
## Alignment & Grid

### ALIGNMENT

Just a simple alignment can make something look designed. On the other hand, misalignment will make it look sloppy, and amateur work.



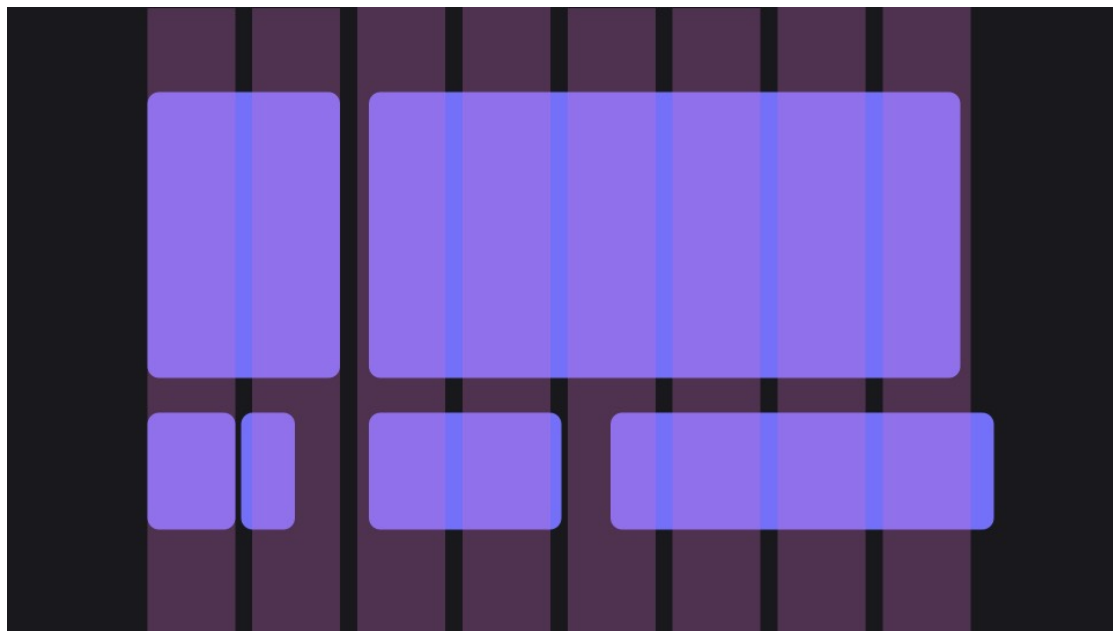
Try to stick to **one alignment style** on each page. For example, on the hero shot, if you have two headlines, a paragraph, and a button, either align all of them in the center or on the left/right. Don't mix and match.



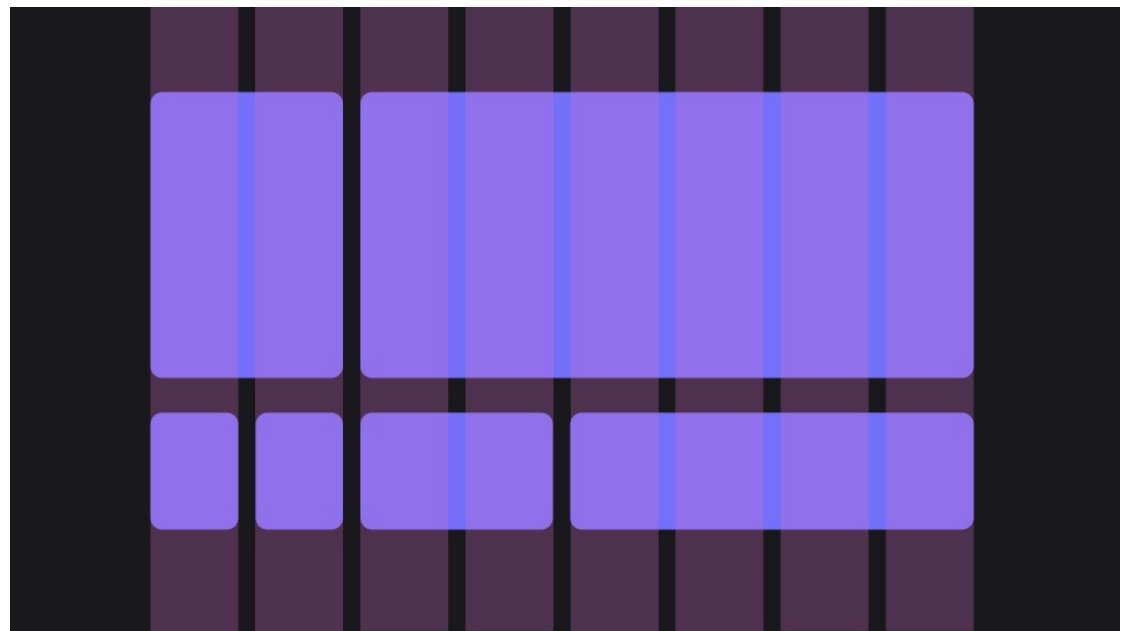
### THE GRID

If we take a page and divide it in equal-width columns, we will get a grid. Then we can align the elements within these columns to create a balanced and structured page.

Adding a grid in Sigma happens from the Layout Grid options, by selecting column option. Commonly used grid is made of 12 columns and has around 20-40px gutter.



It is ok to break the grid. But you have to be doing this **with intention**. When it's clear that you are getting a better result.

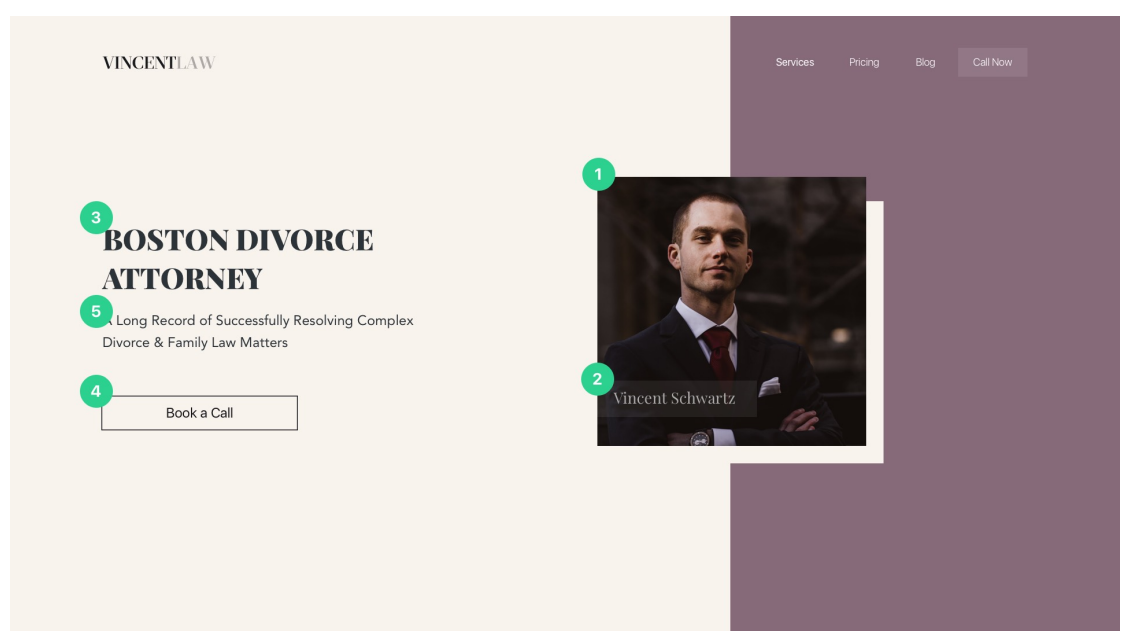
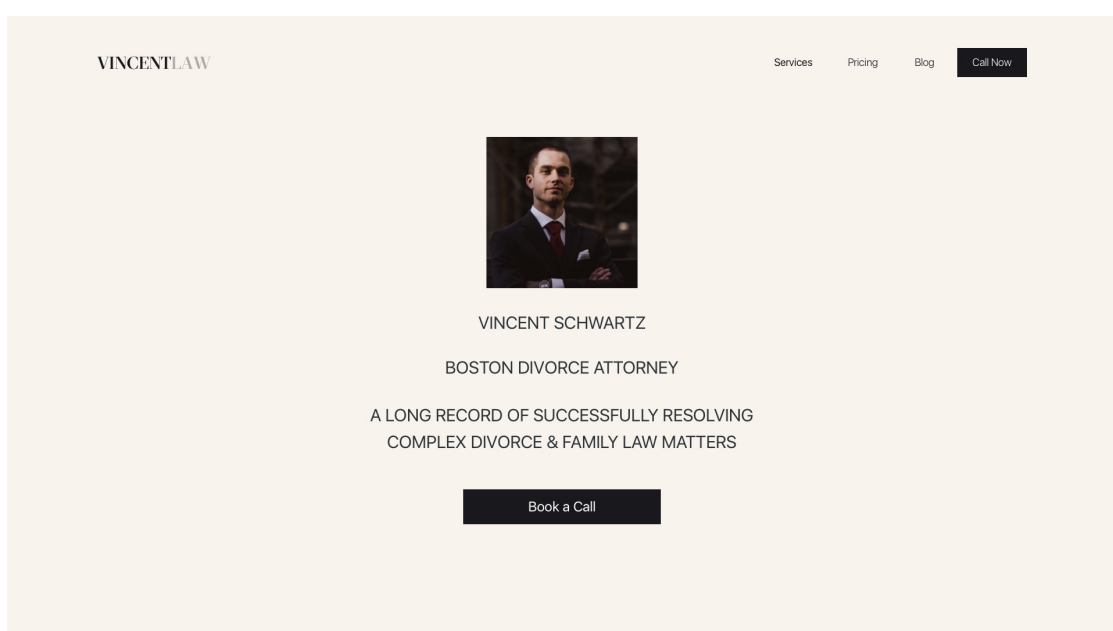


Reuse the same values across your designs. If you set 30px gutter for your grid, try to use this 30px spacing for other vertical gaps too.

# Visual Hierarchy

Visual hierarchy is helping the audience to **digest the information** easily. We can only focus on one thing at a time. When everything is of equal importance we don't know where to look at. We get dazed by the chaos of the information. But good design guides the audience.

Establishing a hierarchy is quite simple. **Bigger is more visible** hence higher in the hierarchy. Smaller and less visible elements will be lower in the hierarchy.





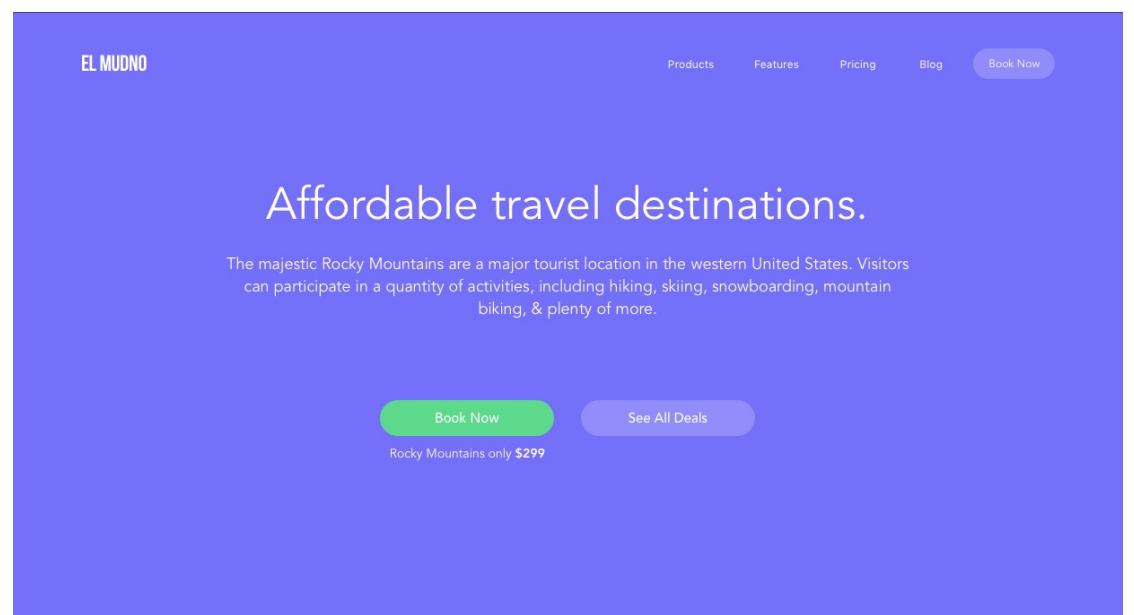
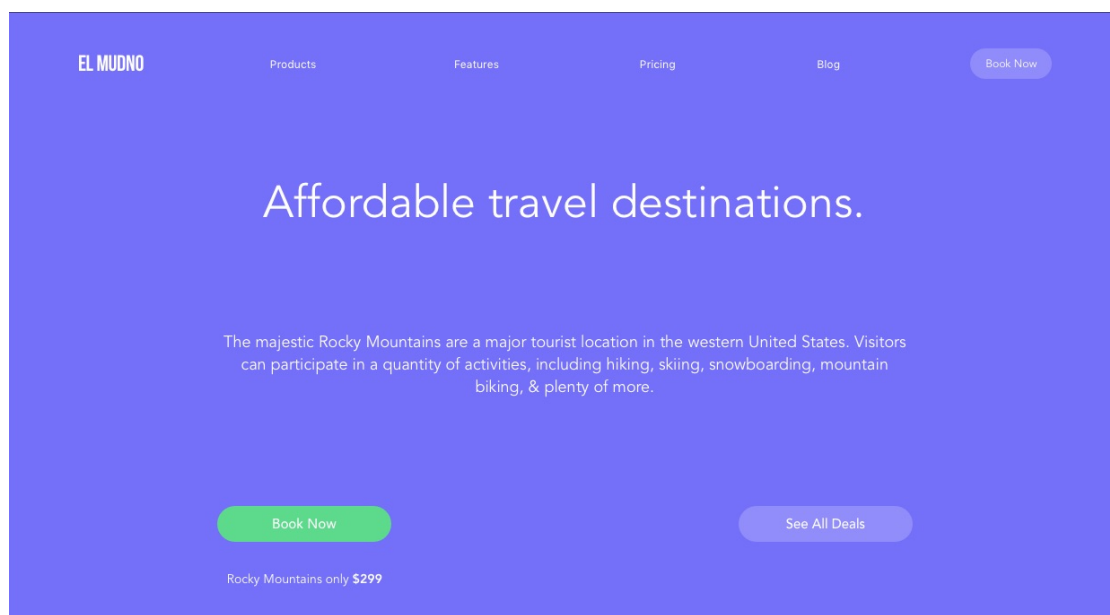
Always start with the **Focal Point**. That's the visual most important object, a top dog of the composition.

# Proximity

Good design likes **grouping elements** closer to each other if they have something in common. This is a design concept called Proximity.

The basic idea of Proximity is that:

1. Things that are related, should be close together.
2. And things that are NOT related, should be further apart.



# Figma

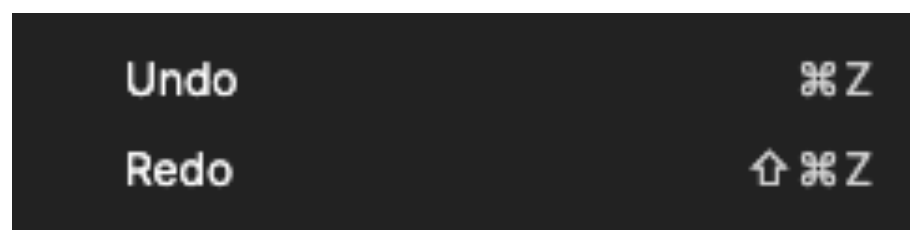
## UNDO

The most important shortcut in Figma is undo, **CTRL + Z** (CMD + Z on Mac).

You will make mistakes and accidentally delete things. Or change your mind. So you will need to rewind your actions quite often.

Figma's undo function works great. It can go as far in the past as the beginning of your session.

The shortcut for Redo, is **CTRL + SHIFT + Z** (CMD + SHIFT + Z on Mac).

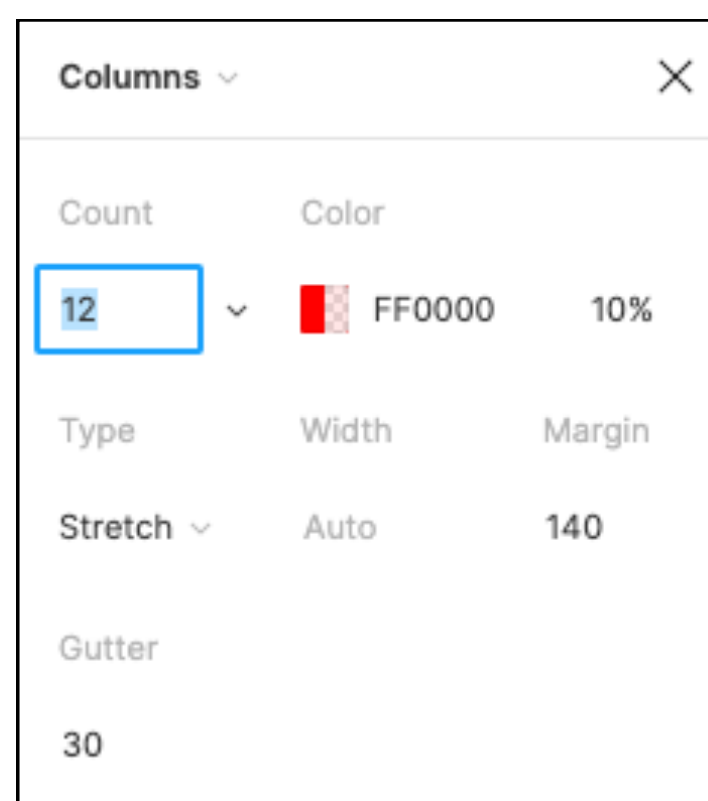
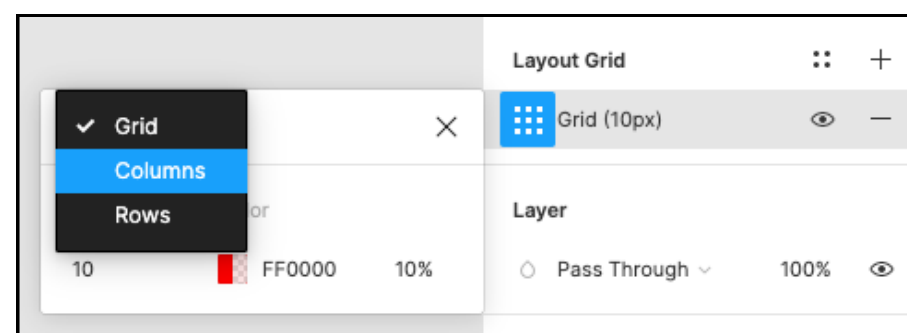


💡 Note, **Figma considers object selections as actions too**. So if you delete a rectangle and then select a text box, hitting undo once will deselect the text box. Press again to undo the delete action.

## LAYOUT GRID

A layout grid is the first thing you should add to your frame. You can do this by selecting the frame and clicking plus icon on the Layout Grid option.

Don't forget to change the dropdown from Grid to **Columns**.



💡 You can hide/show layout grids either by clicking **eye icon** in the properties panel or from the **view settings**, in the top right where it shows zoom percentage of the canvas.

**Shortcuts:** CTRL + G (Mac); CTRL + SHIFT + 4 (Windows but might not work on all machines).

💡 Good settings on a 1440px desktop frame: 12 Columns, 140px margin, 30px gutter.

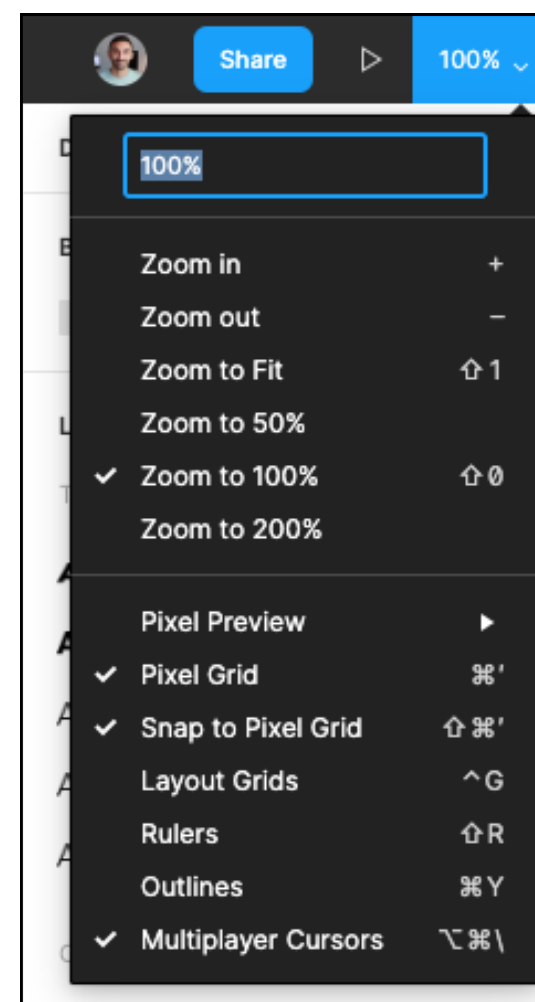
## ZOOMING

You will often need to zoom in/out on the canvas. You can zoom by using several methods:

**1. Pinch** your touchpad/trackpad. Just like the way you would zoom on your phone.

**2. Scroll** on your mouse wheel while you hold CTRL (CMD on Mac).

3. Using shortcuts: **SHIFT + "+"** (Zoom in); **SHIFT + "-"** (Zoom out); **SHIFT + 0** (Zoom to 100%); **SHIFT + 1** (Zoom to fit).



## DUPLICATING

There are several ways you can duplicate objects in Figma:

**1. Copy-Paste:** CTRL + C (CMD + C on Mac) to copy the object and then CTRL + V (CMD + V on Mac) to paste the object. Note, this will paste the object right on top of the original so you will think nothing happened. Just drag it from its place.

**2. Duplicate shortcut:** Select object and hit CTRL + D (CMD + D). This will duplicate the object. Again this might place it right on top.

**3. Drag** object with your mouse while holding ALT/Option.

