Sketching a face

8 Benefits of fresh air
– number 2 will shock you

Writing a headline

Editing a movie

Is it easy to create?

My home page icon

MY WEBSITE
UNDER CONSTRUCTION

A homepage

<!DOCTYPE html>
<body>
<h1>8 Things you didn't know
about freshness. — Number
2 will shock you.</h1>
</body>
</html>

An <h1> tag

Twitter

Is it easy to build?

BREAKING: END OF DAYS

Breaking news

RE-LAUNCH!
#NEW NEWS

RE-LAUNCH
#NEW NEWS

Just this one

COUNCIL MEETING
A MODERATE
SUCCESS

Every story ever

Does it work across stories?

Smartphone

Old shoe

Hoverboard

Is it distinctive and new?

Jeremy Vine

Boris Johnson

Your mum
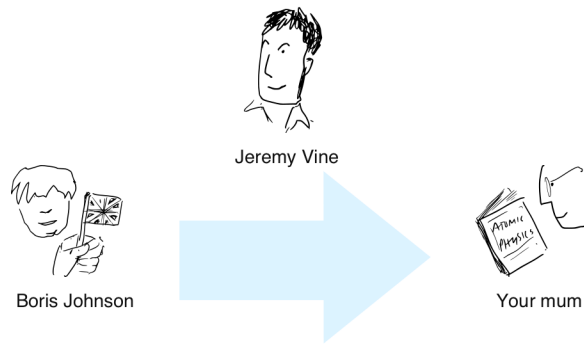
Is it the right tone and style?

Bike ride

Tax return

Chocolate

Does it meet user needs?

OS X

Vi and Emacs

A door handle
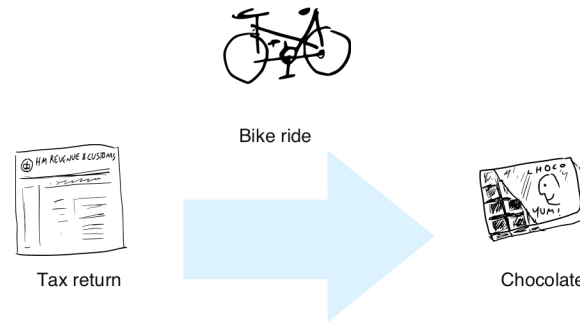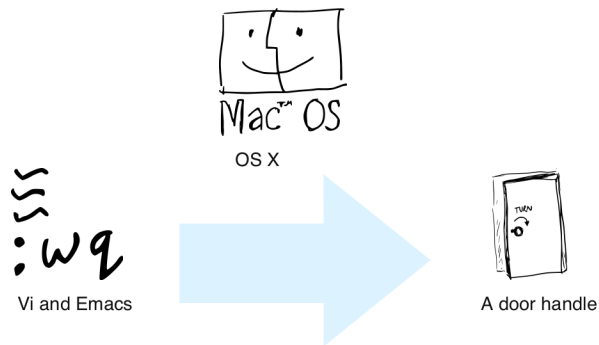
Is it usable and understandable?

Whole format

Story pattern

Interaction pattern
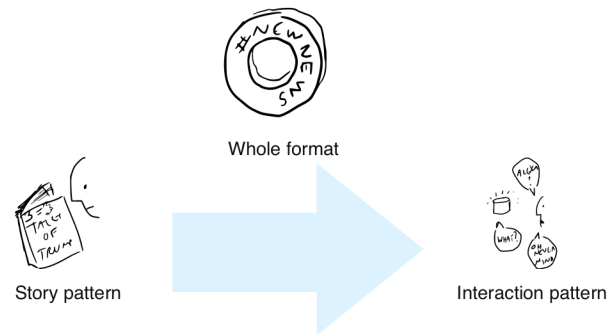
What kind of pattern is it?