## CS 135I - Week 5 Activities - HW05

### Getting Ready

* Complete the online readings from this week’s Moodle unit, ideally *in advance* of our class meeting. We’ll want to use every moment of class digging into the practicalities of creating a site design/wireframe using a 12- or 16-column grid, so be ready! You may particularly want to create a login for the [Figma](https://www.figma.com/) website and/or join the [CS 135I team](https://www.figma.com/team_invite/redeem/FB0W07OhIfPw45oVwggFjo) ahead of time to familiarize yourself with a new tool.

### Class work

* Lecture and whole-group activities; nothing to submit

##### Homework

* (80 points - 40 points each) Create a standard desktop **AND** a mobile wireframe for one of the classwork sample clients =or= for a client/topic of your choice. You may use the tool of your choice: graphics editor, Visio, online wireframe tool, etc. The wireframes should:
  + Be based on a 12- or 16-column grid and the grid should be visible.
  + Have clear labels that indicate the content for all major page areas
  + Have clear labels that indicate how content will stack in smaller views
  + **Demonstrate understanding of key persona goals and tasks in what content is available and how it is organized and emphasized within the wireframe**
  + Be approaching the prototype process. While the wireframe will not include all the graphics/fonts/colors of a finished site, it should start to show some site personality
  + Reflect an understanding of what site elements need to change to adjust for different viewing resolutions
* Save the wireframe as an image or PDF
* Create a post in the appropriate forum
  + Subject: the topic of your site
  + Body:
    - A brief (1-2 paragraph) explanation of some of the significant content and layout choices you made
    - Be sure to refer back to your persona goals and site tasks to explain your choices
  + Attach: your wireframes
* (20 points) Provide useful feedback to at least 2 other students. Useful feedback might include information on how well the site fulfills the persona needs, additional content that you think might be useful, reflection on how the site uses or subverts standard web conventions, etc.

### Notes

* Twelve Column Layout Grids
  + Easier to visualize – know when something “feels right”
  + Easier to rescale from larger windows to smaller windows
  + Have so many divisors
    - 12-column wide, full page blocks
    - 6-column wide, half page blocks
    - 4- column wide, one-third page blocks
    - 3- column wide, quarter page blocks
    - 2- column wide, one-sixth page blocks
    - 1 column wide, one-twelfth page blocks
  + 12 Columns, separated by gutters (margin space)
* Sixteen Column Layout Grid
  + Smaller column divisions
  + Still lots of divisors
* Twenty-four columns - for even finer control (although is this an obnoxious number of columns to manage?)
* Tools
  + Online resources
    - Moqups
      * + Creating wireframes – using semi-realistic template shapes for significant site elements
        + Change the workspace to show 12-column grid

Workspace > show layout grid (shows columns)

Workspace > Layout grid settings (to choose 12 columns)

* + - * + Add stencils as needed – the common, shapes, and navigation categories will be the most useful

Double click to add the stencil

Resize/reposition as needed

Double click to edit text, borders, fills, etc.

* + - * Wireframe.cc
        + Creating wireframes – simplistic sketches of major site elements

Click and hold to draw shapes – options will show up once you release (text, headline, image, box, etc.)

Settings (gear icons on the right)

Change to “Show columns”

Change the dimensions of your wireframe

Change the device silhouette using the red window icon on the left

* + - * + Click the Save button to generate an unique URL back to your wireframe for future sharing/re-editing  
          <https://wireframe.cc/by7cv0>

Always go back to site owner needs & personas –

photography studio site example

Owner of a clothing company looking for retail product images of clothes (current slogan/image t-shirts)

Goals:

I want to get the best pictures for $ invested

I want to know how much work I have to invest in getting this done

Tasks:

I want to see samples of other catalog photography

I want find out how much it cost

Find out if photographer will come to my location or if I have to schlep/ship a whole of products to their location

* + Installed Software
    - Templates in Fireworks/Photoshop
* Sample wireframe developed in class
  + Needs Analysis - developed as a group:
  + Client – motivational speaker
  + Website – promote themselves and their speaking engagements
  + Goals:
    - Showcase amazing speaking skills
    - Facilitate bookings/attendance at events
    - Displaying/promoting credentials/philosophies/etc.
    - Sell ancillary products (recorded speeches/books/training materials)
    - Build my personal brand
  + Tasks:
    - Video gallery of speech highlights (not HP)
      * Featured video (HP) Link to gallery (HP)
    - Contact information (HP – top, bottom, both)
    - Calendar of tour events (not HP)
      * Featured/upcoming events (HP) – link to more
    - Book speaker online (link in several places)
    - Pricing information (consider more – link to quote form/sample packages?)
    - Testimonials
      * Featured? Links to more?
    - Description of self/personal philosophy
      * Quote (“me in a nutshell”) - HP
      * Separate about page – not HP
    - SEO
    - Connect users to Social media – HP (consistent header/footer across the whole site)
    - Build a graphical look and feel to use across website & printed materials
    - Showing pictures of the speaker

