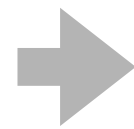
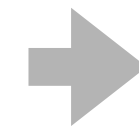


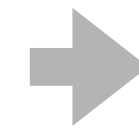
**Content
Strategy**



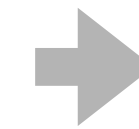
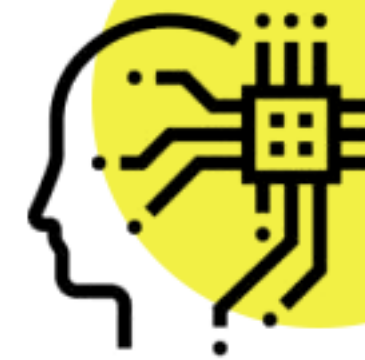
UX



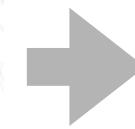
UI Design



**Creative
Technology**



**Frontend
Development**



**Backend
Development**





User Experience

Organize content

Plan for design and build

Sitemaps

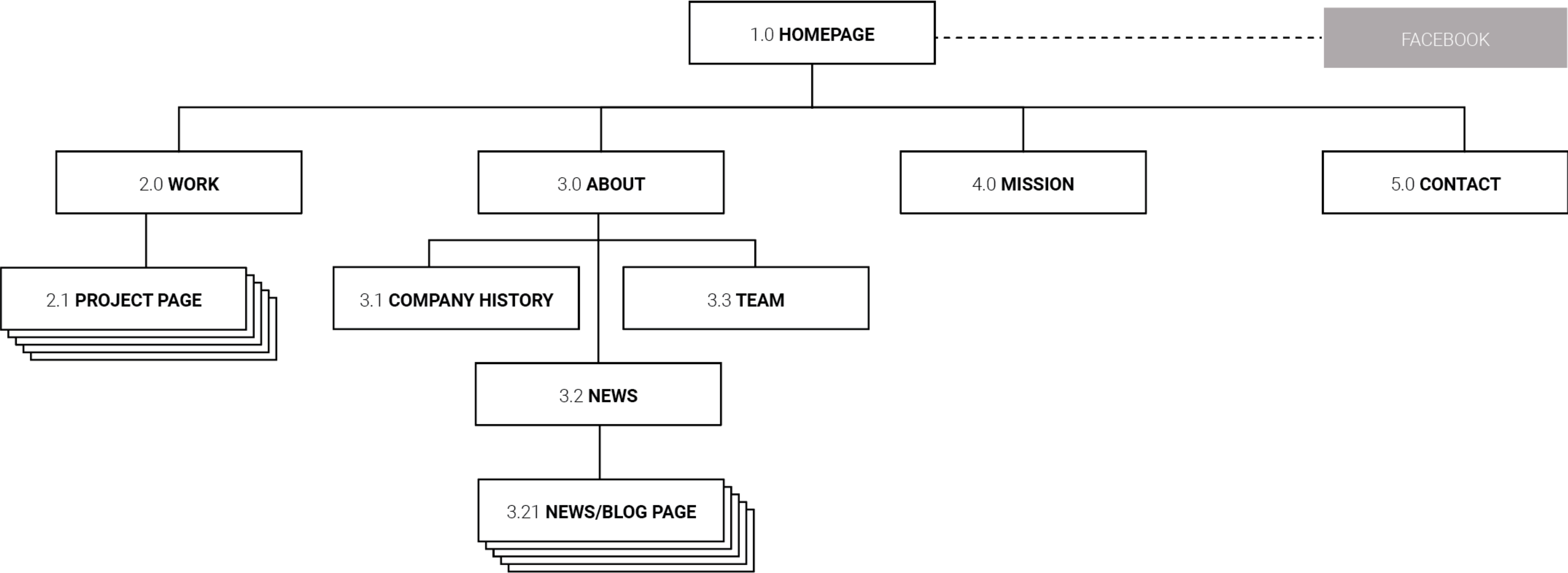
Wireframes

SITEMAP

Need to know how many
pages you are producing

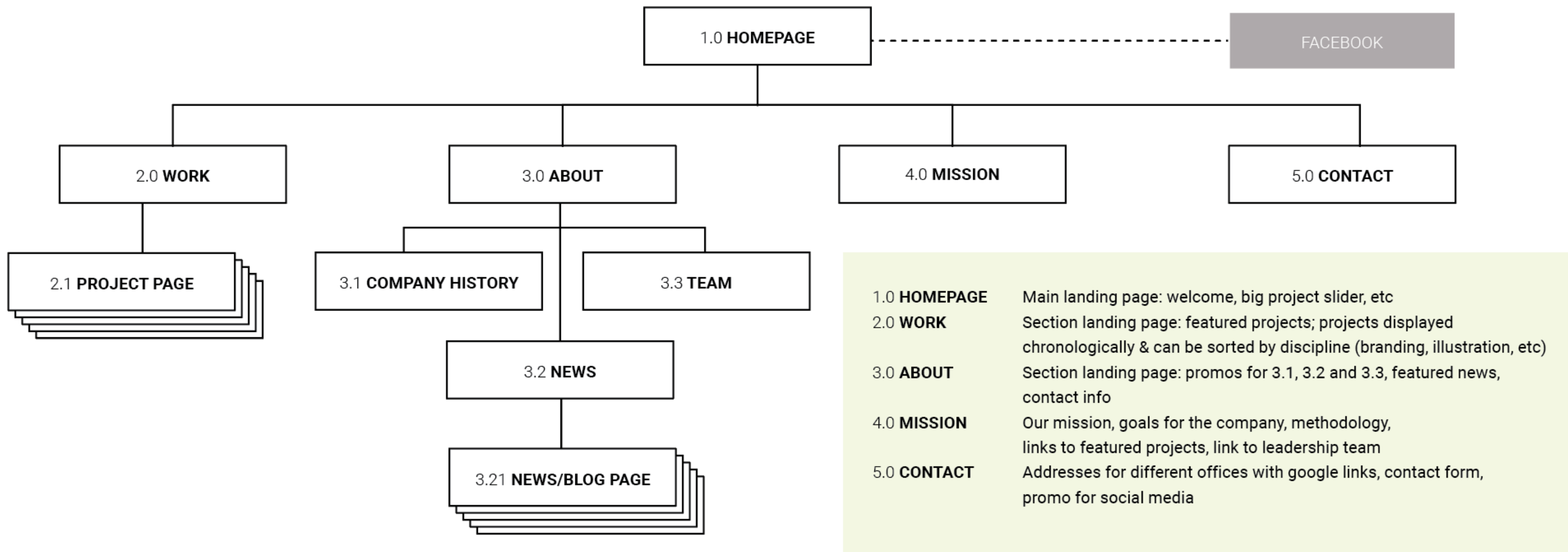
&

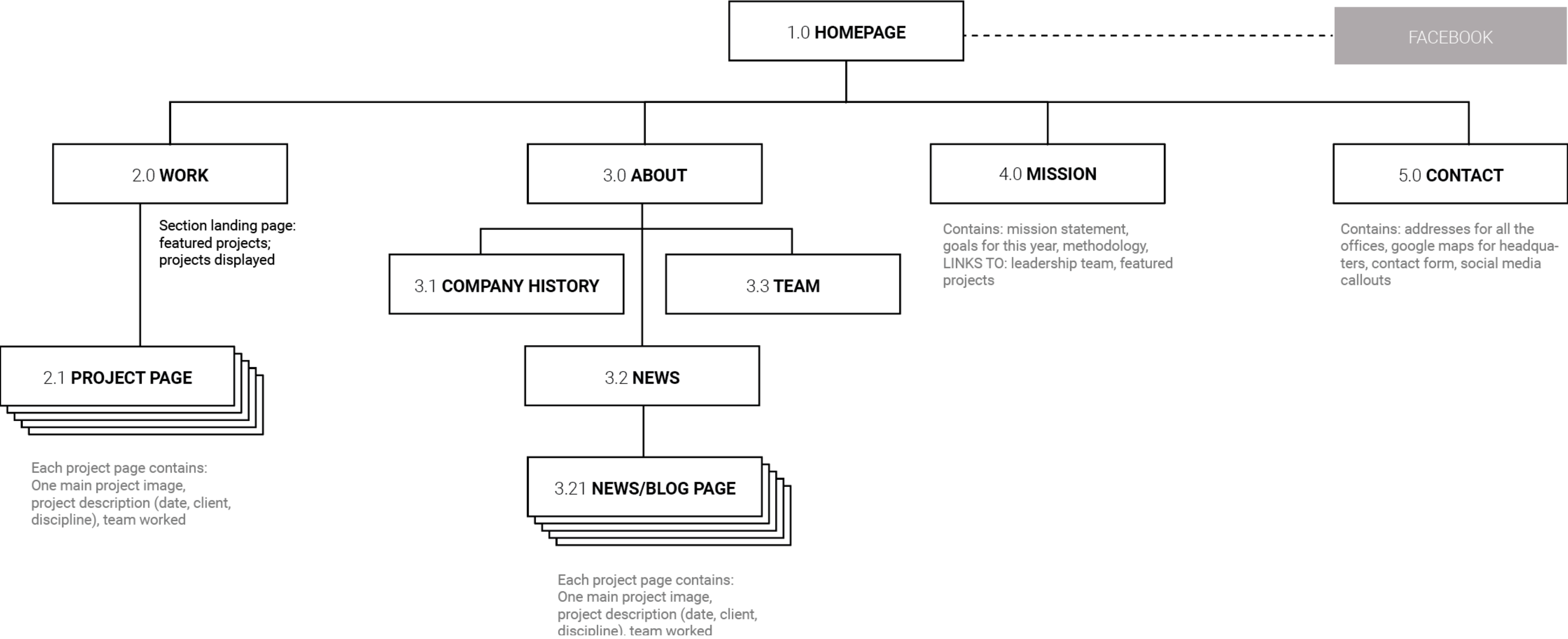
how they relate to
each other



SITEMAP

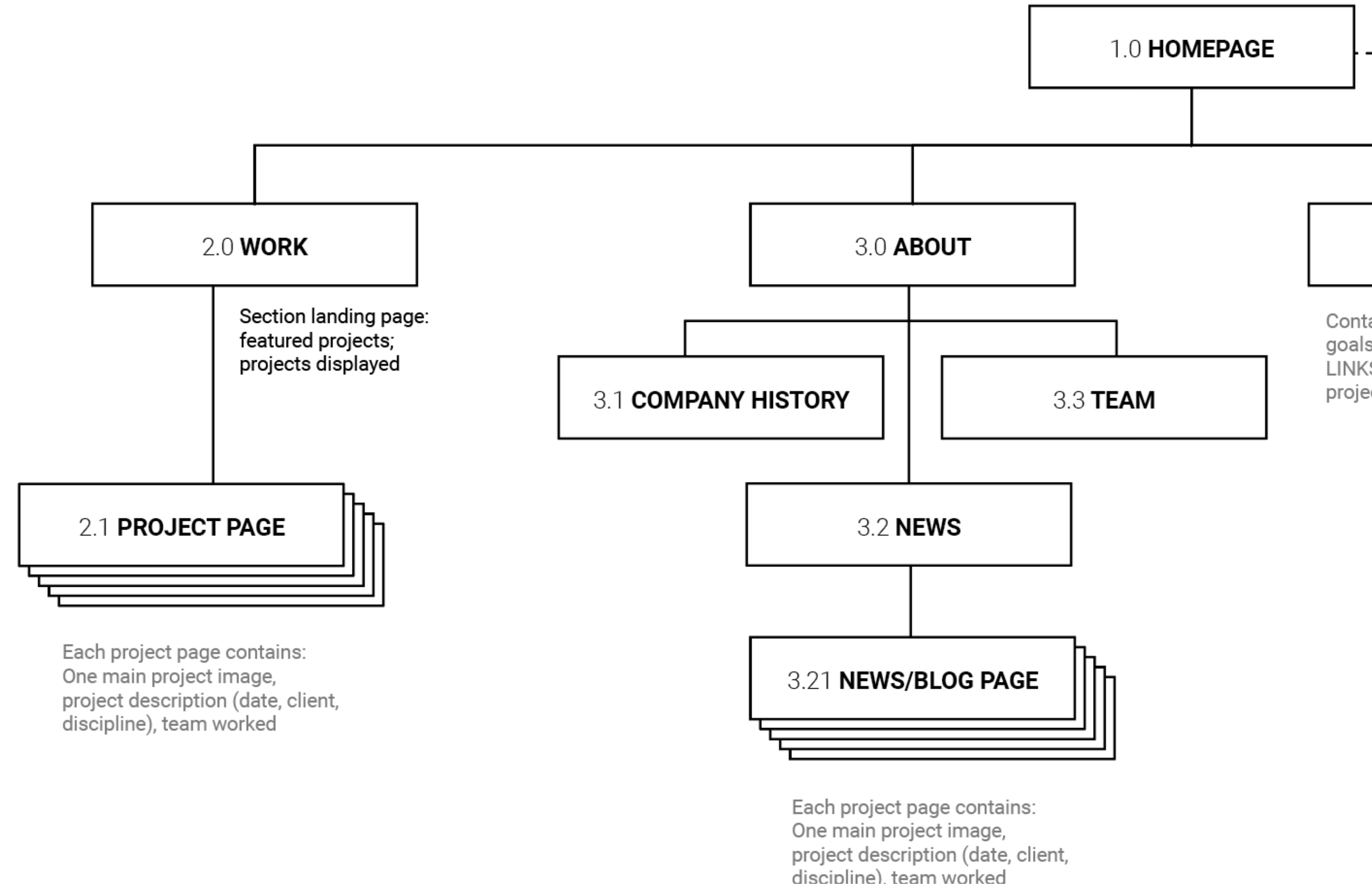
If you want to talk about content, make sure it is **understandable that it is notes on content and not more pages**





SITEMAP

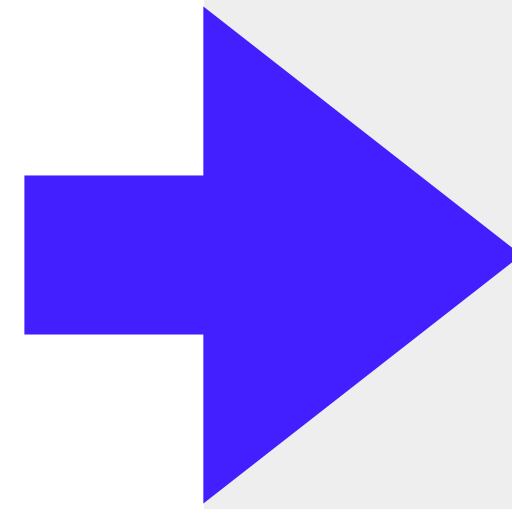
Identify templates/
multiple pages with
the same layout



WIREFRAMES

Not about aesthetics

Sometime it is actually detrimental to the goal of the wireframe



Stay away from design details

Concentrate on content and behaviors

WIREFRAMES

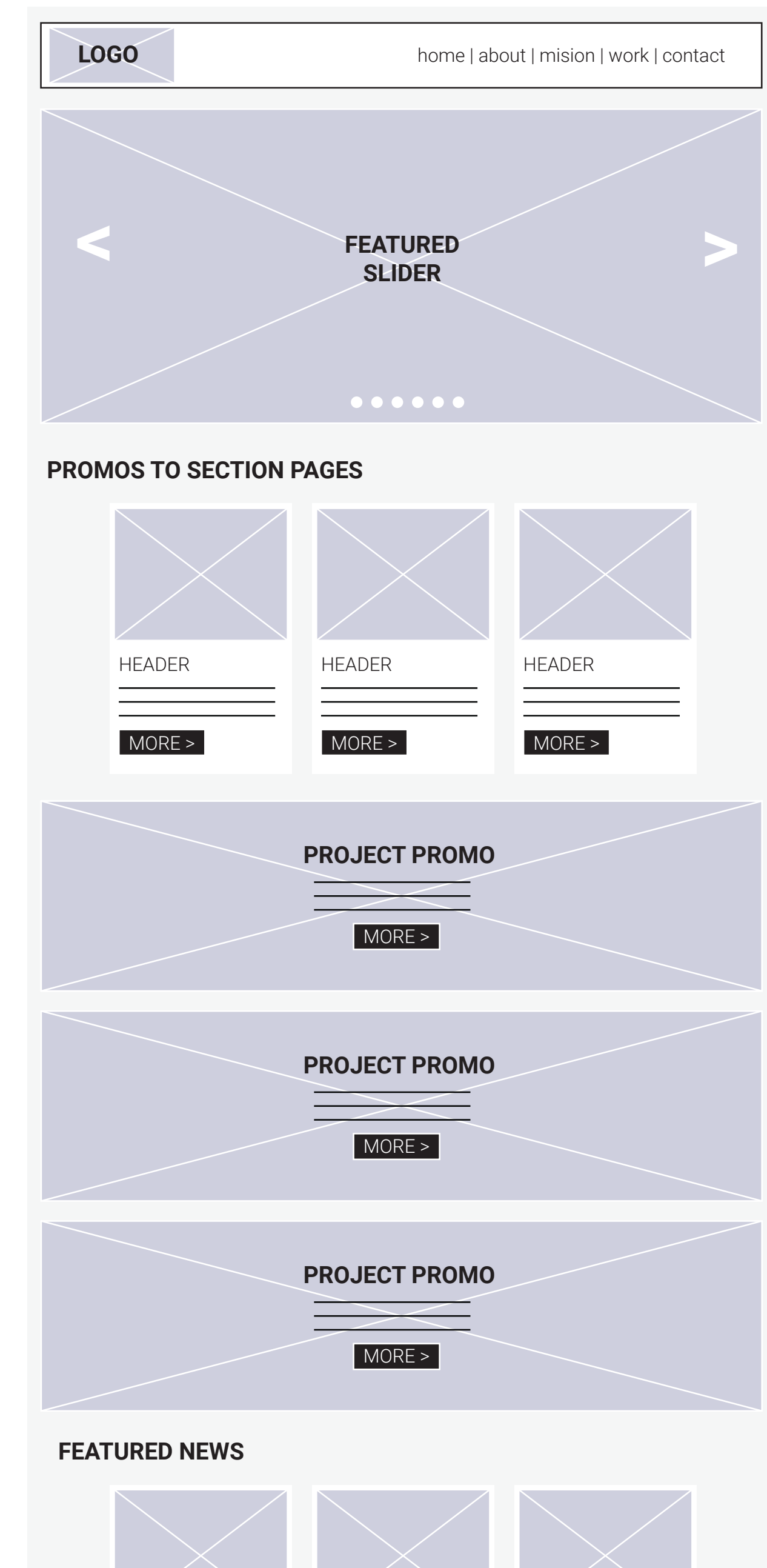
it is about content

- information hierarchy
- approximate layout
(the exact layout might change in the design stage)
- about module behavior and content

WIREFRAMES

information hierarchy
what's important, comes first
on the scroll page

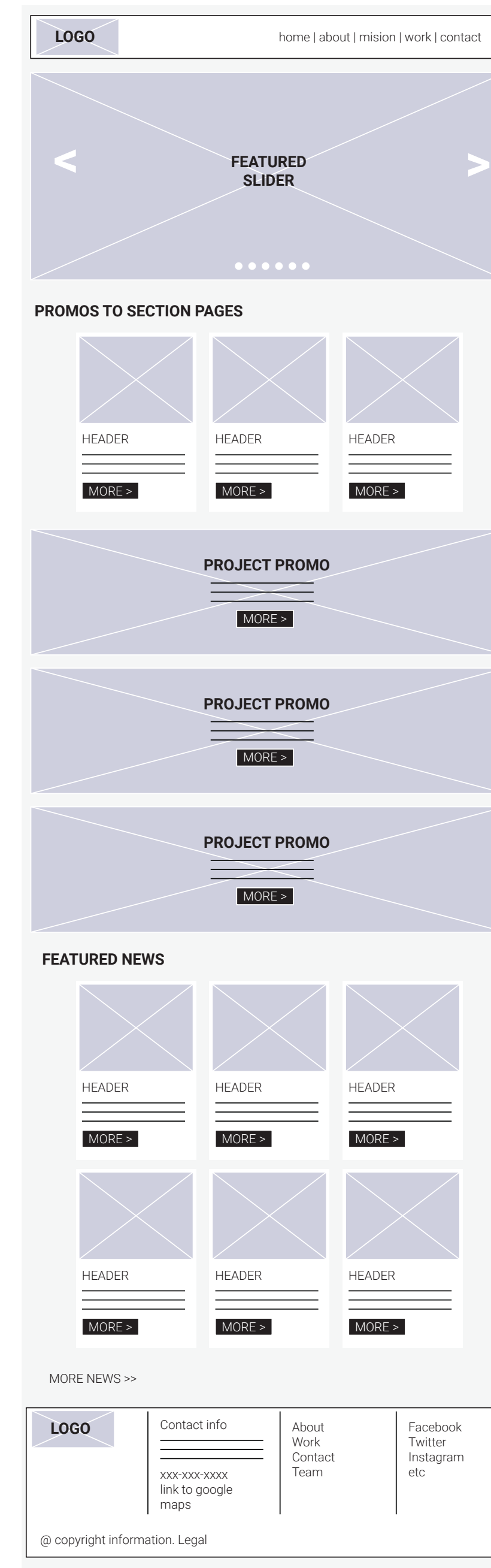
organize your content, knowing
how the basic scrolling behavior



WIREFRAMES

approximate layout
the exact layout might change in
the design stage

NOTE:
you show the WHOLE PAGE
not just the very first screen

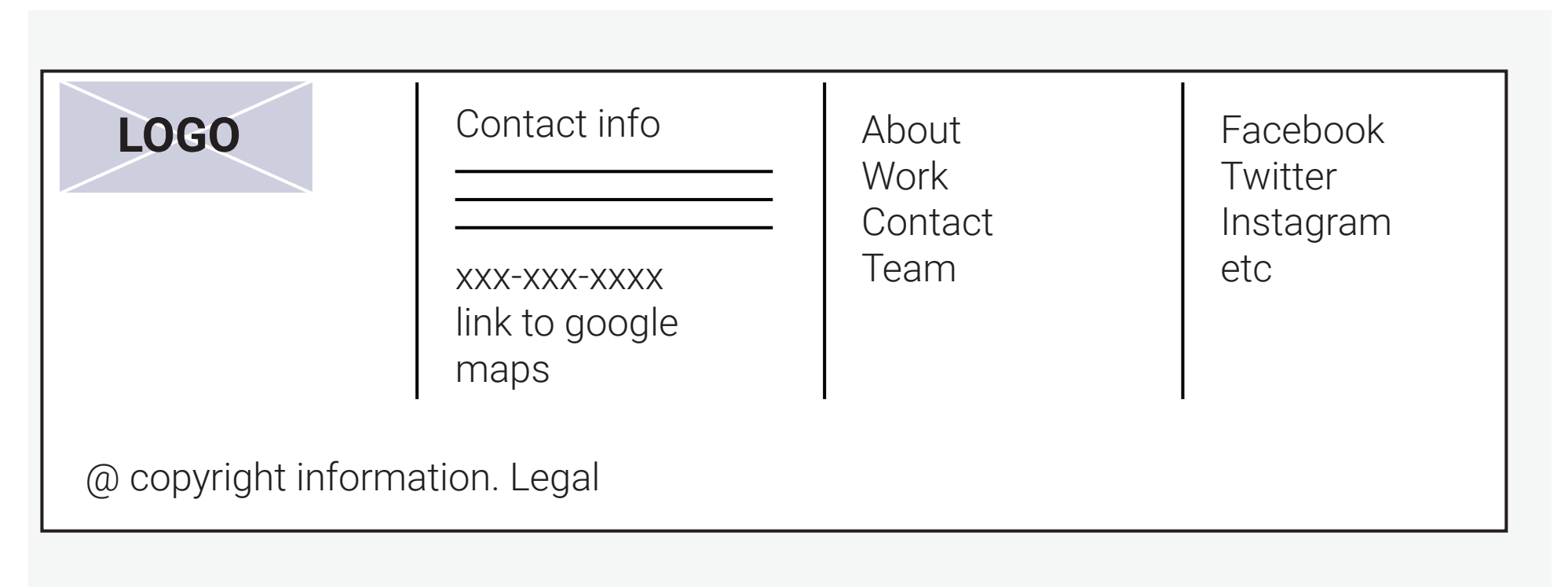
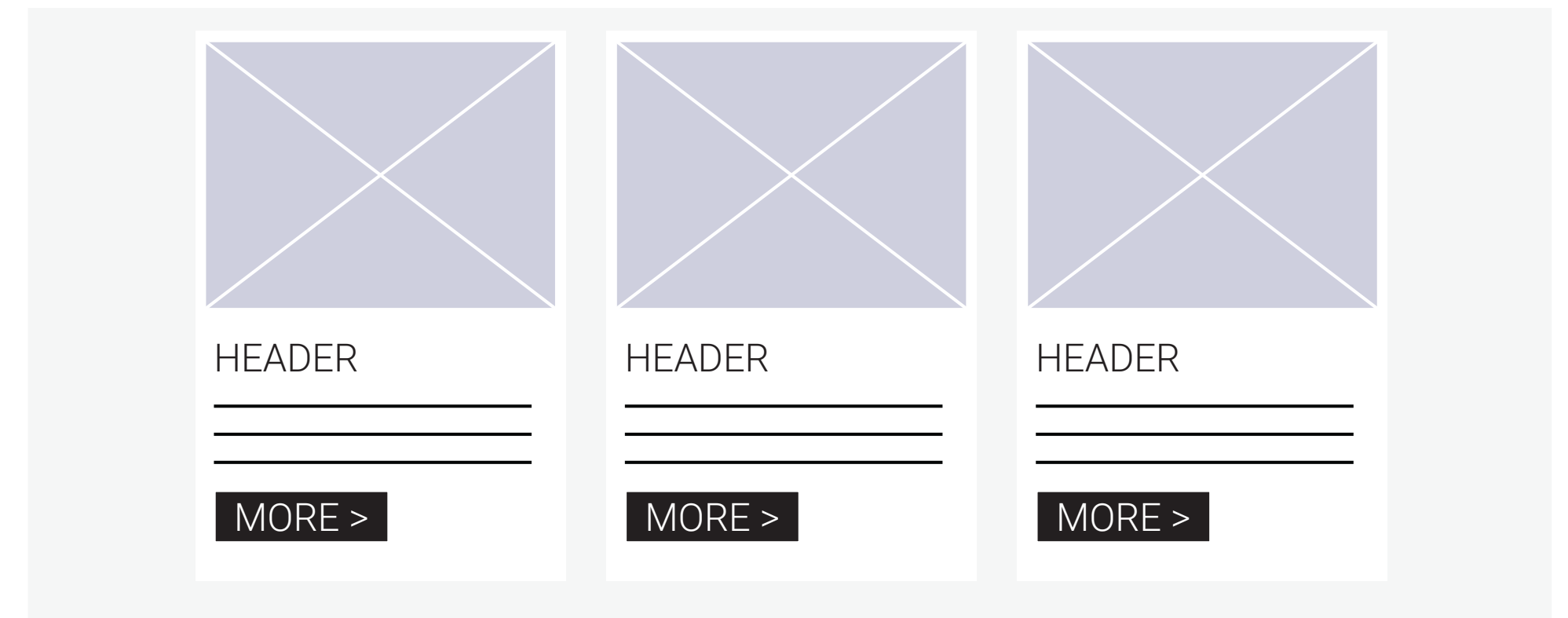


WIREFRAMES

about module behavior and content

You want to give some
indication of what is going to
be in the module

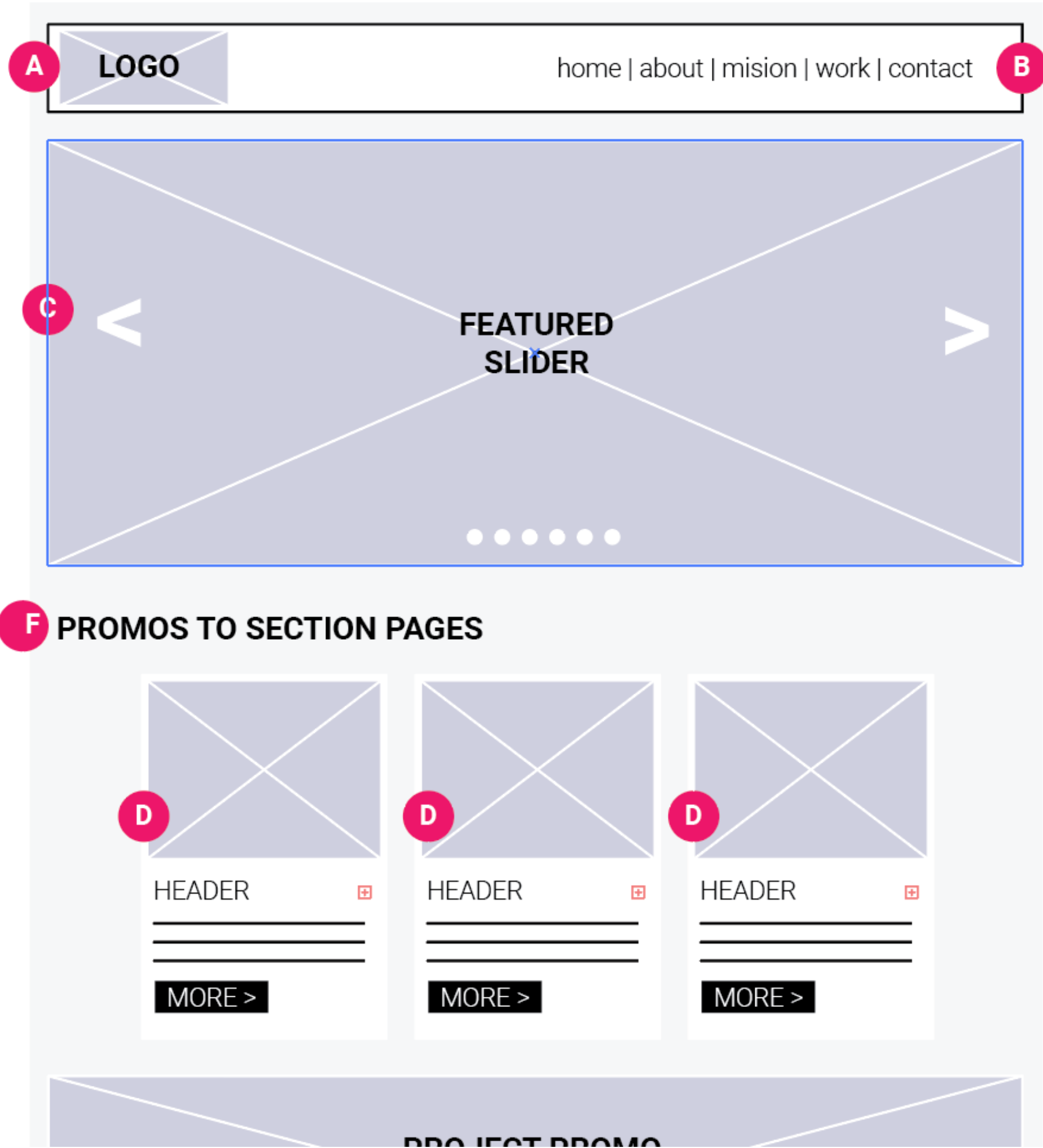
text? image? is it linkable/
clickable? where does it
lead?



WIREFRAMES

Keep in mind
someone who
does not know
anything about
your page

need to
describe your
page clearly



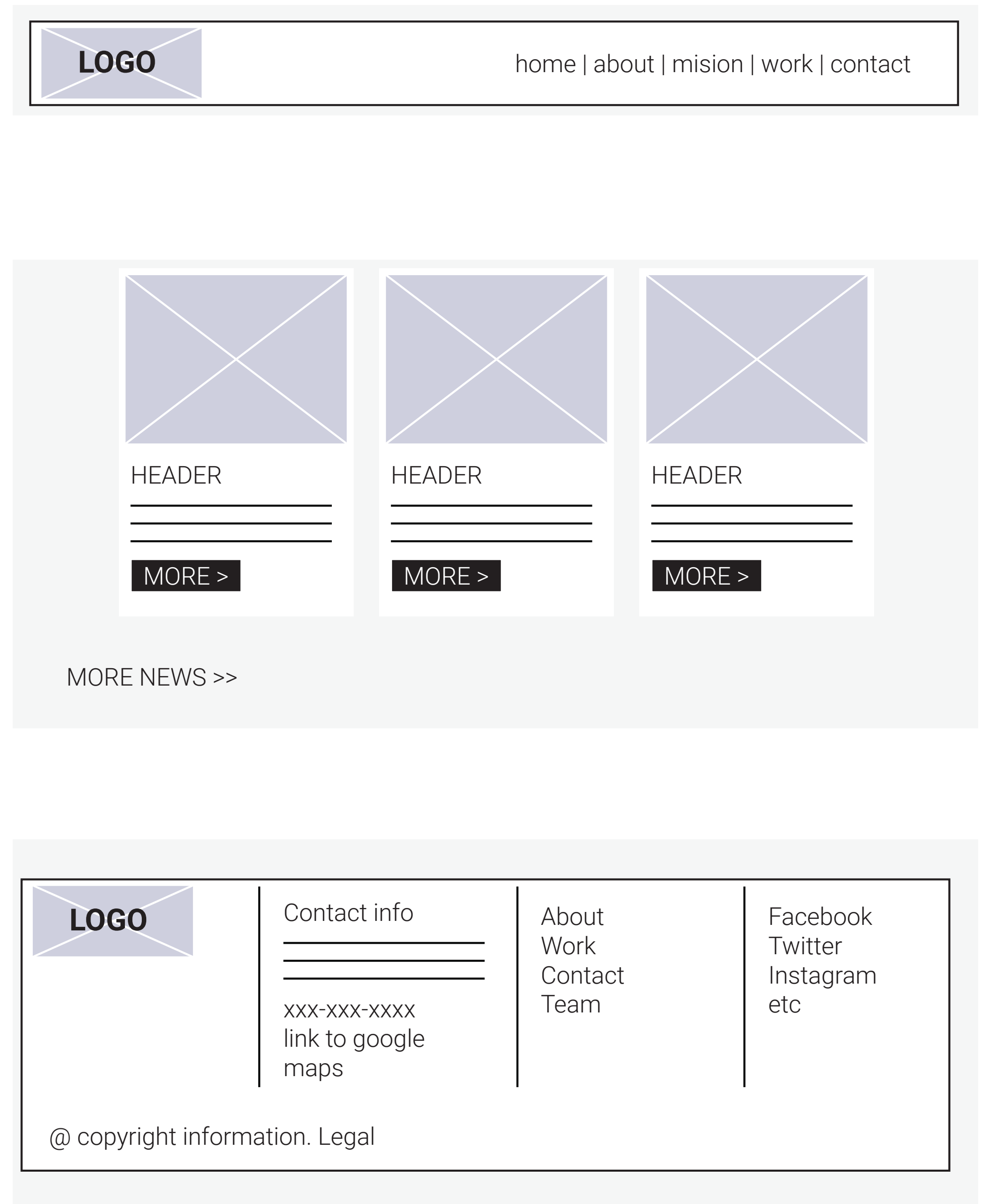
- A** LOGO SVG animated image
- B** GLOBAL MENU Dropdown menu
- C** FEATURED Rotating images & copy
Ability to play/skip
Links to separate project
- F** 3-COLUMN PROMO Links to section pages: mission, about & work
- D** PROMO CARD Thumbnail, header, exerpt CTA
Links to separate project

WIREFRAMES

Define your navigation

what is your global nav

how do you go from one page to another



EXPECTATIONS

FOR MIDTERM

updated sitemap

wireframes for:

- homepage
- section pages
- project/product page

appropriate level of detail:

need to understand what kind of content and how you are displaying it

how many pages are there on your site

what is the navigation