

New Media Management

Lesson 8

Interactive Retail – Practice work

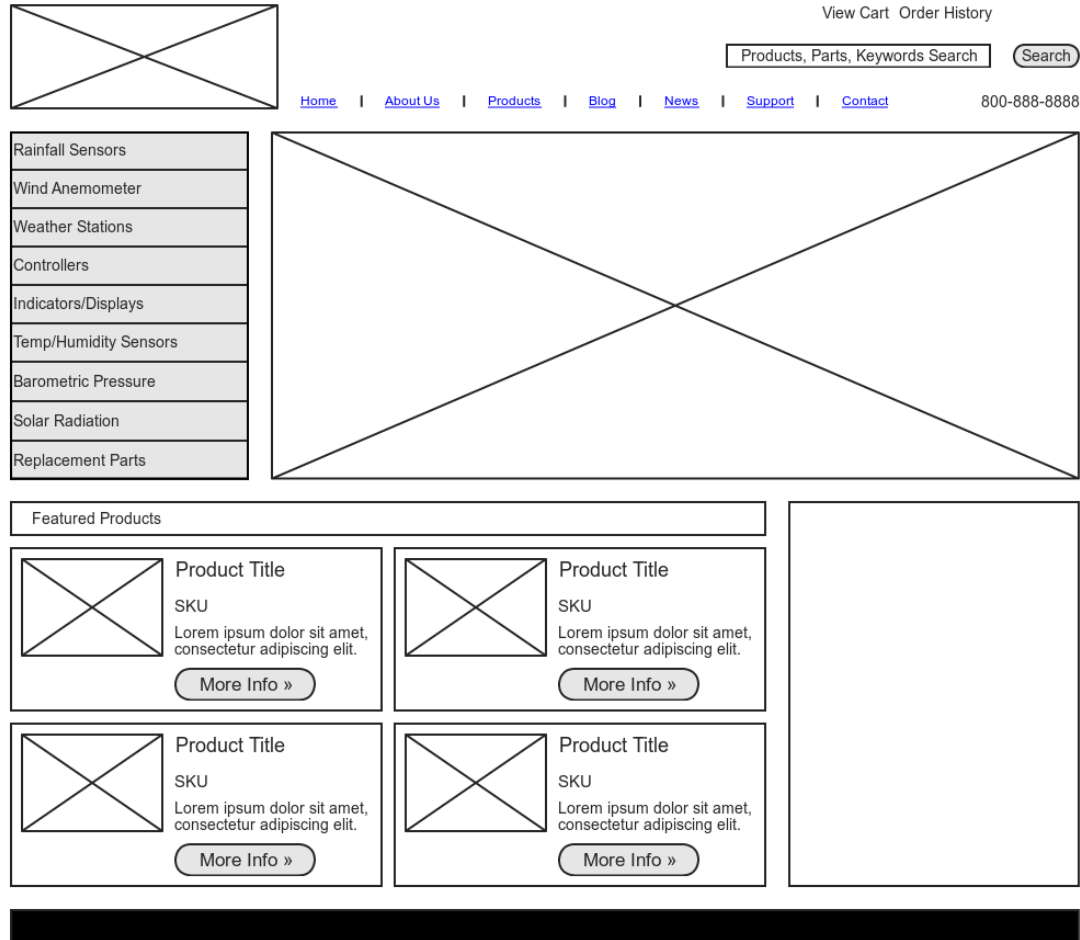
- Wire Frame
- Mockups

- Mini-Site
- APP
- Social Page

Interactive Retail – Wireframe

- A website wireframe or screen blueprint are created to best arrange elements to achieve a particular purpose
- Is the skeletal framework of Websites or Apps, which defines the page layout and arrangement of content
- It focuses also on how interactive items works and how they work together
- Wireframes usually lacks typographic style, color, or graphics, since the main focus lies in functionality, behavior, and priority of content
- Focus on What a screen does, not what it looks like

Interactive Retail – Wireframe



Interactive Retail – Wireframe

- Tools – Balsamiq
- Download from: balsamiq.com
- Replicate one of the following one page websites

Interactive Retail – Examples

- <http://giving.georgjensen.com/>

Interactive Retail – Examples

- [Tribe.pm](#)
- [SendThanks.to](#)
- [Classt.io](#)
- [CirclesConference](#)
- [Cloudetect.com](#)
- [Saint Cecilia EP – Foo Fighters](#)
- [Socius Live](#)
- [Poppins](#)
- [Specialist.design](#)
- [Nicolastarier.com](#)
- [Le mugs](#)
- [howtheygotthere.com/](#)
- [Point Oh Conference](#)