

Month 4: Figma to WordPress

An advanced introduction to the world's leading CMS and the complete workflow for transforming UI/UX designs into fully functional digital experiences.



**A great design is only a static picture until
it's brought to life with a powerful, dynamic
engine.**

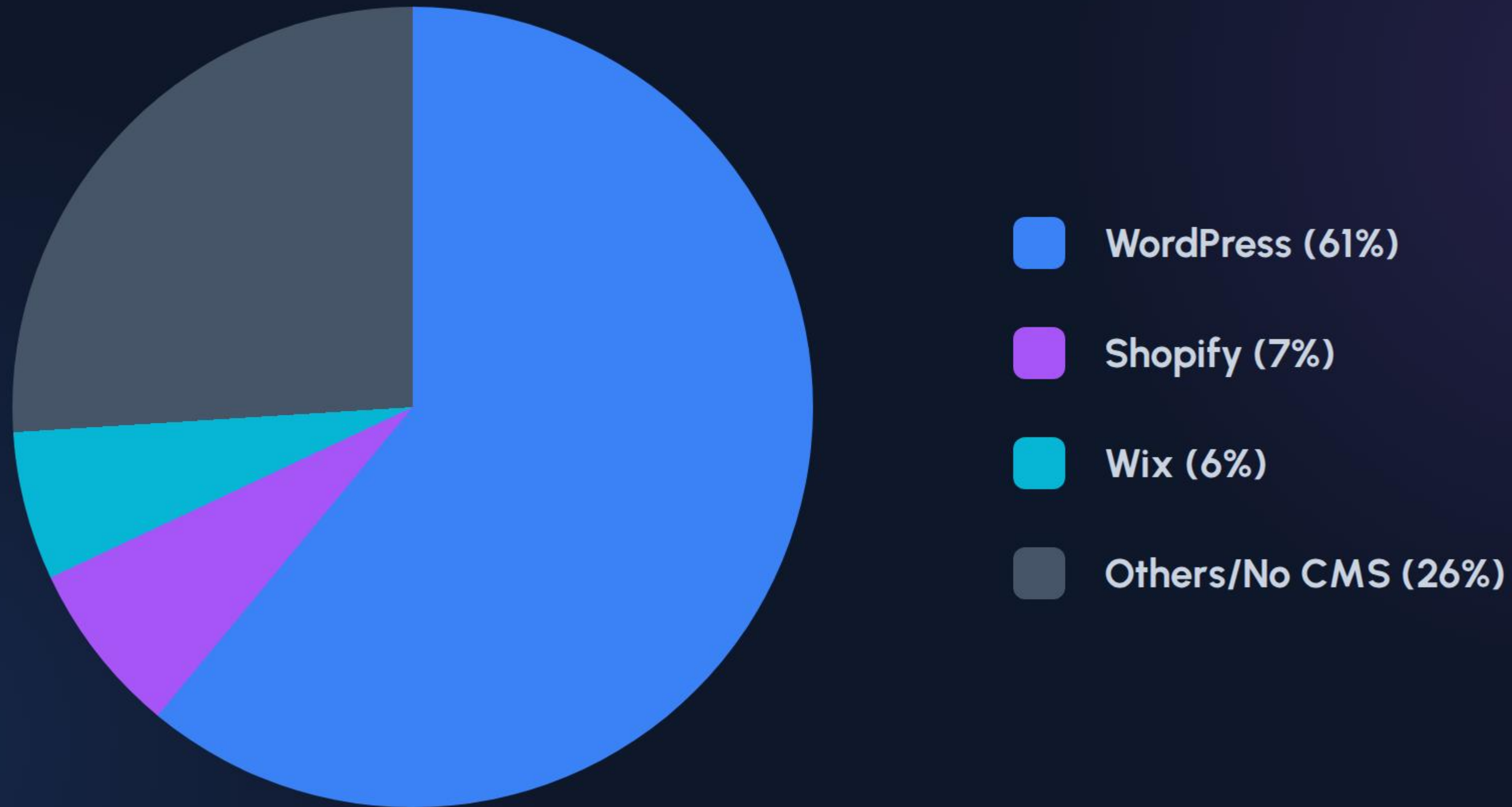


— The Design-to-Development Journey

The Power of WordPress

Understanding the architecture behind the web's most dominant Content Management System and why we convert designs to it.

CMS Market Dominance (2025-2026)



WordPress maintains an overwhelming 61% share among known content management systems, proving its position as the ultimate endpoint for professional web design.

Anatomy of a WordPress Site



Themes

The visual foundation. A theme controls the design, typography, layout, and overall appearance of the frontend website, bringing your Figma mockups to life.



Plugins

The functional extenders. Plugins add specific capabilities like e-commerce, SEO optimization, complex forms, and enhanced security without writing custom logic.

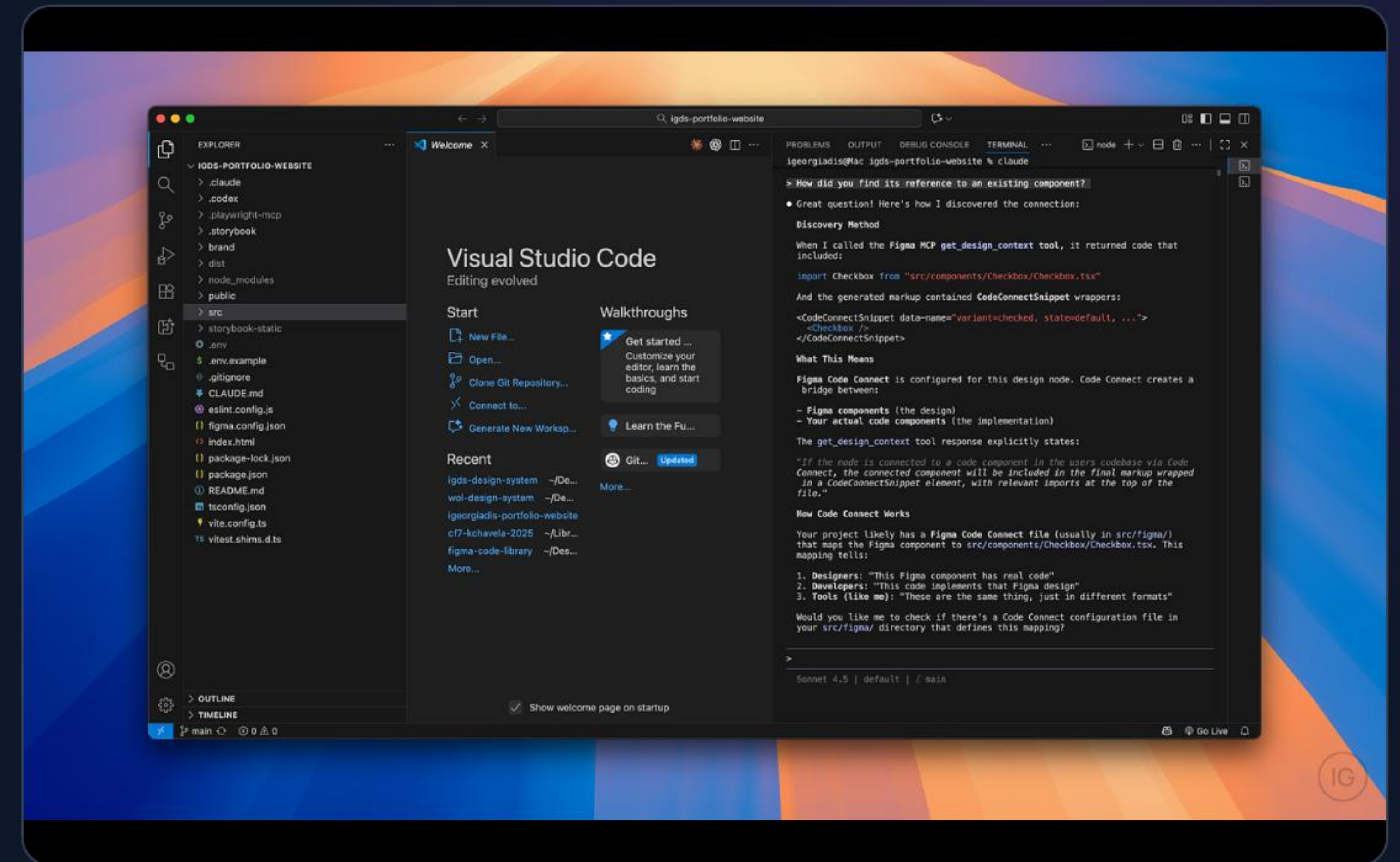


CMS Core

The engine block. The open-source software that handles database management, user roles, routing, and the fundamental administrative dashboard.

Translating Vision to Reality

- **Prepare Figma File:** Clean up layers, utilize auto-layout, and organize all assets into a clear structure.
- **Extract Assets:** Export optimized graphics (SVGs, WebP) and define comprehensive design tokens (colors, fonts).
- **Choose Approach:** Decide between Custom Theme development or utilizing an advanced Page Builder plugin.
- **Build & Refine:** Implement responsive grids and match typography pixel-by-pixel to ensure absolute fidelity to the design.
- **Dynamic Integration:** Connect static layouts to WordPress loops and custom fields to allow content management.



Development-Ready Files

Structure is Everything

A poorly structured Figma file drastically slows down the development process. Focus on creating reusable components, defining a strict 12-column grid system, and mimicking responsive web behavior using Auto Layout.

Extract Design Tokens

Extract your design tokens early before writing a single line of code or touching a builder. Establish color variables, spacing systems, and font hierarchies. This ensures visual consistency across the entire WordPress site.



Conversion Methods: Choosing Your Path

Page Builders (Visual)

The fastest approach. Tools like Elementor, Divi, or the native Gutenberg block editor allow for rapid replication of Figma layouts using visual drag-and-drop interfaces.

Excellent for marketing websites, tight deadlines, and teams where deep PHP knowledge is limited. It empowers designers to build what they design.

Custom Theme (Code)

The scalable approach. Involves converting Figma to semantic HTML/CSS and deeply integrating it with PHP to build a custom WordPress theme from scratch.

Offers maximum frontend performance, ultimate control over the markup, and zero plugin bloat. Ideal for complex web apps and enterprise-level platforms.

Rules for Pixel-Perfect Conversion



Component-Based Mapping: Design with development in mind. Map your Figma components (cards, buttons) directly to WordPress blocks or reusable template parts to avoid redundant work.



Global Styles First: Whether using code or a page builder, set up your global typography, color palette, and spacing variables in WordPress before building individual pages.

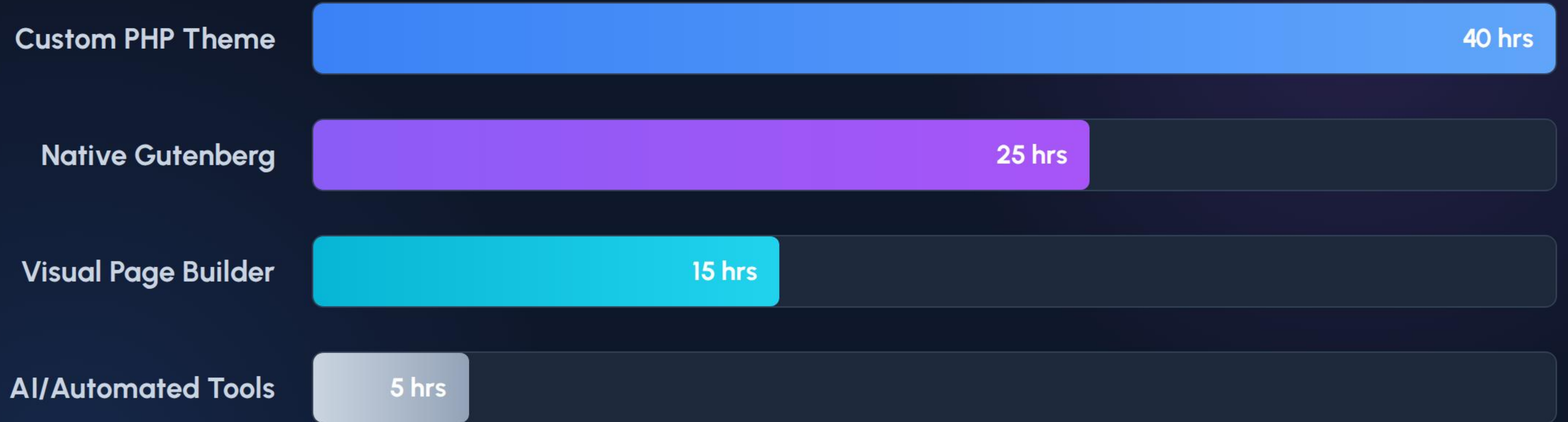


Mobile-First Adaptation: Rely on Figma's mobile and tablet breakpoints to dictate your CSS media queries. Prioritize consistent stacking behavior over fixed pixel dimensions.



Asset Optimization: Unoptimized graphics ruin website performance. Always compress exported images to WebP formats and minify code to maintain excellent Core Web Vitals.

Estimated Development Time by Approach



Based on a standard 5-page conversion. Custom themes require significantly more initial development time but offer unparalleled long-term scalability and page speed performance.

The Handoff & Collaboration



Closing the Gap

A flawless WordPress site starts with excellent communication. Strong collaboration between design and development reduces costly misunderstandings.

Share comprehensive design guidelines, clarify responsive behaviors and micro-interactions early, and utilize inline comments within Figma. A clean, well-documented handoff is the ultimate secret to success.

Ready to Build?

Thank you for attending Month 4: Introduction to WordPress.

UI/UX to CMS Integration Masterclass
Open for Questions

Image Sources



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