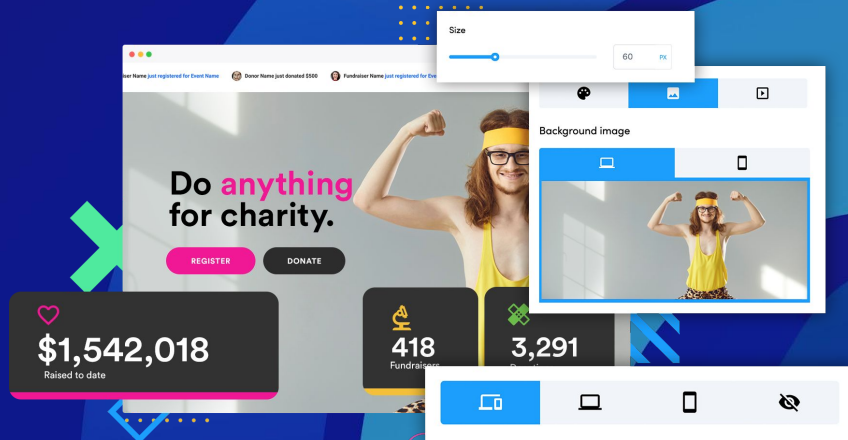




# Visual Builder Masterclass

Let's get started →



# Meet Us



**Mike Dennis**

Co Founder / Chief Creative Officer

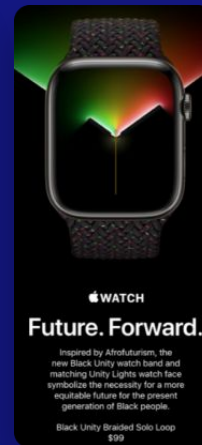
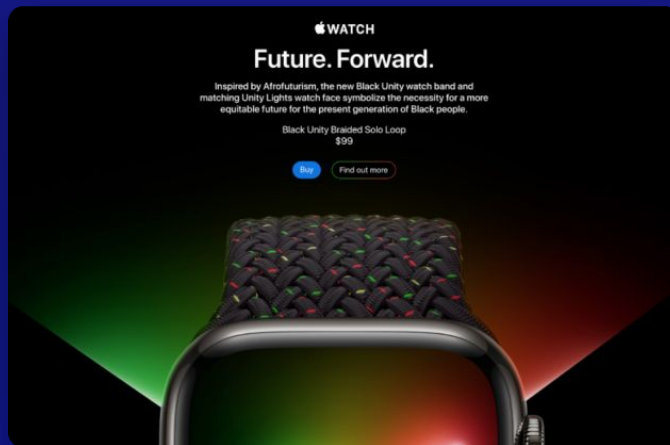


**Matt Pratley**

Head of Product

# Our goal is to create a great page

- ✔ Intuitive & Easy to use
- ✔ Compelling (keeps you engaged)
- ✔ Efficient & purposeful (respects your time)
- ✔ Doesn't discriminate (from device to individual)
- ✔ Memorable & sharable



# Principles that make great pages



## Experience Design

Engagement & Adoption



## Visual Design

Emotional Connection



## Communication

Concise & Captivating



## Device Optimisation

Contextual Targeting



## Personalisation

Relatable & Relevant



## Performance

Insights & Intelligence

# Typography



Font Family is the font that you will be using. Web fonts should be WOFF files.

Font size for web is measured in pixels, which is different to point (pt) - commonly used in print.

## Body Copy

Set your default font for the main body copy

### Preview Text

Font Family

Roboto

Weight & Style

400

Font Size

16px

Line Height

160%

Letter Spacing

Text Transform

none

300  
400  
700  
900

Webfont weights are usually numbered - 100, 200, 300, 400, 500 etc. 100 represents light, 400 represents regular, 700 represents bold etc.

## Sentence Case UPPERCASE

You can control uppercase, lowercase, etc using Text Transform. If your using heading styles that need to be in All-Caps. You can use this without having to physically type each letter in Caps..

# Typography

H1 Heading

**H2 HEADING**

**H3 Heading**

**H4 HEADING**

**Body Copy**

- ✘ Fonts weights are inconsistent.
- ✘ No hierarchy with font size.
- ✘ Uses uppercase and lowercase inconsistently.

**H1 Heading**

**H2 Heading**

**H3 Heading**

**H4 Heading**

**Body Copy**

- ✔ Fonts use consistent weight values.
- ✔ Fonts size use a typescale ratio (Golden Ratio)
- ✔ Uses consistent sentence case.



Size	Weight
48px	Bold (700)
32px	Bold (700)
24px	Bold (700)
18px	Bold (700)
16px	Regular (400)

# Typography

**Fundraise for good**

**This year we need your help to fundrasie,  
come join us today!**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce sit amet urna quis enim volutpat efficitur. Nam magna velit, bibendum id ullamcorper non, pretium at ante. Duis molestie justo sit amet erat dictum cursus. Ut hendrerit libero vel ornare tempus.

[REGISTER](#) [Donate](#)

- ✘ Heading and Subheading are similar sizes.
- ✘ Body copy too big.
- ✘ Primary and secondary buttons are inconsistent.

**Fundraise for good**

**This year we need your help to fundraise,  
come join us today!**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce sit amet urna quis enim volutpat efficitur. Nam magna velit, bibendum id ullamcorper non, pretium at ante. Duis molestie justo sit amet erat dictum cursus. Ut hendrerit libero vel ornare tempus.

[Register](#) [Donate](#)

- ✔ Heading and Subheading are different sizes.
- ✔ Body copy is a perfect size.
- ✔ Primary and secondary buttons are consistent.

# Buttons

- ✘ Inconsistent font treatment
- ✘ Inconsistent variations
- ✘ Inconsistent spacing and styles

PRIMARY

Secondary

Custom

Primary

Secondary

Custom

- ✔ Consistent font treatment
- ✔ Intuitive variations
- ✔ Consistent spacing and styles



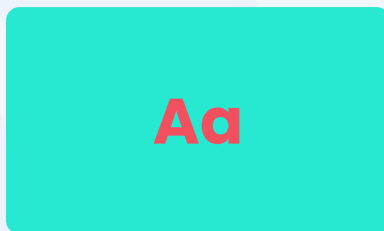
# Colour Usage



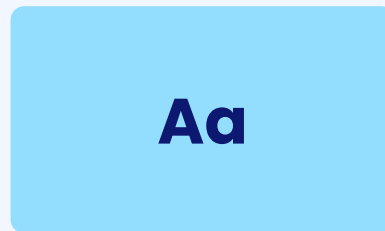
Inaccessible



Inaccessible

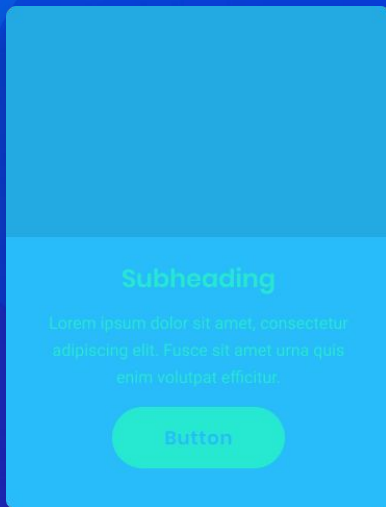


Accessible



Accessible colours should also be interchangeable.

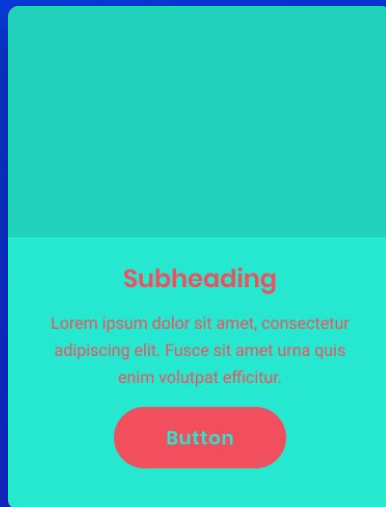
# Colour Usage



**Subheading**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce sit amet urna quis enim volutpat efficitur.

Button



**Subheading**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce sit amet urna quis enim volutpat efficitur.

Button



**Subheading**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce sit amet urna quis enim volutpat efficitur.

Button

Accessible colours should also be interchangeable.

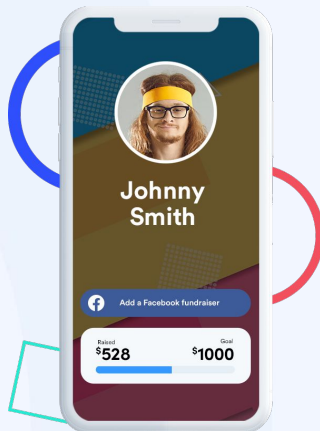
# Imagery



## JPEG / JPG

File Size: 400 KB  
Dimensions: 400px x 400px

✓ Best for photographic images



## PNG

File Size: 140 KB  
Dimensions: 280px x 400px

✓ Best for photographic images  
with transparency



## SVG / Vector

File Size: 4 KB  
Dimensions: Scalable (Unlimited)

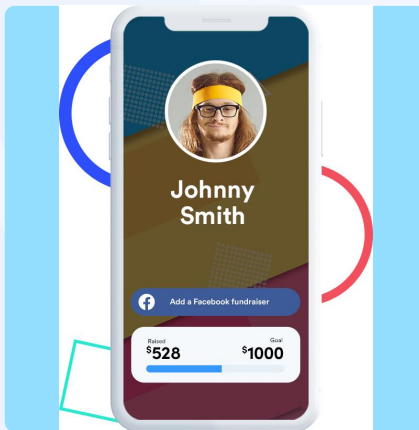
✓ Best for graphical images

# Imagery



## Image not optimised

- ✘ Image file size too big
- ✘ Image dimensions too big



## Incorrect format

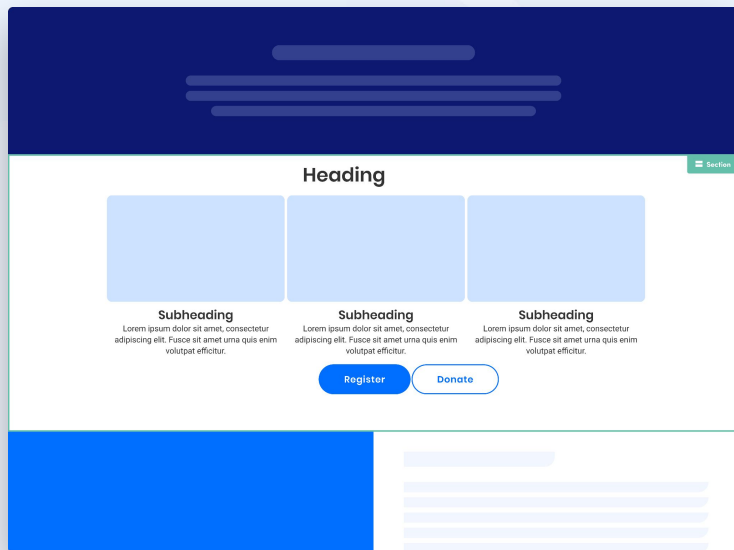
- ✘ Image is a JPG instead of a PNG
- ✘ Vice versa



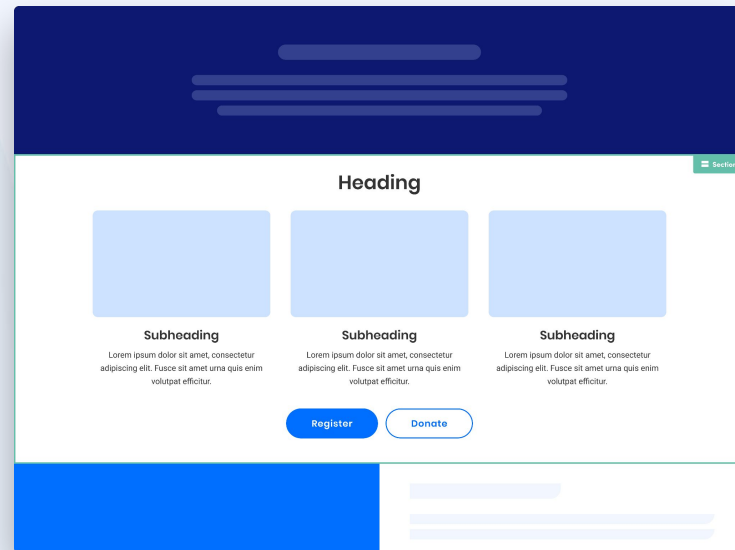
## Wrong ratio or focal point

- ✘ Image may appear cut off
- ✘ Position of the focal point is wrong

# Spacing

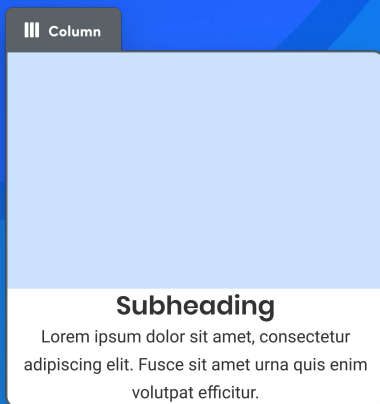


- ✘ Inconsistent padding
- ✘ Imagery, subheading and body are cramped
- ✘ Buttons are too close together

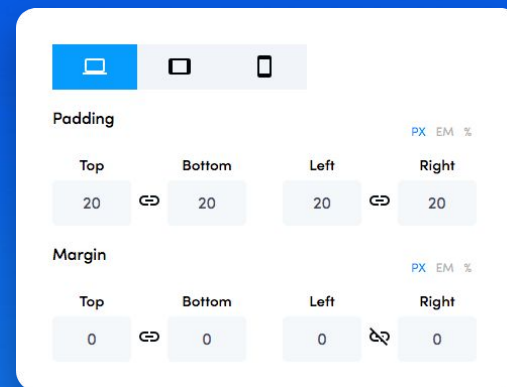
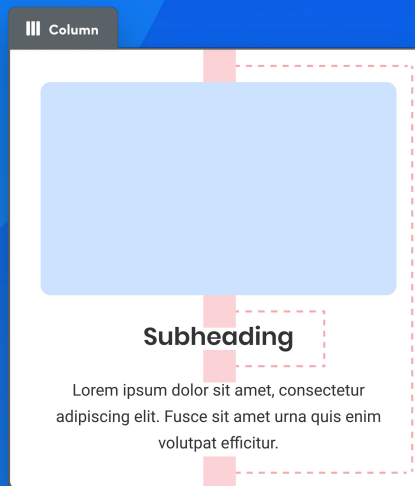


- ✔ Consistent padding
- ✔ All elements are appropriately spaced
- ✔ Buttons are spaced for better useability

# Spacing



This is an example of a column and text block with no padding



- ✓ Top and bottom padding is consistent
- ✓ Imagery, subheading and body copy are evenly spaced

# Messaging & Copy

## This February you can come and join us to fundraise for this cause.

Our charity was founded 50 years ago in a small village where someone spoke to someone and realised that there was a need for support. Actually, it was 10 years before that - let me tell you about it. It was a dark and stormy night.

When you decide to come along and join this great cause you will help us to do good things for those in need. This may or may not include things like these various much needed things, or it could be something else which helps. Either way you really should try to register by clicking the button below so that you can get involved and come along and support this awesome cause. Let's make a change!

[Click here to register](#)



## Join us this February

We need your support. Your help, and the support from your friends and loved ones, is going to be game changing. Let's do this!

[Register](#)



- ✘ Messaging is too long and will become longer when screen is made smaller
- ✘ Lots of widow words in heading and body copy, which may negatively impact engagement
- ✘ Button copy unnecessarily long

- ✔ Copy is succinct and efficient, without compromising the necessary information
- ✔ No widow words make headings and body copy look clean!
- ✔ Button is minimal, yet intuitive

PLANET

REACH FOR THE STARS

REGISTERED 2095

\$15,234,389

375

ABOUT US

REGISTER

STAY UPDATED

f t @ in

BIKE

RIDE YOUR BIKE AND FUNDRAISE

JOIN IN

Raised so far \$150,4000

\$1,000,000

SELECT YOUR DISTANCE

25 KM

50 KM

LEARN MORE

FAQs

OUR LOREM IPSUM DOLOR SIT AMET, CONSECTEUR ADIPISCING ELIT. FAUCES SIT AMET ORNA QUIS AMET VIVAM VULPUTATE EFFICIT. NAM NEQUE SAGIT, BIBENDUM ET ULTIMOQUE NON, PRIMUM AT ARIS.

OUR LOREM IPSUM DOLOR SIT AMET, CONSECTEUR ADIPISCING ELIT. FAUCES SIT AMET ORNA QUIS AMET VIVAM VULPUTATE EFFICIT. NAM NEQUE SAGIT, BIBENDUM ET ULTIMOQUE NON, PRIMUM AT ARIS.

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LEARN MORE

Brave

About Leaderboards FAQs REGISTER DONATE

Just created a team in Brave event Hills Just registered for Brave event Kaylin Just donated 6009.00 Kaylin Just registered for Brave event Amilia Grillo Just donated 8793.80 Raymond Just

Do anything for charity.

Join or create an event, make a donation or support a friend or fundraiser for this cause.

REGISTER DONATE

\$40,560 Raised so far

2538 Entrants

36 Teams

Supporting great charities

LOGOIPSUM Logoipsum Logoipsum Logoipsum

Awesome fundraising features at your fingertips today.

REGISTER NOW

Johnny Smith

- Facebook fundraising+
- Thank sponsors
- Giving days
- Live streaming
- Blog updates
- Fitness tracking
- Fundraising resources
- And more...

STRAVA fitbit GARMIN

\$528 \$1000

How to get involved

1 2 3

Leaderboards FAQs Register Now Donate

REACH FOR THE STARS

Our Goal \$1,000,000

Entrants 2095

Teams 375km

YOU CAN HELP

INVITE

FOUNDAISE

OUR LOREM IPSUM DOLOR SIT AMET, CONSECTEUR ADIPISCING ELIT. FAUCES SIT AMET ORNA QUIS AMET VIVAM VULPUTATE EFFICIT. NAM NEQUE SAGIT, BIBENDUM ET ULTIMOQUE NON, PRIMUM AT ARIS.

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FAQs

HOW CAN I HELP?

HOW DO I REGISTER?

START TIMES?

LEARN MORE

Help our Puppies

Sign up

Our Goal \$10,000

Entrants 2095

Teams 375km

How we help

OUR LOREM IPSUM DOLOR SIT AMET, CONSECTEUR ADIPISCING ELIT. FAUCES SIT AMET ORNA QUIS AMET VIVAM VULPUTATE EFFICIT. NAM NEQUE SAGIT, BIBENDUM ET ULTIMOQUE NON, PRIMUM AT ARIS.

OUR LOREM IPSUM DOLOR SIT AMET, CONSECTEUR ADIPISCING ELIT. FAUCES SIT AMET ORNA QUIS AMET VIVAM VULPUTATE EFFICIT. NAM NEQUE SAGIT, BIBENDUM ET ULTIMOQUE NON, PRIMUM AT ARIS.

Stay updated

OUR LOREM IPSUM DOLOR SIT AMET, CONSECTEUR ADIPISCING ELIT. FAUCES SIT AMET ORNA QUIS AMET VIVAM VULPUTATE EFFICIT. NAM NEQUE SAGIT, BIBENDUM ET ULTIMOQUE NON, PRIMUM AT ARIS.

f t @ in



# First, identify your content sections

- ✓ Header
- ✓ Content
- ✓ Leaderboards
- ✓ Donations
- ✓ FAQs

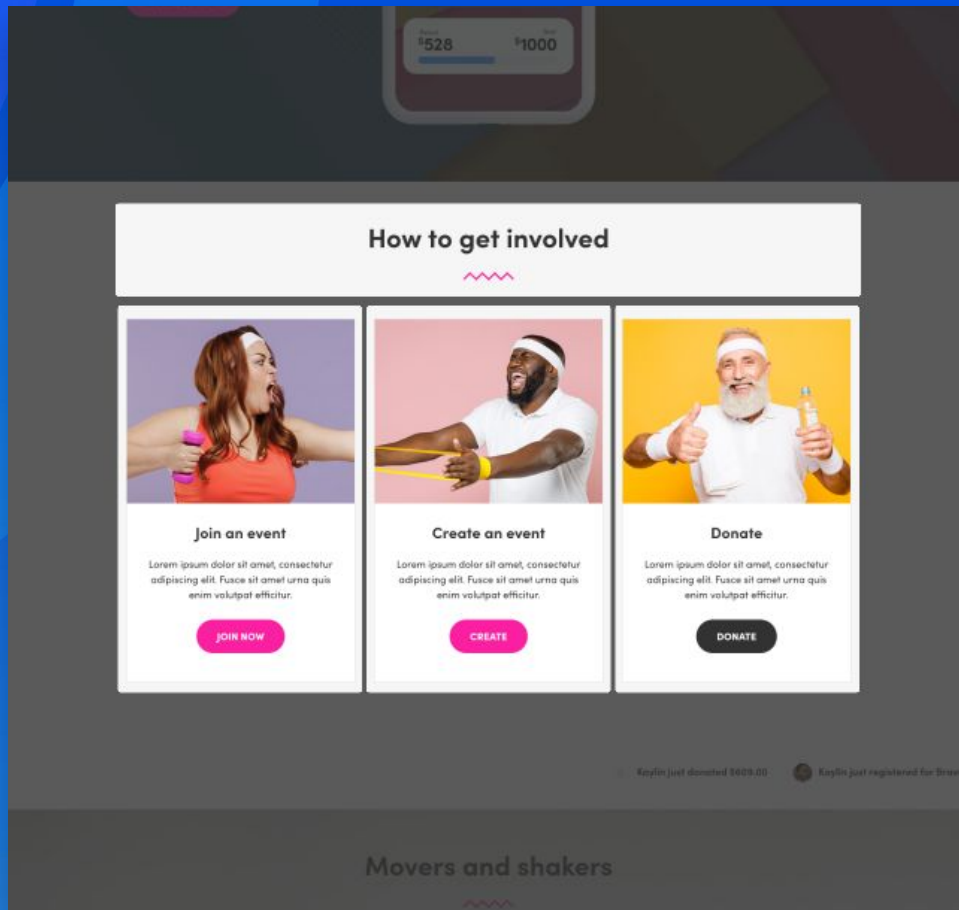
The screenshot displays a website interface with a teal header and footer. At the top right, a progress bar shows a current value of \$528 and a goal of \$1000. The main content area is titled "How to get involved" and features three distinct cards:

- Join an event:** Includes an image of a woman exercising, the title "Join an event", a paragraph of placeholder text, and a pink "JOIN NOW" button.
- Create an event:** Includes an image of a man exercising, the title "Create an event", a paragraph of placeholder text, and a pink "CREATE" button.
- Donate:** Includes an image of an older man holding a bottle, the title "Donate", a paragraph of placeholder text, and a dark grey "DONATE" button.

At the bottom of the page, a teal footer contains the text "Movers and shakers" and a small progress indicator.

## Next, determine your column structure

- ✔ Columns group blocks together
- ✔ Columns provide structure
- ✔ Columns simplify responsive layouts across breakpoints
- ✔ Columns give you more control



# Finally, add and update your blocks

- ✓ All individual content elements
- ✓ Detailed control & fine-adjustments
- ✓ Block specific features
- ✓ Advanced/Dynamic blocks

The screenshot displays a website interface for FunRaisin. At the top, there is a progress bar showing a current amount of \$528 and a goal of \$1000. Below this, a section titled "How to get involved" is highlighted with a white background and a pink wavy line. This section contains three columns, each with a different image and a corresponding action button:

- Join an event:** Features an image of a woman in an orange tank top holding pink dumbbells. Below the image is a white box with the text "Join an event", a paragraph of placeholder text, and a pink "JOIN NOW" button.
- Create an event:** Features an image of a man in a white shirt and headband holding a yellow resistance band. Below the image is a white box with the text "Create an event", a paragraph of placeholder text, and a pink "CREATE" button.
- Donate:** Features an image of an older man with a white beard and headband holding a bottle of water. Below the image is a white box with the text "Donate", a paragraph of placeholder text, and a black "DONATE" button.

At the bottom of the page, there is a footer with the text "Movers and shakers" and a pink wavy line. On the right side of the footer, there are two small circular icons with text: "Keylin just donated \$609.00" and "Keylin just registered for Strava".

Please refer to the live recording of the  
**page building demonstration**

# Resources ✨

Free file size compression

<https://tinypng.com/>

Design and prototyping tool

<https://www.figma.com/>

Free stock imagery

<https://unsplash.com/>

Free icons library

<https://www.flaticon.com/>

Free stock imagery and videos

<https://www.pexels.com/>

Colour contrast checker

<https://colourcontrast.cc/>

Type scale generator

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

Funraisin support site

<https://support.funraisin.co/>



# Thank you!

