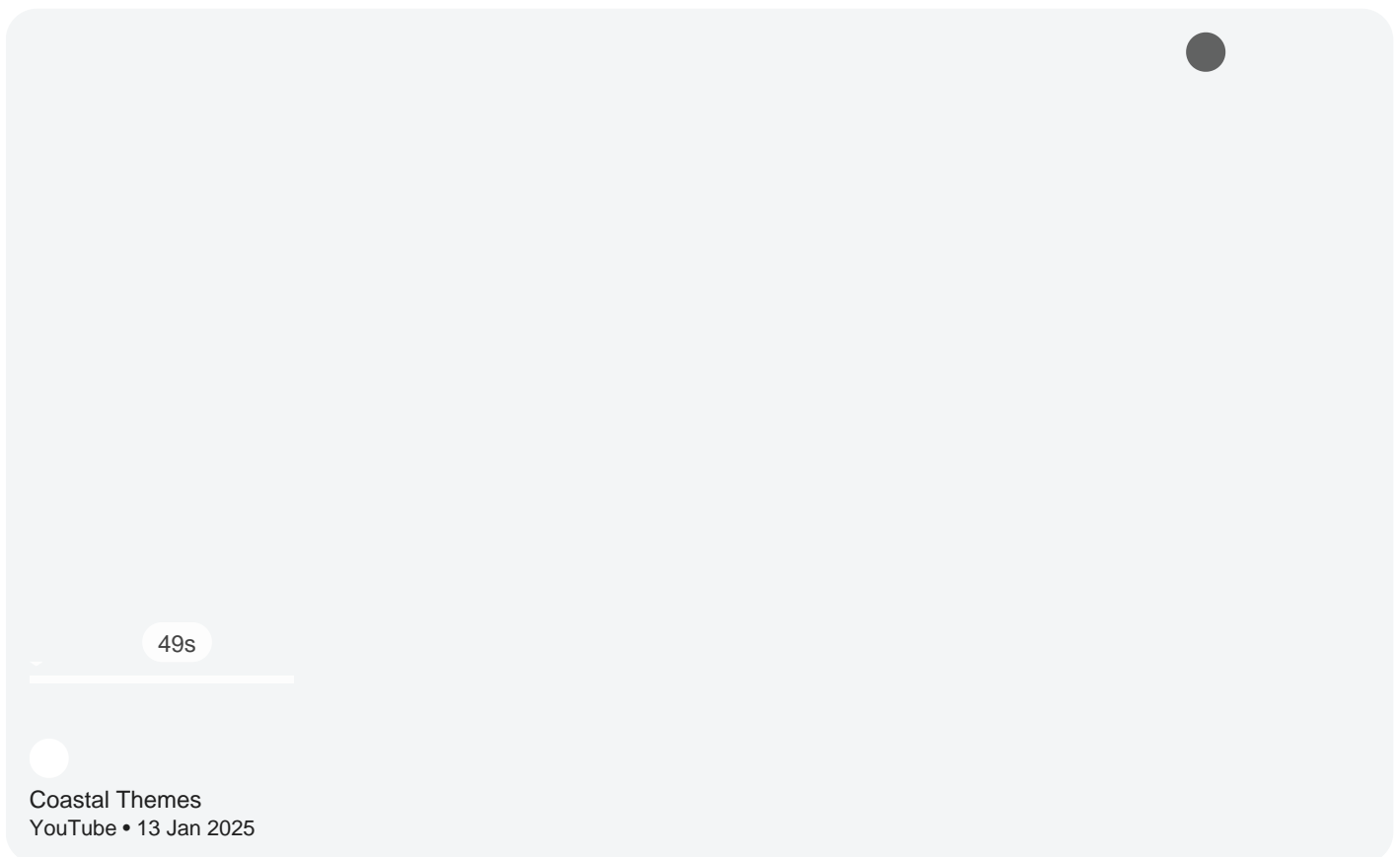


what is Framer

Framer is **a design and prototyping tool that combines visual, no-code functionality with the option to use code, allowing users to create interactive websites, mobile apps, and other digital products**. It enables both designers and developers to build responsive, high-fidelity prototypes and publish live websites without needing to code. ●

This video explains what Framer is and its key features:



Key features of Framer

Visual and code-based design: Users can create interactive designs using a drag-and-drop interface, but can also integrate custom code for more advanced functionality.

Prototyping: It's designed to build realistic prototypes that simulate user interactions and can be shared with clients or stakeholders.

Integrated workflow: The platform allows for designing and building simultaneously, so the live website is being built as you design, with instant previews of responsive changes.

No-code and low-code capabilities: It has an easy-to-use visual editor for those who don't code, but also supports custom code for those who need to go beyond the basic features.

AI integration: Framer is incorporating AI tools to assist with various aspects of the design and building process, from generating ideas to writing code.

Publishing: Users can publish live websites directly from the platform, connect them to a domain, and get built-in performance and SEO optimization.

Collaboration: It supports real-time collaboration, allowing multiple users to work on a project together.

Component library: It includes a library of pre-built drag-and-drop components, saving time on design and development.

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