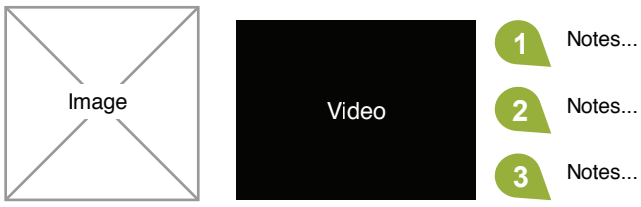


Whether a client, stakeholder, or new to the wireframe world, here's a quick rundown of how to make sense of it all.



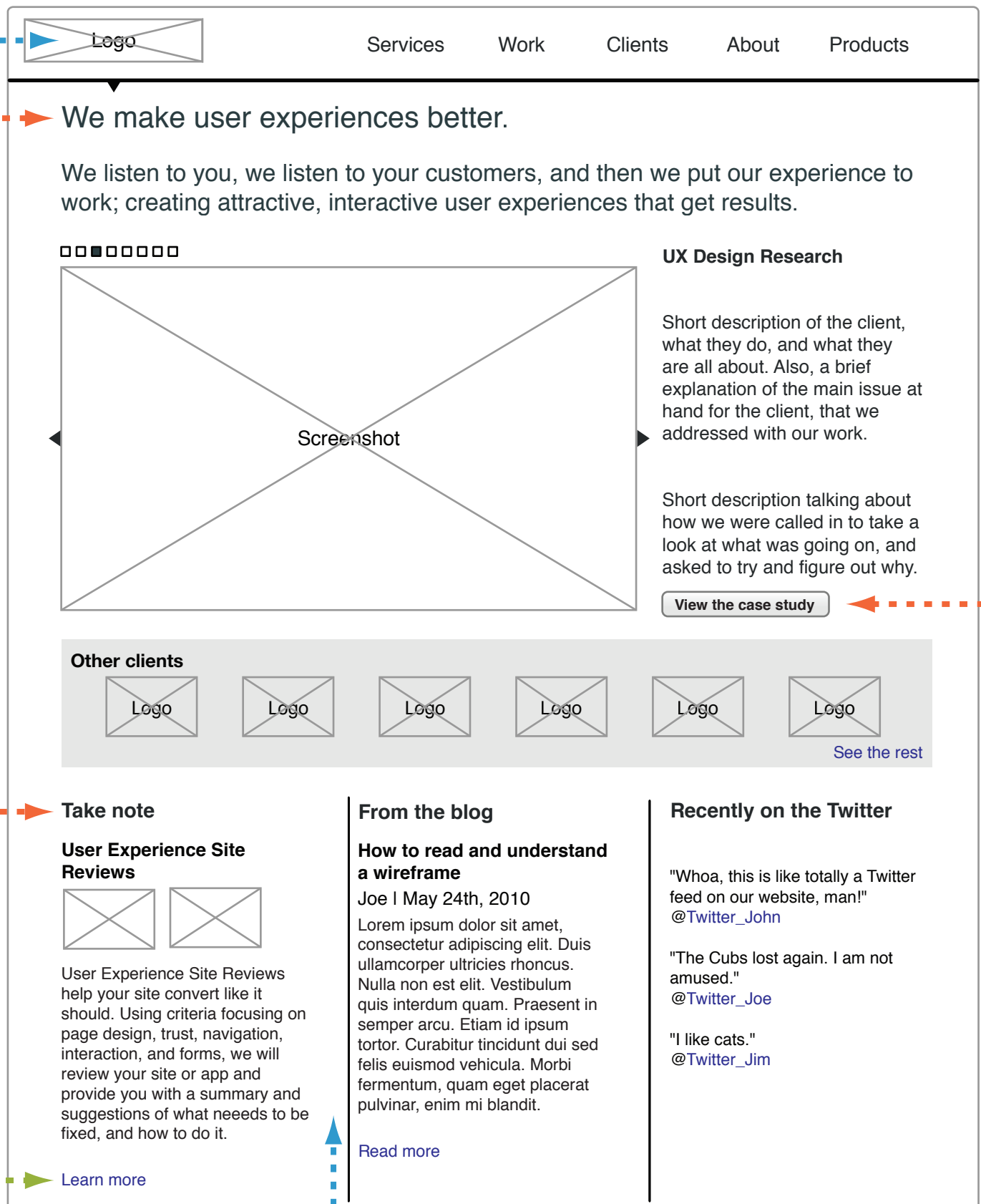
1 Visual vocabulary
Familiarize yourself with certain wireframe standards such as those for images, video, and drawing attention to certain areas.

2 Logos & Branding
Logos will usually be represented the same way as images, a box with an "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".