

HIGH FIDELITY MOCKUPS

HIGH FIDELITY MOCKUPS

Static visual representation of a final design

Help communicate final design to stakeholders

Represent structure of information, visualize content and demonstrate basic functionality

Provide visual details

Colour, texture, patterns, type, iconography, imagery, illustration etc.

Based on mid-fidelity wireframes and mood boards

Must use **real content**

TACTICS

HIERARCHY

Example from "Refactoring UI"

Don't use size exclusively to denote hierarchy
Use color, weight, space etc.

Space used to improve hierarchy, contrast, layout

Overview As of December 11, 2018, 8:00 AM PT

Total Balance: \$16,412.92 +\$648.83	Investments: \$15,606.14 +\$648.83	Cash: \$806.78						
Holdings Activity Performance Gain & Loss								
Name	Quantity	Price	Avg Cost	Mkt Value	Gain/Loss	Gain/Loss%	% of Portfolio	Buy/Sell
TDB900 - TD CDN INDX -E...	140.143	\$25.70	\$24.49	\$3,601.68	+\$170.00	+4.95%	10.10%	<button>Buy</button> <button>Sell</button>
TDB902 - TD US INDX CS -...	65.218	\$54.86	\$51.95	\$3,577.86	+\$189.70	+5.60%	12.90%	<button>Buy</button> <button>Sell</button>
TDB909 - TD CD BD IDX-E...	415.872	\$11.64	\$11.63	\$4,840.75	-\$6.01	-0.12%	8.00%	<button>Buy</button> <button>Sell</button>
TDB911 - TD INTL IDX E SE...	271.861	\$13.19	\$12.15	\$3,585.85	+\$283.04	+8.57%	12.00%	<button>Buy</button> <button>Sell</button>



Overview As of December 11, 2018, 8:00 AM PT

TOTAL BALANCE \$16,412.92 +\$648.83	INVESTMENTS 15,606.14 +\$648.83	CASH \$806.78					
Holdings Activity Performance Gain & Loss							
NAME	QUANTITY	PRICE	AVG COST	MKT VALUE	GAIN/LOSS	% OF PORTFOLIO	BUY/SELL
TDB900 TD CDN INDX -E /NLFRAC	140.143	\$25.70	\$24.49	\$3,601.68	+\$170.00 +4.95%	10.10%	<button>Buy</button> <button>Sell</button>
TDB902 TD US INDX CS -E /NLFRAC	65.218	\$54.86	\$51.95	\$3,577.86	+\$189.70 +5.60%	12.90%	<button>Buy</button> <button>Sell</button>
TDB909 TD CD BD IDX-E SE/NLFRAC	415.872	\$11.64	\$11.63	\$4,840.75	+\$6.01 +0.12%	8.00%	<button>Buy</button> <button>Sell</button>



PERSONALITY

Choose a personality, stick to it

Language, typography, colors, imagery etc. should contribute to your sites personality

TYPOGRAPHY

Use good fonts

Google Fonts

Limit line length between 45-75 characters

Increase font sizes

Minimum point size for body copy \geq 14 pt

Increase line height (leading)

Minimum line height for body copy \geq 1.25

Avoid justified (and, if long, centered) text

TYPOGRAPHY



There was no use in arguing with a person like this. I promptly put such a strain on my memory that by and by even the shoal water and the countless crossing-marks began to stay with me. But the result was just the same. I never could more than get one knotty thing learned before another presented itself. Now I had often seen pilots gazing at the water and pretending to read it as if it were a book; but it was a book that told me nothing. A time came at last, however, when Mr. Bixby seemed to think me far enough advanced to bear a lesson on water-reading. So he began--

Mark Twain — Life on the Mississippi

Verdana
12pt / 1.1

~200 characters / line



There was no use in arguing with a person like this. I promptly put such a strain on my memory that by and by even the shoal water and the countless crossing-marks began to stay with me. But the result was just the same. I never could more than get one knotty thing learned before another presented itself. Now I had often seen pilots gazing at the water and pretending to read it as if it were a book; but it was a book that told me nothing. A time came at last, however, when Mr. Bixby seemed to think me far enough advanced to bear a lesson on water-reading. So he began--

Mark Twain — Life on the Mississippi

Nato Serif
16pt / 1.75
~75 characters / line

TYPOGRAPHY: LINE HEIGHT (LEADING)

trentu.ca

SCHOOL OF GRADUATE STUDIES

WELCOME THE EXPERIENCE

TRENTU.CA / SCHOOL OF GRADUATE STUDIES / PROGRAMS / THESIS-BASED MASTER'S PROGRAMS / MASTER OF ARTS IN ANTHROPOLOGY M.A.

Master of Arts in Anthropology M.A.

Embark on a once-in-a-lifetime experience and adventure alongside world-class researchers. In Anthropology at Trent, you'll have the opportunity to undertake fascinating fieldwork around the world, and advance our understanding of the human past and present.

Digging deep into the area of study that interests you as either a full- or part-time M.A. student, you will prepare yourself for a future in higher education, field and lab research, museums, cultural-heritage tourism, or heritage management.

At Trent, your experience will be based on the Anthropology graduate program's more than 40-year track record of educational excellence, and inspired by real-life learning. Three full-year courses and the research required for the completion of a thesis will see you explore the complexities of human biology and culture. Consider topics of societal importance through archaeological, biological, ethnographic, or linguistic research. Faculty members and students before you have undertaken fieldwork across Canada, in the U.S. southwest, in Mesoamerica, the Mediterranean, South and Southeast Asia, and Papua New Guinea. Their investigations have focused on mortuary practices, forensics, settlement patterns, civilization collapse, art, religion, and much more.

- Benefit from Trent's top-notch facilities and an emphasis on individual instruction.
- Study at the intersection of physical sciences, social sciences, and the humanities.
- See the world and while doing original research on a topic that you love.
- Gain the skills employers of today want – adaptability, resourcefulness, and versatility.

[Anthropology M.A. website](#)

Program Options

- M.A.
- Full- or part-time studies
- Thesis-based program
- 2 years full-time or 4 years part-time to complete

Admission Requirements

- B.A. or B.Sc. honours degree (a four year undergraduate bachelor's degree) in Anthropology or a related field, or equivalent
- Minimum B+ (77%) or equivalent in the work of the last four semesters or the last two undergraduate years (last ten full credits)
- A foundation in appropriate research methodology

Required Documents

- Official Transcripts

PROGRAMS

- Thesis-based
- Course-based
- Ph.D. Program
- Graduate Studies
- Specialized
- Post-Graduate Business
- Tuition, fees and costs
- Student services
- Scholarships
- Making a difference
- Student life

RELATED

- Catharine Frazee
- Office of the Vice-Provost
- Office of the Dean

X 1.0625

SCHOOL OF GRADUATE STUDIES

WELCOME THE EXPERIENCE

TRENTU.CA / SCHOOL OF GRADUATE STUDIES / PROGRAMS / THESIS-BASED MASTER'S PROGRAMS / MASTER OF ARTS IN ANTHROPOLOGY M.A.

Master of Arts in Anthropology M.A.

Embark on a once-in-a-lifetime experience and adventure alongside world-class researchers. In Anthropology at Trent, you'll have the opportunity to undertake fascinating fieldwork around the world, and advance our understanding of the human past and present.

Digging deep into the area of study that interests you as either a full- or part-time M.A. student, you will prepare yourself for a future in higher education, field and lab research, museums, cultural-heritage tourism, or heritage management.

At Trent, your experience will be based on the Anthropology graduate program's more than 40-year track record of educational excellence, and inspired by real-life learning. Three full-year courses and the research required for the completion of a thesis will see you explore the complexities of human biology and culture. Consider topics of societal importance through archaeological, biological, ethnographic, or linguistic research. Faculty members and students before you have undertaken fieldwork across Canada, in the U.S. southwest, in Mesoamerica, the Mediterranean, South and Southeast Asia, and Papua New Guinea. Their investigations have focused on mortuary practices, forensics, settlement patterns, civilization collapse, art, religion, and much more.

- Benefit from Trent's top-notch facilities and an emphasis on individual instruction.
- Study at the intersection of physical sciences, social sciences, and the humanities.
- See the world and while doing original research on a topic that you love.
- Gain the skills employers of today want – adaptability, resourcefulness, and versatility.

[Anthropology M.A. website](#)

Program Options

- M.A.
- Full- or part-time studies
- Thesis-based program
- 2 years full-time or 4 years part-time to complete

PROGRAMS

- Thesis-based
- Course-based
- Ph.D. Program
- Graduate Studies
- Specialized
- Post-Graduate Business
- Tuition, fees and costs
- Student services
- Scholarships
- Making a difference
- Student life

RELATED

- Catharine Frazee
- Office of the Vice-Provost
- Office of the Dean

✓ 1.5

IMAGERY

Use good imagery and icons

Unsplash, The Noun Project

Consistency of tone and style for images, illustrations, and icons

Consider cropping, backdrop of images

IMAGERY: CONSISTENCY

Lululemon website screenshot showing a product listing for Women's Sweaters.

The page displays 17 items, sorted by Featured. The products shown are:

- Sundown Wrap: \$158.00 CAD. Image shows a woman in a brown wrap over a white top.
- Time To Restore Sweater: \$98.00 CAD. Image shows a woman in a light pink long-sleeve sweater.
- Swiftly Speed Turtleneck: \$88.00 CAD. Image shows a woman in a red turtleneck sweater.
- Forward Flow Cape: \$100.00 CAD. Image shows a woman in a light blue cape.
- Go Forward Pullover: \$100.00 CAD. Image shows a woman in a light green pullover.
- So Sherpa Hooded Jacket: \$150.00 CAD. Image shows a woman in a pink hooded jacket.

On the left, there is a sidebar with filters for Tops (Tanks, Dresses + Onesies, Short Sleeves, Long Sleeves, **Sweaters**, Hoodies + Sweatshirts, Jackets + Coats, Swim), Bottoms, Intimates, Accessories, and a Feedback section. At the bottom, there is a Lululemon logo and a large green checkmark icon.

Saddleback Leather website screenshot showing a product listing for Briefcases.

The page displays 20 items, sorted by Position. The products shown are:

- Classic Leather Briefcase: \$649.00. Image shows a tan leather briefcase.
- Flight Bag Briefcase: \$549.00. Image shows a dark brown leather briefcase.
- Slim Leather Briefcase: \$529.00. Image shows a dark brown leather briefcase.
- Thin Front Pocket Leather Briefcase: \$589.00. Image shows a tan leather briefcase.
- Front Pocket Weatherproof Canvas Messenger Bag: \$115 reviews. Image shows a green canvas messenger bag.
- Simple Weatherproof Canvas Messenger Bag: \$115 reviews. Image shows a green canvas messenger bag.
- Front Pocket Leather Briefcase: \$115 reviews. Image shows a dark brown leather briefcase.
- Hardsided Leather Briefcase: \$14 reviews. Image shows a dark brown leather briefcase.

On the left, there is a sidebar with Shopping Options (CATEGORY, LINING, PRICE, SIZE, COLOR, SIZE) and a Compare Products section. At the bottom, there is a Saddleback Leather logo and a large green checkmark icon.

IMAGERY: STOCK PHOTOGRAPHY



SERVICES & SOLUTIONS

Benefits Consulting

Benefits Technology

Business Insurance

Executive Planning

Life Insurance

HR and Compliance

International Coverage

Mergers and Acquisitions

Retirement Plans

Wellness Solutions

[Request A Consultation](#)

SERVICES & SOLUTIONS

[Share](#) [Tweet](#) [in Share](#)

Review the services and solutions below to learn more about what BBG can offer you.



Benefits Consulting

Our Employee Benefits Division is at the heart of our organization. After decades of providing trustworthy and reliable services, the Business Benefits Group operates primarily on a referral basis. Review our page on [Employee Benefits](#) to learn more.



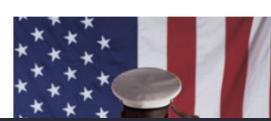
Benefits Technology

The comprehensive Benefits Technology solutions offered by BBG allows for simplified management, automated auditing capabilities, carrier feeds, employee self-service in addition to other financial and time savings. Read our informational page on [Benefits Technology](#) to find out more.



Business Insurance

Helping to protect assets and providing well designed risk-management services is one of our central focuses. Our clients rely on us for professional guidance for choosing ideal coverage at the most affordable rate. Review our information on [Business Insurance](#) to find out more.



DBA Insurance

BBG is a leader in DBA (Defense Base Act) Insurance Coverage in the

[bbgbroker.com](#)



patagonia [SHOP](#) INSIDE PATAGONIA What are you looking for? [SEARCH](#)

Climbing

Featured Mountain of Storms @patagonia_climb Ambassadors [Shop](#)

Take nothing with you.

The Micro Puff® Hoody
Our lightest, most packable insulated jacket ever.

Long traverses and after big trail runs. Desert camping and unexpected monsoons. For never again having to choose between weight, space or warmth.

[Watch the Video](#)

Men's Women's

[Men's Micro Puff® Hoody](#) [Men's Micro Puff® Jacket](#) [Men's Micro Puff® Vest](#)

Patagonia

Mountain of Storms

[The 50th anniversary of an underground classic](#)

They called themselves Fun Hogs. In 1968, five friends took a road trip to climb Cerro Fitz Roy, and documented the whole thing on a 16mm Bolex. Along the way they surfed undiscovered breaks, skied on sand and snow, spent 31 days in a snow cave and made a first ascent on the mountain. Fifty years later this film, which defined a lifestyle and became an underground classic, is in its first wide release.

[iTunes Store](#) [ON DEMAND](#)

Climbing Fitz Roy, 1968

While San Francisco raved through the summer of love, three rock climbers, a skier and a filmmaker struck out on their own journey. The goal was the ascent of the iconic Cerro Fitz Roy in Patagonia, Chile. This six-month excursion resulted in the formation of a groundbreaking movie and several innovative companies (Patagonia, The North Face, Esprit) and the participants' lifelong commitment to the environment.

[Buy the Book](#)

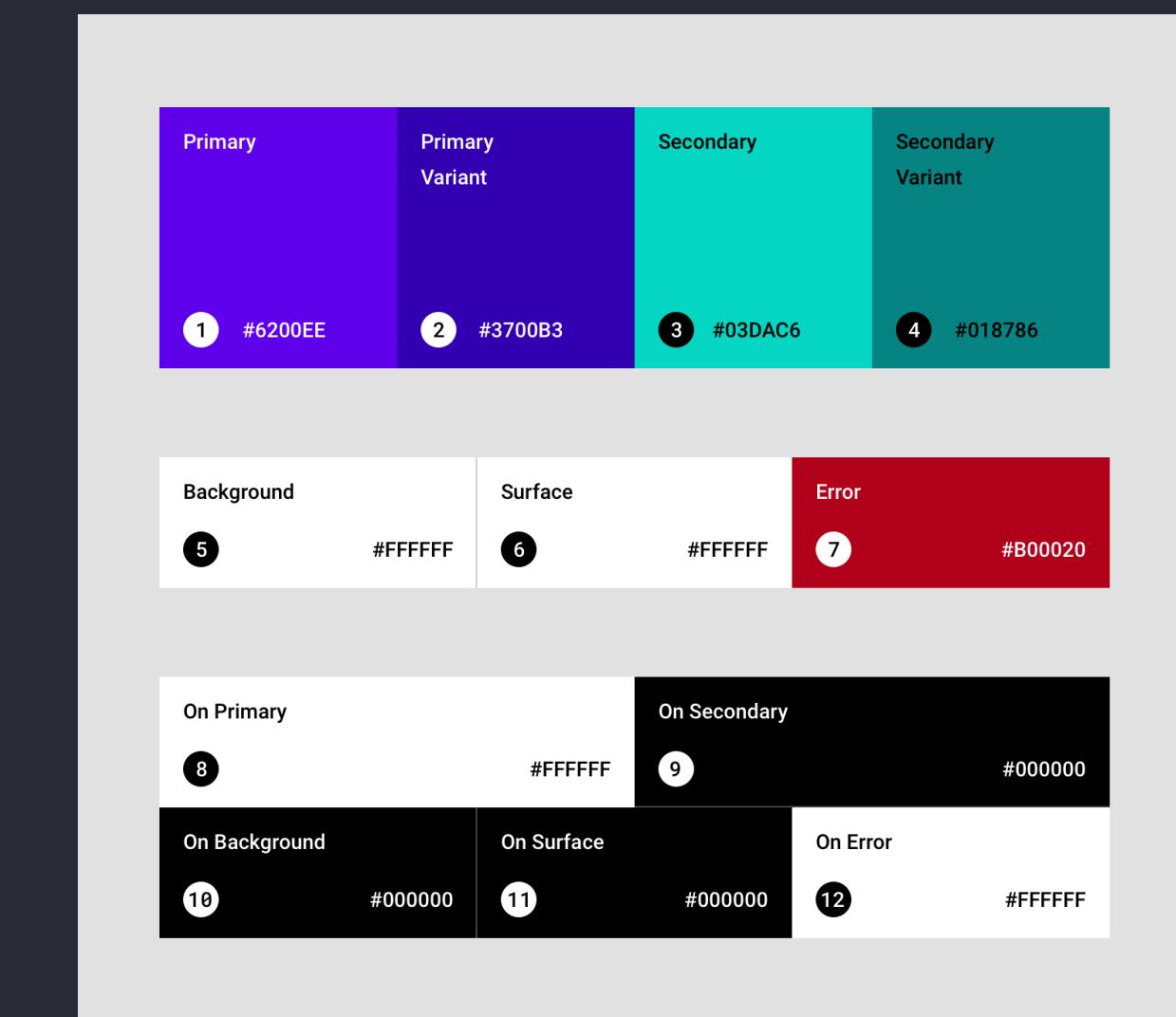


LIMIT YOUR CHOICES

Colors, font styles (faces, sizes, weights), icons, spacing

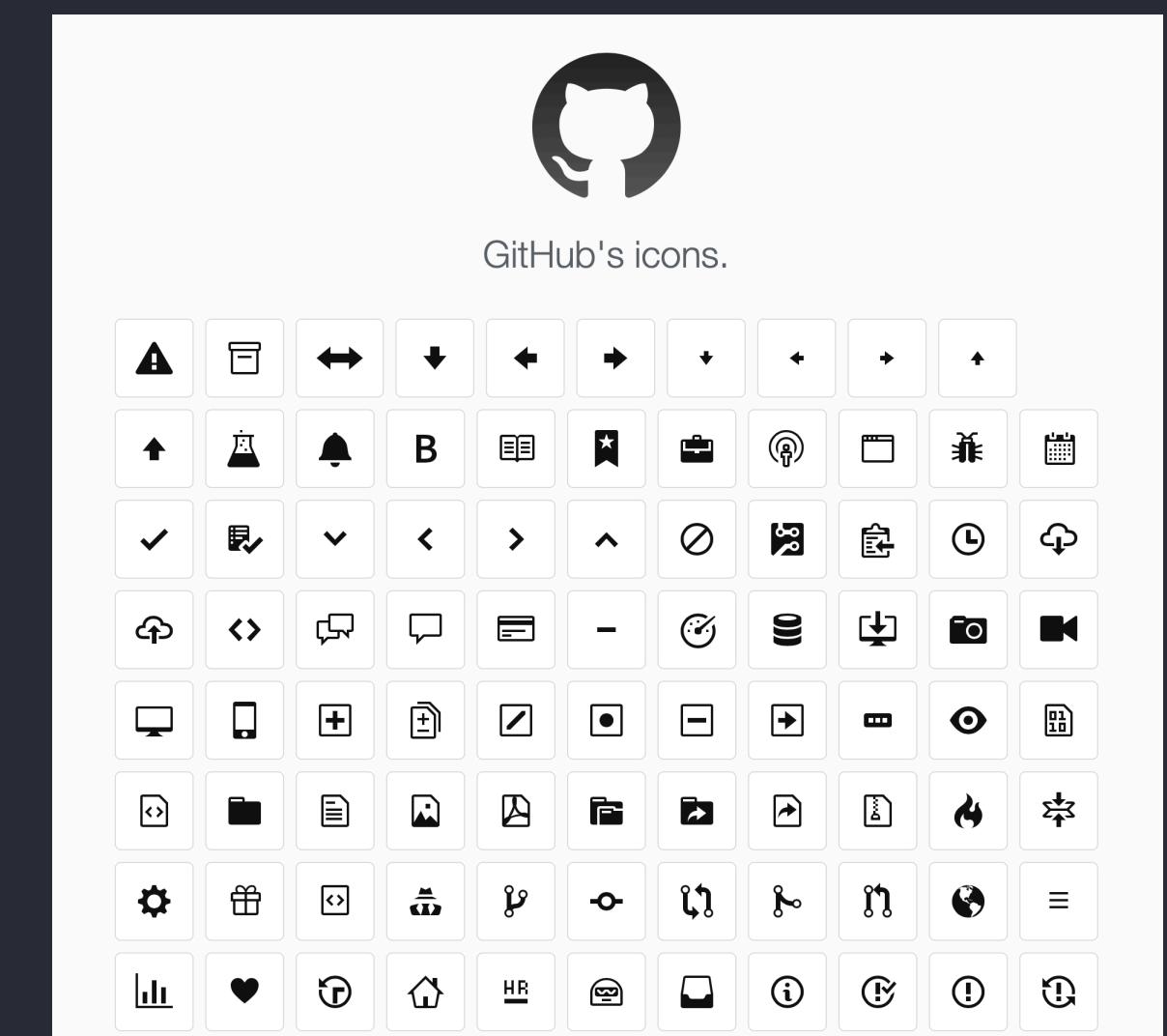
Create a system for all elements and styles, then stick with it

Headings		
Main Heading	30px/48px	Semibold
Subpage title	25px/36px	Semibold
Section header	21px/24px	Semibold - italicized
Sub section heading	17px/30px	Semibold
Bold content within body or form labels	15px/24px	Semibold
Body content / copy	15px/24px	Regular
button labels / meta content	13px/22.5px	Semibold



Google Material Design Color Theme

Mailchimp Typography



Github Octicons

RESOURCES

<https://refactoringui.com>

<https://fonts.google.com>

<https://type-scale.com>

<https://unsplash.com>

<https://thenounproject.com>

NY LIFE

Lifestyle&events

GO TO WEBSITE

Don't you dream to live in «The Big Apple»?
Let us show you the best places which will totally
amaze you. You won't stay home, we promise!



[THE TRAILS](#)[OUR BIKES](#)**DIRT DAYS**[COACHING](#)[EVENTS](#)[BOOK IN!](#)

MTB HIRE WHISTLER

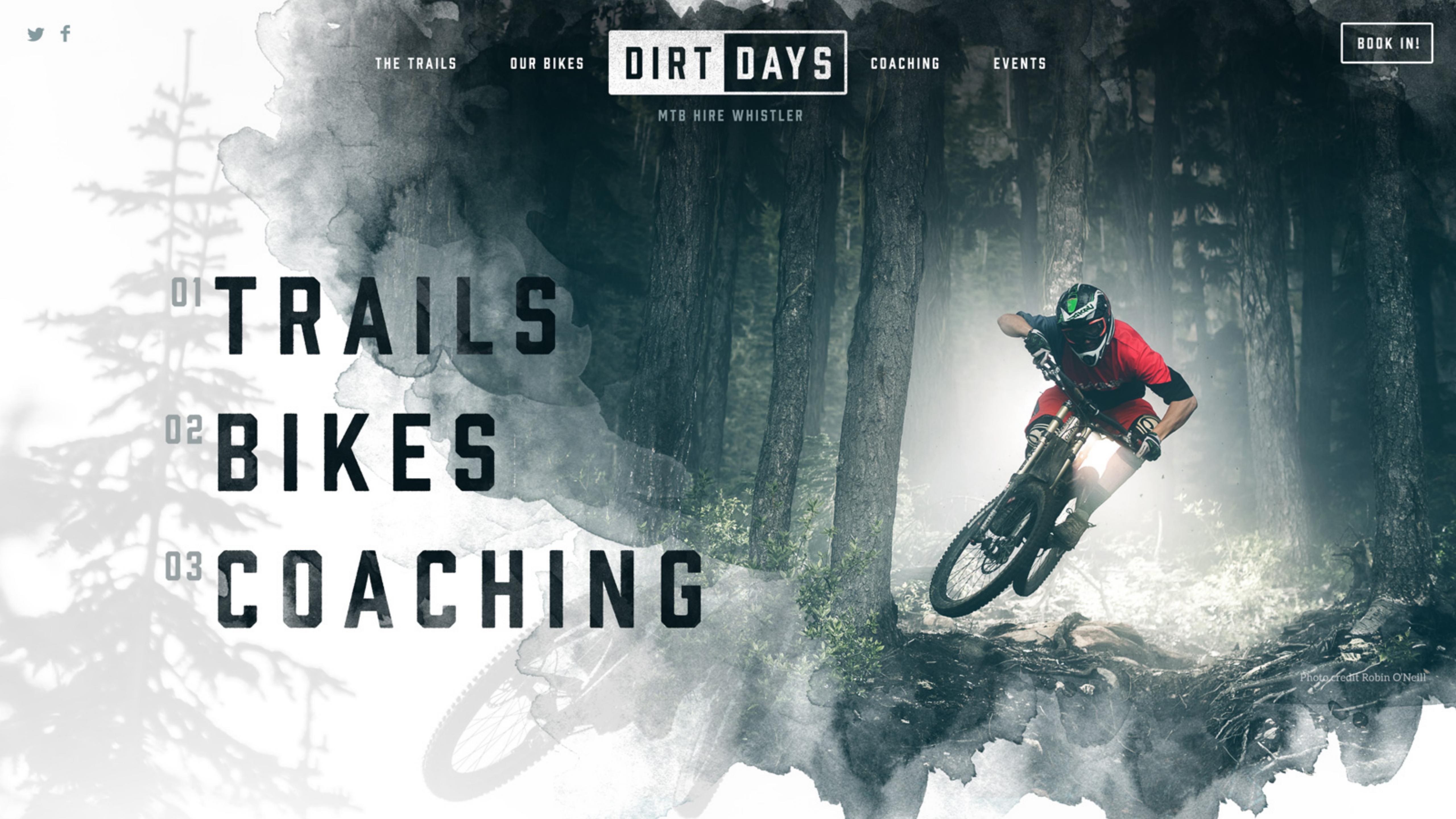
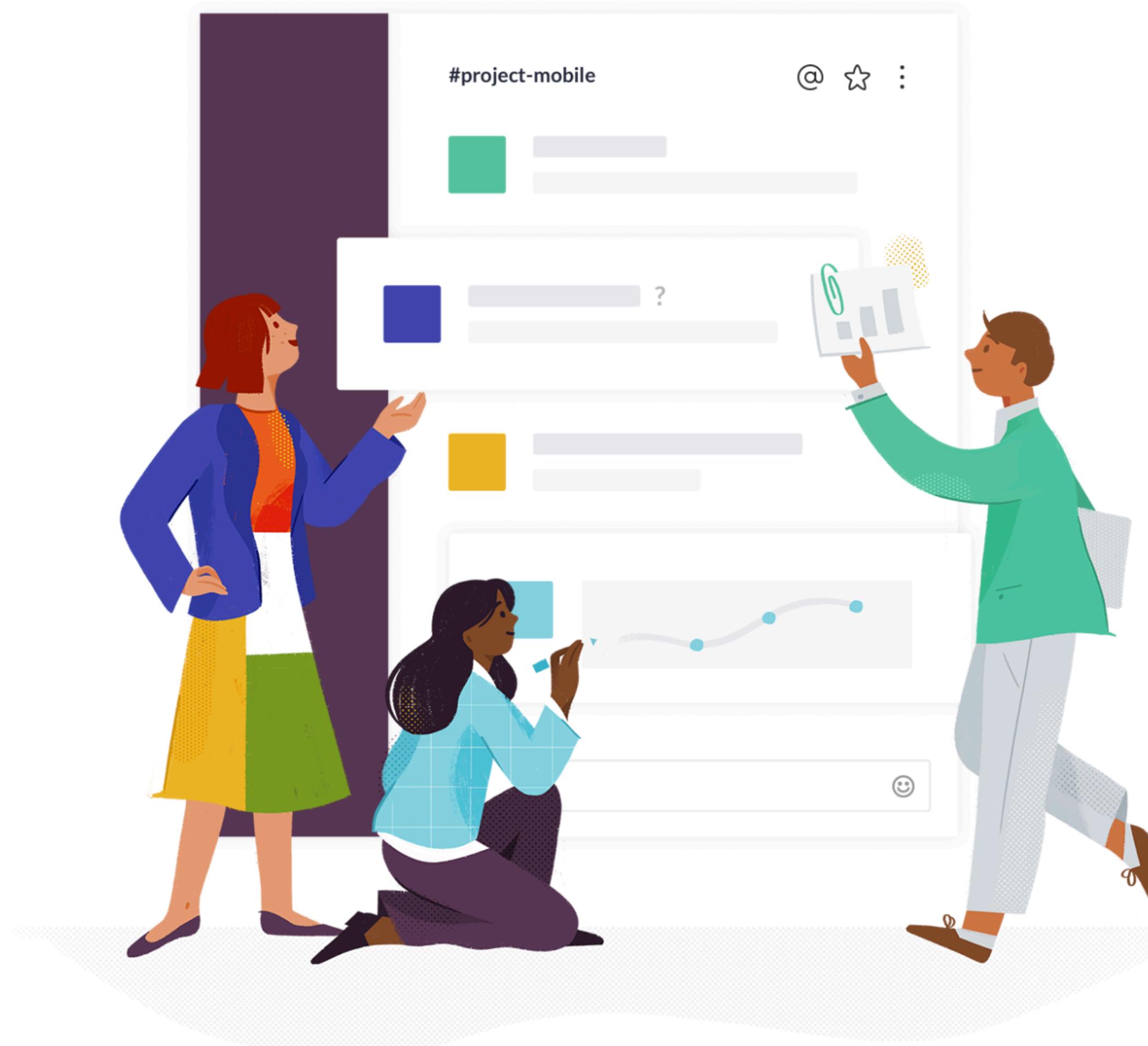
- 
- 01 **TRAILS**
- 02 **BIKES**
- 03 **COACHING**

Photo credit Robin O'Neill



Where Work Happens

When your team needs to kick off a project, hire a new employee, deploy some code, review a sales contract, finalize next year's budget, measure an A/B test, plan your next office opening, and more, Slack has you covered.

[GET STARTED](#)

Already using Slack? [Sign in.](#)



DATA CAPTURE



EVENT VISUALIZER



USERS



GRAPHS



FUNNELS

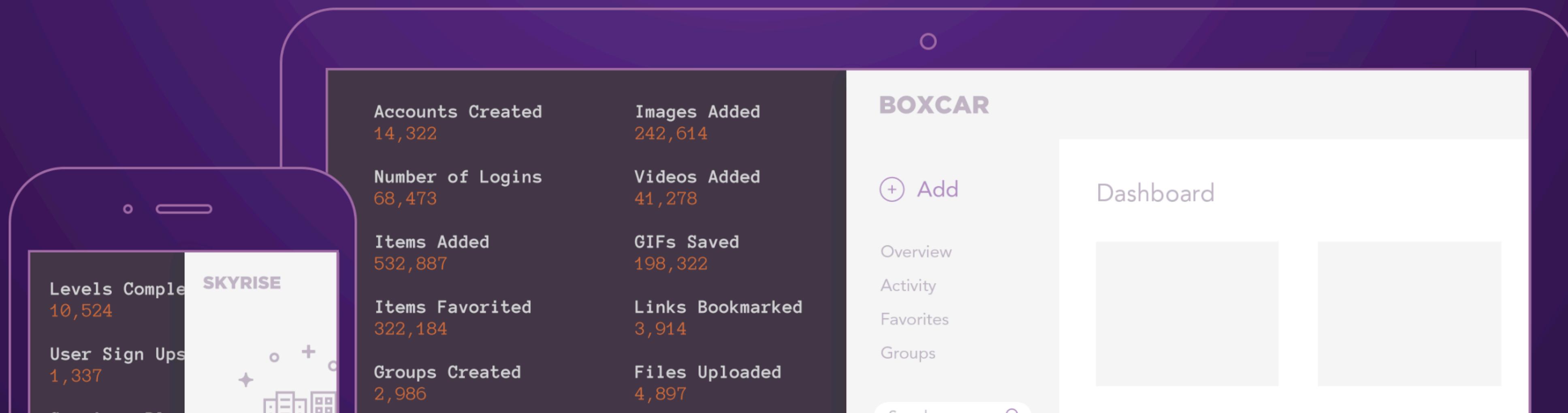


SQL

Capture Everything

Heap automatically captures every user interaction with no extra code.

This includes clicks, taps, gestures, form submissions, page views, and more.



The image displays a composite view of a mobile device and a laptop screen. On the mobile device, there's a game-like interface with a dark background. It shows 'SKYRISE' at the top, followed by 'Levels Completed: 10,524' and 'User Sign Ups: 1,337'. On the laptop screen, there's a 'BOXCAR' application window. The main area shows a 'Dashboard' with several metrics: 'Accounts Created: 14,322', 'Images Added: 242,614', 'Number of Logins: 68,473', 'Videos Added: 41,278', 'Items Added: 532,887', 'GIFs Saved: 198,322', 'Items Favorited: 322,184', 'Links Bookmarked: 3,914', 'Groups Created: 2,986', and 'Files Uploaded: 4,897'. To the right of the dashboard, there's a sidebar with links: '+ Add', 'Overview', 'Activity', 'Favorites', and 'Groups'.

Category	Value
Accounts Created	14,322
Images Added	242,614
Number of Logins	68,473
Videos Added	41,278
Items Added	532,887
GIFs Saved	198,322
Items Favorited	322,184
Links Bookmarked	3,914
Groups Created	2,986
Files Uploaded	4,897



Technology alone is not enough.
Technology must intersect with the liberal arts
and the humanities, to create new ideas and
experiences that push society forward. This
summer we bring together thousands of brilliant
minds representing many diverse perspectives,
passions, and talents to help us change the world.

Welcome to
WWDC17
San Jose, CA, June 5–9

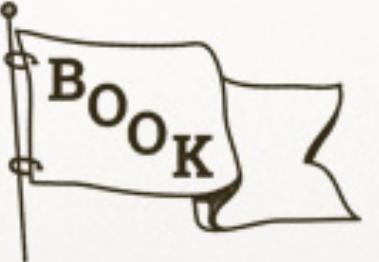


CONTACT US ACCOUNT HELP! SEARCH

f t i p

ABOUT ROUTES & TRAILS EXPERIENCES SHOP BLOG

Survival Experiences & Adventure Tours.



ADVENTURE

Is Out There

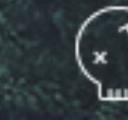
Select Your
LOCATION



Select Your
TERRAIN



Select Your
FEAR FACTOR



DISCOVER IT

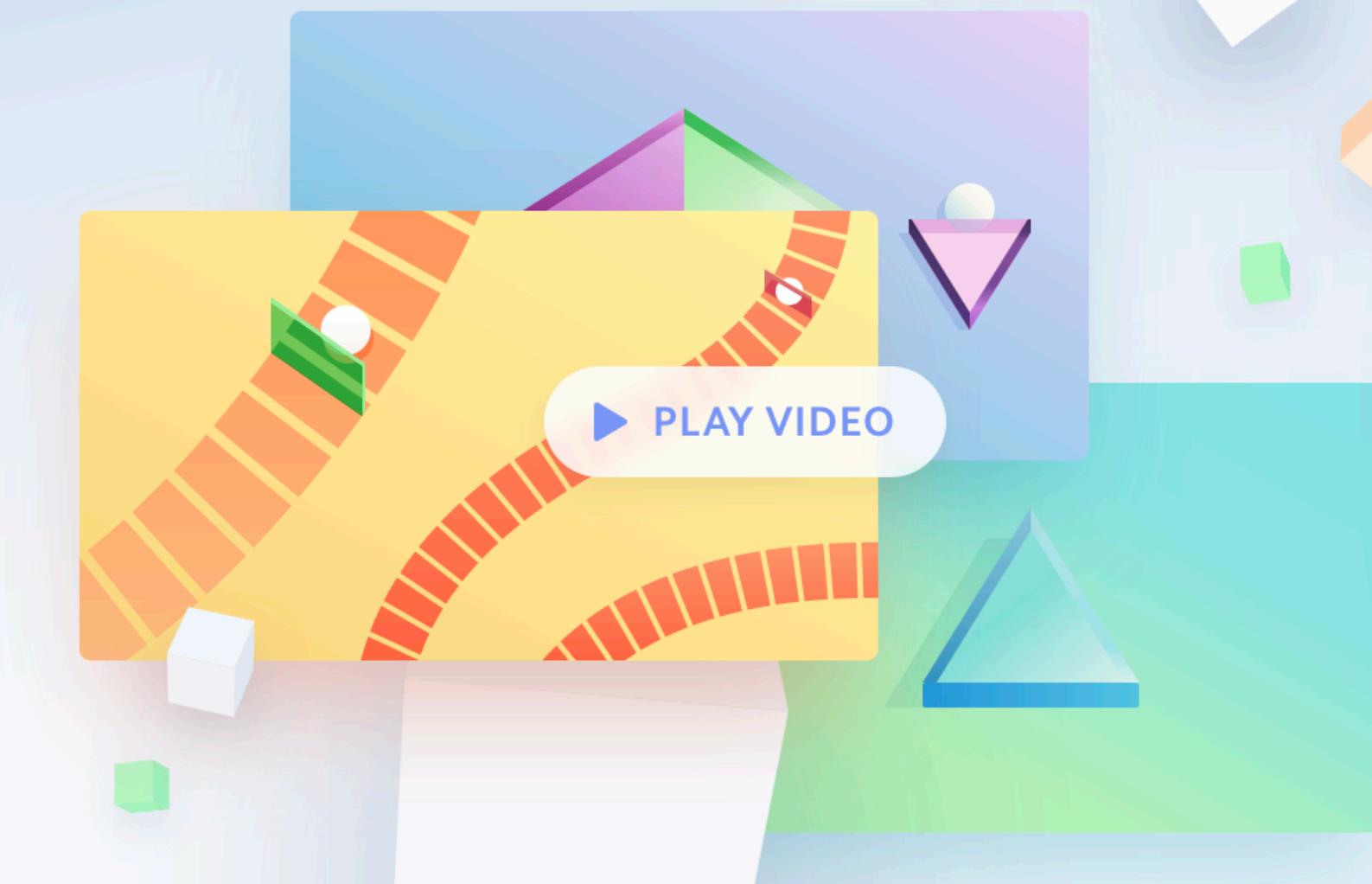


// Advanced Search



The payments platform for platforms

Marketplaces and platforms use Stripe Connect to accept money and pay out to third parties. Connect provides a complete set of building blocks to support virtually any business model, including on-demand businesses, e-commerce, crowdfunding, and travel and events.

[EXPLORE THE DOCS](#)[CONTACT SALES](#)

Integrate quickly

Building the payments infrastructure for your platform used to be a big



Customize

Connect is API-first and lets you design the best experience for your platform.



Go global

Pay out sellers in 25+ countries around the world. You don't need separate local bank accounts or multiple payment methods.

QUESTIONS?