important elements such as nav bar, footer, main header, sidebar, and promo are all clear visually which showcases a good sketch

layering / shading done here to show 3D effect

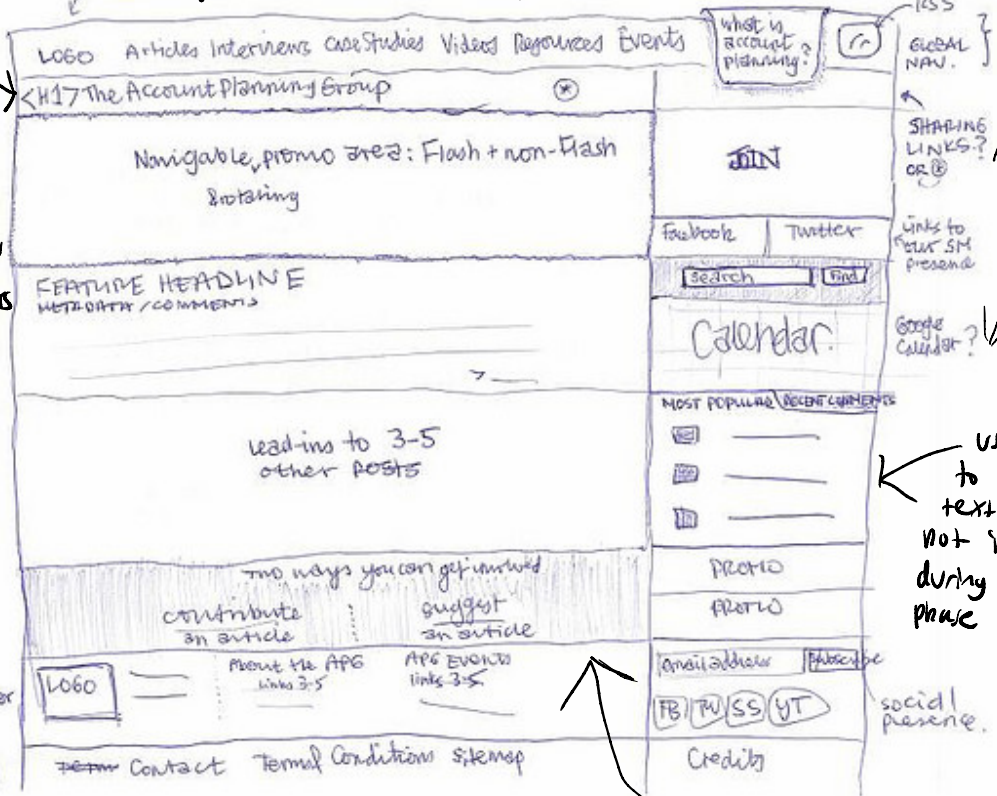wrote <H1> to specify what type of text will be used in development

APG Homepage

CORE THOUGHT: Sparking ideas

question callouts which can suggest other ideas being formed by other designers

Possibly an image?

uneven lines shows sketch is authentic but disobeys "loosen up" technique

Links Home

LOGO Articles Interviews Case Studies Videos Resources Events

<H1> The Account Planning Group

Navigable, promo area: Flash + non-Flash & rotating

FEATURE HEADLINE
METADATA / COMMENTS

lead-ins to 3-5 other POSTS

Two ways you can get involved
contribute an article   suggest an article

About the APG links 3-5   APG EVENTS links 3-5

LOGO

Global content Footer

Global mandatory footers

Contact Terms / Conditions Sitemap

what is account planning?

RSS
GLOBAL NAV.

SHARING LINKS? OR ®

JOIN

Facebook Twitter

Search Find

links to your SM presence

Calendar

Google Calendar?

MOST POPULAR RECENT COMMENTS

PROMO
PROMO

email address Subscribe

FB TW SS YT

Credits

more question callouts to suggest other ideas

uses lines to showcase text which is not important during the sketch phase

social presence.

shading to show darker areas of page maybe with colour

Sketch is from https://speckyboy.com/web-mobile-wireframe-sketch-examples/

Why Drawing Matters, Even when Your Hands Shake
(https://www.ideo.com/blog/why-drawing-matters-even-when-your-hands-shake)

- Entire frame has non straight lines but you can still understand what each element with look like
- Even if some elements are hard to visualize, sketch has arrows to showcase what each element will contain
- This sketch illustrates that even with shaky hands, uneven boxes, and other small errors, as long as the base of the sketch is solid, the idea comes through

The Tool Every UX Designer Needs
(https://www.ideo.com/blog/the-tool-every-ux-designer-needs)

- This interface looks like it has many pieces/elements such as a divided up sidebar, many divided up main panels, navigation bar, etc. Since this is more of a complex interface, it is much easier to visualize it when it is done in a sketch rather than using software which would take more time to reproduce
- There are multiple callouts that state a question such as "Google Calendar?" in the calendar element of the interface. This shows when doing a sketch, other designers can comment on your sketch and suggest other ideas, comments, or concerns to it to further enhance it
- Sketch demonstrates where interactive elements are such as the nav bar, search bar, rss feed, etc. These elements will help your team understand the social context, attention demands, and the journey the user will go through while using the interface

Why It's important to Sketch Before You Wireframe
(https://uxmovement.com/wireframes/why-its-important-to-sketch-before-you-wireframe/)

- This interface looks like an article website which posts featured posts, promo areas, and other elements an article website would have. This recognition is key to go from an idea to the user interface translation since it would be difficult to build a wireframe from the start.
- This sketch is not a wireframe due to its medium and and lack of precision when it comes smaller elements
- Since the designer sketched first, we can easily build a wireframe with pixel perfect accuracy off of the base design due to knowing where elements will be placed, what they will consist of, and how the user will interact with them

The Messy Art of UX Sketching
(https://www.smashingmagazine.com/2011/12/the-messy-art-of-ux-sketching/)

- Does not use "Loosen Up" technique as it looks like sketch was drawn using elbow and wrist which resulted in non straight lines and jagged edges
- Uses "Tell the Whole Story" technique as the interface looks to be a desktop browser website
- Uses "Work In Layers" technique as shading has been done to demonstrate shadows and top right element has a 3D effect to it using layers

Maneesh Wijewardhana
mkandage@uoguelph.ca
1125828