

WIREFRAMES

A WIREFRAME IS...

A skeletal rendering of every click-through possibility on your site which identifies elements that will be displayed on the page or screen, such as:

- Navigation
- Content sections
- Imagery/Media Needs
- Form elements
- Calls to action

You make a wireframe before a single line of code is written, before any font or color is chosen, and before any graphic is made.

Wireframes are to a website/application what a blueprint is to a building.

Focus on the content type, not on what the content says.



Is it an article title, an article summary, or an article itself?

Local News Article Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. [Read more](#)

Author

Date | Time

#Comments

Donate To Your Local Chapter

Why you should donate lorem ipsum dolor sit amet

[Donate](#)

Announcement Image

Announcement Image Title

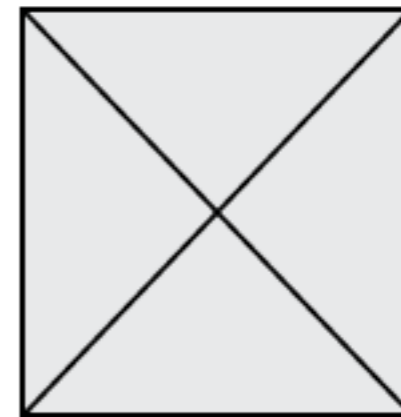
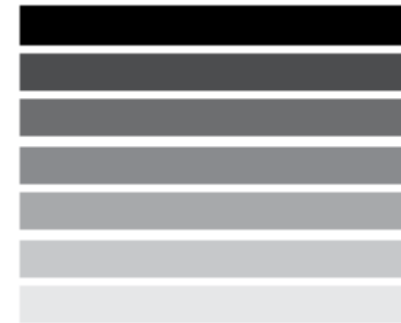
Announcement image description
Lorem ipsum dolor sit amet, consectetur a minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[Read more](#)

WIREFRAME SPECIFICS

- Uses only gray scale
- No specific fonts (though font sizing should be employed)
- Always use place holders for images
- For *paragraphs*, lorem ipsum can be used

Using wireframes allows you and your client to focus on layout without the distraction of color, type and other design elements. Concentrate on what goes where on your web pages and the percentage of space that each element takes up, which can be determined by your client's needs.



Current Events Section

Main News Title

Overview of article

Author

Contact info

WIREFRAME BUILDING

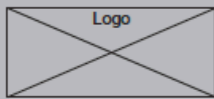
- Wireframes serves as a guideline, it is not the final word.
- It's ok to start the process with pencil and paper.
- Just like your initial sketches for other projects, you will often come up with multiple versions.
- Start with the basic anatomy of a website:
 - container/wrapper
 - header
 - navigation
 - content
 - footer...then break the parts down further



- Use you site map to as a jumping off point for defining business requirements (the site's needs/goals).

IN A NUTSHELL:

Put a box where there will be media and put (descriptive) text where there will be text.



Banner image

Ultra Music Festival

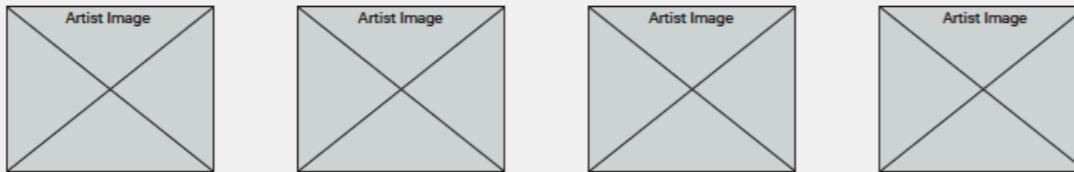
March 24 - 26
Miami, Florida

Don't have your tickets?

Enter your email address to get started...

Register

2017 Lineup



Announcements

Announcement Image Title

Announcement image description
Lorem ipsum dolor sit amet, consectetur a minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Read more

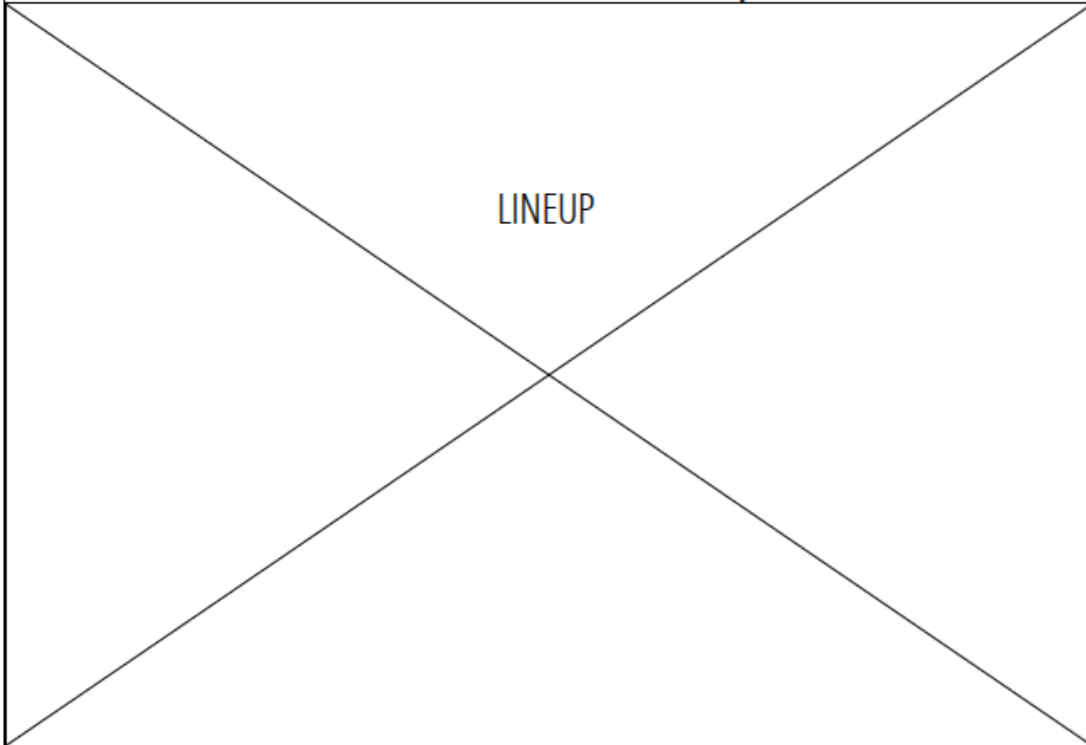




Logo

[my account cart](#)

[Event Info](#) [Lineup](#) [News](#) [Merch](#) [Vendors](#) [Wristbands](#) [Contact](#)

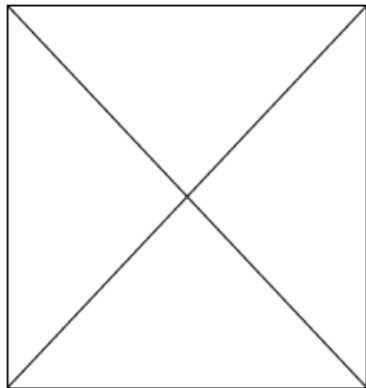


LINEUP

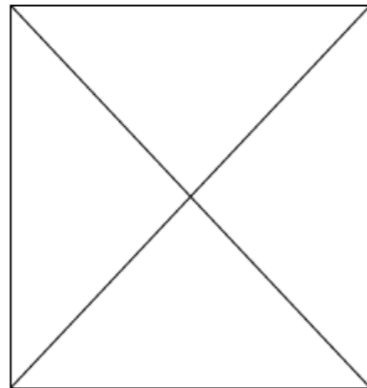
May 24-28, 2018
2091 New Pleyto Road Bradley, CA 93426

Buy Wristbands!

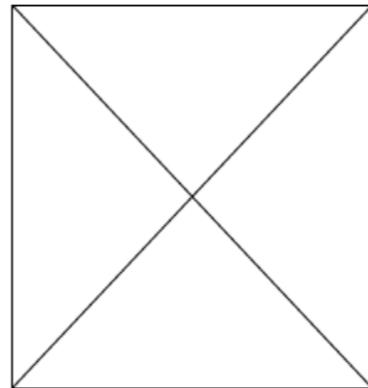
Activate Your Wristband



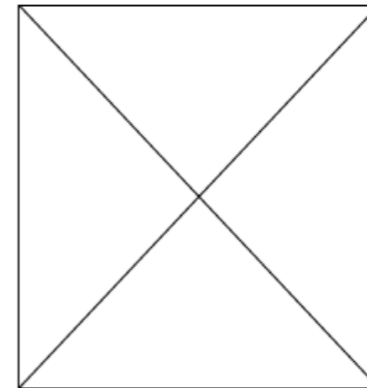
Camping



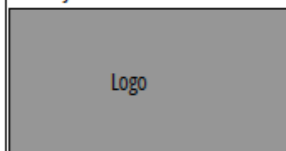
Hotels



Vendors Apply Here



Merch

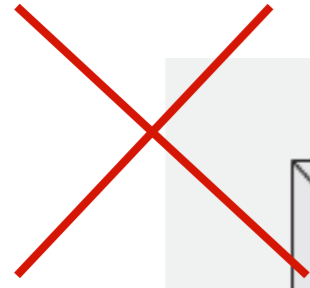


Logo





Nav #1 Nav #2 Nav #3 Nav #4 Nav #5 Search



Photos

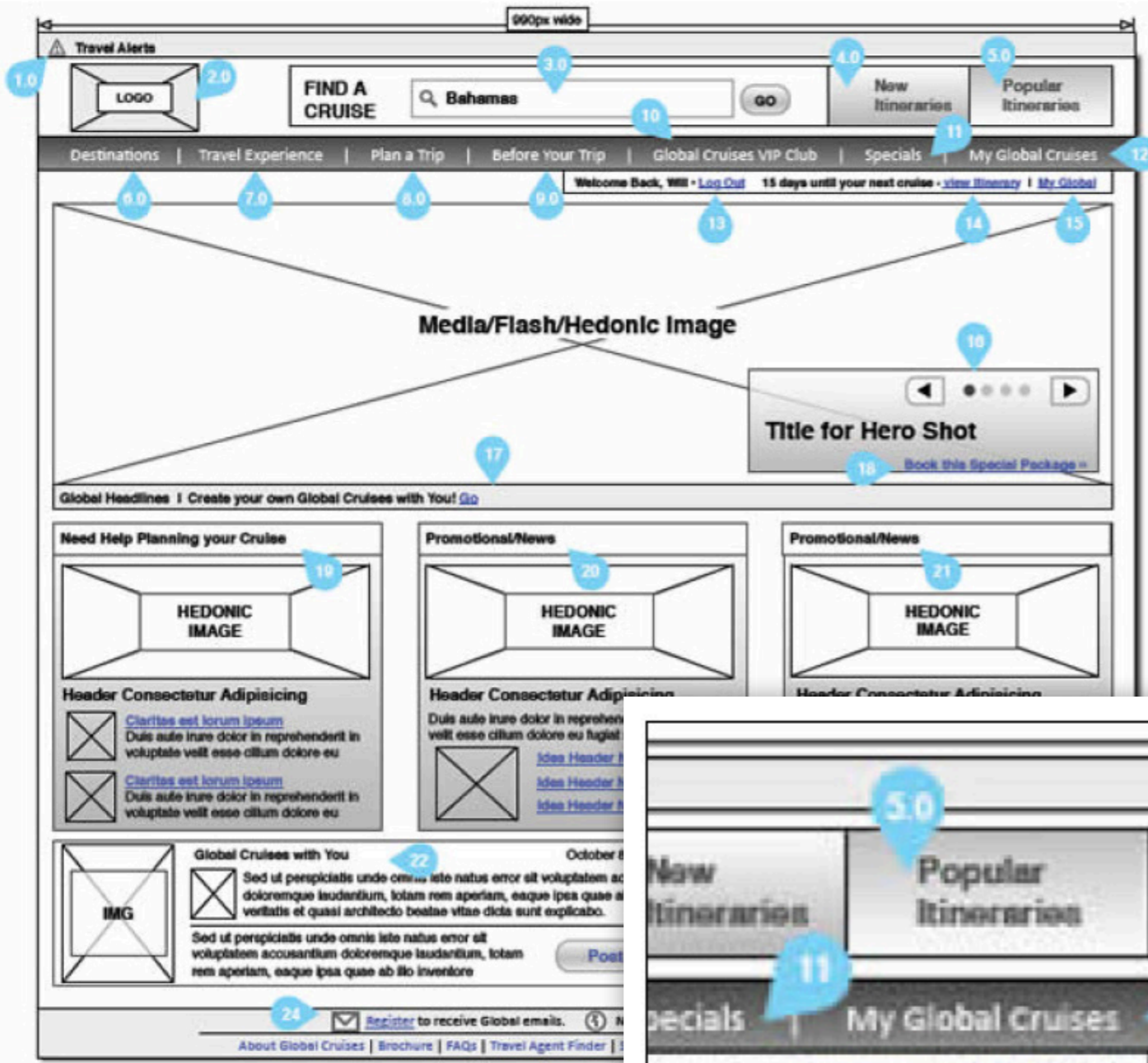
The image shows a grid of placeholder images. The top row consists of four square placeholders, each with a diagonal cross. The bottom row consists of two large rectangular placeholders, each with a diagonal cross. The entire grid is set against a light gray background.

PRESENTING WIREFRAMES

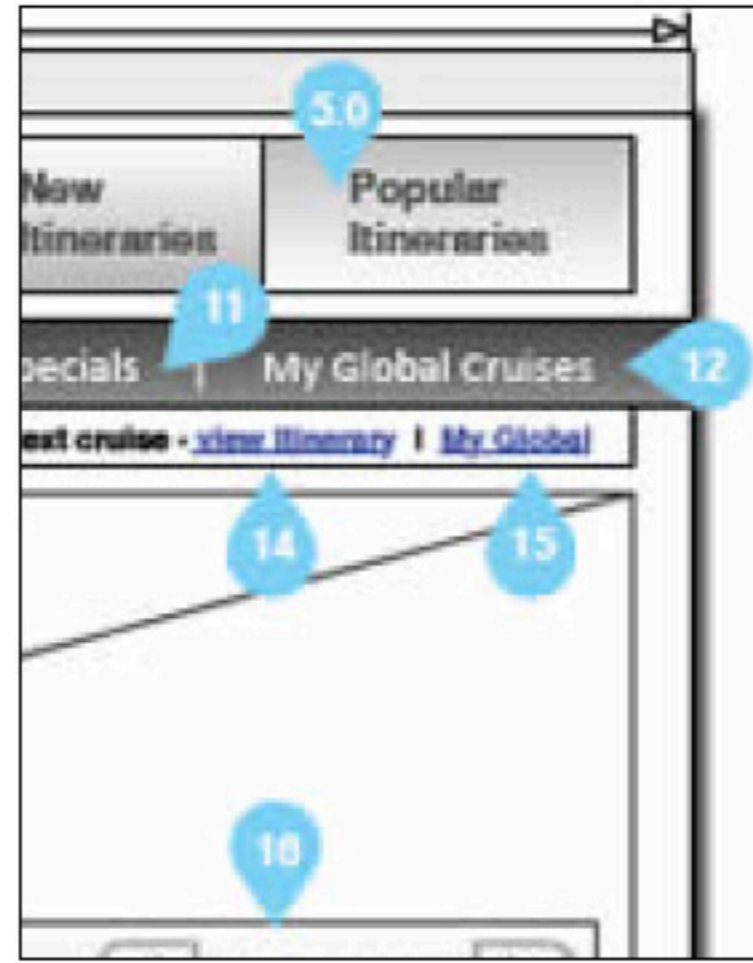
- Involve your client.
- Explain that wireframes are not the final representation of the graphical treatment.
- Wireframes account for content, general layout and interaction of the elements of the pages.
- Explain how other member of the team will use these wireframes also.

HOW WIREFRAMES ARE USED IN A TEAM

- **Clients** will want to see that you've incorporated the business goals they provided.
- **Developers** want to see what they have to support, and how the site or application works.
- **Designers** want to see what visual elements need to be on the page.
- **Copywriters** want to see what they need to write.
- **You** — the future you — need to remember why you made that form element a check box instead of a button.



- ### Annotated Notes
- 1.0 Travel Alerts: link through to 0.2.0.0
 - 2.0 Branding/Logo links Home Page
 - 3.0 Search with predictive suggestion defined user scenario 3.X
 - 4.0 New Itineraries drop down with link: display Itinerary w/link to section 4.x
 - 5.0 Popular Itineraries - dropdown showing top 5 most popular Itineraries
 - 6.0 Destinations Link: goes to section X.0
 - 7.0 Travel Experience Link: goes to section X.0
 - 8.0 Plan a Trip Link: goes to section X.0
 - 9.0 Before Your Trip Link: goes to section X.0
 - 10 Global Cruises VIP Club Link: goes to section X.0
 - 11 Specials Link: goes to section X.0
 - 12 My Global Cruises Link: goes to section X.0
 - 13 Logout Link: logs user out of session
 - 14 View Itinerary Link: Goes to My Global/View my Itineraries page.
 - 15 My Global Link: Goes to personalized page
 - 16 Carousel of specials/packages Image
 - 17 Starring You Moment Crowdsourcing link



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