

Web Design & Figma Workshop

Build Your First Landing Page from Scratch



Beginner-Friendly



3-Hour Workshop



Hands-On Learning

What We'll Learn Today

01 Web Design Basics

Understand what makes landing pages effective and learn the core visual design principles that professionals use every day.

- ✓ Landing page anatomy
- ✓ Visual hierarchy
- ✓ Real-world examples

🕒 30-40 minutes

02 Figma Fundamentals

Get comfortable with Figma's interface and master the essential tools you'll need to bring your design ideas to life.

- ✓ Interface tour
- ✓ Essential tools
- ✓ Styles & assets

🕒 40-50 minutes

03 Build Your Page

Apply everything you've learned by building a complete landing page from scratch, with guided step-by-step instruction.

- ✓ Define your project
- ✓ Wireframe to UI
- ✓ Complete design

🕒 90-100 minutes

Workshop Style: Mixed levels welcome! Beginners follow step-by-step, advanced learners explore extra challenges.

01

Web Design Basics

Understanding Landing Pages & Visual Principles



Structure



Principles



Examples

What is a Landing Page?

Purpose

A landing page is a standalone web page designed for a single, focused objective—whether that's getting signups, showcasing a product, or introducing your portfolio.

Typical Structure

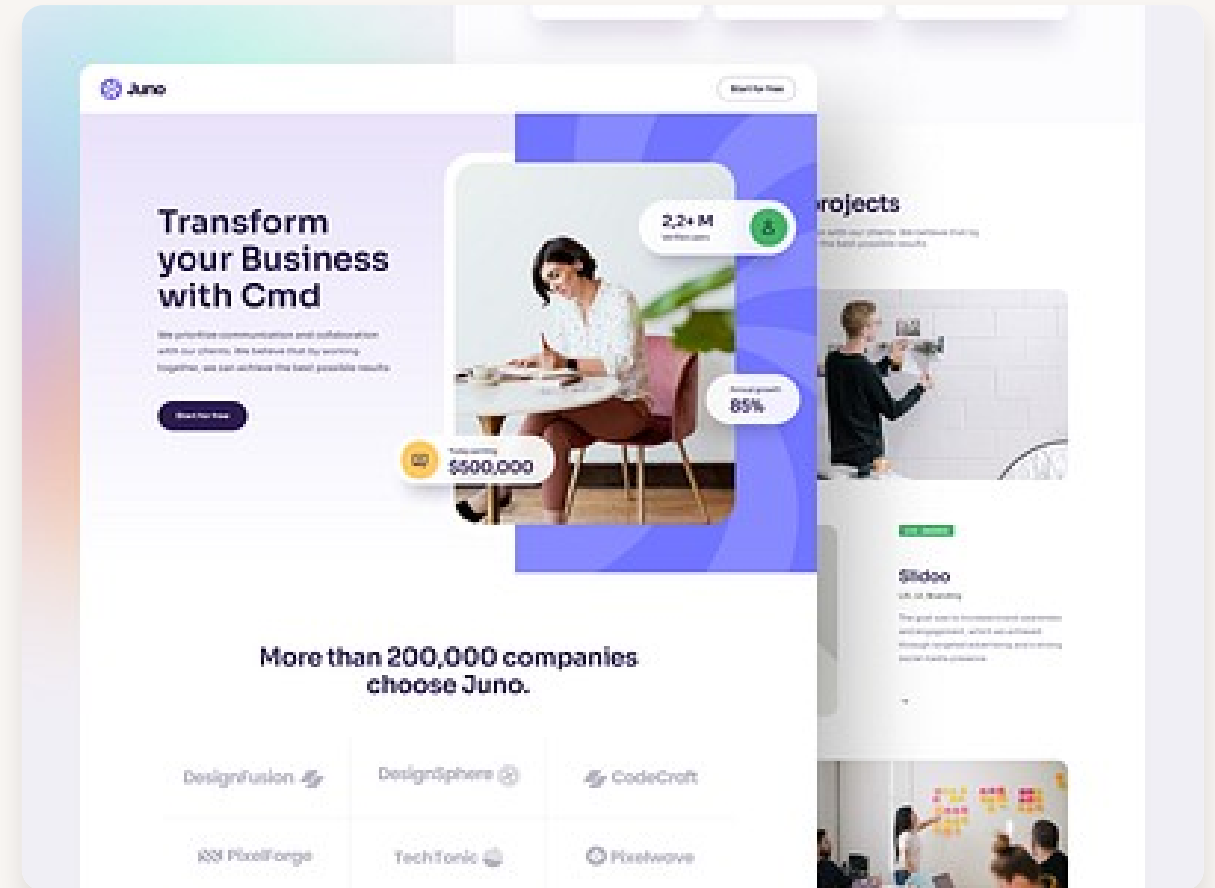
1 **Hero Section**
Big headline + compelling visual

2 **Features/Benefits**
What you offer & why it matters

3 **Social Proof**
Testimonials, logos, trust signals

4 **Call to Action (CTA)**
Clear next step for visitors

5 **Footer**
Links, contact info, legal



Key Insight: Each section has a job to do. Together, they guide visitors toward taking action.

Core Visual Design Principles



Hierarchy

Guide the viewer's eye through your content by establishing clear visual importance.

Example

Big Headline

Medium Subheading

Small body text with details...

- ✓ Headlines: Largest, boldest
- ✓ Subheadings: Medium size
- ✓ Body text: Smallest, readable



Spacing & Alignment

White space isn't empty, it's breathing room that makes content easier to scan and understand.

Good vs Poor

✓ Consistent spacing

× Random spacing

- ✓ Consistent margins
- ✓ Elements aligned to grid
- ✓ Equal spacing between items



Typography & Color

Consistency creates professionalism. Stick to a limited set of fonts and colors throughout your design.

Color Palette Example



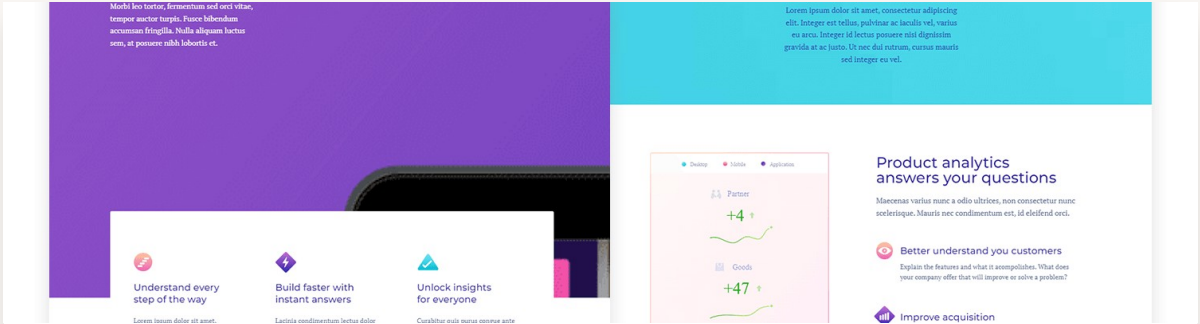
Primary • Accent • Secondary

- ✓ 2-3 fonts maximum
- ✓ 3-5 colors in palette
- ✓ Apply consistently

Remember: These principles work together. Hierarchy guides attention, spacing creates clarity, and consistency builds trust.

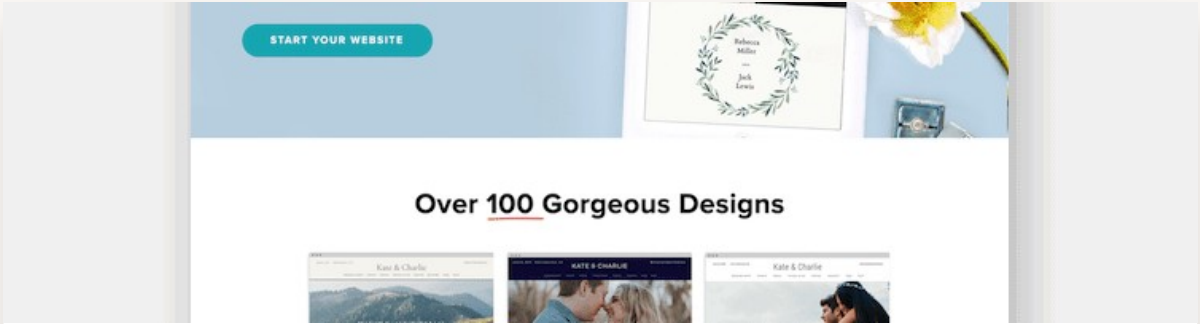
Great Landing Page Examples

Let’s deconstruct what makes these designs effective



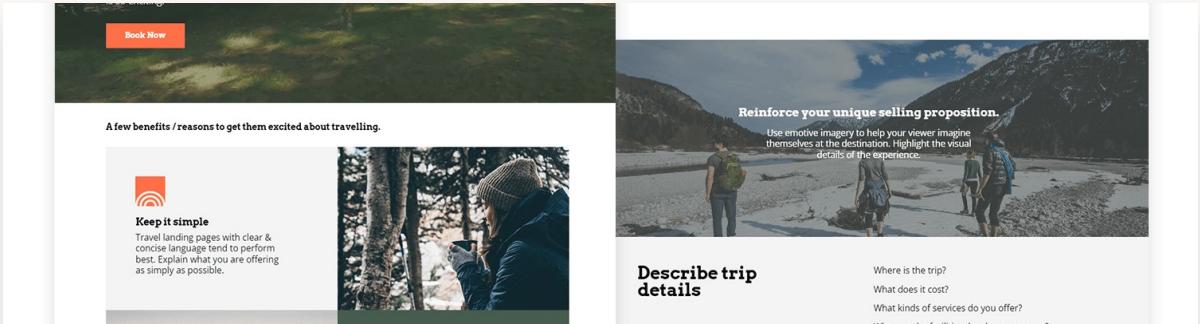
SaaS Product Page

- ★ **Clear hero:** Value proposition above the fold
- ★ **Visual hierarchy:** Purple draws attention to key areas
- ★ **Feature icons:** Easy-to-scan benefits



Service Business Page

- ★ **Clean layout:** Plenty of white space
- ★ **Strong CTA:** Teal buttons stand out
- ★ **Social proof:** "100+ designs" builds trust



Travel/Experience Page

- ★ **Emotional imagery:** Photos create desire
- ★ **Consistent palette:** Earthy greens throughout
- ★ **Multiple CTAs:** Clear paths to action

What to Look For

- 1 How does your eye move through the page?
- 2 What makes the CTA buttons noticeable?
- 3 How is spacing used to create groups?
- 4 What colors are used and how consistently?

Figma Fundamentals

Getting Comfortable with Figma's Tools & Interface



Interface



Tools



Styles

Figma Interface & Essential Tools



Interface Tour

-  **Files:** Your projects
-  **Pages:** Organize designs
-  **Layers:** All your elements
-  **Assets:** Reusable components

Essential Tools



Frames
Artboards



Shapes
Rect, circle



Text
Type tool



Select
Move/scale



Align
Distribution



Group
vs Frames

Pro Tip: Use **Frames** (not groups) for responsive design. Frames can have layouts, constraints, and auto-layout!

Layout, Styles & Assets



Layout Setup

1. Create a Frame

Press **F** → Select "Desktop" (1440×1024)

Desktop Frame

2. Add Grid

Click frame → Grid → Columns (12 cols, 80px width)



Text Styles

Create reusable text styles for consistency:

Heading

48px / Bold



Subheading

24px / Medium



Body Text

16px / Regular



Select text → Click "Text" in right panel → + to create style



Color Styles



Primary

#4A5568



Accent

#ED8936



Background

#F8F5F2



Assets

Find free icons & images:

- Figma Community (plugins)
- Unsplash (photos)
- Phosphor Icons



Beginner Tip: Start with a frame, add a grid, create 2-3 text styles, and pick 3 colors. This gives you a solid foundation!

03

Build Your Landing Page

From Blank Canvas to Complete Design



Define



Wireframe



Design

The Design Process: Step by Step

1

Define Your Scenario

Choose what you're designing for:

- ✓ Online course landing page
- ✓ Mobile app showcase
- ✓ Local café website
- ✓ SaaS tool homepage

Advanced: Create your own brief!

2

Low-Fidelity Wireframe

Sketch with grey boxes & labels:

Hero Section

Feature 1

Feature 2

Feature 3

Testimonial

CTA Section

3

Build Mid-Fidelity UI

Transform wireframes into polished design:

★ Hero Section

- Add real headline & subheading
- Choose 1-2 brand colors
- Style CTA button (contrast, rounded)

🗪 Features Section

- Three columns with icons
- Consistent spacing & alignment
- Title + short description each

“ Testimonials

- Card layout with quote
- Name and role

📣 CTA + Footer

- Strong, repeated CTA button
- Simple footer with links



Beginners: Follow step-by-step. Use provided style guide. Focus on completing each section.



Advanced: Use auto layout, create reusable components, experiment with refined spacing.

You're Ready to Design!



Structure

Landing pages follow a clear, proven structure that guides visitors



Figma

Your design playground with powerful tools to bring ideas to life



Practice

Every design makes you better. Keep experimenting and building!

Remember: Great designers aren't born—they're made through practice, curiosity, and persistence.



Enjoy the process



Stay curious



Keep creating