

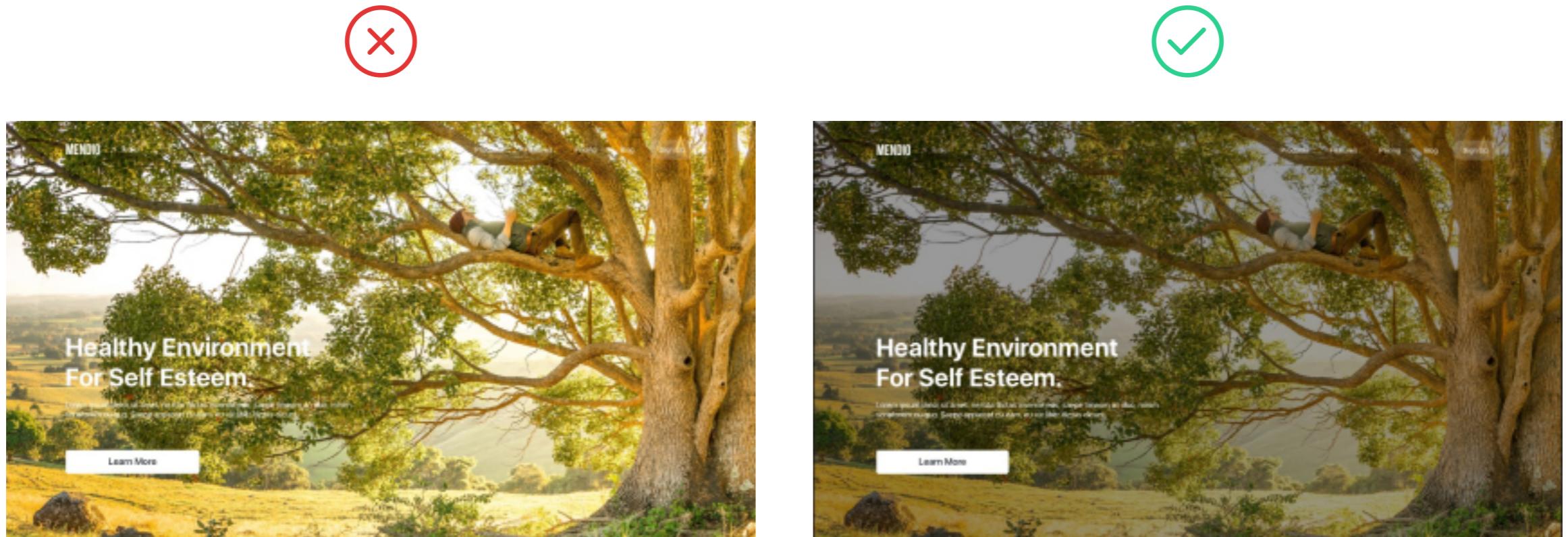
PART 1: SECRETS OF GOOD DESIGN

HOW TO USE PHOTOS

Image Overlays

A great photo can do wonders for a design. Often when putting images as backgrounds we lose readability of the content. This can be easily fixed by Image Overlays.

In Figma this means adding a black color fill on top of the image, and adding transparency to that fill until you get good contrast but before it gets too dark.



TINTING

Another method is called **tinting**. It's taking that overlay color and giving it a different color tint.

To do this you take the image and desaturate it, to turn it into Black and White. And then again add a color fill. But this time, instead of black, you pick a different color. This will give the image a tint of that color.

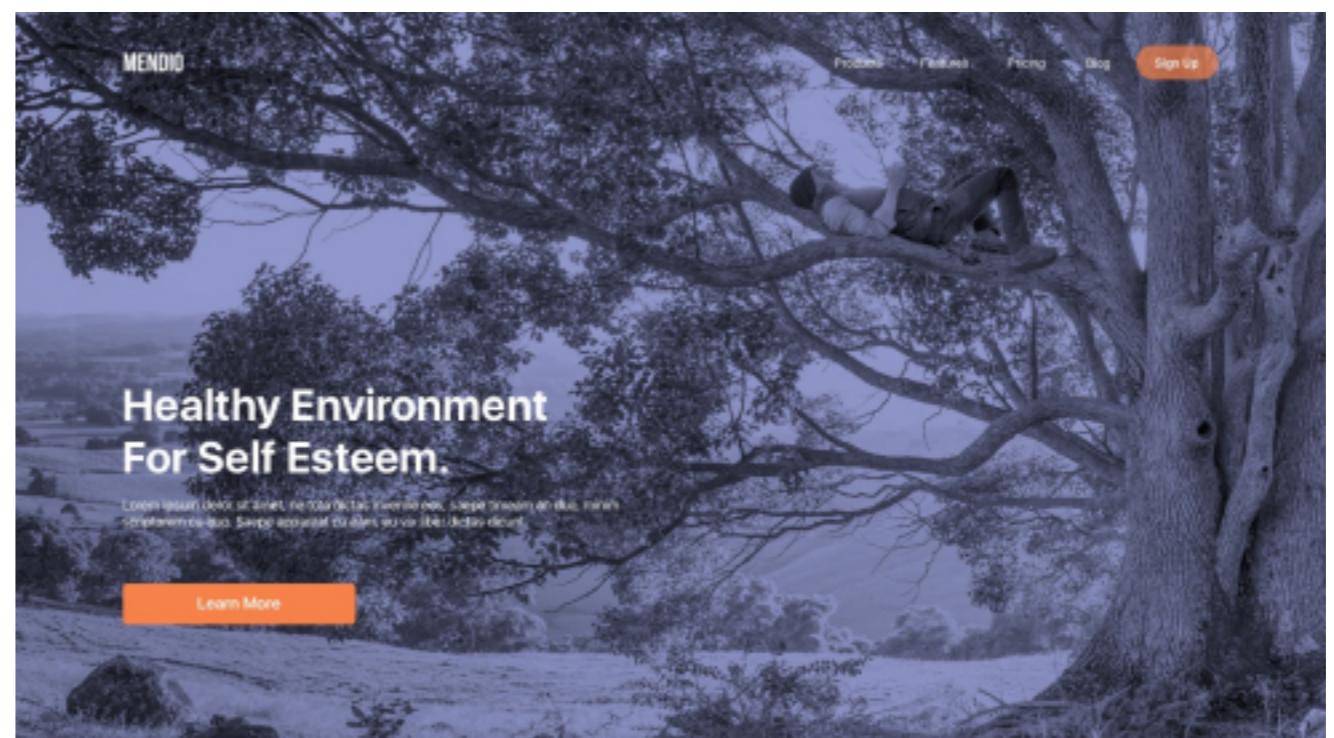
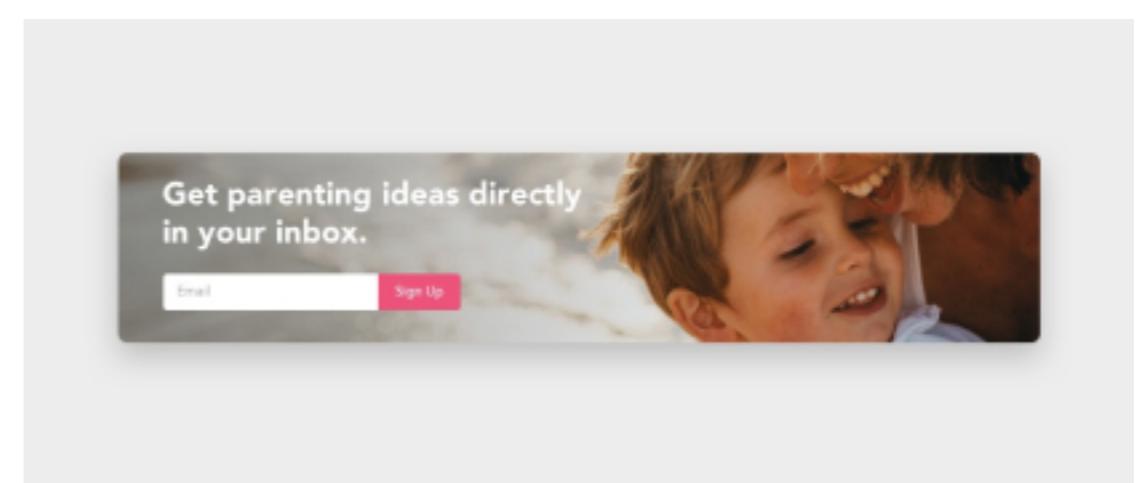
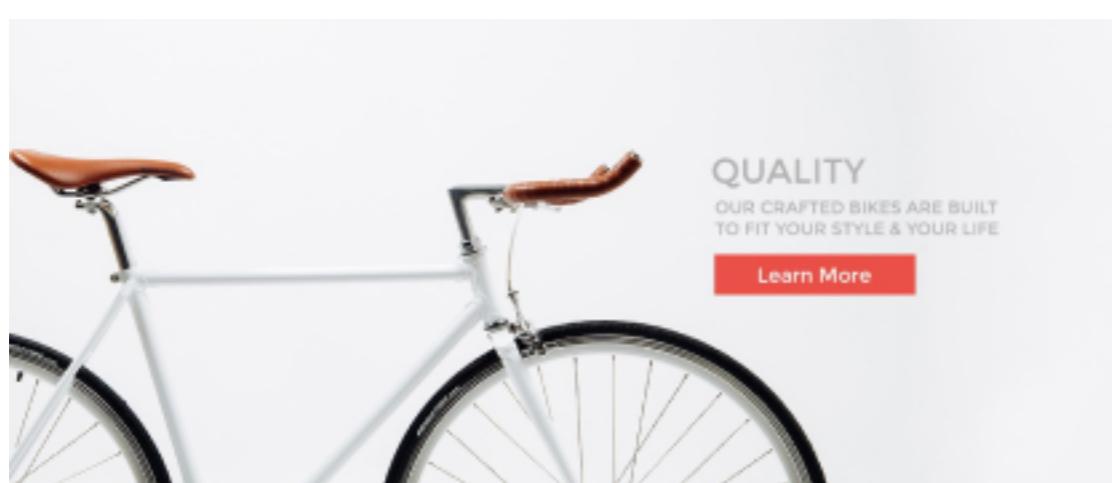
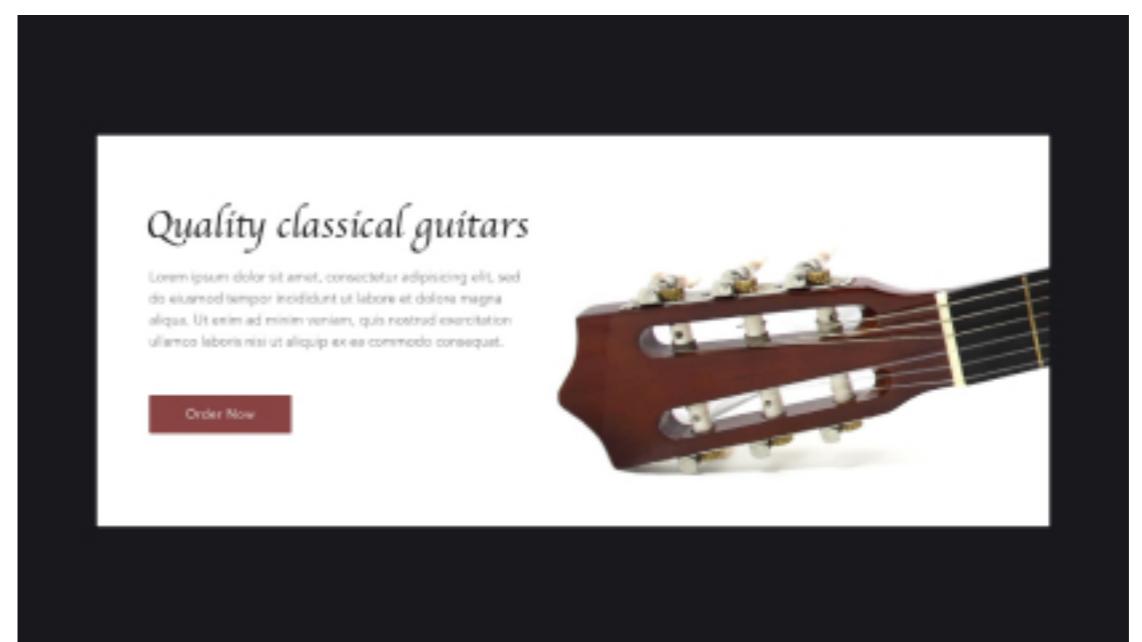
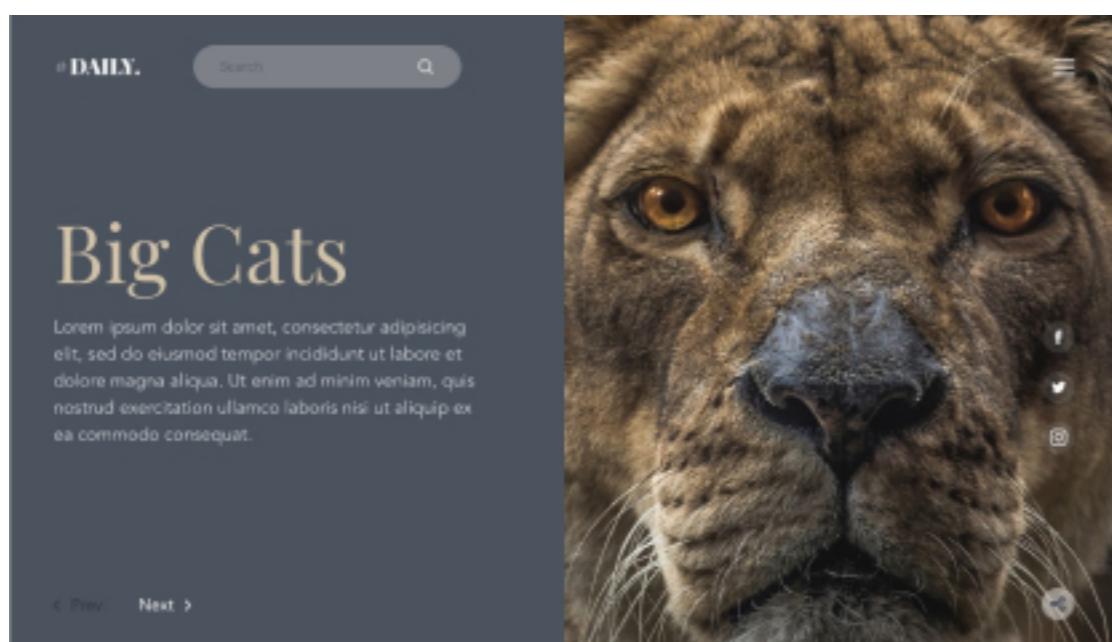


Photo Cropping

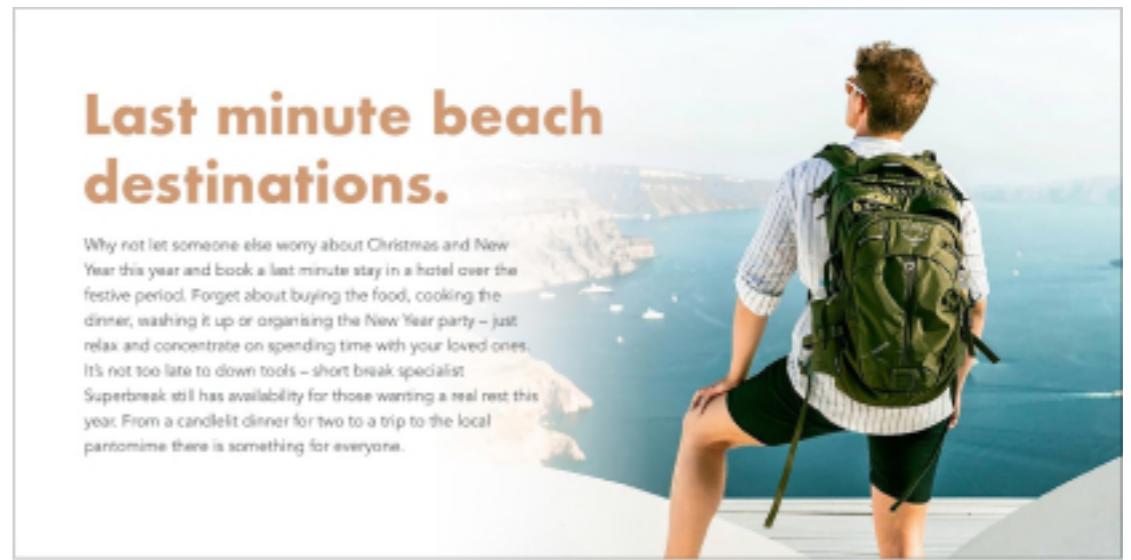
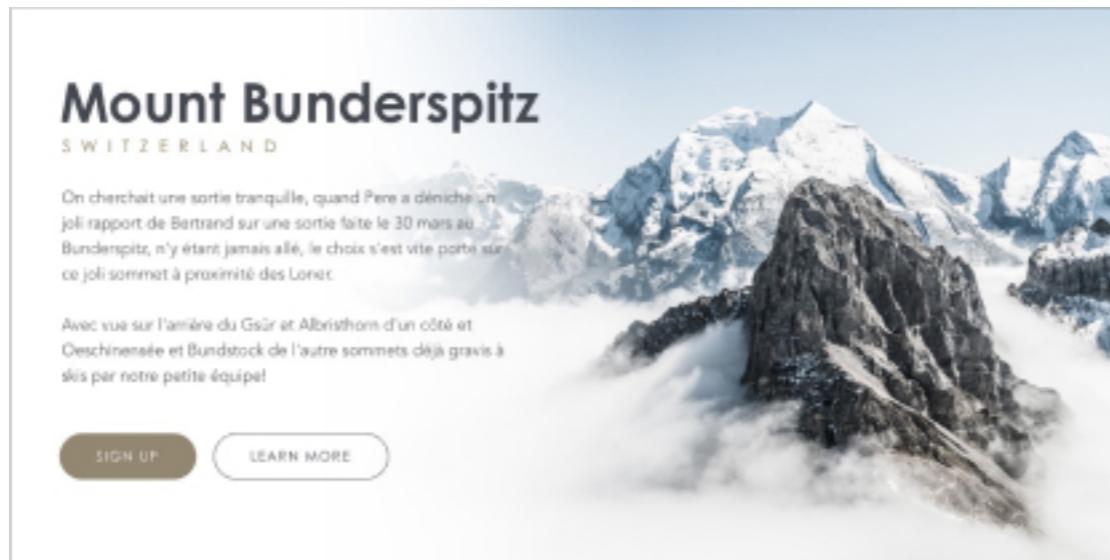
EXTREME CROP

When working with photos you can use a very common design trick - Extreme Crop. It's when you take a model or the object in the image and crop parts of them out.



SOFT CROP

A soft crop doesn't have a hard edge. The image gradually fades away or merges with the background color.

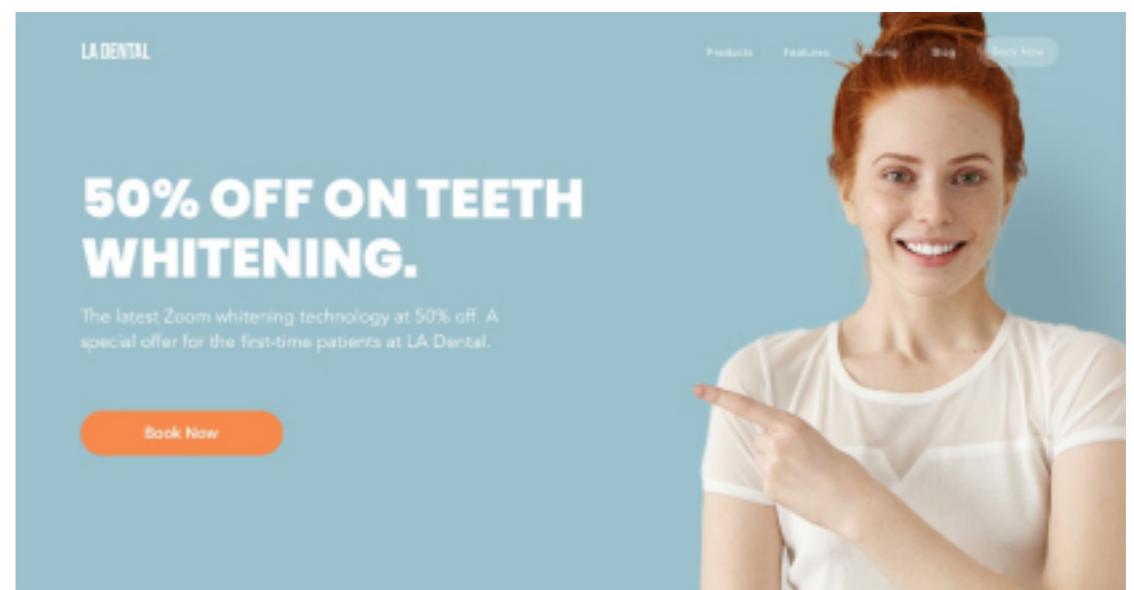
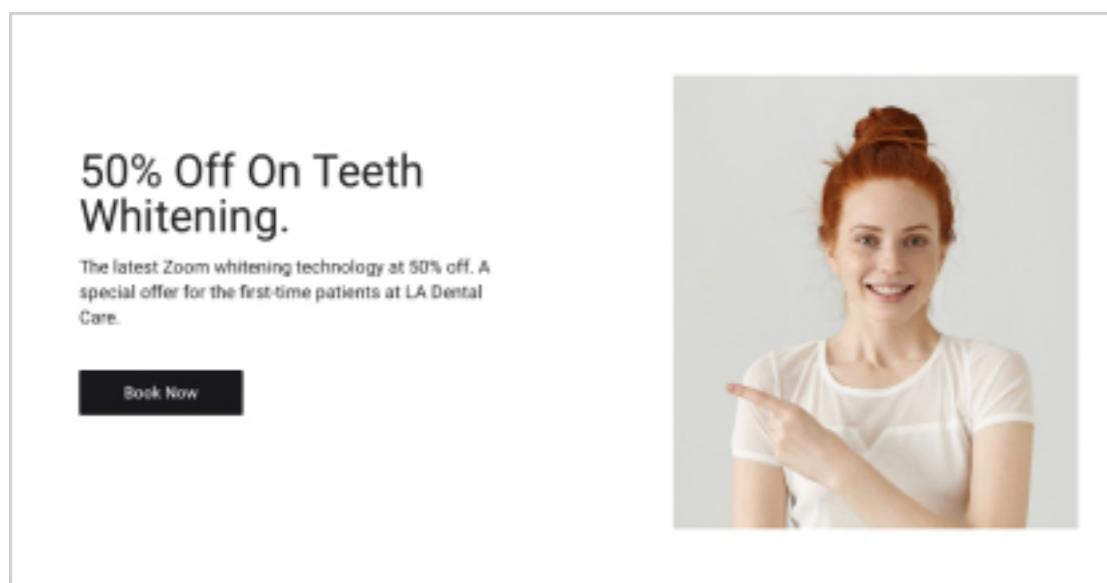


To create this effect in Figma, you need to add a rectangle with a gradient fill. The start and end color of this gradient needs to be exactly same and it has to fade from 100% to 0% opacity.

Unbox it!

Photos always comes in a box. That's the original format when you download it from a stock website. When you put that photo on the page, it's exactly that, an image slapped on the page.

But if you cut out a model or an object from that image then you are creating a three-dimensional space where this model/object exists with other elements on your page like buttons and text.



You can even just cut out a small part of a model/object, like a finger, head, tip of a table, etc.

Figma

GRADIENT FILL

Gradient is a type of fill which you can select from the dropdown on top of the color picker.

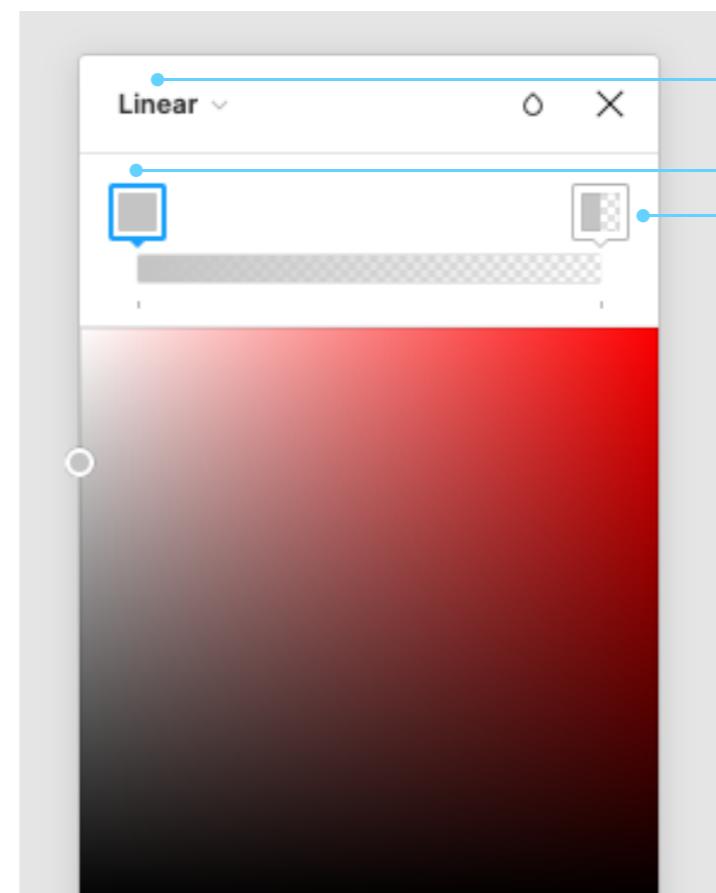
The default fill type is Solid color fill.

Linear is one of the gradient fills.



Common mistake:

When creating a fade effect for the soft crop, make sure the gradient handle isn't going outside of the rectangle. Otherwise, it will clip the fade prematurely.



Fill Type

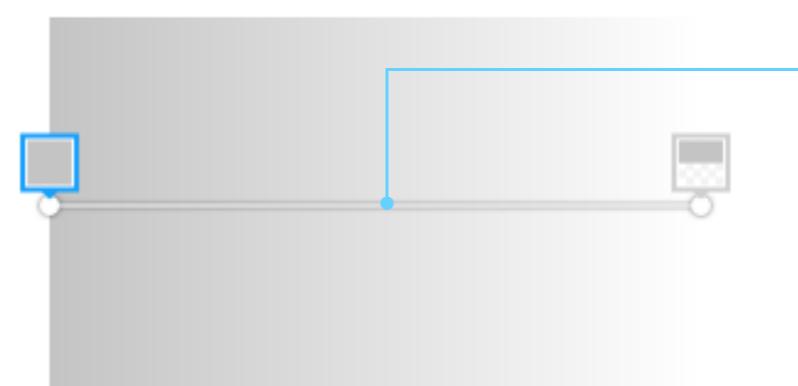
This is how we switch to gradient fill. We use two gradient fills generally, **Linear** or **Radial**.

Start Color

Start color of the gradient. Select this box and then change the color in the color picker.

End Color

The end color of the gradient. For the faded look like we do in the Soft Crop the end color needs to be the same as start color but with 0% opacity.



Gradient Handle

With this line you can change the direction and length of the gradient.