

ENTR 390.012

# Digital Product Design

**LECTURE 5: Structure II - Wireframing & Sketching**

October 10, 2016

# Housekeeping

1. Jam Session
2. Class Next Week
3. Assignment

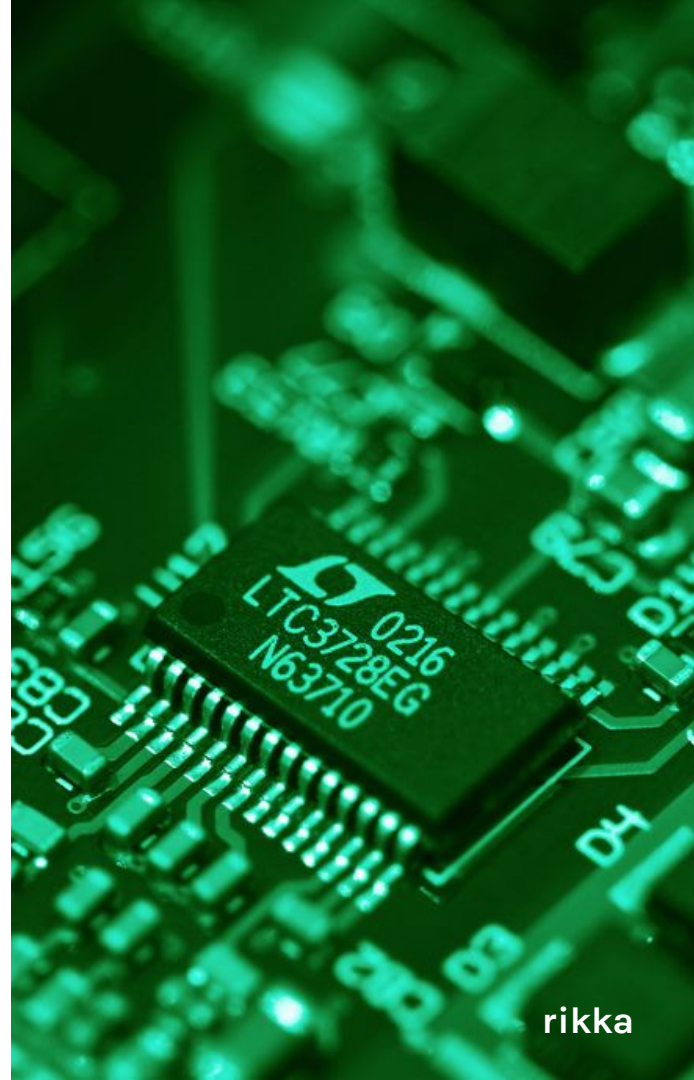
# Pamplermousse

*Attendance*

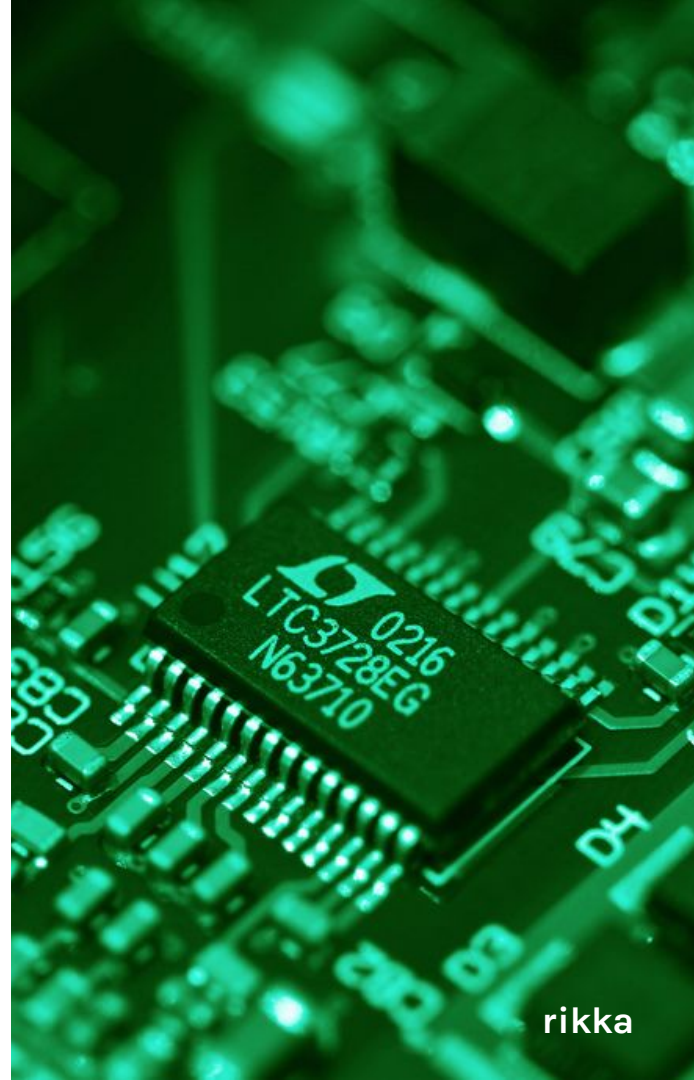
# Lecture

Class format

“User Interface”

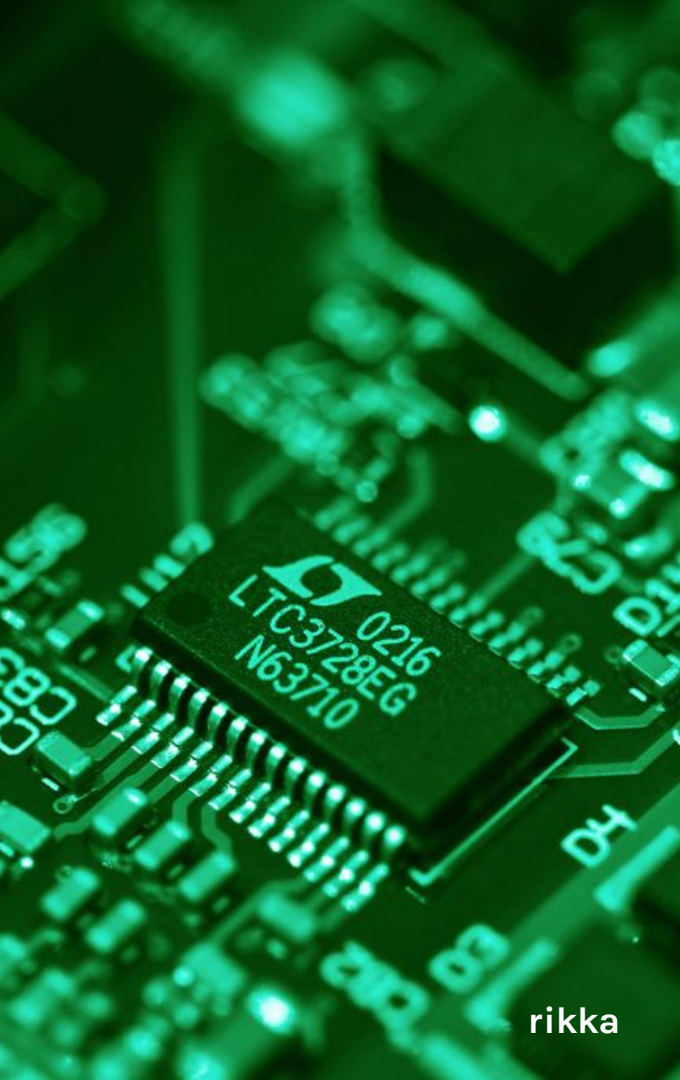


rikka



rikka











### Record Setting

- ☐ 50p 50M Super 35mm
- ☐ 25p 50M Super 35mm
- ☒ 100p 100M
- ☐ 100p 60M


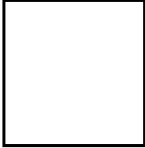
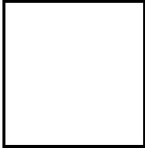
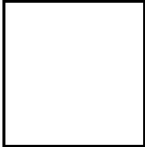
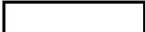
SONY



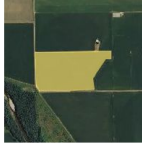



# Wireframing

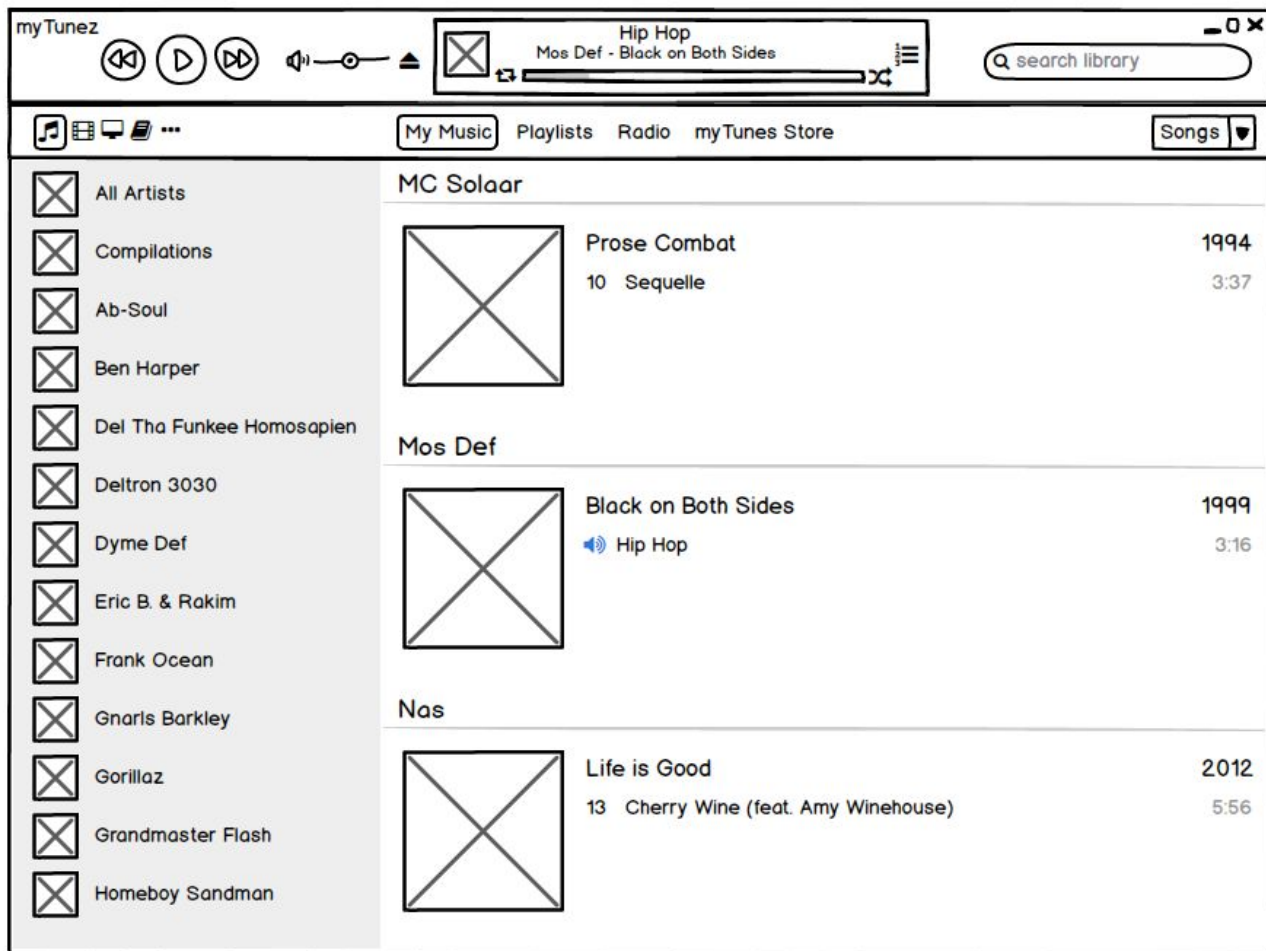


# Low fidelity

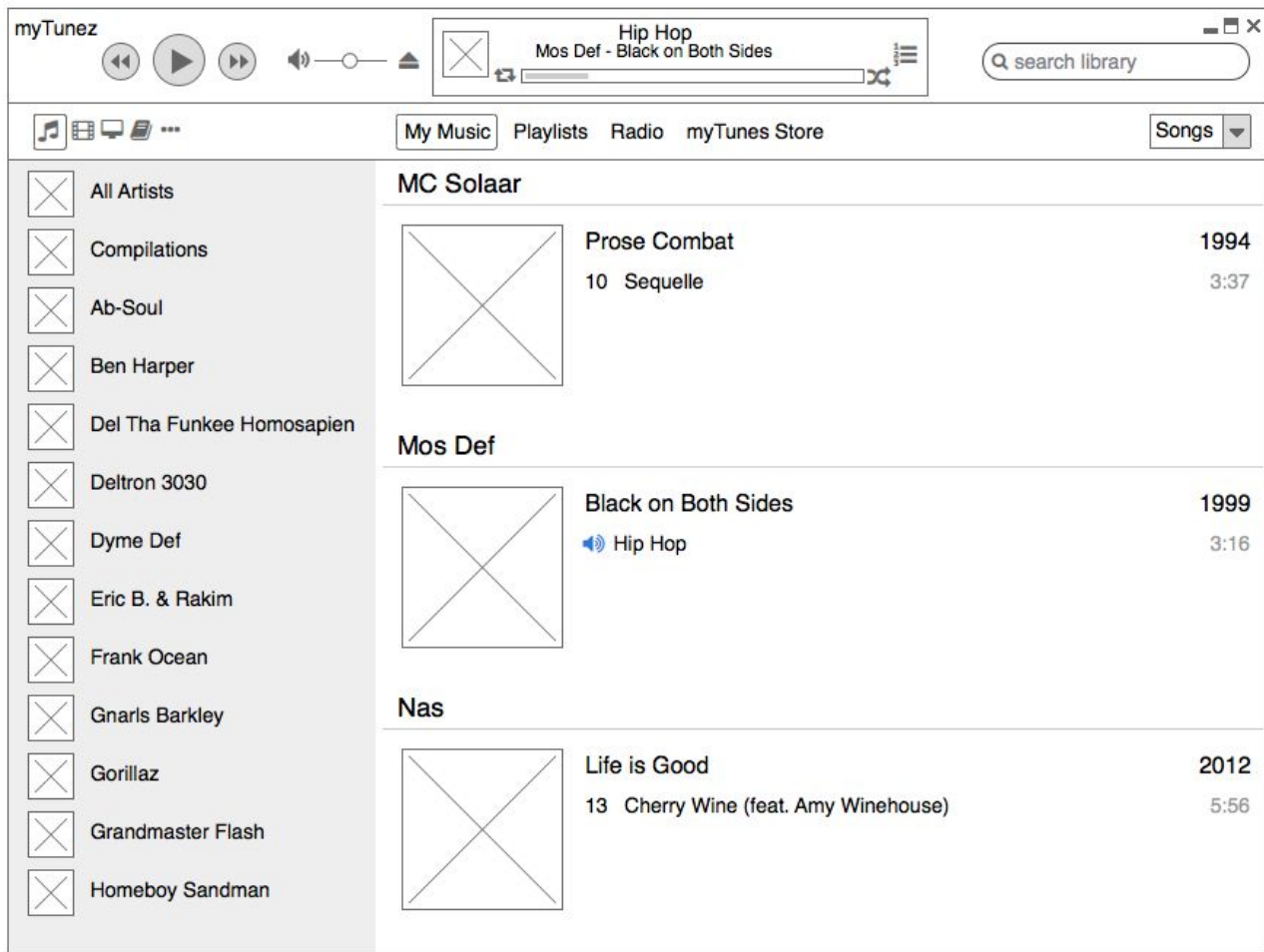
Fields	
ILLINOIS	
	<div>Remington Northwest</div> <div>66.2 ac - Corn</div> <div>0.61" Mon 5p - 11p</div>
	<div>Remington Northwest</div> <div>66.2 ac - Corn</div> <div>0.61" Mon 5p - 11p</div>
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	<div>Remington Northwest</div> <div>66.2 ac - Corn</div> <div>0.61" Mon 5p - 11p</div>
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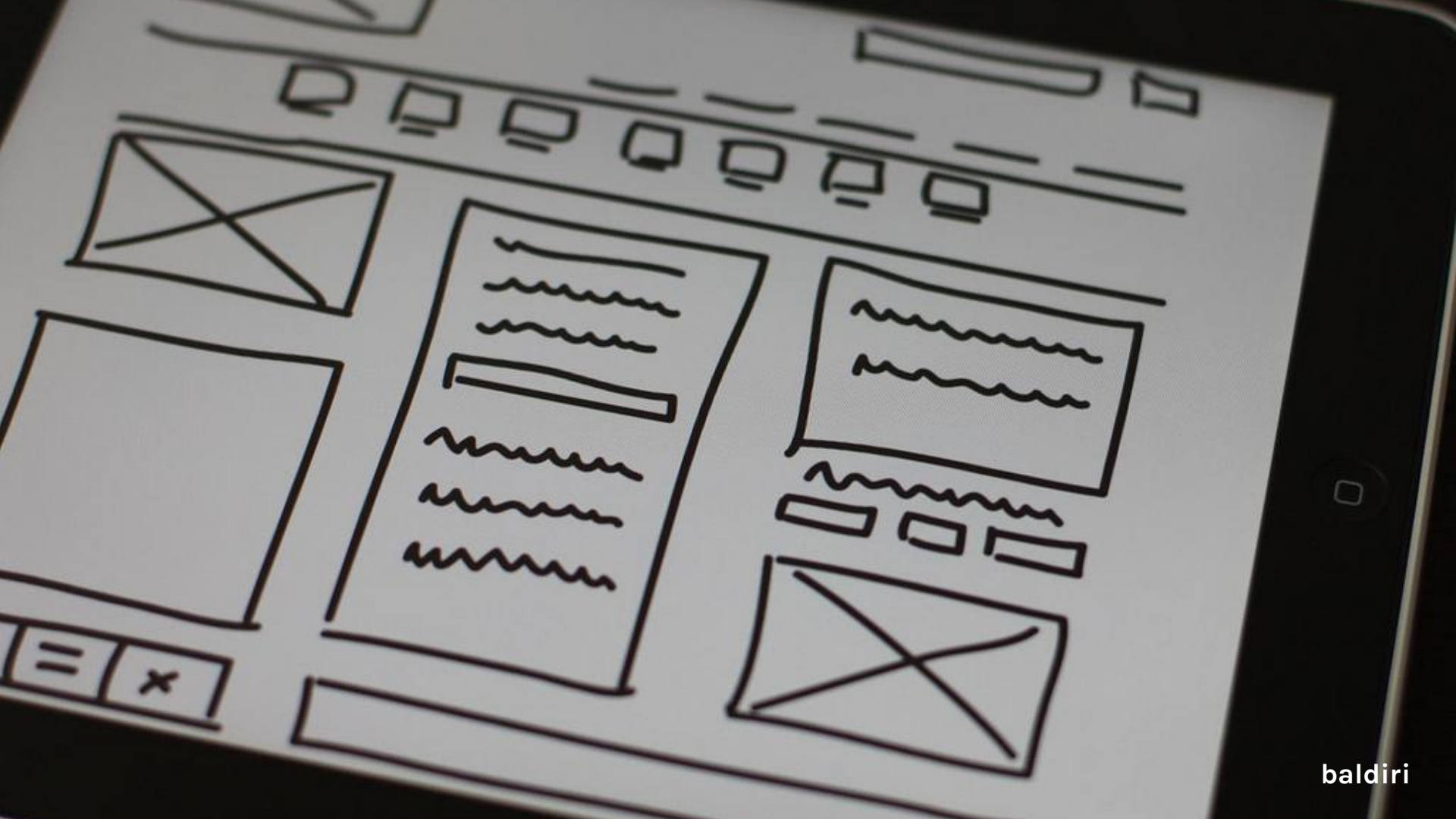
# High fidelity

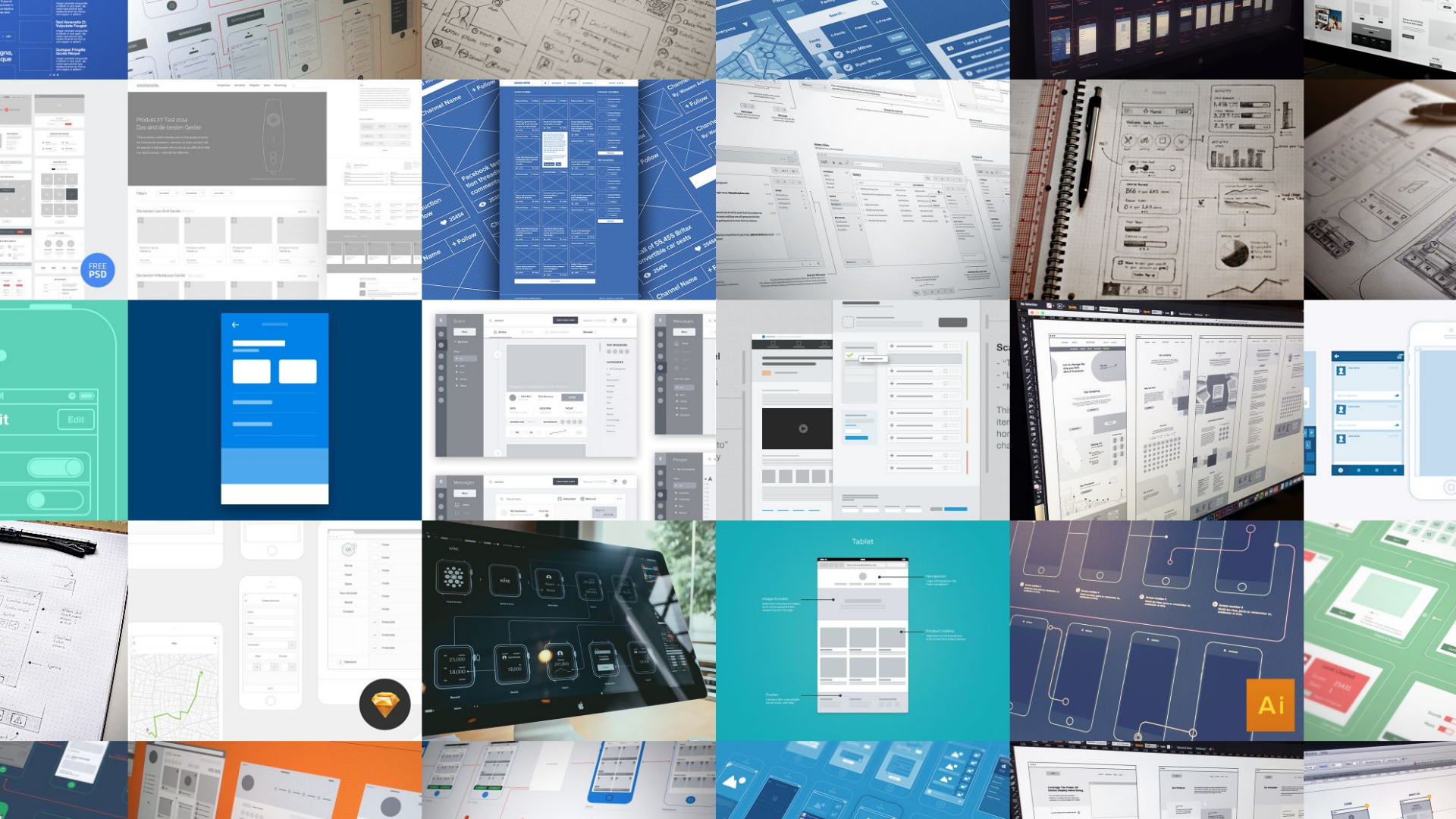
Verizon 6:41 AM 42%	
Fields	
ILLINOIS	
	<div>Remington Northwest</div> <div>66.2 ac • Corn</div> <div>0.61" Mon 5p - 11p</div>
	<div>Ginther</div> <div>161.3 ac • Corn</div> <div>⚠ Health Alert - 7d ago</div> <div>2.15" 10d ago</div>
	<div>Probably our longest field name to date</div> <div>76.9 ac • Corn</div> <div>0.61" 2d ago</div>
IOWA	
	<div>East Elm</div> <div>112.9 ac • Corn</div>











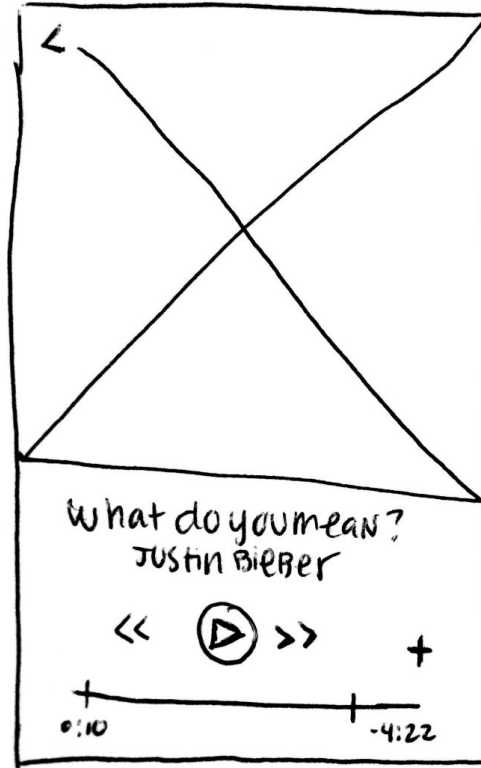
# Exercise



## Wireframe Sketch Example



SONG LIST VIEW



single song view



search view

# Start designing a phone app to help students find places to study on campus

## Content

- Show places to study on campus
- Show many people are at each place
- Show if the place is full
- HOW you show it is up to you!

## Format

- Draw your wireframe on paper
- Draw it about actual size ( $\frac{1}{4}$  of a page)
- Draw at least two versions of the screen
- Send to [umichdesign@umich.edu](mailto:umichdesign@umich.edu) by 4:45



SONG List view

# Critique

Wrapup



**Next Class**

# Assignment

# Start designing a phone app to help students find places to study on campus

## Content

- Show places to study on campus
- Show many people are at each place
- Show if the place is full
- HOW you show it is up to you!

## Format

- Minimum two versions of the screen
- Use Figma or Sketch (see starter file)
- Only use black and white (no color, no gray)
- Only use Comic Sans for text
- Submit via Canvas
- Due two Mondays from now



Digital wireframe example

A black and white photograph of Salvador Dali sitting on a large, dark, egg-shaped object. He is wearing a dark suit and tie, and has his characteristic mustache. He is looking directly at the camera with a serious expression. The background is a plain, light-colored wall.

**Have no fear of  
perfection  
You'll never reach it**

**Salvador Dali**