

Level 1: Month 2

Weeks 1-2: Constructing the Charte Graphique in Photoshop.

Weeks 3-4: Translating Identity to Figma Maquettes.

Month 2 Roadmap



Weeks 1-2: La Charte Graphique

Having created our digital logo in Month 1, we now establish the strict visual rules for how that brand exists in the real world.

-  **Layout Mastery:** Using Photoshop to design multi-page editorial layouts and export them as a unified PDF.
-  **Consistency:** Creating a unified document that ensures the brand looks identical everywhere it is used.
-  **Scale:** Producing at least 7 complete pages detailing every aspect of the visual identity.

 professional brand guidelines document charte graphique layout

The 7-Page **Structure**



Logo Rules

Defining clear space (zones de protection), establishing minimum sizes, and illustrating what absolutely NOT to do with the logo.



Color Identity

Establishing primary and secondary palettes. Detailing exact HEX, RGB, and CMYK values for both digital web and print use cases.



Font Identity

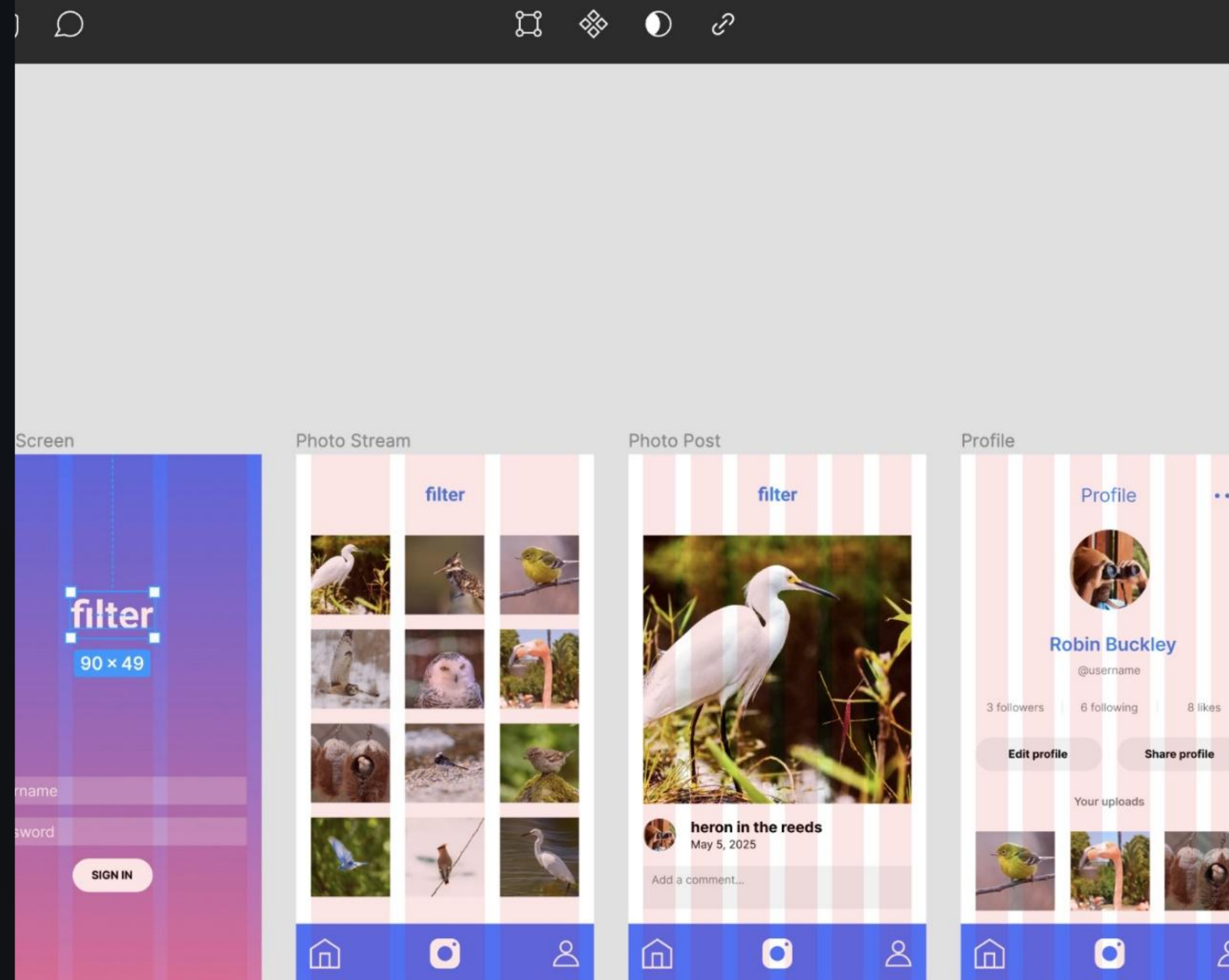
Selecting header and body typefaces. Documenting specific font weights, kerning, and line-height rules to ensure absolute consistency.

Weeks 3-4: Introducing Figma

The Shift to UI Design

After completing the Photoshop PDF, we transition to Figma. This represents a major cognitive shift: from designing static pages to building interactive, scalable digital screens.

We dedicate time to navigating the Figma canvas, utilizing Frames instead of standard Layers, and understanding how modern web interfaces are constructed using vector-based tools.



Importing the Identity



Setting up the Foundation

The Charte Graphique wasn't just practice; it is our blueprint. We will now take our PDF rules and build them dynamically into Figma.

-  **Color Styles:** Adding your exact HEX codes into Figma's Local Variables library.
-  **Text Styles:** Creating presets for H1, H2, and body text based on your typography rules.
-  **Components:** Converting your logo into a reusable master Figma Component.

Creating the **Maquette**

With our design system styles locked in, we begin designing our first "Maquette" (wireframe/mockup) of a functional web interface.

- ≡ **The Header:** Designing the top navigation bar, properly placing the logo component, and creating menu links.
- 🖼️ **The Hero Section:** Structuring the immediate viewport view, combining typography and brand colors effectively.
- 👤 **The Footer:** Building the bottom structure with copyright info, secondary links, and social icons.

 website wireframe header and footer UI design

Tool Comparison

Adobe Photoshop

Best for raster graphics, photo manipulation, and creating printable documents like our PDF Charte Graphique. It operates on a standard Canvas and Layer system, ideal for static imagery.

Figma

Best for vector-based UI/UX design, wireframing, and interactive prototyping. It operates on responsive Frames, Auto-Layout features, and reusable component libraries for dynamic digital products.

Month 2 Summary

02

Completed Month

Ready for the Next Step

By the end of Month 2, you have successfully moved from an isolated logo to a comprehensive, multi-page brand identity, and laid the first structural digital bricks of your web interface inside Figma.

Next up: Advanced Prototyping and Development.

Questions?

Any questions on the Charte Graphique PDF or the transition into Figma maquettes?

End of Month 2 Curriculum Module

Image Sources



Thumbnail for

https://img.freepik.com/free-vector/brand-manual-template-design_23-2149872589.jpg?semt=ais_hybrid&w=740&q=80

Source: www.freepik.com

www.freepik.com



Thumbnail

https://cdn.prod.website-files.com/65130e79c72ae8812db3412e/6580ac5c6ab4733f9f44c13a_FI01_D6_01.jpeg

Source: designlab.com

for



designlab.com

Thumbnail

<https://cdn.dribbble.com/userupload/3714537/file/original-b177fbeb02f1c8380d9fe72f0cc2683.png>

Source: dribbble.com

for



dribbble.com

Thumbnail for

<https://assets.justinmind.com/wp-content/uploads/2019/09/website-footer-design-address.png>

Source: www.justinmind.com

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