

# introduction to:// web design

<idesn . 2115 />

## wireframes

### DESCRIPTION

A wireframe is an abstract representation of the elements on a webpage, illustrating layout, hierarchy, and functionality. Like an architecture diagram, they are an attempt to group the problems of website development into more discrete phases. The wireframe translates the website visitors' needs to a two-dimensional plane, ignoring issues of aesthetics and appearance. Instead, the wireframe reflects the relative location and grouping of elements on the page. Students will develop one wireframe per template identified in the architecture diagram.

#### course info

idesn 2115  
fall 2016  
3 credits

#### meeting time

monday, wednesday  
8:00am - 10:30am  
university hall  
room L023

#### instructor

saul baizman  
sbaizman@lesley.edu  
617 863 0136

#### office hours

by appointment

#### website

baizman.com/itwd

To de-emphasize the aesthetic aspect of this phase of the process, the wireframes must adhere to the following constraints:

- \_ Helvetica typeface only
- \_ No imagery (use boxes or shapes as placeholders)
- \_ No color (except grays)
- \_ Greeked text is OK, except for navigation

### DELIVERABLE

A set of wireframe diagrams (PDF).

### OBJECTIVE

The purpose of this assignment is to think about how to represent the objectives of the website on a two-dimensional canvas. Students will consider issues related to content hierarchy and content structure. They will also begin to explore the creation of a navigational system to connect all of the website's pages together.

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## DEADLINE

This assignment is due next Monday, 11/14. Please commit and upload your files to the master branch of your GitHub repository in a subfolder named "13 wireframes."

## WEIGHT

This assignment carries a weight of 2.

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