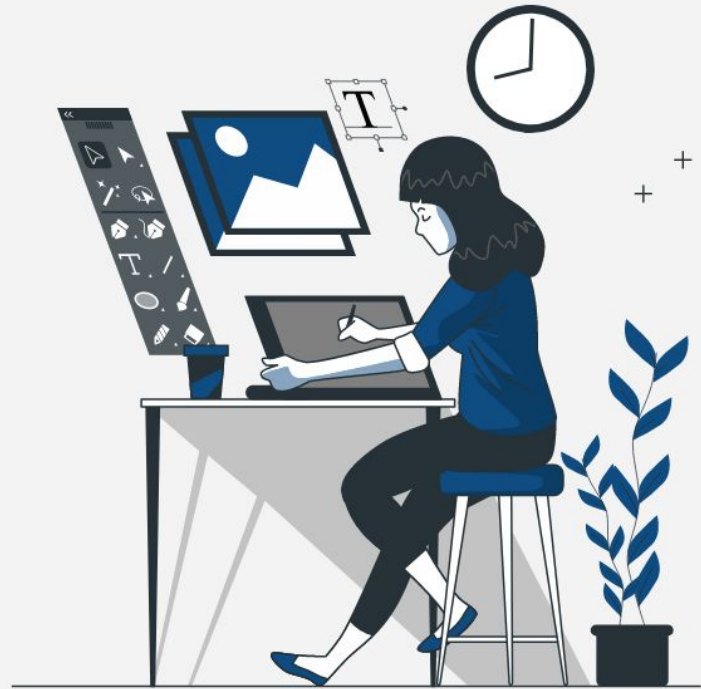


# Maquettage Or Mockup?

**What is it and how to do it!**



## 01. What is “Maquettage”

What could it be?

## 02. UI / UX

User Interface & User  
Experience

## 03. Zoning & Wireframing

Making the basic structure of  
your design

## 04. “Maquette” or Mock-up

Bring colors to your Black and  
white design

## 05. Prototype

It's Alive! It's Aliiiiive!!!!

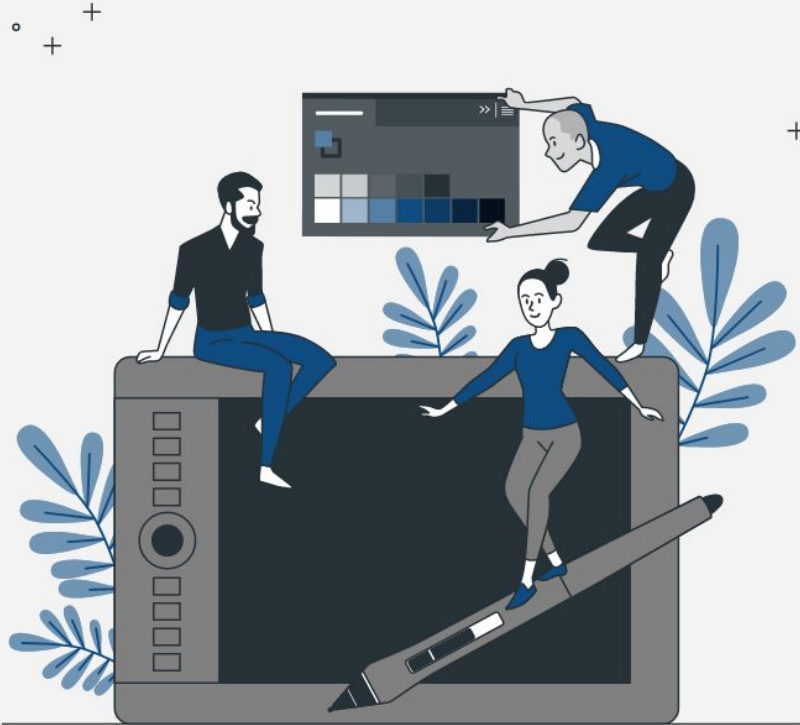
## 06. Solutions

The task is easier with the  
right tools.

# “Maquettage”

“Maquettage” or Mock-up is a process of graphically concretizing the interface of a digital product (website, software, application, etc.).

It encompasses three very distinct but often confused phases: the **wireframe**, the **mock-up** and the **prototype**. These three phases each have a different role but just as important to achieve a graphically pleasant and technically feasible result.



# Graphic Charter

Is a **guide**, a set of **rules** that explains the **visual elements** of your brand. This guide will be part of the important strategic documents for you.

It encompasses three elements: the **Logo**, the **Colors** and the **Typography**. You can add more information about the company like their **Values, Mission, Voice, Tone, Personality...etc.**



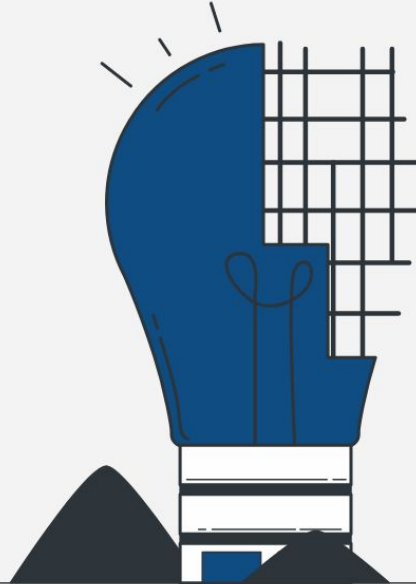
# Mockup Stages



# *What is difference between **UI** and **UX** design ?*

## **UI (User interface)**

It includes web app layout, graphic elements, images, videos, color theory, typography, etc. It mainly gives attractive looks to your product.



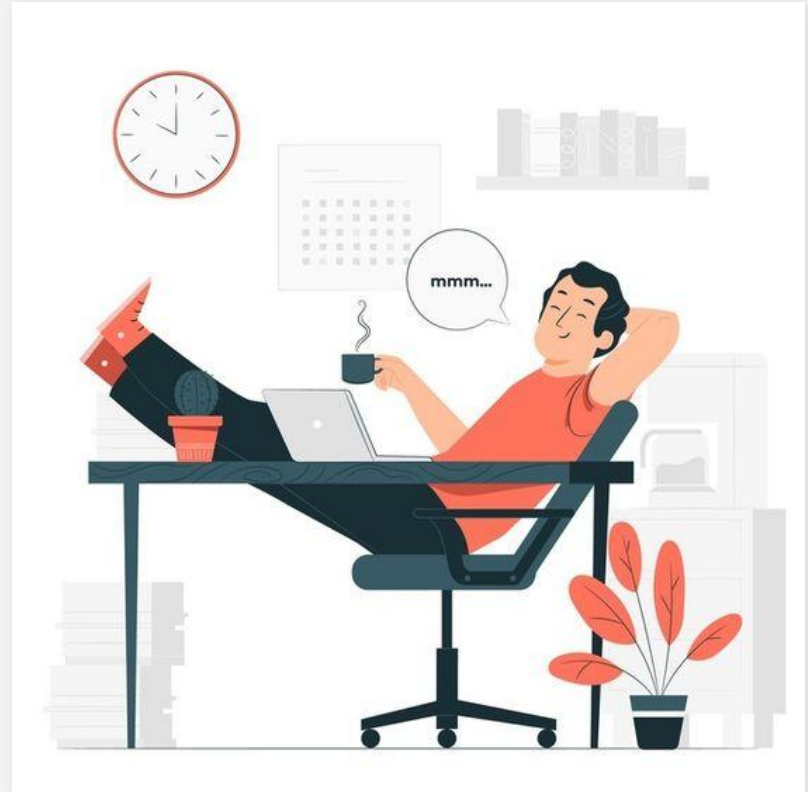
## **UX (User experience)**

UX design services are for understanding the user's journey, their needs, and requirements and converting it into a website or application. It starts with what problems are coming for the user and ends on a prototype. This is for understating a target audience and for difficulties of present users' flows.

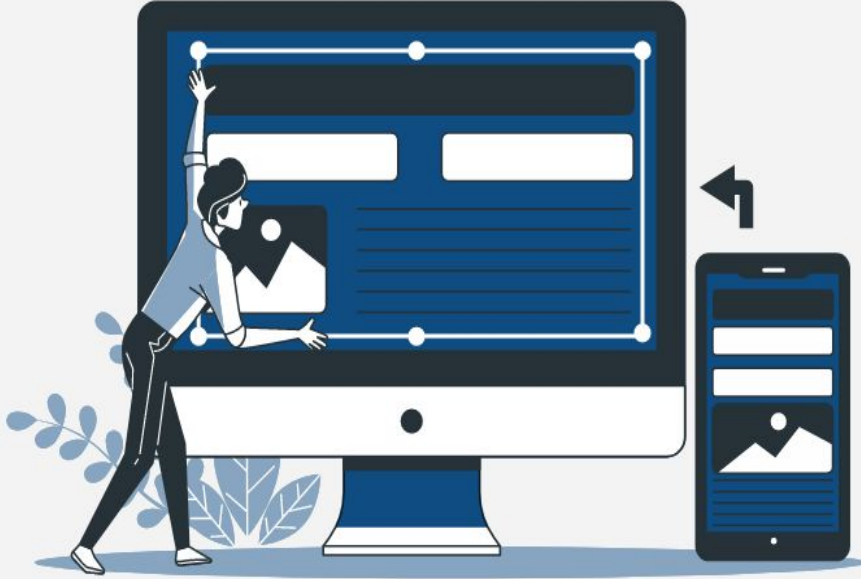
# Ergonomic

Ergonomics (or 'human factors' as it is referred to in North America) is a branch of science that aims to learn about human abilities and limitations, and then apply this learning to improve people's interaction with products, systems and environments.

Ergonomics aims to improve workspaces and environments to minimise risk of injury or harm. So as technologies change, so too does the need to ensure that the tools we access for work, rest and play are designed for our body's requirements.



# What is responsive design?



Responsive web design, also called RWD design, describes a modern web design approach that allows websites and pages to render (or display) on all devices and screen sizes by automatically adapting to the screen, whether it's a desktop, laptop, tablet, or smartphone.

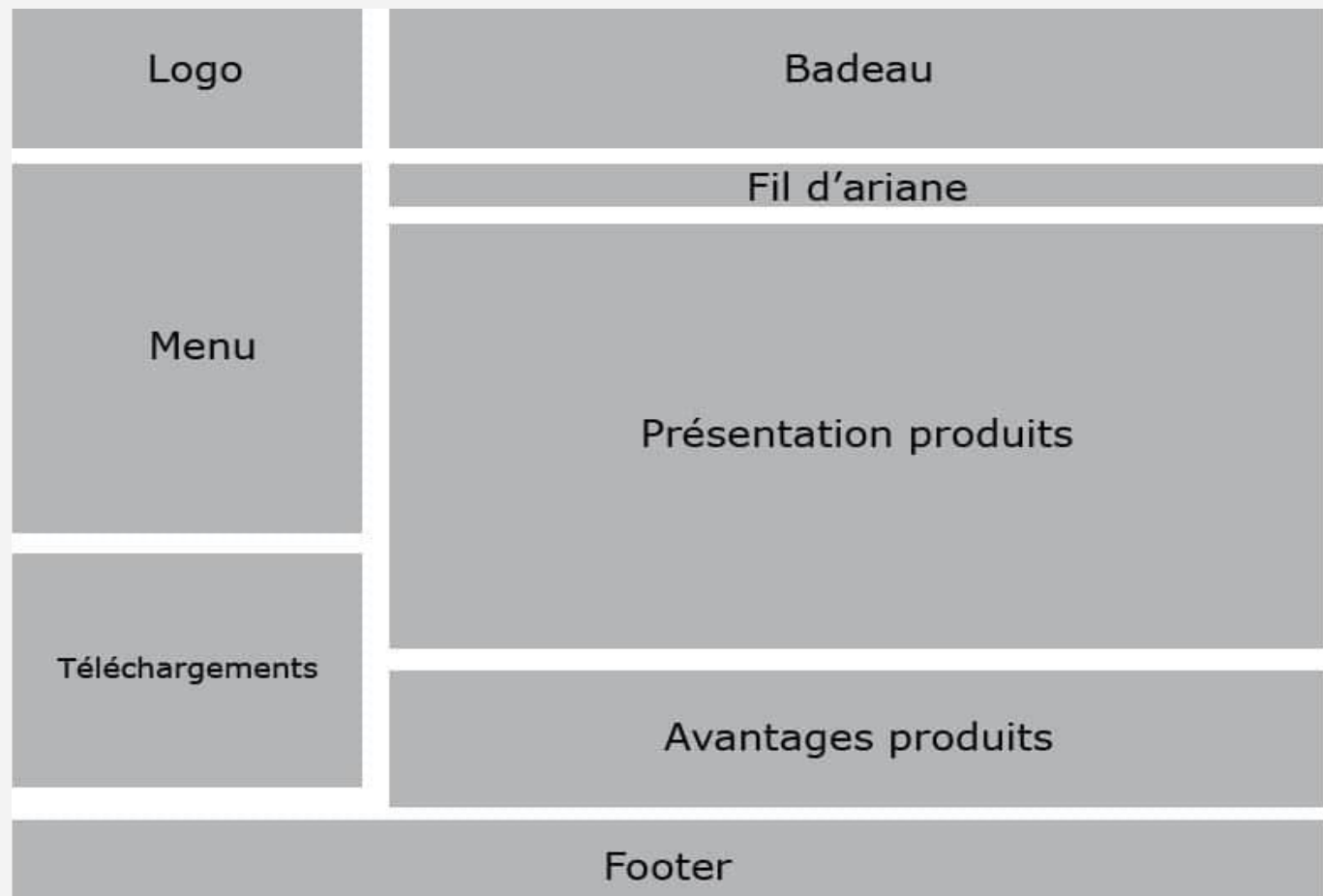


# ZONING DEFINITION

Zoning is a rough plan of what the future web page will be like. Blocks are used to determine where the content and functionality will be located.



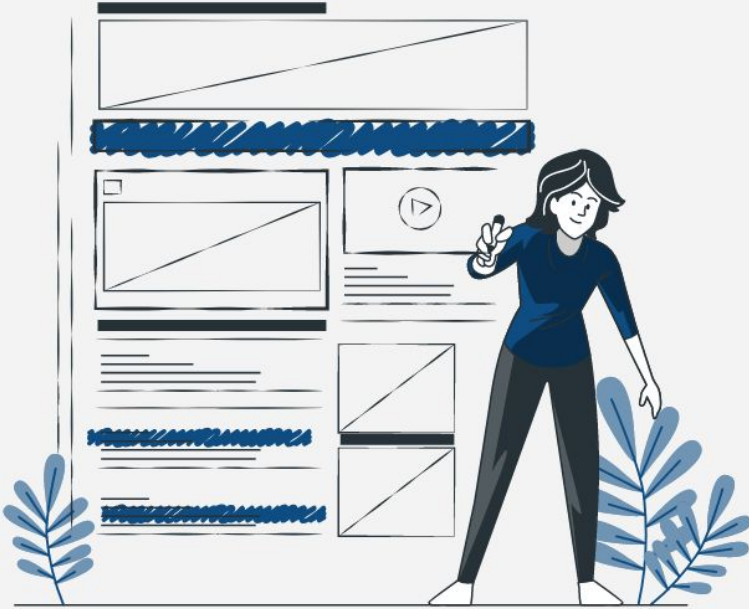
# Example :



# Wireframe

What is wireframe?

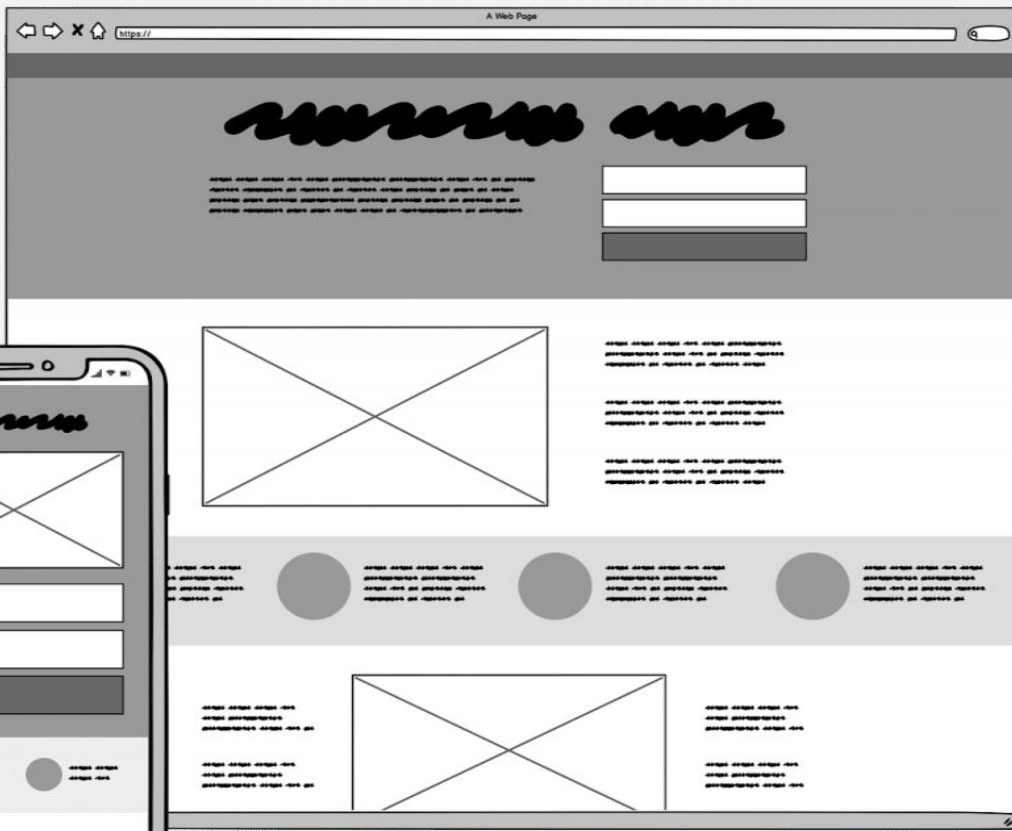
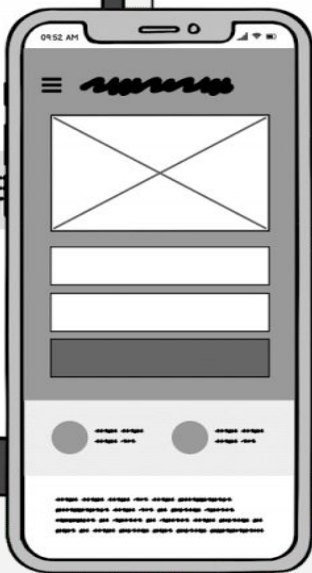
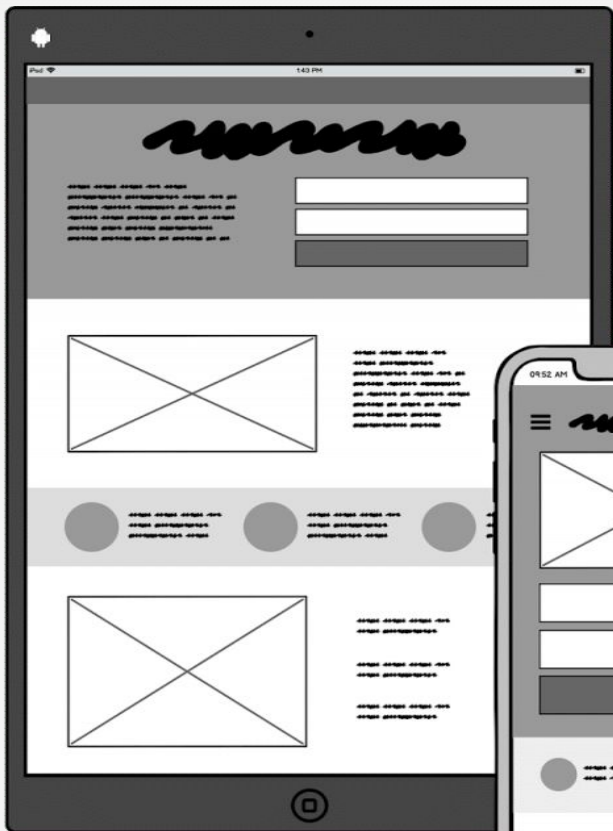
Why use wireframe?





“A wireframe is a schematic or blueprint that is useful for helping you, your programmers and designers think and communicate about the structure of the software or website you're building.”

## WIREFRAME DEFINITION



# Reasons for using wireframe

1. Wireframe help get your message across

3. Wireframe result in easy to use software and websites

2. Wireframe help you nail down the interface

4. Wireframe save you time and adjustment work later



# Mock-up

This is the second step for designers. A mockup is a more refined version of the wireframe. Here a mockup may include colors, images, and typography.

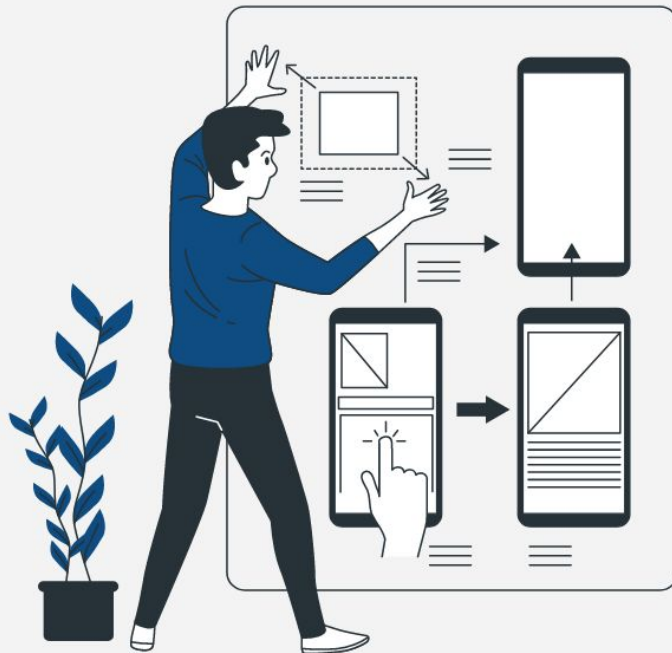
The mockup shows precisely how your application will look. The mockup is an animated model of an app, but it doesn't perform any real functions.



# Prototyping

Prototypes are a close replica of what the end result of a product will look like, usually without code. They incorporate most of the final UI design and interaction that the finished product will have.

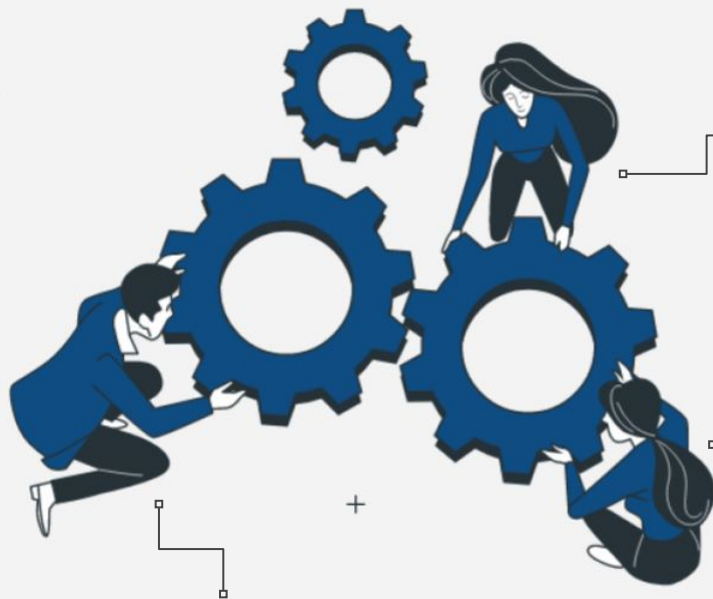
Also, it allows you to explore your ideas and show the intention behind a feature or the overall design concept to users before investing time and money into development.





# Solutions

	<b>Figma</b>	<b>Adobe XD</b>	<b>Sketch</b>
<b>Pricing</b>	FREEMIUM	\$9.99/month	\$9/Editor/month
<b>Devices</b>	WEB/DESKTOP	DESKTOP	WEB/DESKTOP
<b>Community</b>	Epic	Great	Good



**Salma Elmrabet**

**Hala Ziani**

**Mohammed-Aymen Benadra**

# **OUR TEAM**

# THANKS!

Do you have any questions?

Google it or ask Hala...

Especially You!

