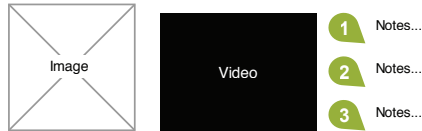


Whether a client, stakeholder, or new to the wireframe world, here's a quick rundown of how to make sense of it all.



**1 Visual vocabulary**  
Familiarize yourself with certain wireframe standards such as those for images, video, and drawing attention to certain areas.

**2 Logos & Branding**  
Logos will usually be represented the same way as images, a box with a "X" through it, and a text description inside. Grayscale or low fidelity logos may be placed in the wireframe for certain situations.

**3 Color**  
Other than links possibly being colored differently, most color and visual design elements are left for the later visual design stage.

**4 Hierarchy**  
The importance or hierarchy of the information on the page is created by using headings, most often bold or heavier weighted text, of different sizes and location.

**5 Links**  
Links are represented most often as blue, underlined text. Links may also be a different color, keeping in line with a particular visual design direction.

**7 Layout**  
All of the elements listed above, keeping in mind whitespace, readability, and hierarchy, collectively make up the overall page layout.

**6 Text**  
Text in the wireframe will either be represented by actual copy, or by placeholder text such as Lorem ipsum, sometimes referred to as "greeking".

Now that you have taken a look at the wireframe, here are a few things to keep in mind when giving feedback.

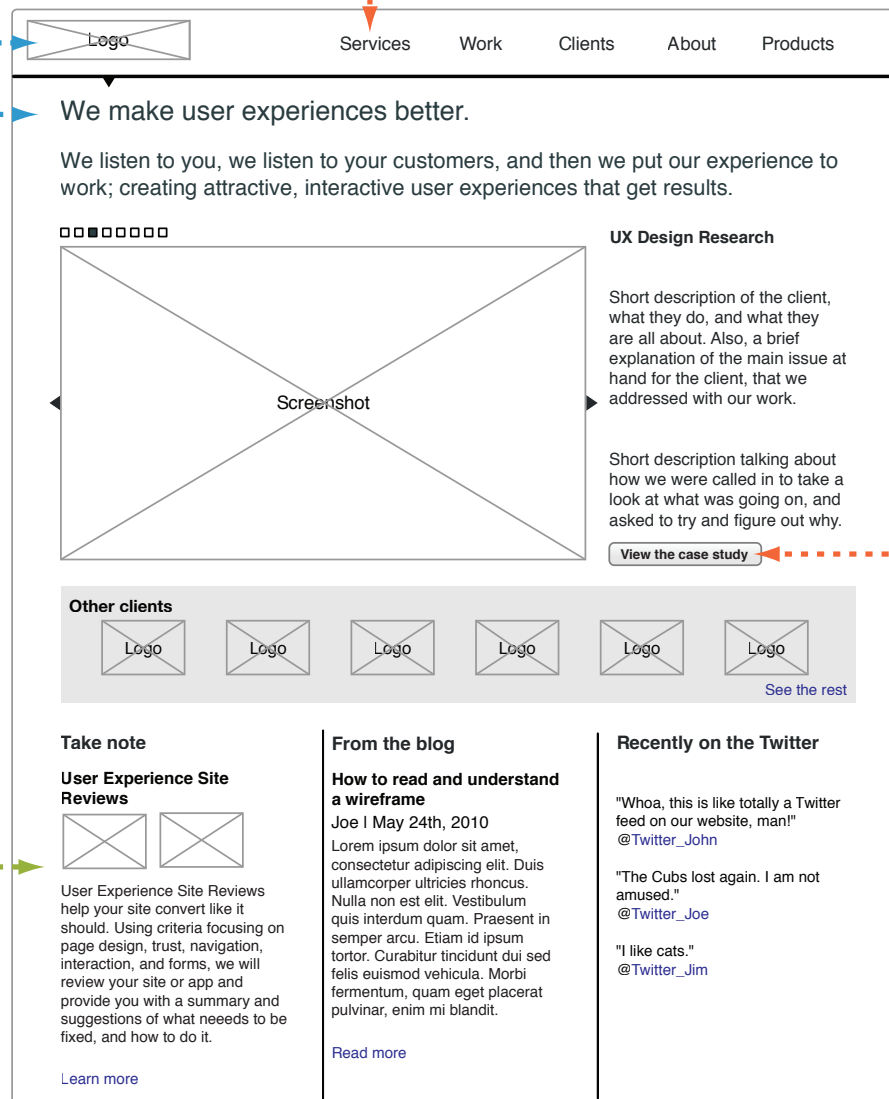
**1 Goals**  
Does the wireframe address the business and creative goals set forth in the design brief? You should be able to say whether or not both have been addressed with the wireframes. If not, now is the time to make changes so they are.

**2 Visuals & Branding**  
Do the wireframes have too much visual detail? You should avoid focusing on visual design elements including colors, fonts, or other stylistic treatments at this stage. Evaluate branding issues based solely on content since the visual design stage will address this more fully.

**3 Navigation**  
Does the navigation represent all of the appropriate pages? You should keep in mind how the user might orient themselves and move through the site, as well as how findable content is. Focus on placement, language, and sizing of navigation elements.

**4 Page Purpose**  
Is the primary purpose of the page unequivocal and clear? You should be able to say what the page is for in one sentence or less.

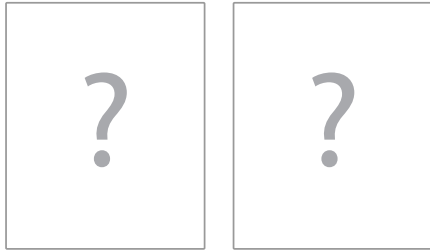
**5 Content**  
Is the wireframe content appropriate? If actual page content is being used, consider whether the content makes sense and is grouped correctly with surrounding information. If placeholder text is being used, consider issues such as placement and what content might replace the text. Also keep in mind whether images, videos or other content is correctly placed.



**7 Layout**  
Are the wireframe elements in the proper place? Consider element placement with respect to one another, focusing on whitespace and readability, the amount of text and graphics, and the hierarchy of information.

**6 Calls To Action**  
Is it clear how the user will interact with the page? Consider how the site invites and responds to user actions. Observe calls to action, keeping in mind their format (buttons vs. hyperlinks), and the destination or result of each.

Putting all the pieces together to create an effective wireframe.



**1 Page type**  
Determine what type of wireframe you will be creating. Wireframes can take several forms, such as representing widgets, mobile applications, forms, navigation states, full pages, or best practices.

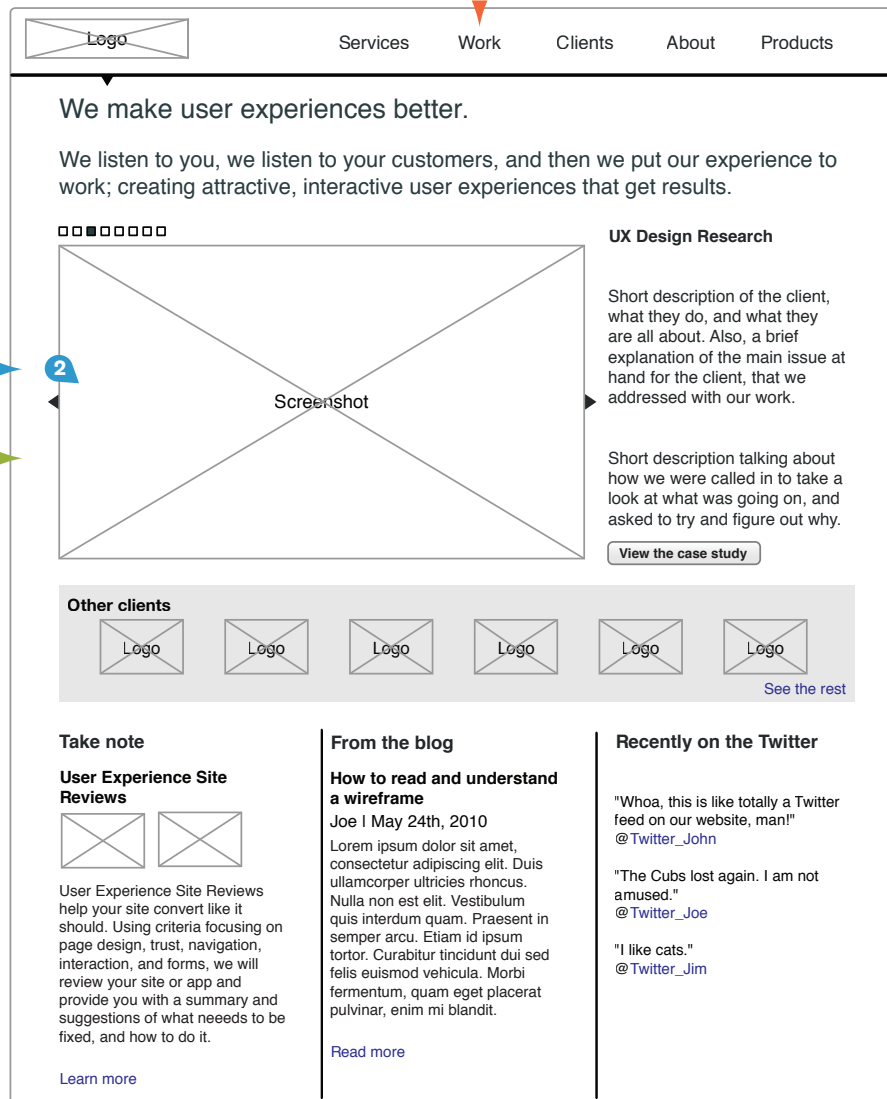
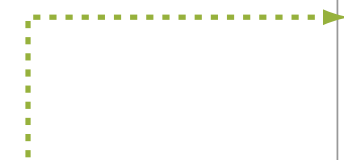
**Navigation**  
Decide which pages your navigation will represent, as well as the language you will use for navigation elements. Focus on the language and placement of secondary, tertiary, header and footer navigation elements if appropriate. Also keep in mind element size and how it ties in with the overall hierarchy.



**3 Annotations**  
Use annotations to describe the content, interactions, layout, and any details that cannot be visually represented. Annotations can refer to larger areas of the wireframe, or the individual elements that make it up.



**4 Content**  
Use appropriate content for the wireframe, whether actual copy or placeholder text. With either, focus on placement, and the hierarchy of the information being presented. Use stencils or patterns to create consistency. Using the same shapes or elements for similar interactions throughout the page, document, and overall project.



**5 Fidelity**  
Determine the overall level of detail you want to represent with the wireframe. This will influence what visual vocabulary and content is used as well.

**6 Layout**  
Keep in mind layout issues such as readability, white space, and overall hierarchy when placing elements within the wireframe.