

Style tiles are very similar to wire framing to me. I feel that the design mockups add the concept and full composition to give the users a better idea of what to expect. Clients will be able to truly see the essence of the full comps because of the details that the mockups give. Creating style tiles re much quicker as you just do basics as far as shapes and placements. I spent a significant amount of more time on my full comps. Style tiles are quick ideas that one would draw for their clients on a whiteboard to give a more general idea of what the website would look like.