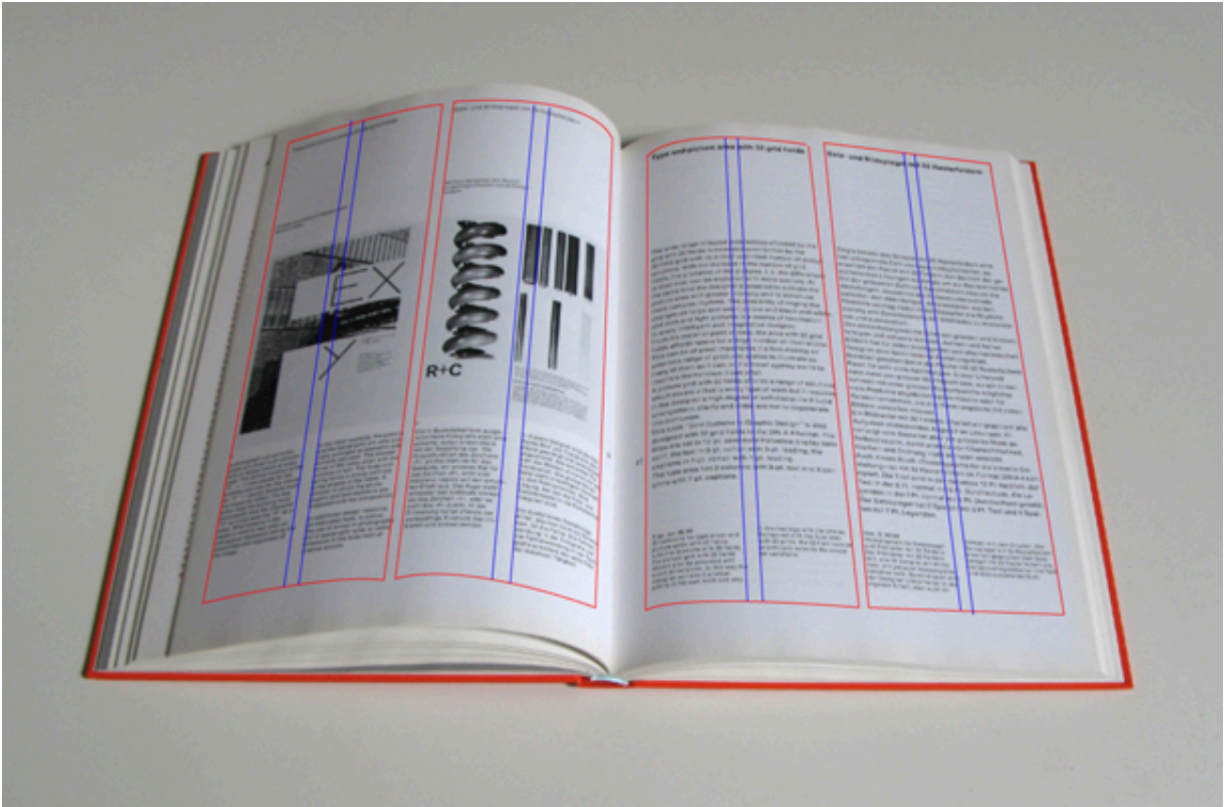


# Wire framing Basics & Grids Review

## What is a grid system?



A grid system in graphic design uses a two-dimensional framework to align and lay out design elements. Breaking down a single design space into a grid can help position individual components in ways that can catch the eye, create a user flow and make

information and visuals more appealing and accessible to audiences.

## Why Grids

- Creates visual harmony
- Provides coherence to complexity
- Enhances visual hierarchy
- Establishes a rhythm
- Provides a solid foundation for any design and work well with other key design principles
- Organization of text and imagery
- Providing consistency
- Clearer communication
- Expediting layout exploration

<http://tinyurl.com/y8vepse7>

<http://tinyurl.com/yb3pg56t>

<http://tinyurl.com/ojjanqo>

<http://tinyurl.com/y8d5gmkb>

<http://tinyurl.com/ybh5p5lb>

<http://tinyurl.com/y88yrvaa>

**How to design with a grid**



Using a grid across multiple formats and mediums

The mathematics: In general we want to create units in multiples of three or four (usually)

How do grid systems work

- built using columns
- the simpler the grid the more effective
- a grid should focus on problem solving first and aesthetics second
- set an overlay of your grid in your design

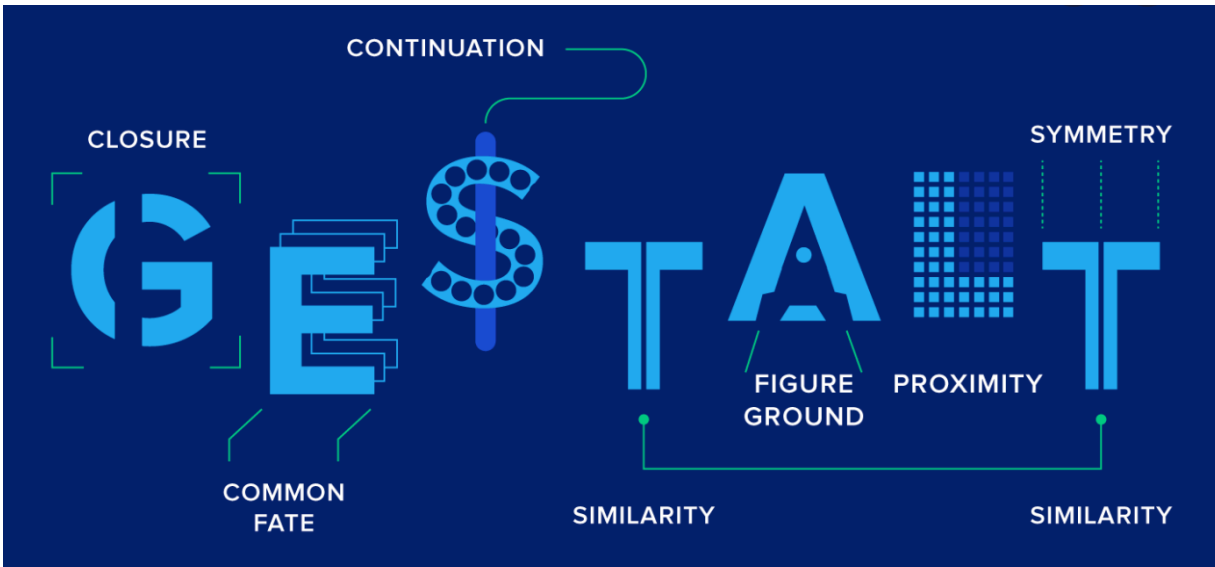
## Terminology

- Unit (a cell of the grid)
- Gutter (the lines between the columns and rows that separate each of these units)
- Column (the vertical spatial zones or regions that fit fully from the top to the bottom margin)

## Visual Direction

Using position, emphasis, and the visual cues within your composition can help direct the eye through.

Visual weight and Gestalt principles



## Shape of element

An element's shape might create an axis through it and this axis can suggest a direction.

## Location of elements

Visual weight is a force that can appear to attract or repel a neighbouring element.

## Subject matter of element

An arrow, a pointing finger, or the gaze of the eye all suggest looking in a certain direction.

## Movement

An element could literally move through

your design, and its movement will have a direction.

## Photos as structure

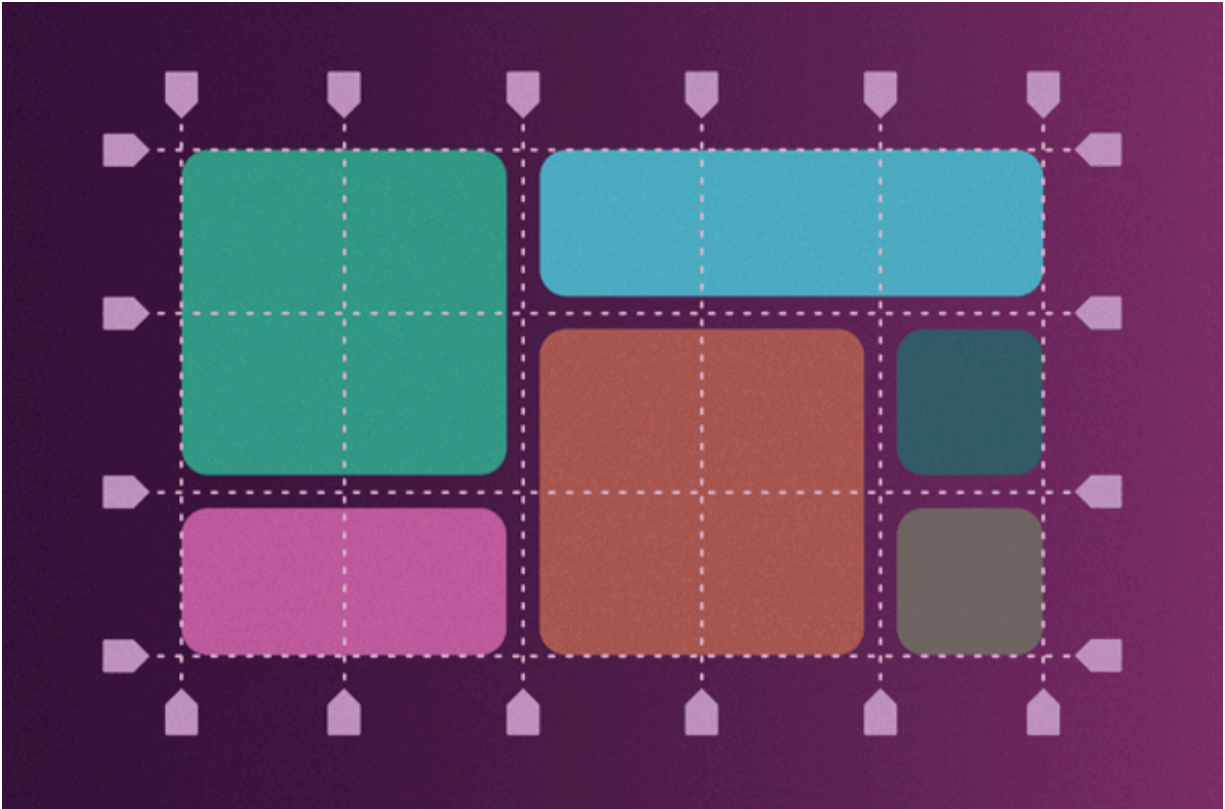
- photos can strongly suggest a structure
- Rule of thirds
- Divine proportions

<http://tinyurl.com/ybx7tog8>

<http://tinyurl.com/y6wlv4na>

[https://en.wikipedia.org/wiki/Rule\\_of\\_thirds](https://en.wikipedia.org/wiki/Rule_of_thirds)

## **Grid systems in web design**



On the web, grid systems usually take the form of CSS frameworks

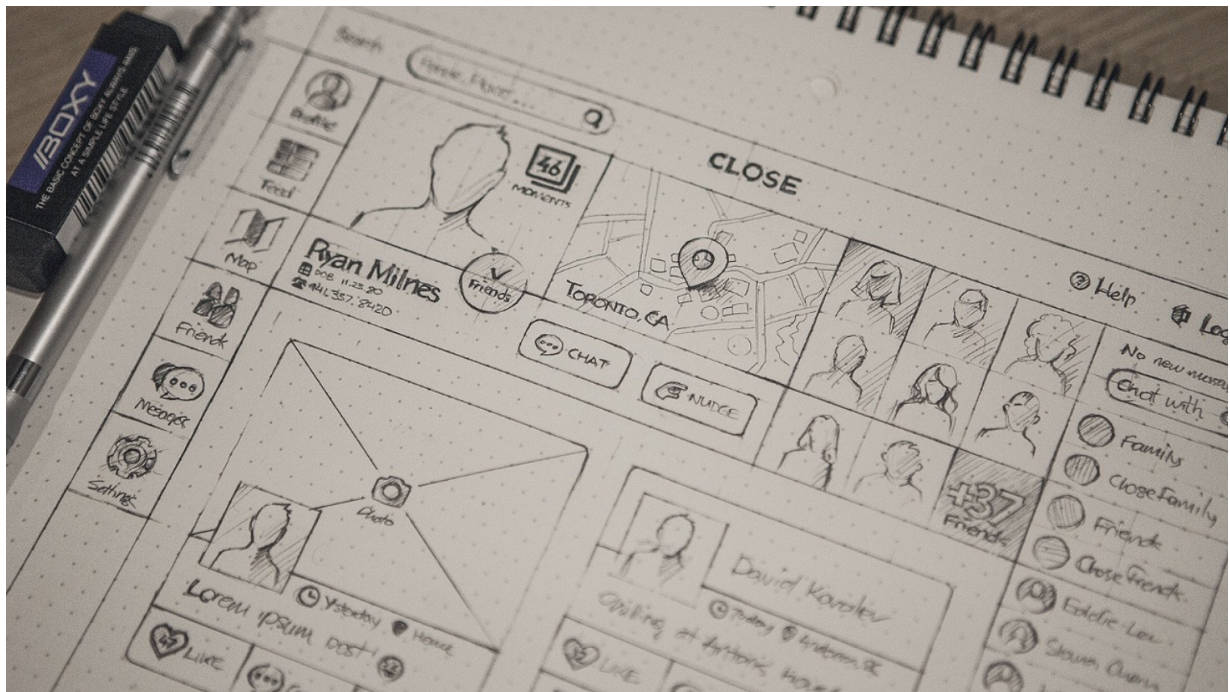
Grid systems improve usability and inform design decisions

A css grid system should be:

- Versatile and reusable
- Ensure consistent behaviour across all common browsers
- Designed to minimize code and expedite development

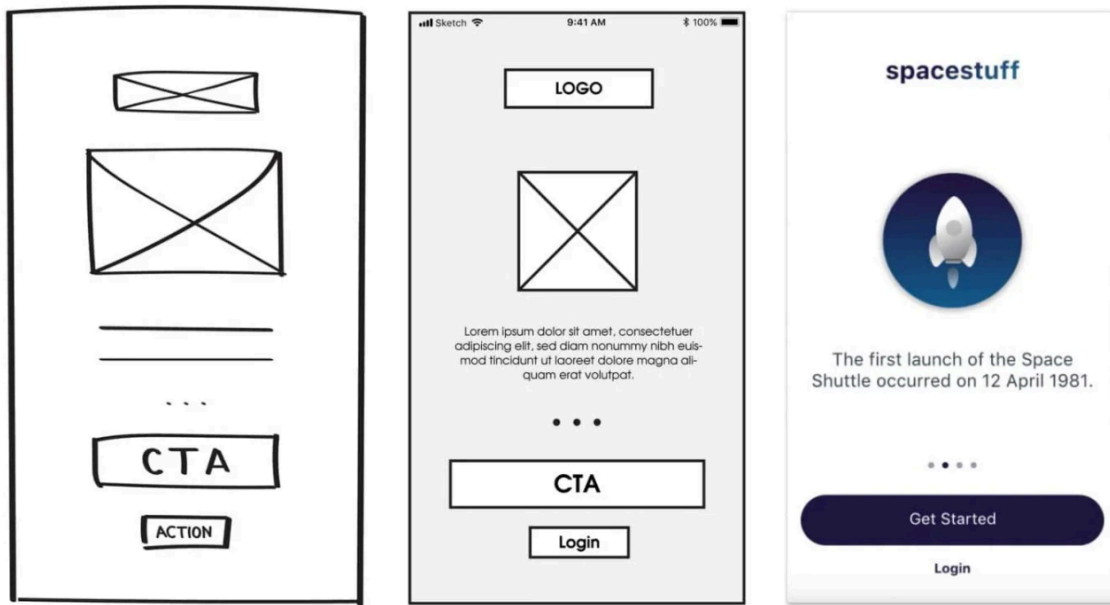
<http://thegridsystem.net/>

## Wire-framing Basics

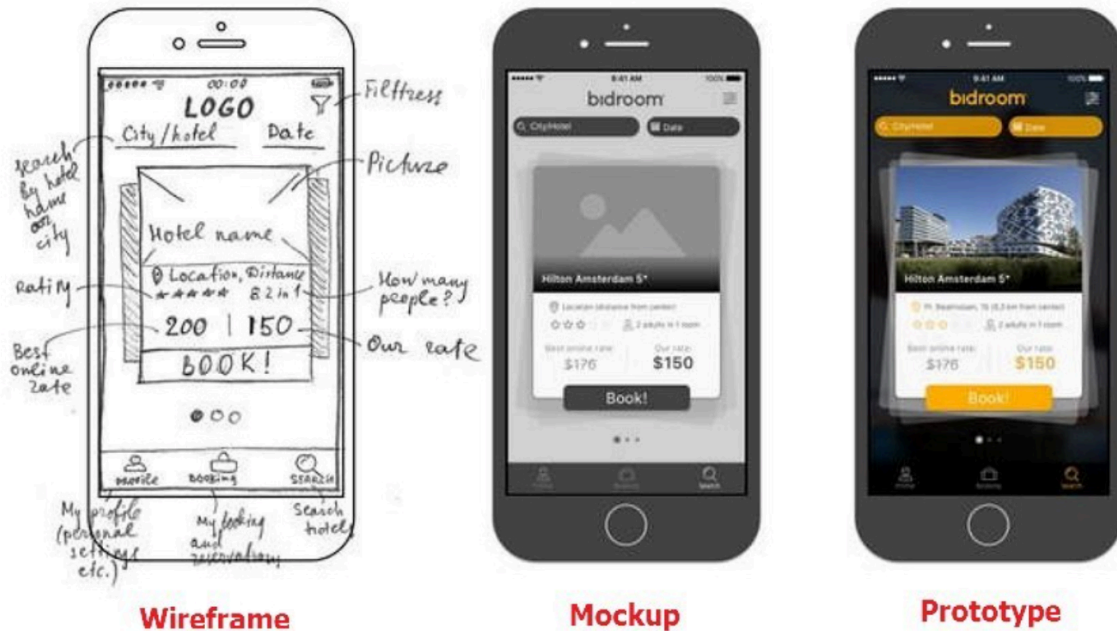


### Types of wireframes

- Sketches
- Low fidelity
- High-fidelity



## Differences between wireframe vs mockup vs prototype



	Wireframe	Mockup	Prototype
What	A <b>sketch/ basic rendering</b> to convey the high-level concept of new product functionality	A realistic <b>visual design</b> that resembles what the new product functionality will look like	<b>Interactive simulation</b> of new product functionality
Purpose	To gain consensus and collect internal feedback on how new functionality will work	To facilitate more detailed critiques of visual elements and functionality so changes can be made	To collect feedback by user testing the real experience
Design fidelity	Low	Middle	High
Included elements	The format and structure of content	Additional visual elements like logos, <u>colors</u> , and icons	Final interactive elements and navigation
Time invested	Low	Medium	High
Creator	PM or UX Designer	UX Designer	UX Designer

## Why we use wireframes

- helps you organize and simplify elements and content
- Pushes usability to the forefront
- communication tool
- Helps refine navigation
- Allows you to evaluate interaction

## Common elements

- examples of how elements are represented/standardized across wireframes
- annotations

## Wire-framing tools

- Pencil and paper

- Balsamiq
- Axure
- Omnigraffle
- Adobe suite
- Sketch

<http://tinyurl.com/ycpr86xh>

<http://tinyurl.com/y72chqal>

<http://tinyurl.com/ybnafqmk>

<http://tinyurl.com/ydfrhuvq>

<http://tinyurl.com/ybpwxepk>

## **ASSIGN:**

Design For Good PT2 (Wire- frames)