

# Digital Mockups

# By the end of class students will be able to

1. Create high fidelity and low fidelity **digital wireframes**
2. Utilize a variety of **design tools** including shapes, strokes, boolean tools, type tools
3. Develop a **digital mock up for your own app**

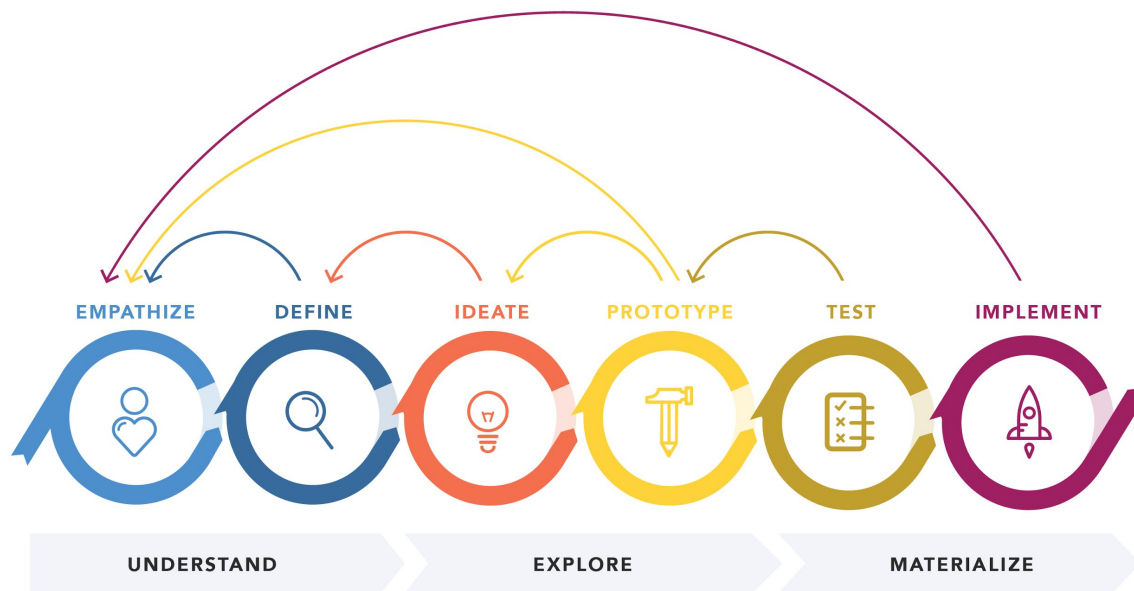
# Create a Figma account

<https://www.figma.com>

# Download Adobe XD

<https://www.adobe.com/products/xd.htm>

# Design Thinking



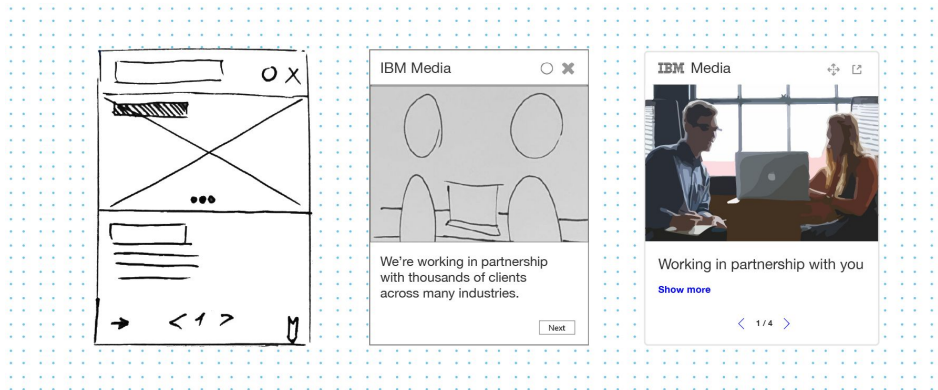
# Design Fidelity

**The level of functionality and visual detail.**

How close is your prototype to the final product?

**Low fidelity** prototypes translate rough design concepts into something tangible and testable.

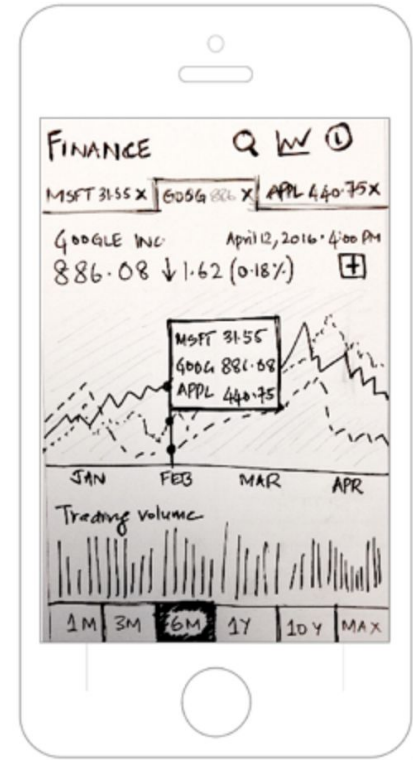
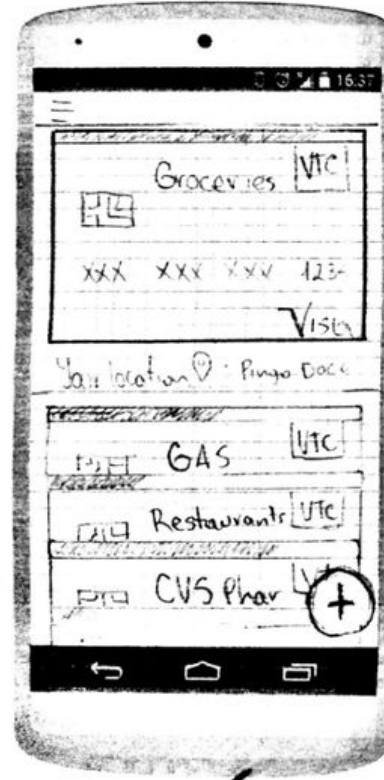
**High fidelity** prototypes are usually later iterations created in prototyping tools to help refine interactions.



# Wireframes

## Low fidelity layout

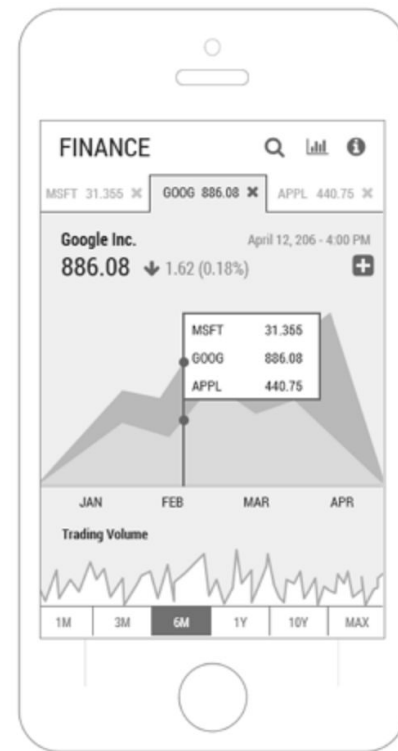
- Contains the main information. Draws the outline of structure and layout.
- Vision and description of the user interface.
- Has visual limitations.



# Mockups

## Medium fidelity.

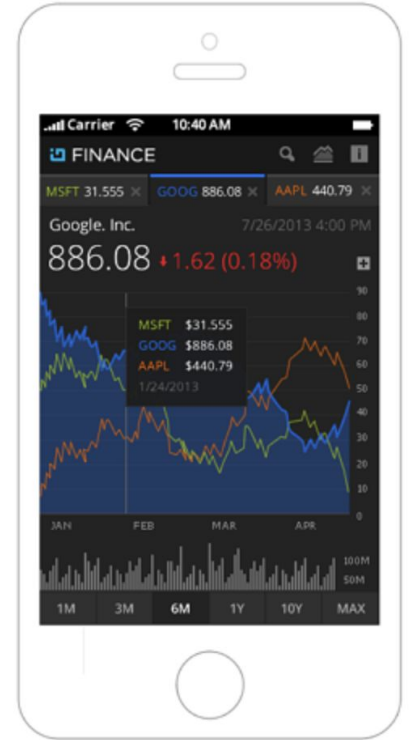
- Richer visual elements than wireframe, including graphics, layout, color, and other more detailed visual presentation.
- To some degree, it's the final design of the product.





# Prototypes

- A **prototype** must be a high fidelity layout.
- Is **interactive** and fits the final user interface as much as possible.
- It **provides a complete user experience** for the testers by simulating the real product interface and functional interaction.



# Tools

## Desktop

Figma - <https://www.figma.com>

Adobe XD - <https://www.adobe.com/products/xd.html>

Sketch - <https://www.sketchapp.com>

## Online

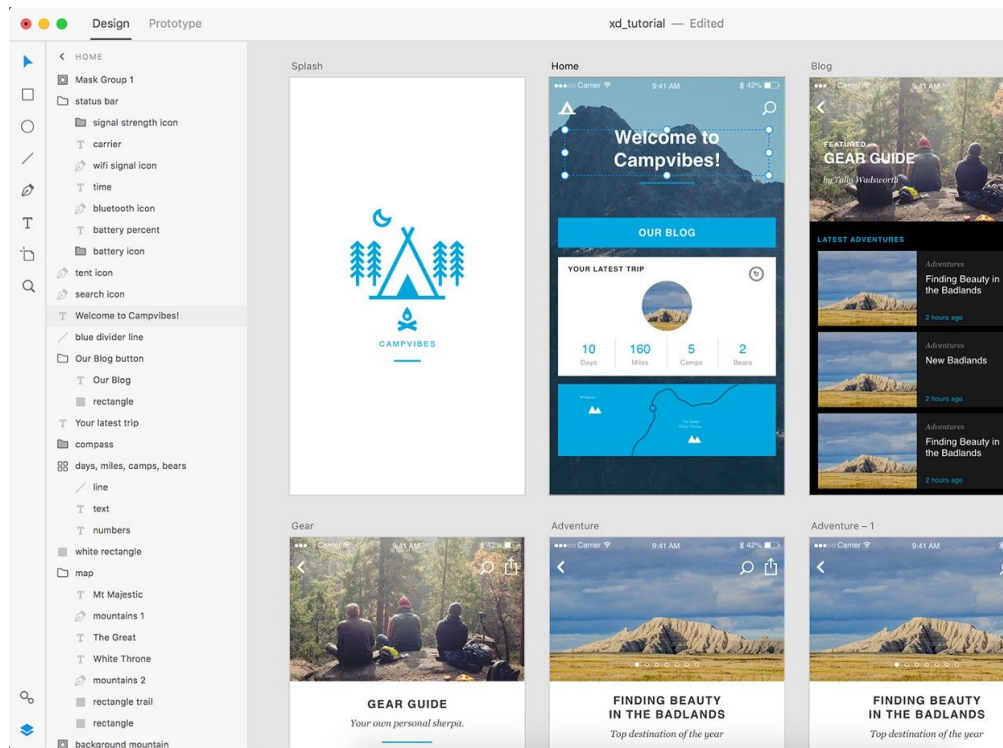
Marvel App - <https://marvelapp.com>

InVision - <https://www.invisionapp.com> - Mobile App



# Adobe XD

- **Free** (for now)
- **Easy** to use
- Allows for **Interactive** prototypes
- Create designs within the app using **native UI elements**
- **Vector** graphics
- Lightweight
- Works with **Windows** and **Mac**



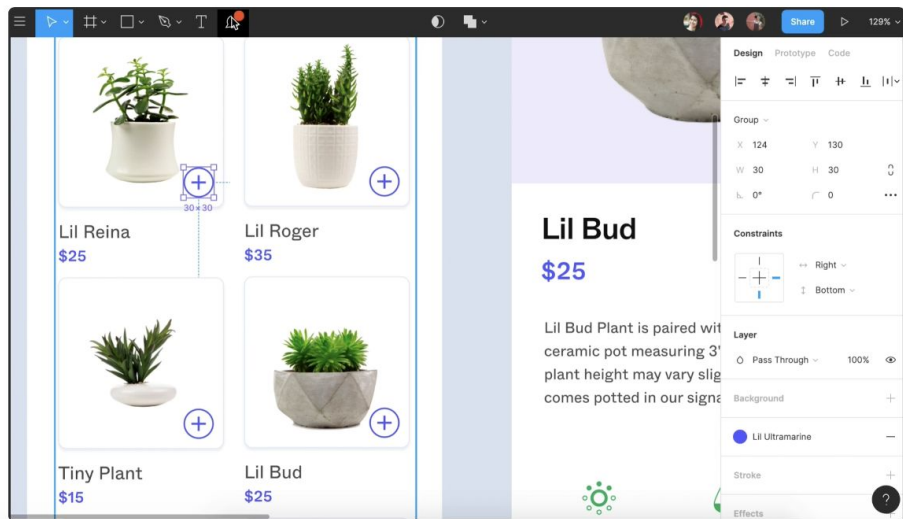
# Figma

- **Free** version
- **Easy** to use
- Allows for **Interactive** prototypes
- Create designs within the app using reusable **components**
- **Vector** graphics
- Web app

## Where teams design together

Figma helps teams create, test, and ship better designs from start to finish.

● See how it works



# Drawing tools - demo



- Shapes
- Strokes
- Fills
- Boolean tools (union, subtract, intersection, exclude)
- Pen tool
- Masks

# Practice the basic tools

Try recreating any logo or create  
your own.

**25 min**



# Logo Design

(Keep it Simple)

# **What Makes a Great Logo?**

What makes a logo great?



**What are your favorite logos?**

# What makes these logos great?



## Some rules to follow

- Avoid intricate design
- Limit Creative Flourishes
- Iterate
- Ensure your logo works at a small scale
- Avoid Generic Type Faces

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**1976**



**1977**



**1998**



**2001**



**2007**



**Today**

# Assets & Inspiration

- Dribbble - <http://dribbble.com>
- Behance - <https://www.behance.net>
- Resources - <https://www.sketchappsources.com>
- Icons - <https://thenounproject.com>



# Bē



# Creating digital wireframes - demo



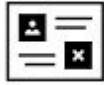
- Figma overview
- Wireframe templates

<https://www.figma.com/templates/>

- Creating wireframes
- Editing assets/reusing assets

**Build a prototype**

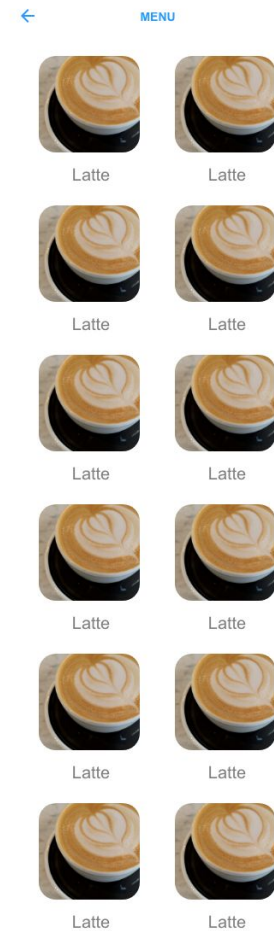
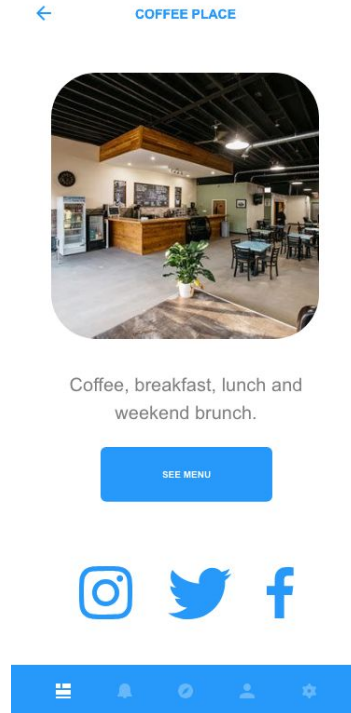
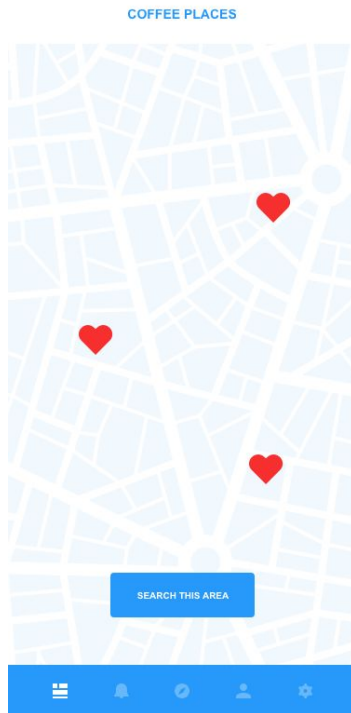
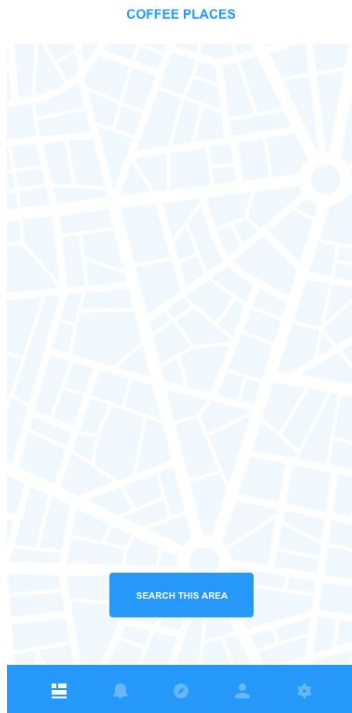
# Creating digital prototype - demo



Prerequisite - your design ready

- Basics of prototypes
- Connections
- Play icon for presentation view





# Homework

Build a digital mockup for an app  
idea - [Digital Mockup Assignment](#)

Figma Documentation:

<https://help.figma.com/hc/en-us/categories/360002042553-Use-Figma>

