

Between style tiles and design comps I honestly think there is value in both. However, if strapped for time, I think design comps hold more value in the long run. When working with clients, I think a style tile is helpful to flesh out design ideas without having to waste a bunch of time on the full fledged design comps. I have found through experience that when designing, many people focus on the design aspects such as the font, the color and completely lose track of the goal which is the layout and the overall look. A style tile, decided on before the design process, allows people to look past the minute details and focus more on the overall layout of the future website. I believe it takes more time to change colors and design elements on a design comp of the website as opposed to changing a few areas on a style tile.