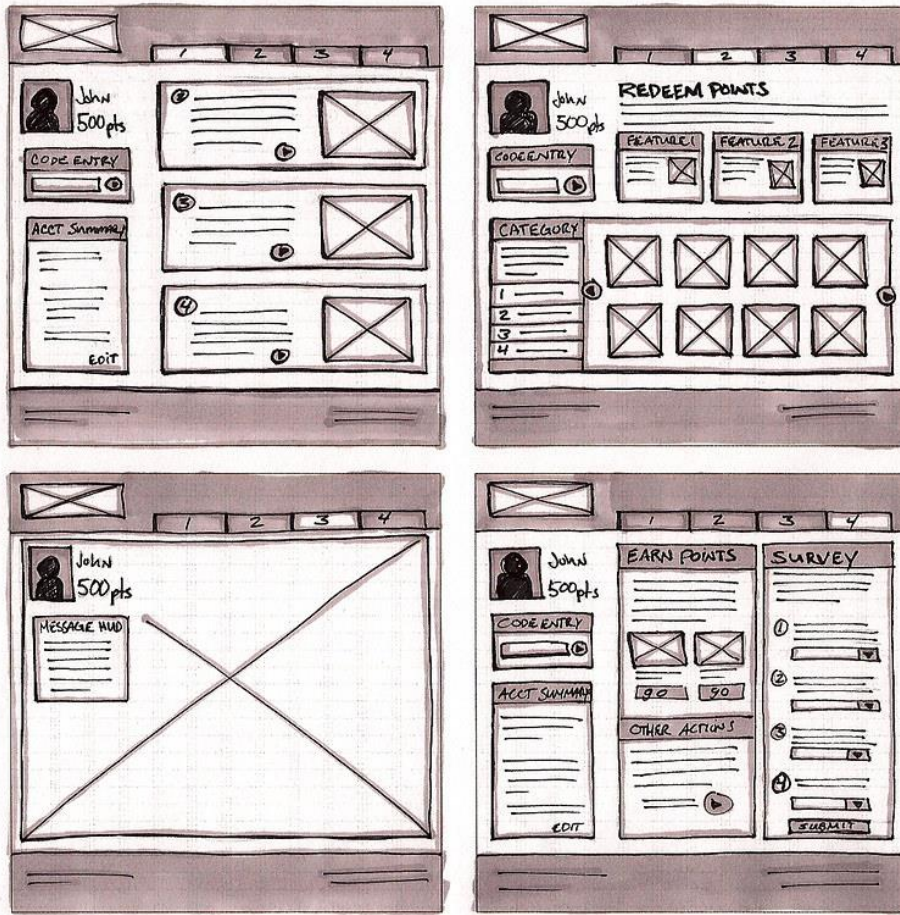


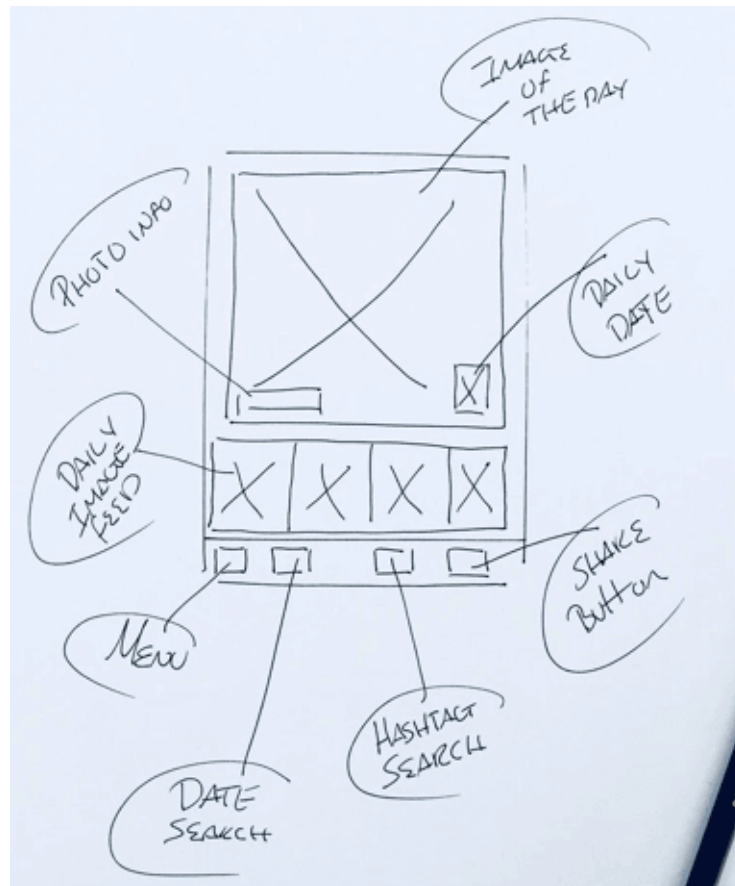
## Images:



12 COLUMNS

NATIONWIDE/NASCAR

- ① CODE ENTRY
  - Account Summary
  - Profile
  - Graphic/Text Links to other sections of the site.
- ② - POINT REDEMPTION
  - Links to featured contest AND REWARDS.
  - Gallery of Rewards AND contests. Searchable by categories
- ③ Garage Environment
  - Interactive (Flash) garage
- ④ EARN POINTS/SURVEY Pg.



## ***Description:***

Sketching UI is a simple, effective and basic tool that is used by many and recommended as the first step when it comes to brainstorming ideas. Sketching is often taught as a professional skill because of its ability to visually display even the most basic of ideas, with room to build upon it wherever and however one likes. In fact, you literally sit down and draw all the possible idea you come up with, and by the end of this entire sketching process, you will have a finalized version which may or not be a mix of all you best ideas.

In the first example above, the sketch seems to be a final version after countless drafts. This can be seen by the fact that the details of the different features have been outlined and pinpointed. Basic features of the screen have been jotted on the side of the sheet, to provide a basic understanding. On all four screens, things that they wanted to point out are highlighted in a gray color to indicate that it will have a solid color fill to stand out to the user more. She noted where the text will be, the headings, and various buttons as well.

The second sketch is simply the most basic formings of an idea. The user drew out a simple design and labelled possible functions. This is the perfect example of the saying, "Going nowhere but Up". Once the sketcher builds upon this idea, they will have an amazing UI in no time.

This week's readings were to show us that using a fancy and advanced tool online isn't always the best way to go about when coming up with a fresh idea. "The ambiguity and lack of detail in sketches foster new ideas." This was said by Lennart Hennigs. I found this quote in a site related to the readings and for me, it explains exactly why sketching is so useful.

## ***References:***

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