Subject Code: CS3   Computer Science 3
Module Code: 4.0   Best Practices for Web Design and Layout
Lesson Code: 4.2   Wireframes
Time Frame: 30 minutes

TARGET

Time Allocation: 1 min.
After completing this module, you are expected to:

- Identify best practices in web design and layout, using wireframes
- Develop a project proposal for a website on a topic following certain criteria and requirements

HOOK

Time Allocation: 3 min.

In the previous module learning guide, we discussed how the use of colors can attract attention, express meaning, convey a message, group certain elements with common themes, create desire, set the mood and feel, and even earn an audience's loyalty.

We also discussed the different things to consider in choosing the color scheme for a website. In this module we will be discussing a very helpful tool that could be used to help in designing the layout of a website. This tool is called a wireframe.

IGNITE

Time Allocation: 10 min.

Designing a web site or a mobile app could be challenging because of several components that will be included inside it to enable it to convey a message, capture an audience and create a total user experience. One of the tools that could be used to assist a web or app developer to design and layout a website or an app is a ***wireframe.***

The process of wireframing is important because it can be used to show a web site/app on its structural level, present its content and its functionality. Wireframes are used in the development process that takes into consideration a particular group of users' needs. (Young, n.d.)

Wireframes serve several purposes according to usability.gov (What and Why of Usability - Wireframing, n.d.)

1. Show connection of information between pages of a web site or an app.
2. Present the different types of information in a consistent manner on the user interface.
3. Shows the interface's intended functionality
4. Helps determine how much space to give an item or component in a web site or an app and where it is located

Figure 1 shows how a wireframe is used to present the elements of a website/app in a consistent manner and the connections of each pages to each other (TwitPic, n.d.).
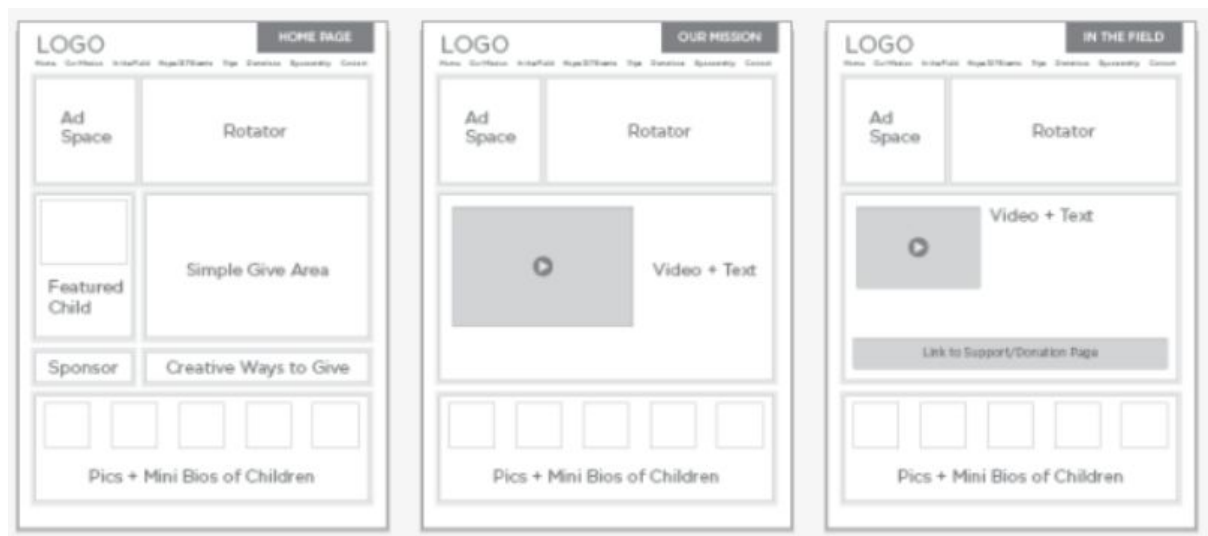

Figure 1. Sample Wireframe three web pages of a website

A wireframe also needs to include important elements one could typically see in almost all websites/apps. These elements are shown below followed by a sample in Figure 2 which incorporates these elements (What and Why of Usability - Wireframing, n.d.):

- Logo
- Search field
- Breadcrumb
- Headers, including page title as the H1 and subheads H2-Hx
- Navigation systems, including global navigation and local navigation
- Body content
- Share buttons
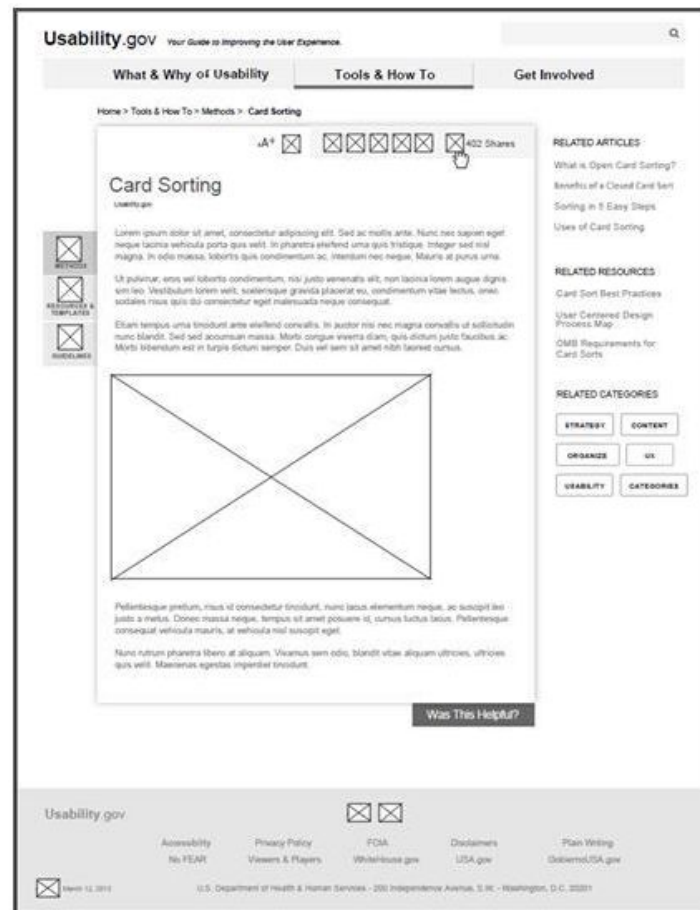- Contact information

- Footer

Figure 2. Sample web pare wireframe incorporating different important elements

Furthermore, there are two types of wireframe, which are low to mid fidelity wireframe and high-fidelity wireframe.

Low to mid fidelity wireframe are relatively quick to develop. The use of this type of wireframe is to communicate easily to a web/app development team what a web site/app would be, the location of its different components by blocking of space and implement mock contents. ***Lorem ipsum*** is used to represent text and labels and the use of this cross box to signify image or any multimedia elements.

While high fidelity wireframes show in detail the different components inside the different pages of a web site/app. These wireframes include already color scheme, actual components and the interaction between pages. Figure 3 shows the difference between low to mid and high-fidelity wireframes.
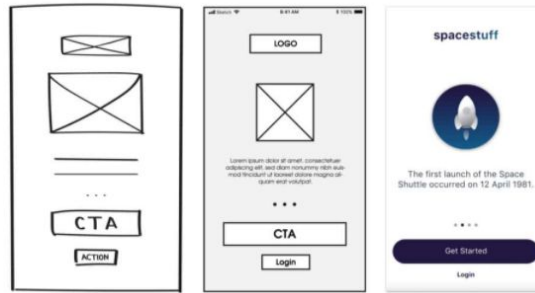
Figure 3. Comparison between wireframe types

Finally, what are the actual tools that you can use in creating wireframes. For low to mid fidelity wireframe, the use of paper and pencil or marker would technically be enough, because you would like to put down your ideas quickly. But there are several online tools that you can use and sometimes download and install in your devices so that you could save your wireframes and go back and update them when necessary. The top 8 for 2020 according to careerfoundry.com are the following:

1. Balsamiq Wireframes
2. Wireframe.cc
3. Figma
4. Pencil Project
5. NinjaMock
6. FluidUI
7. Mockflow
8. Cacoo

Time Allocation: 15 mins read and jot down your ideas for your project proposal.
Actual Submission date: refer to your teachers' instructions

The 1st quarter project is for each student to create a 2-page web site on any topic of your choice, preferably pressing current social issues. This project is 35% of your overall grade and it is submitted in three (3) stages. First stage, the **project proposal**, the second stage, a coded two (2) web pages (no style just focusing on content, and the third stage, is the final styled web pages. Overall project total score is 80pts.

The following is the description/requirement and grading rubric of the project proposal.

A. Project Proposal: 10%

The project proposal shall contain the following:
- A working web site **Title**. The title should be short, catchy and would encapsulate what the website is about.

- A short but comprehensive **description** of the website using only one or two paragraphs
- **An outline** of the website of at least 5 web pages (but only two will be created for this quarter). The website should have a clear home page.
- An initial low to mid fidelity **wireframe** for the homepage and one content page, showing clearly the layout, position of contents, both text and images and the navigation between the two web pages. The wireframe should also clearly show the web pages' titles and the section headers. Other components that could be included, please refer to the above discussion.
- The project proposal could be written on a pad paper/graphing paper or typed and saved in a flash drive. Sent through courier or uploaded into the LMS(Khub) using the appropriate submission link. **The filename should be: SectionLastName - 1stQtrProposal.pdf (example: RbMendoza – 1stQtrProposal.pdf.**

Rubrics for grading (Total points: 20):

Criteria	5	4	3	1-2	0
Title	Has the characteristic of a good title	Has most of the characteristics of a good title	Has some of the characteristics of a good title	Has a title	No title
Description	A short but comprehensive description of the website	The description is comprehensive but has more than two paragraphs	The description is clear.	The description is not clear or it is confusing	No description
Outline of Content	The outline contains 5 webpages including that of the homepage	The outline lacks one web page	The outline lacks 2 webpages	The outline contains only one 1 or two webpages	No outline
Wireframe	There are two wireframes one for the home page and one for the content page. The components and layout of the webpage are clearly shown	There are two wireframes one for the home page and one for the content page, but missing one component.	There are two wireframes one for the home page and one for the content page but missing two components	There only one wireframe Or there are two wireframes but are lacking too many components or are very confusing.	No wireframe

Time Allocation: 1 min.

A wireframe is a useful tool for web or app developer in designing and lay outing the different elements or components of a website or an app. This could be done quickly using paper and pencil to be used in communicating the requirements of a web site or an app during the development phase. This could also be done in detail, to show the graphical components, and contents of a site or an app.

There are also the typical components in a web site or an app that the wireframe should show, like logo, title, navigation and more, and lastly, there are available free online tools that could assist you in making your own wireframe and careerfoundry.com listed the top 8 for the year 2020.

REFERENCES

Lazarova, T. (2018, March 8). *Design is Simple Better*. Retrieved August 14, 2020 from Mentormate: https://mentormate.com/blog/low-fidelity-wireframes-vs-high-fidelity-wireframes/

TwitPic. (n.d.). Retrieved August 14, 2020 from Pininterest: https://twitpic.com/9lpapd

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Young, N. (n.d.). *Sometimes questions are more important than answers*. Retrieved August 14, 2020 from ExperienceUx: https://www.experienceux.co.uk/faqs/what-is-wireframing/

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