WIREFRAMING: THE WHY AND THE HOW.

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OBJECTIVES

‣ Explain why wireframes are valuable during the development of a product.

‣ Identify the essential elements of a wireframe.

WHAT ARE WIREFRAMES?

‣ *"…a skeletal three-dimensional model in which only lines and vertices are represented."* - The Complete Guide to Wireframes

‣ *"*…an image or set of images which displays the functional elements of a website or page, typically used for planning a site's structure and functionality" - Element 74, Web design 101

WIREFRAMING: THE WHY AND THE HOW.

THE ESSENTIALS

- Lines
- Boxes
- Structure
- Layout
- Basic functionality

THE NON-ESSENTIALS

- Pictures
- Colors
- Design
- Fancy "stuff"

- Key Definition: A wireframe is a draft of a web or mobile page showing absolute essentials about the layout and functionality

THE ESSENTIALS, IN 'TECH SPEAK'

‣ boxes for primary graphical elements

‣ placement of headlines and sub-heads

‣ simple layout structure

‣ calls to action

‣ navigation