



# Prototyping, Wireframing and Site Design



*Cre8 Conference at GOA*

## **American Graphics Institute**

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Compelling design, continuity, and ease of use helps users navigate your site and make it easier for them to take action. In this session you'll discover how to take steps, such as pre-planning with pencil and paper, building flowcharts, and constructing templates to build successful websites. You will not only have an opportunity to hear high-level concepts, but discover some tips and tricks to comping, or creating a wireframe for a website using Adobe Fireworks.

- The benefits of pre-planning
- Site design on the cheap
- Wireframing with Fireworks
- The philosophy of prototyping
- Prototyping tools