

JUL 21, 2022

WEBINAR

A Hands-On Introduction to UI Design with Wireframes



Presented by Billy Carlson
Design Educator



Wireframing
Academy
by balsamiq



PRIVACY

We will be recording this webinar and posting it to YouTube but none of your personal information will be shown in the recording.

You can ask questions anonymously if you don't want to share your name with other attendees.



What we'll cover

1. A quick overview of my favorite UI Design principles
2. Review the exercise and your submissions
3. Review my designs (if we have time)

WE'RE
WRITING
A BOOK!





DESIGNING FOR RESPONSIVE

A BOOK APART
14
Josh Clark
DESIGNING FOR TOUCH

JANEY SERRA WILSON
ON WEB TYPOGRAPHY

A BOOK APART
10
Ryan Defenbaugh
SASS FOR WEB DESIGNERS

FRANK BELL
JUST ENOUGH DESIGN

A BOOK APART
18
Eric Meyer & Sara Wachter-Buntich
DESIGN FOR REAL LIFE

A BOOK APART
7
Ethan Marcotte
RESPONSIVE WEB DESIGN

A BOOK APART
12
Ethan Marcotte
CSS3 FOR WEB DESIGNERS

A BOOK APART
1
James G. Thompson
GETTING STARTED WITH CSS3

A BOOK APART
19
Chris Coyler
PRACTICAL SVG

A BOOK APART
16
Kieran McCreesh
GOING RESPONSIVE

A BOOK APART
15
Ethan Marcotte
PROFESSIONAL TABLE PATTERNS & PRINCIPLES

A BOOK APART
13
Julyssa Green
GETTING STARTED WITH CSS3

A BOOK APART
17
James G. Thompson
GETTING STARTED WITH CSS3

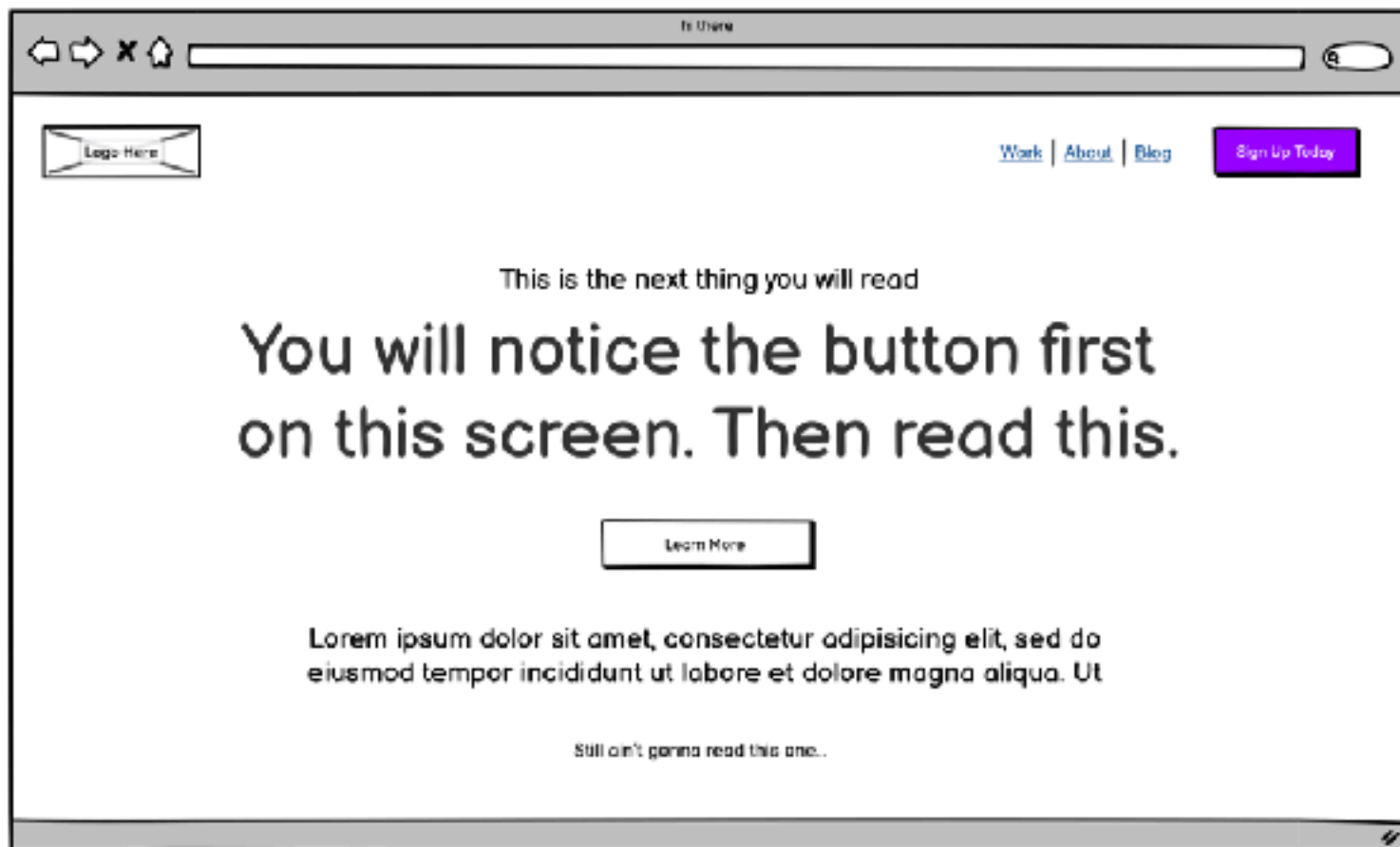


Mastering **Visual Hierarchy** is
the first step in creating effective
and easy-to-use UI

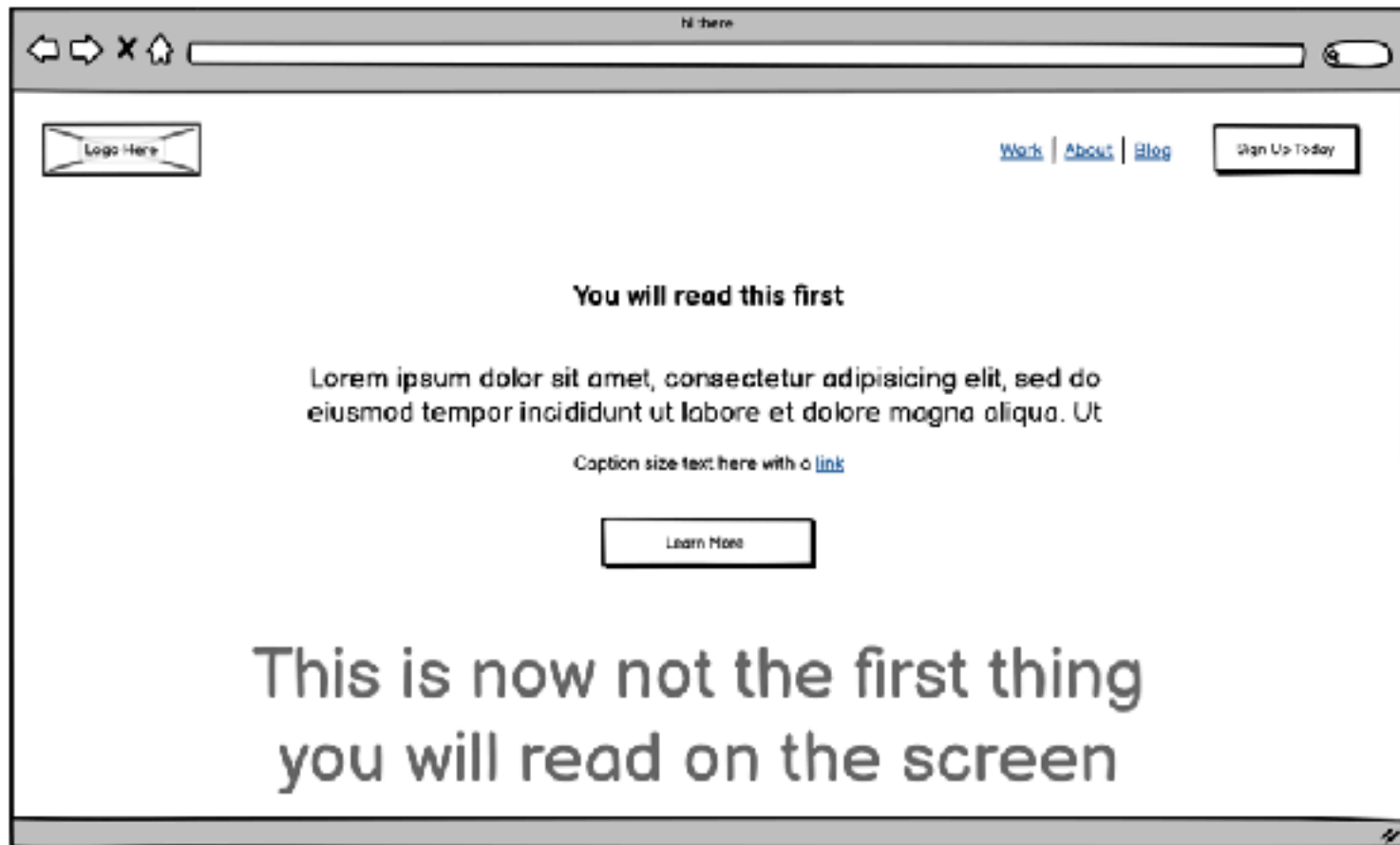
A clear visual hierarchy guides the eye to the most important elements on the page. It can be created through variations in color and contrast, scale, and grouping.

Understand
where your users
will focus their
attention





Use a Contrasting Color to increase the hierarchy

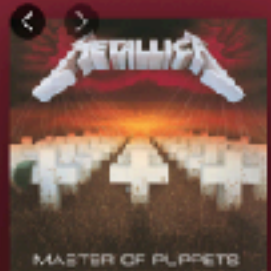


Use Placement to increase the hierarchy



*Use a Proximity / White Space to
increase the hierarchy*

- Home
- Search
- Your Library
- Create Playlist
- Liked Songs
- Your Episodes
- Stranger Things Official Play...
- Up de Down Playlist
- 90's Best alternative Grunge...
- Leon's No. 1 Discos...um
- Yellowstone - the soundtrack
- 50...L.O.U.T.: The Official Sou...
- Classical Christmas
- Eric Forner
- This is How John
- Metallica presents the Black...
- Happy Beats
- LBC20
- Nurse That Turn
- Do you Thinking 2.0



ALBUM

Master of Puppets (Remastered Deluxe Box Set)

Metallica · 1986 · 137 songs, about 10 hr

Billy Carlson



#	TITLE	PLAYS	
Disc 1			
1	Battery (Remastered) Metallica	106,768,352	5:32
2	Master of Puppets (Remastered) Metallica	459,341,103	6:35
3	The Thing That Should Not Be (Remastered) Metallica	98,622,025	6:36
4	Welcome Home (Sanitarium) (Remastered) Metallica	83,573,283	6:27
5	Disposable Heroes (Remastered) Metallica	40,570,057	8:16

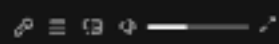


Welcome Home (Sanitarium) (Remastered)
Metallica



0:00

6:27

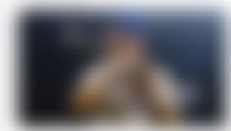


The image shows a Windows 10 desktop environment with a dark theme. The taskbar is visible at the bottom, featuring the Start button on the left, several pinned application icons in the center, and the system tray on the right. The Start menu is open, displaying a list of applications and folders. The system tray includes the network, volume, and power icons, along with the system clock showing the date and time.

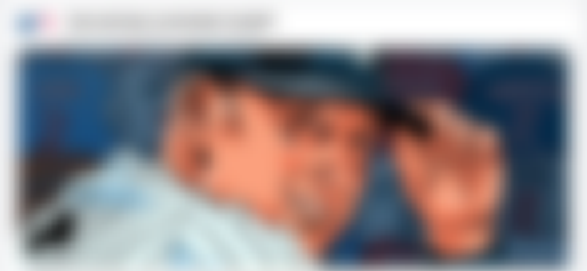
- Home
- Profile
- Activity
- Marketplace
- Groups
- Pages
- Events
- Jobs
- Education
- Health
- Travel
- Real Estate
- Automotive
- Finance
- Technology
- Business
- Politics
- Science
- Arts
- Sports
- Food
- Drinks
- Shopping
- Services
- Local
- International
- Search



Post title and description text.



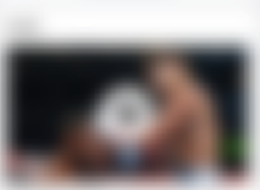
Text content for the second post.



Text content for the third post.

Text content in the right-hand sidebar.

Text content in the right-hand sidebar.



Text content in the right-hand sidebar.



Proper Alignment is a telling sign that a professional designer crafted the interface your using.



The Atlantic



The Supreme Court's Pending Power Grab

CHRISTOPHER WREN



The 'White Liberals' Burden

JOY JOHNSON



The Cause of the Crime Wave Is Hiding in Plain Sight

When the speed of repression drops, society leans by default against unvirtuous behavior.

ALICIA MADRUGA

Put Your Face in the Place of Media

JAMES FINN



The Five of Sines' Rights Also Are

WILLIAM FINNAN



There Is a Better Way to Check Males of Sound

MATTHEW WOODS



20 Answer Ideas for 'Who Could Explain Biden'

DAVID GOODMAN



American Respinin'

Some Americans would like to sing. And they will in their own way.

JONATHAN LEVINE



Here Is the Human Rights Hour of the 21st Century

It would be going beyond the divide between rich and poor a goodly bit.

JAMES H. COOPER



Lizzo's Music Really Is *Sponsored*

The rapper's success offers a caution for fans who may wish to do more.

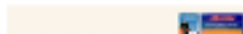
STEPHEN COHEN



When a Troubling Book Gets a Hollywood Makeover

A film's movie adaptation of *Where the Crawdads Sing* doesn't just make the story; it clarifies the troubling necessity of the novel's genre.

EMILY





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WRITERS

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COVER FRIEDERSDORF

20 Reader Ideas for Who Could Replace Biden



FLAK TAYLOR

Wildfires Rage Across Southwestern Europe



MAGGIE KOZA

France Has Delivered Almost Nothing



KEVIN WILLIAMSON

The Everything-to-Beheld Conspiracy



KATHERINE WU

New COVID Vaccines Will Be Ready This Fall... America Won't Be.



KATHRYN TUCKER

After Jim Acosta's Crude Words, Pivots Fast



FELIX RINGER

The Case for Posing a Friend



NANCY LEIJI

You've Never Seen Anything Quite Like The Refusal



DARIO A. BRAUN

The Shame of the Secret Service



ROSENBACH MEYER

Joe Manchin's Holdout Is a Needless Catastrophe



RUSSELL SHORTO

It's Joe Manchin's Advice



MARINA ROSEN

Seriously, Which Mixing All These Mysterious Source Signals?

LATEST

SEE ALL



20 Reader Ideas for Who Could Replace Biden

COVER FRIEDERSDORF
5:43 PM ET



Wildfires Rage Across Southwestern Europe

FLAK TAYLOR
2:41 PM ET



Do Animals Dream?

CEMILLE BACHMAYR
5:00 AM ET



The War in Ukraine Is Dividing Lifelong Friends

KATHERINE WU
7:04 AM ET



France Has Delivered Almost Nothing

MAGGIE KOZA
5:22 AM ET



The Power Imbalance Undermining Global Health

KEVIN WILLIAMSON
5:07 AM ET

POPULAR

SEE ALL

1 New COVID Vaccines Will Be Ready This Fall... America Won't Be.

KATHERINE WU

2 France Has Delivered Almost Nothing

MAGGIE KOZA

3 The B&S Were Is What COVID Normal Looks Like

KATHERINE WU

4 20 Reader Ideas for Who Could Replace Biden

COVER FRIEDERSDORF

5 When the President's Top Aides Started Questioning in Moscow

JEFFREY GOLDBERG

NEWSLETTERS

SEE ALL

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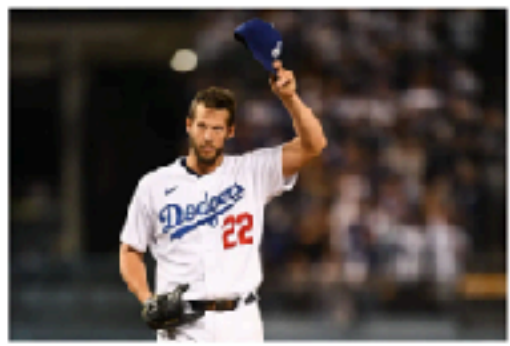
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Monday
July 18, 2022

Draft Backhausk Score Cubs



MLB All-Star Game: Who gets the starting nod? Plus brothers at bat, Liam Hendriks mic'd up

Clayton Kershaw acknowledges that his state probably wouldn't oust him the NL starting job had the game not been in Los Angeles.

Tom Ichniowski

Why did Eddie Rosario leave the Blackhawks? Who replaces him?

Matt Luzzomonte Jan Greenberg 10



Orlando draft: OU pitcher Dade Herreria, trying to secure a trend amid talent/payroll issues

Patrick Mooney 10



Beans heading, Cole Kmet, can: 2022 season along with Justin Fields in third season

David Lipton 10



MLB's summer-league grades: Justin Terry, Mike Stencel and the rest of the squad

David Lipton 10



HEADLINES

Small

- Cubs draft BBWAA Nason McDiarmid, son of MVP
- Eddie Rosario's leaving Blackhawks, will join Rockies' broadcast team
- Texas, Oklahoma A/Draft CFB's latest draft
- Justin Verlander contract negotiations going public: Is fresh really bad?
- U.S. Senate requests information on MLB's anti-racism campaign
- ESPN hears Ohio State for season 18: Tucker Corbett
- Robles add 2-star ATH: Kristian Williams
- Evaluating Arizona announce home-and-home series

Real Time

Following Reading Latest CHC CHC CHC

Patrick Mooney Senior Writer, Chicago 28h ago

The Cubs selected Jackson Ferris, a 6-foot-4 left-handed pitcher out of IMG Academy in Florida, with their second-round pick.

0 0

Patrick Mooney Senior Writer, Chicago 28h ago

The Cubs selected University of Oklahoma pitcher Cade Harwood with the No. 7 pick in the 2022 MLB draft.

4 0

Patrick Mooney Senior Writer, Chicago 54h ago

The Cubs drafted lefty reliever Burdett Norris and called up right-handed lefthander Seth Luster from Triple-A Iowa.

3 0

Patrick Mooney Senior Writer, Chicago 54h ago

Today's Cubs Mets game at Wrigley Field has been postponed due to inclement weather and is scheduled to appear at a webcast on Saturday (10:05 p.m. and 10:05 p.m.).

0 0

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- 2021 NBA Summer League SuperSeries

Quick Links

- NBA Free Agency 2021
- NBA Summer League
- 2021 MLB All-Star Weekend
- 2021 MLB Draft
- How to Watch PGA TOUR
- Abroad: Euro Cup 2021
- Parade Football: Sign Up
- Content for Me

Favorites

- Cubs
- Blackhawks
- Bears
- Bulls
- NFL
- Nation Soccer



Can Acuna upset Alonso in the first round? Our predictions as the HR Derby hits L.A.

It's SHOWTIME in L.A. — here are our predictions on who will dominate the Home Run Derby (8 P.M. ET ON ESPN+).



Pete Alonso splits the beams — 10 easy steps to winning the Home Run Derby
How does Alonso keep winning derbies — and what's the secret to his pursuit of a three-peat?

By Jeff Passan

- Best bets for the Home Run Derby
- Essential breakdown for straight contestants

'THE ALPHA' IS GOING TO WIN

WATCH ON ESPN+ 7/5 8P-9P



Power of 2: MLB's most productive jersey numbers

By David D'Armentano

Watch Trailers and classic Jersey games

Top Headlines

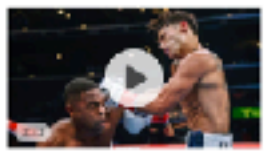
- Dodgers aceershawto start 2021 at home
- All-Star Game decided by HR derby if tiebreaker
- Fantasy recently using ABC, see in job LV
- Harder goal with whatever is left Four Stars
- Outcasts of '21' 'unanimous' area trade talk
- Serge to cut off World Tour: Not feeling great
- Pro-dead Sanders to donate to new 2021 season
- Scout: Double around Williams on deeper ball
- ESPN+ Not 7 highest ranked in the NFL

Fantasy

- Score! Ideas Daily
- Chicago Heat

Go easy home

ESPN



ESPN.com follows Javier Patino versus postcardmatchup against Luis Ryan Garcia in a vibrant win with a knockout of Javier Alvarez, setting up a potential blockbuster bout with Gervonta 'Tank' Davis.

Back of ESPN+



Vermont Symphony Orchestra

Winter
2007
Season

Aaron Copland
The Tender Land
January 2007

Eric Satie
Gymnopédie 1, 2
February 2007

01/12/07
Middlebury College
Center for the Arts
8:00 pm

02/03/07
Johnson State College
Dibden Center for the Arts
8:00 pm

01/19/07
Johnson State College
Dibden Center for the Arts
8:00 pm

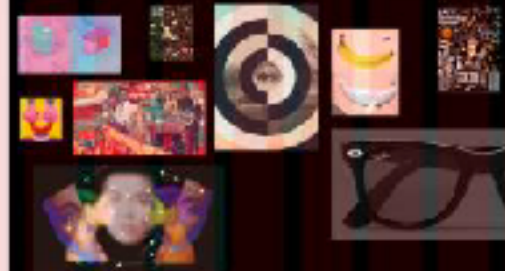
02/10/07
Castleton State College
Fine Arts Center
8:00 pm

01/26/07
Lyndon State College
Alexander Twilight Theater
8:00 pm

02/16/07
Middlebury College
Center for the Arts
8:00 pm

Our best illustrations of 2021

Our critical thought-provoking playful creations bring our stories to life, often saying more with an image than words ever could.



US: The worst technology of 2021
Dec 29

EU: Our favorite sales of 2021
Dec 29

UK: How did it go? 2021
Dec 29

Free to Chromeless
Dec 29

Computing Stars

The code must go on: An Afghan coding bootcamp becomes a lifeline under Taliban rule

In Afghanistan, the last days of the old year, a group of women in an internet cafe in a building, new young coders wonder whether to stay or go.

Humans use technology 4 days

The worst technology of 2021

Headlines, telemedicine apps, and voice-activated algorithms that curate ad made us rethink tech technology gear of 2021.



THE COMPANY

Two startups are looking for their own way to do things.

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POPULAR

The code must go on: An Afghan coding bootcamp becomes a lifeline under Taliban rule
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When would have a form could work. The results were mixed.
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How we define Galleries dry
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MAGAZINE



The White House
A world of change and being in the middle. Thoughts, feelings, and one week in the White House.



Without
The pandemic and the future of work.

OUR ESSAYS

 Lindsay Maccarta
The pandemic problem for the business world

 Mike Kohn
The pandemic and the future of work



Default



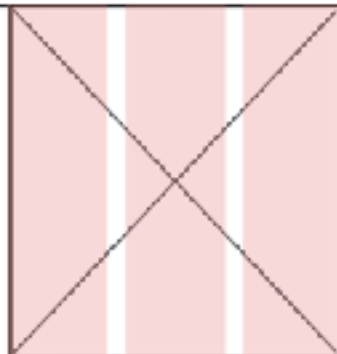
Header / Main Navigation

Hero Area

Value Proposition

Value Proposition

Value Proposition



ALBUM

Name of Album

Mexico - 1965

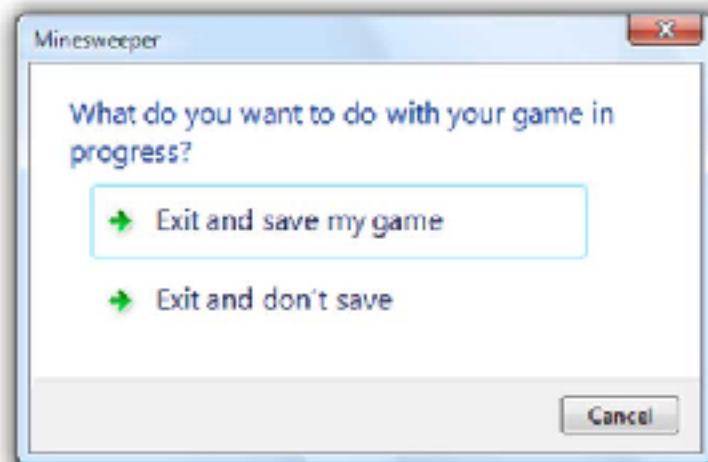
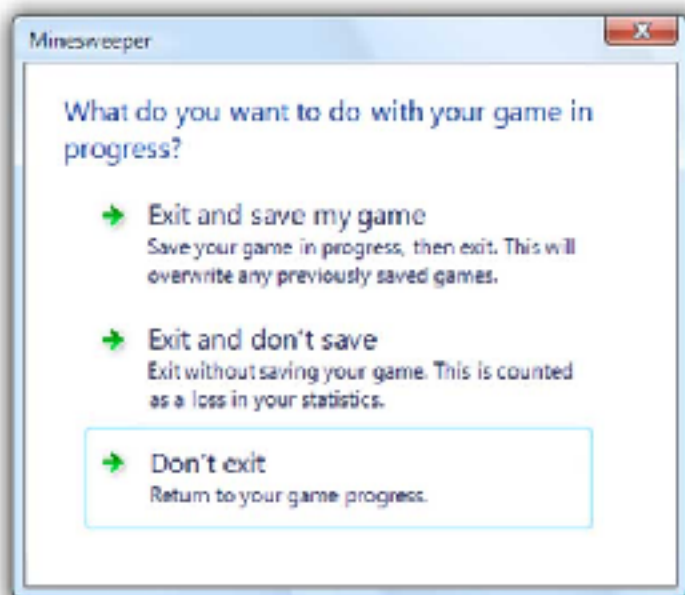
Navigation



1	Song #1	18:765	4:30
2	Song #2	1254	1:09
3	Song #3	65-4467	0:54
4	Song #4	9654	1:21
5	Song #5	432157	6:42



Clarity means that the interface behaves predictably. It allows the user to feel comfortable and in control of the experience.



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\$900/mo

Location Perks

- 2 Meeting Rooms
- 152 Parking Spots
- Super fast Wi-Fi
- Showers
- Breakout Areas
- Gym
- Outdoor Area
- Coffee and Snacks

Select a Desk

Hub101

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Starting at

\$550/mo

Location Perks

- 6 Meeting Rooms
- 200 Parking Spots
- Super fast Wi-Fi
- Coffee and Snacks
- Breakout Areas
- Private Rooms
- Outdoor Area
- Single Desks

Select a Desk

Calabasas Offices

1500 ft²

Starting at

\$900/mo



Hub101

900 ft²

Starting at

\$500/mo



Deskwork

1,000 ft²

Starting at

\$700/mo



SecondHome

1,000 ft²

Starting at

\$1,200/mo





You have created your account and are ready to start adding products!

[Not Right Now](#)

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You have created your account and are ready to start adding products!

Not Right Now

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https://balsamiq.com



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wireframes!

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Home

Crypto News

Wallet

Trade

+ Add Coin

YOUR BALANCE

\$00.14

↓ \$40,542.23



TOP MOVERS IN CRYPTO

Icon	Name	Balance	Price	Allocations
📄	Name ABC	\$0.15 0.0000000 ABC	\$12,34.56 -120.00%	00.00%
📄	Name DEF	\$1.01 0.0000000 DEF	\$12,34.56 -110.00%	00.00%
📄	Name GHI	\$3.65 0.0000000 GHI	\$12,34.56 -12.10%	00.00%

See more

NEWS

2 hrs ago

From avoiding FOMO to having a plan, 5 key ways to manage a crypto down cycle

How to minimize your losses (and even make savvy moves) during a falling market

See More

Watchlist

CRYPTO Bitcoin	PRICE \$48,094.95
CRYPTO Ethereum	PRICE \$3,006.90
	📈 10.14%
CRYPTO Solana	PRICE \$161.66
	📈 0.56%

+ Add to Watchlist

Resources

DISCUSSING OUTSIDE

Bitcoin is the world's first widely adopted engineering

NEW TALKS

All In! In the crypto-memo-folktron game, it's all about the size, scale, and success rate. NFTs are called "hats."

Home

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Help Contact Something

Day

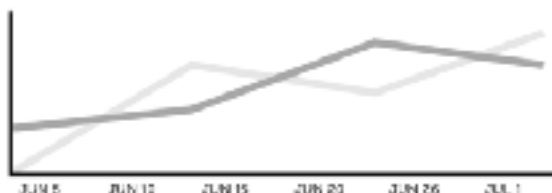
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Search

Assets | Trade | Pay | Learn and Earn | For You

PORTFOLIO BALANCE

\$201.14 1M 1M 1D 1W 1YALL



YOUR ASSETS

Name	Balance	Price	Allocation
Name ABC	\$123.45 0.00000000 ABC	\$123.45 -1.00%	00.00%
Name ABC	\$123.45 0.00000000 ABC	\$123.45 -1.00%	00.00%
Name ABC	\$123.45 0.00000000 ABC	\$123.45 -1.00%	00.00%
Name ABC	\$123.45 0.00000000 ABC	\$123.45 -1.00%	00.00%
Name ABC	\$123.45 0.00000000 ABC	\$123.45 -1.00%	00.00%
Name ABC	\$123.45 0.00000000 ABC	\$123.45 -1.00%	00.00%
Currency ABC	\$0.00	\$100	0%

Watchlist

CRYPTO
Bitcoin
PRICE
\$48,094.95CRYPTO
Ethereum
PRICE
\$3,306.90

10.14%

CRYPTO
Solana
PRICE
\$151.56

0.56%

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Resources

MULTI-SIGNATURE

 Bitcoin is the world's first widely adopted cryptocurrency.

NEW TO GET

 Are Bitcoin is a crypto market. Find more news in which players make profits and make more NFT your order order.

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2 hrs ago

From avoiding FOMO to having a plan, 5 key ways to manage a crypto down cycle

How to minimize your losses (and even make savvy moves) during a falling market

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4 hrs ago

What is ApeCoin?

Four things you need to know about the BAYC-affiliated token

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6 hrs ago

How to buy an NFT on OpenSea using Coinflip Wallet

Want to buy your first NFT — but not sure you know how? Just follow these simple step-by-step instructions.

[View Article](#)

Watchlist

CRYPTO PRICE
Bitcoin \$48,074.95

CRYPTO PRICE
Ethereum \$3,006.90

⬆️ 10.14%

CRYPTO PRICE
Solana \$161.66

⬆️ 0.56%

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Resources

BEGINNER'S GUIDE



Bitcoin is the world's first widely-accepted digital money.

KEY TERMS



How to navigate a crypto market position game in which players raise, battle, and stake one NFT per-colored slot.

Header area with orange buttons and a search bar.



Table with 3 columns and 4 rows of data.

Category	Value 1	Value 2	Value 3
Item 1	10	20	30
Item 2	15	25	35
Item 3	20	30	40
Item 4	25	35	45

Summary statistics: Total: 100, Average: 25.

New Credit Note

Reference: [Reference Number]

Item Description: [Item Name]
Quantity: [Quantity]
Unit Price: [Unit Price]
Total: [Total]

Item Description: [Item Name]
Quantity: [Quantity]
Unit Price: [Unit Price]
Total: [Total]

Item Description: [Item Name]
Quantity: [Quantity]
Unit Price: [Unit Price]
Total: [Total]

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Thanks

Learn more at balsamiq.com/learn

Contact Me: billy@balsamiq.com
[@billycarlson](#) on socials

The screenshot shows the Balsamiq Wireframing Academy website. The top navigation bar includes links for 'PRODUCT', 'LEARN TO WIREFRAME', 'COMPANY', 'CONTACTS', 'BUY', and 'LOG IN', along with a search bar. The main header features the Balsamiq Wireframing Academy logo and navigation links for 'BWA Home', 'Articles', 'Videos', 'Courses', and 'Resources'. The primary headline reads 'Practical training for creating more usable products', followed by the 'Wireframing Academy' logo and the text 'by balsamiq'. Below this, there are three main content sections: 'New to Wireframing? Start Here.' with sub-sections 'What Are Wireframes?' and 'Five Steps to Creating Great Wireframes'; 'Learning Resources' with a list of links including 'UI Control Guidelines', 'User Interface Platform Guidelines', 'UX/UI Gems Of the Month', 'UI Pattern Galleries', and 'UX Apprentices'; and a 'Talk to our Design Experts!' call to action.

balsamiq | PRODUCT | LEARN TO WIREFRAME | COMPANY | CONTACTS | BUY | LOG IN |

 Balsamiq Wireframing Academy

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Practical training for creating more usable products

Wireframing Academy

by balsamiq

New to Wireframing? Start Here.

[What Are Wireframes?](#)

Answers to common questions about wireframes and suggestions for how to start using them.

[Five Steps to Creating Great Wireframes](#)

Good wireframes solve real problems and lead to strong products. From writing out the scenario to gathering inputs, there is a proven path to a great website or app.

[How to Start a Wireframe Project](#)

Four techniques to start a wireframe project from scratch and ensure

Learning Resources

- [UI Control Guidelines](#)
- [User Interface Platform Guidelines](#)
- [UX/UI Gems Of the Month](#)
- [UI Pattern Galleries](#)
- [UX Apprentices](#)

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We're GOOD people & we CARE!



Espresso Retreat 2019 - Bologna, Italy