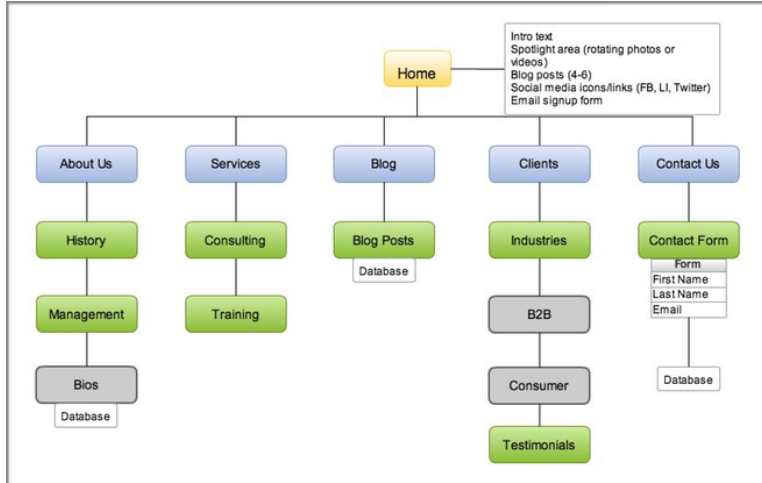


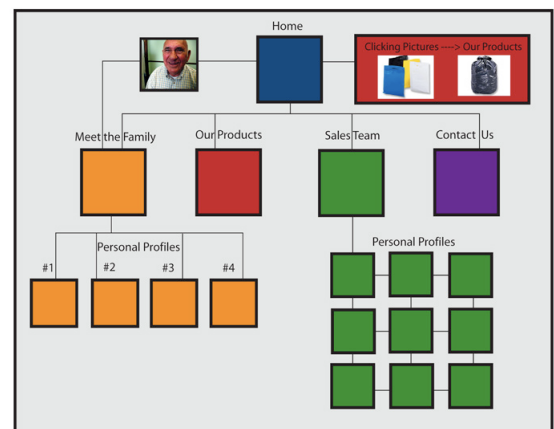
Chris Stuart : Blog Post Week 5

The differences between the site-map, schematic, wireframe, and style tiles, relates to the different steps or tools to building a website. Through the design process each of these elements has to be individually developed to form the whole site. The site-map is “a list of pages of a web



site accessible to users. It can be either a document in any form used as a planning tool for Web design, or a Web page that lists the pages on a Web site.” The information on the site map can be represented as an organizational chart or as a SGF

which describes the information in a web formatted language. This example of a site-map helps to define the overall structure of the website in a graphic depiction. However, the schematic design focuses on the links and connections and how they help a user navigate through the site without the extra information. “A good schematic will show component names and values, and provide labels for sections or components to help communicate the intended purpose.” Like in engineering, the schematic can be extremely useful as a navigation map. When a design is well thought out the user will not even think twice about getting lost on a website. Overall the



schematic can be more complicated because it does not just display hierarchy like the site-map, it breaks down the intricacies in a simple way.

Wireframes are a way to plot out the visual design of a website. The wireframe name comes from the boxes used in the design to perfectly explain the website structure and hierarchy of information. Some of the basic elements of the wireframe are the container, header, navigation

bar, and content boxes.

Other information

included in these frames

focuses mainly on textual

content and less on

design content. When you

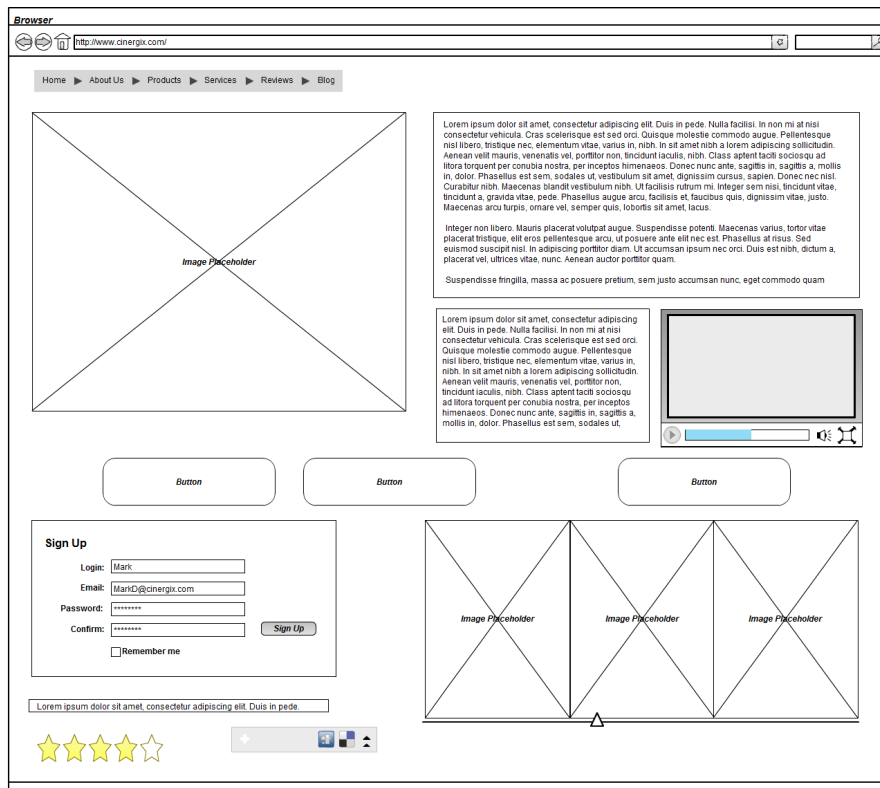
compare the wireframes

to the site-map and the

schematic the visual

representation aspect sets

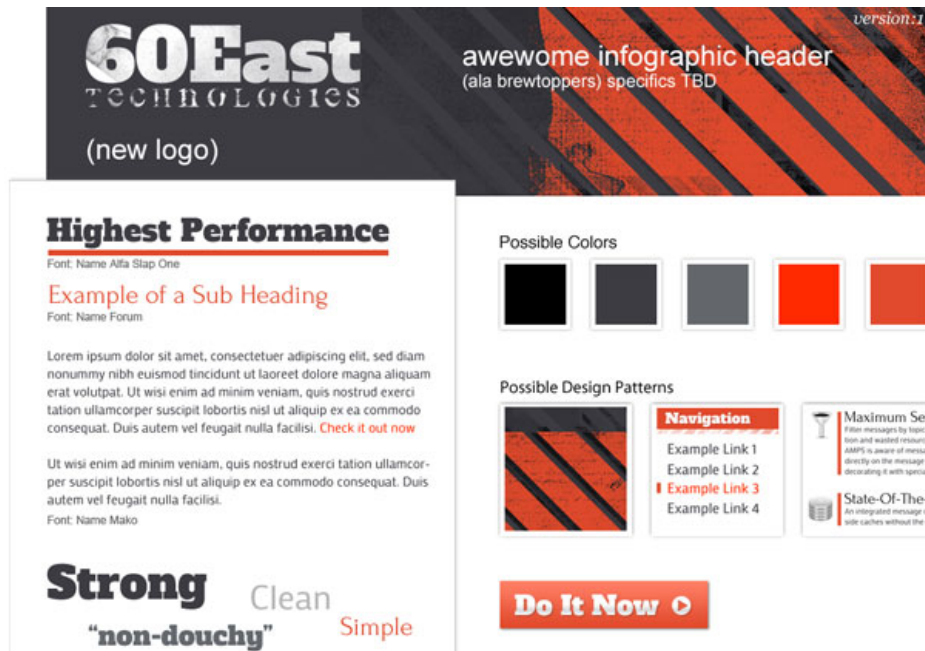
the three apart.



Wireframes contain mainly text but it presents the text exactly where it will fall on the webpage and also where the boxes of other content will fit. This is the framework of the site much like a the frame of a house is built up before the additional materials are brought in to complete the project.

Style tiles are checklists of the typefaces, color schemes, brand connection and any other design elements that are needed to be used. This element is the most design oriented in that it

focuses on the visual correlation and symmetry in the we site compared to the other platforms the product or service uses. As a designer the style tiles are a unique opportunity to communicate more information through a website than images and text. Nike may have a style tile that instantly correlates the Nike ID project rather than the Nike Free Run webpage. The color and brand symmetry helps the navigation and understanding of the site in subtle ways the user may not even notice. Websites have a defined set of rules that they need to follow to communicate a



lot of information with out overloading a viewer. The style tiles create a language of visual design that is well polished and developed. Visual Components can

make or break the credibility of a site if the design looks elementary or underdeveloped. An example is if the style tile does not define exactly what a medical website should be composed of you might get a medical information writeup in comic sans. Nothing could make something less credible than comic sans.

Site-maps, wireframes, schematics, and style tiles are all different individual elements that build a platform for a website. Without one of the elements the design becomes less clear and can even fail. I feel that some of the things the wireframe and site-map covers overlaps what

the schematic plan can do. The overall design and shape of the website is important when navigating the site but not everyone thinks in that sequential way to get to a certain page or article. Another design element is the visual elements that help to tie in the style tiles and the wireframes. The pictures, slideshows, or videos input into the page also have to maintain a consistency of design. Using an “old school” slideshow with a new modern design can be very tricky because the eye detects something does not quite flow about the design. Each element uses a set function to develop a great quick guide to building the foundation for a website along with creating a well rounded design sequence to be thorough and OCD about your designs.