Content Reference Wireframes

"Back in my day ..."

- In the early days of web design, wireframes – sometimes called Schematics – were simple drawings with boxes indicating where page components would go on a page.
- Nowadays, wireframes are often exceedingly detailed.
  - The often contain actual content
  - Many look like the finished web page
  - The layout is already fixed
  - Decisions already made about the final content and placement

Sample Wireframes

Default / Browser
Viewport 1024x768 - Grid Width 940

Tablet Portrait
Viewport 768x1024 - Grid Width 724

Smartphone
Viewport 320x480 - Grid Width 280

Default / Browser

12 🛒 My Account | enter search terms

A Big Title   Home   Event   Accesories   Apparel   Featured Items
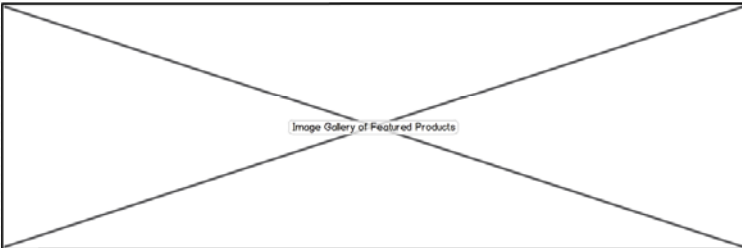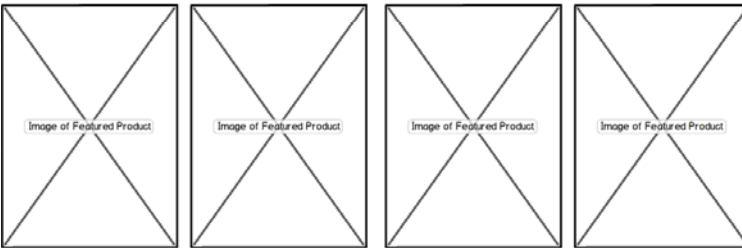
Image Gallery of Featured Products

Intro Copy Headline

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Image of Featured Product | Image of Featured Product | Image of Featured Product | Image of Featured Product

Item Title | Item Title | Item Title | Item Title
Item Category | Item Category | Item Category | Item Category
$88.00 | $88.00 | $88.00 | $88.00

Quick Links
Home
Event
Support
Contact

Announcements / Promoted Content
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Coming Soon
Image of upcoming product

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Tablet Portrait

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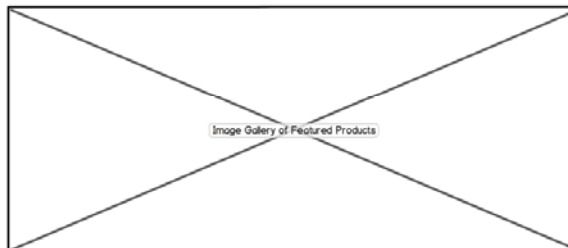**A Big Title**   Home   Event   Accesories   Apparel   Featured Items

Image Gallery of Featured Products

Intro Copy Headline

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Smartphone

12 🛒 My Account | enter search terms

A Big Title [Home ▼]

Intro Copy Headline

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Quick Links
Home
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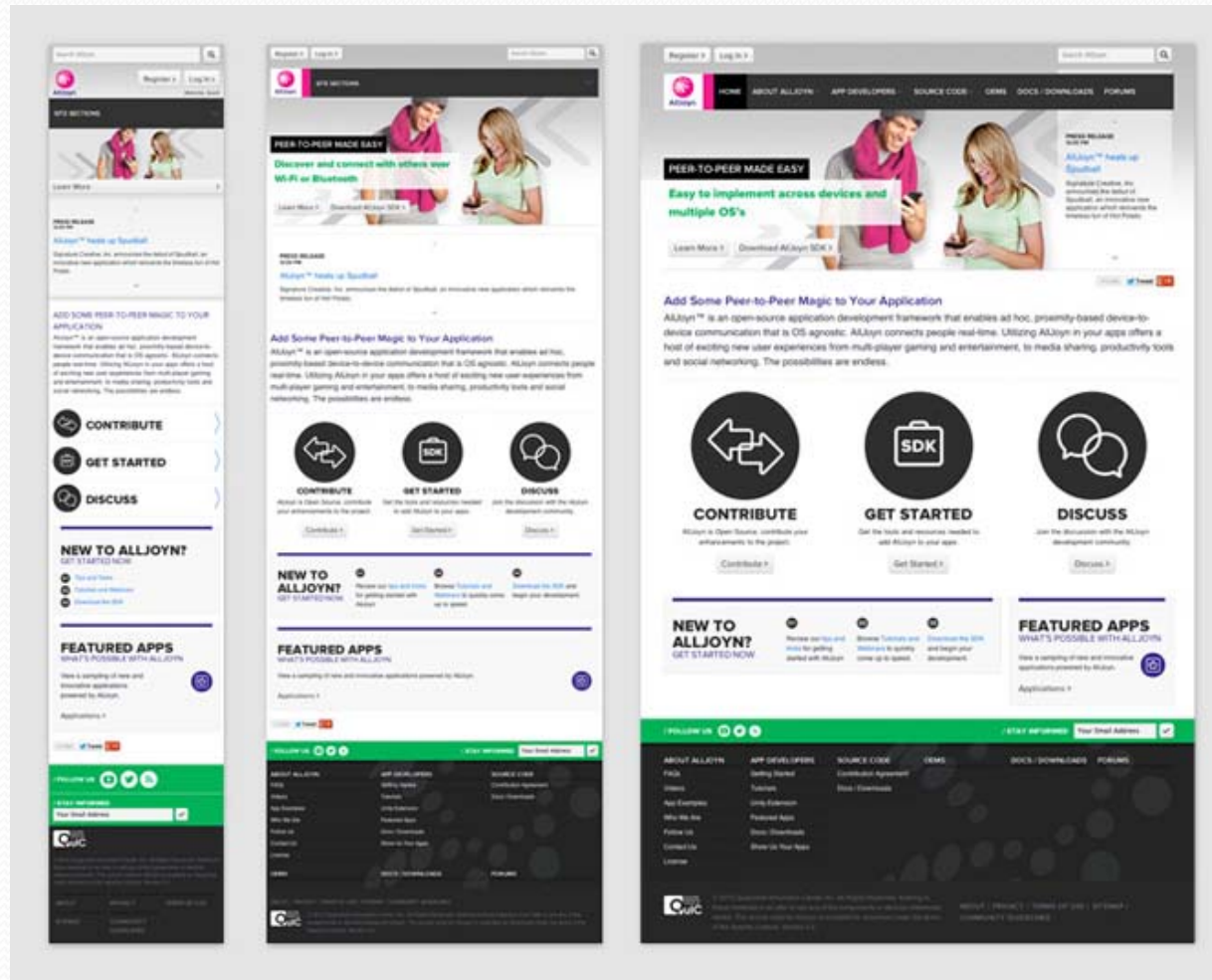**Announcements / Promoted Content**
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Intricate Wireframes

The Problems with Intricate Designs

- Clients are not going to see the grid placement, they are see what looks like final copy
  - The comments will be about the actual copy text and images not layout
- If you create a Mock Layout they require a lot of create so you want the Mock Layout to be as close to the final layout as possible, otherwise you have a lot of rework

But Wireframe Alone Are not the Solution

- Content reference wireframes are simply old fashioned wireframes
- The body of the wireframe are
  - Minimal layouts
  - Referencing content rather than depicting it
- But wireframes built in graphics tools are static depictions,
  - They need to evolve and help the client perception of what they want grow with their knowledge
- We should create Low-fi Web Wireframes tjat we can evolve

Sample Problem

- Consider a website for a Book

Base Markup

- See `wireframe-0.html`
- This is a simple plain HTML skeleton

Base Markup

- Next look at the content inventory and prioritize the content
  1. Book title
  2. Synopsis
  3. Purchase
  4. Resources
  5. Errata

- Seems simple and content appears to be in the correct order

Base Markup

- See `wireframe-01.html`
- The `id` attribute is optional, but as the wireframe evolves into a more detailed prototype, it can make reading your own code easier
- If you open `wireframe-01.html` you will not see anything since we have not added any textual content

Base Markup

- See `wireframe-02.html`
- If you open `wireframe-02.html` you will not see anything since we have not added any textual content

Base Markup

- Now we need to add some wireframes styles
- To keep things clean, for now we will add a special `class` attribute to the `body` element

Setting up base Styles

- See `base-03.css` used in `wireframe-03.html`
  - We give the `body` a background colour and font family
  - For wireframe sections we set a colour and a border for the sections
  - We add a link to the stylesheet

Setting up base styles

- We can use the style files to improve the aesthetics
- See `base-04.css` used in `wireframe-04.html`
- The process of setting up the base styles should take no more than a few minutes

Adjusting the wireframe to be Mobile Friendly

- Resizing the windows shows that the current wireframe is not very mobile friendly
- The height of each block is determined by the size of the heading within it
- Some changes
  - Add navigation links to menu
  - On a small screen it is common to provide a link at the top to navigate to the bottom
- See `base-05.css` used in `wireframe-05.html`
- This still gives us a linear navigation

Let Look at some Larger Screens

- Imagine for the book site example that we want a layout that will work well on most smartphones and tablets, and most desktops
  - We are not concerned with specifics yet
- We are not going to start looking up the sizes of specific devices
  - We want the content to dictate where the layout changes

A Tale of Two Viewports

- **Useful web paper to read**
  - **A Tale of Two Viewports — Part One**
  - **A Tale of Two Viewports — Part Two**

A Tale of Two Viewports

- When considering a webpage you have to consider two distinct viewports
  - Physical or Visual Viewport– the screen size
  - The Layout Viewport – the size of the layout

A Tale of Two Viewports

Physical Viewport   **Layout Viewport**

A Tale of Two Viewports

- For Responsive Design we are interested in the width of the screen on smaller devices, and the window on devices and in browsers that supports them.
- We need to tell the browser that when we say "`min-width`", the "`width`" of the page should be the width of the device (or the window)
- See the meta element in `wireframe-06.html` for viewport
  - Sets `min-width`
  - Sets the zoom to `100%`

Support for multiple layouts

- We can tailor the formatting based on device width
- See `wireframe-06.html`

Exercise

- Read 2nd half of Chapter 2 – Fluid Layouts
- The code is available as a Netbean project in the Supplemental Materials Section
- Pay Attention to
  - How they used the Grid method to design and create a web page
  - Combined fixed an fluid components
  - Created a Fluid page