Style Guide for Ad Duels
Create 3-5 wireframe sketches with grids by only using the blocking method. Must use the final format size. Show examples in full size if possible, on black, no other type or information on screen. Show with and without grids. Grid to include, Column, Rows, Modules, and definition of why you chose this grid. Which constraint helped you set this grid?
The grid I constructed consists of 5 columns separated by 40pixel gutters, and 5 rows with 30pixel gutters. These were selected to best suit the constraint of the number of UI elements I was certain I wanted to employ in the design – two menu buttons, a short introductory description text, both ads in the ad duel (text) and three voting buttons.
Wireframe 4