

FA102a_DL

Introduction to New Media Design

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course blog: <https://fa102afa202asummer2016.wordpress.com/>

Software

PowerPoint, Photoshop Illustrator or InDesign (your choice).

Output

Wireframe for website homepage

Goal

Learn to use wireframes to plan a website layout

Project due 9am, July 18

Wireframes for planning the website

Wireframes are rectangles you draw to plan the layout of a webpage. Wireframes are for indicating the layout the website, not the visual appearance. (You create the visual design of the site in part B of this assignment).

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Wireframes are used to plan the position of the main elements of a webpage before any visual designing is done. They are used at the early stages of a web project to make sure everyone involved in the project (client, team members, other “stake holders) are in agreement as to what will go in a webpage and approximately where it will be positioned before expensive and time consuming visual design is done.

When deciding where to put the rectangular outline wireframes that indicate where elements will be placed in the visual design of the webpage, think about how the eye

prefers to move around a visual space. In general, the upper left and the top of the webpage are the most important part of the space. This because in Roman character based languages, we are accustomed to reading that starts in the upper left of a page.

As Edward Tufte (master information designer, <http://www.edwardtufte.com>) says, “Nearly all users come to a website for a content experience, not a designer experience.”

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What needs to be indicated in the Wireframe

- A place for a logotype with short description (four words or less) of the product or service nearby.

- A place for one large image, plus a tagline for your proposed product or service. (The image should not be one you have used in the previous assignments.)

- A place for five tabs/links indicating what the other pages of the website would be.

- A place for at least three social media icons such as Facebook, Twitter and Pinterest.

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Layout Research to determine where to place what goes in the Wireframe

Refer to the websites you used as reference to create your logotype to review how layout elements are organized in a webpage.

Add two other sites as reference for the audience you think most likely to use your product or service.

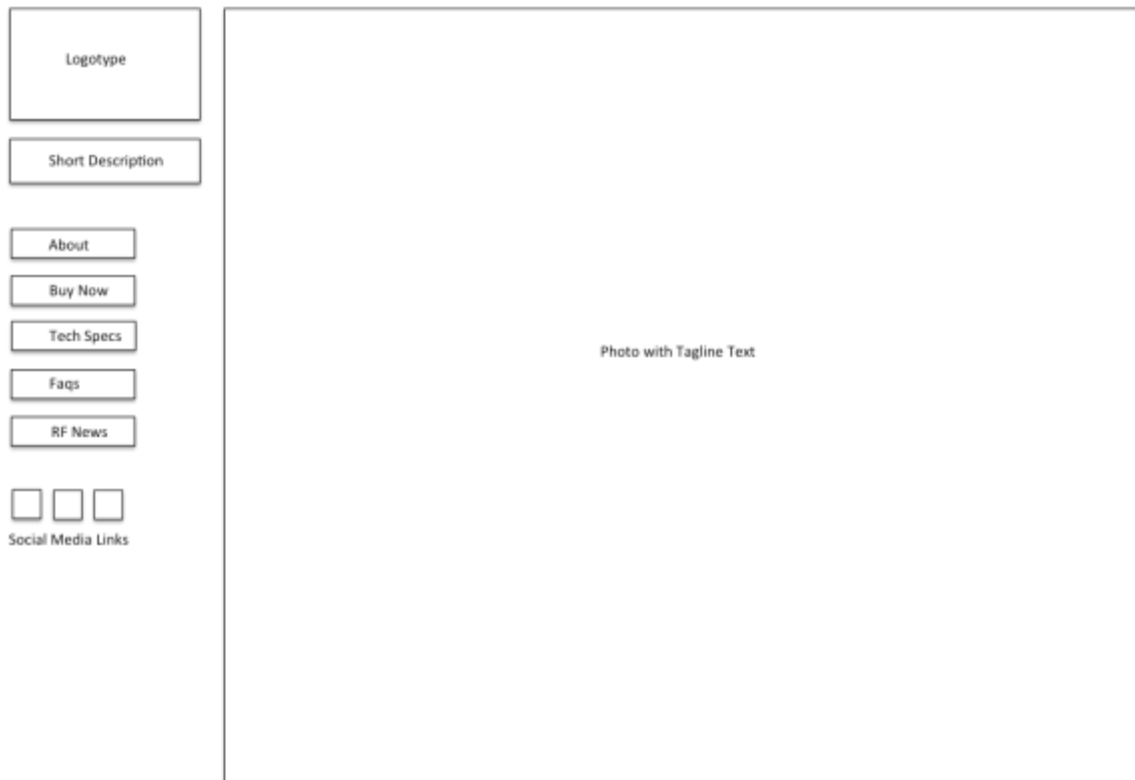
Post the urls and screen shots of these two additional sites on in your slide file and label them as, “Assignment Five, Webpage Layout Research for Wireframes”.

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Create the Wireframe

Use your software (PowerPoint will work, so will Illustrator, Photoshop or InDesign) to show the position of the required elements on a webpage.

Label the elements.



Example Wireframe (**Do not exactly copy my example**; it shows one possible solution but not all.)

If you are using PowerPoint or Keynote, fill the screen to up until about 5% from the edges.

If you are using Photoshop, Illustrator or InDesign, make your page. 1080x810 pixels, 72 dpi.

Post your wireframe as and label it, "Assignment Five, Wireframe".

Related Links

<http://www.nngroup.com/articles/horizontal-attention-leans-left/>

<http://www.nngroup.com/articles/differences-between-print-design-and-web-design/>