

# Mockups



Defining  
the Form  
& Function  
of Mockups

Slideshow Presentation

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W E L C O M E to  
A PRESENTATION ON  
Mock-ups

By P a t t y A n n

# The Function of Mock-ups

- A Mock-up is a to-scale, or near-scale non-functional model used for demonstration, teaching, or testing a layout design.
- A Mock-up helps to conceptualize the design and idea of a printed or a website page, or any two dimensional format.



# The Function of Mock-ups

## (Continued)

- Mock-ups are more developed than a thumbnail; but less detailed than a work in progress.
- Mock-ups help to formulate a layout for:
  - ~ Picture Locations
  - ~ Headings/Column Headers
  - ~ Text for Content
  - ~ Multiple Column Layouts



# The Function of Mock-ups

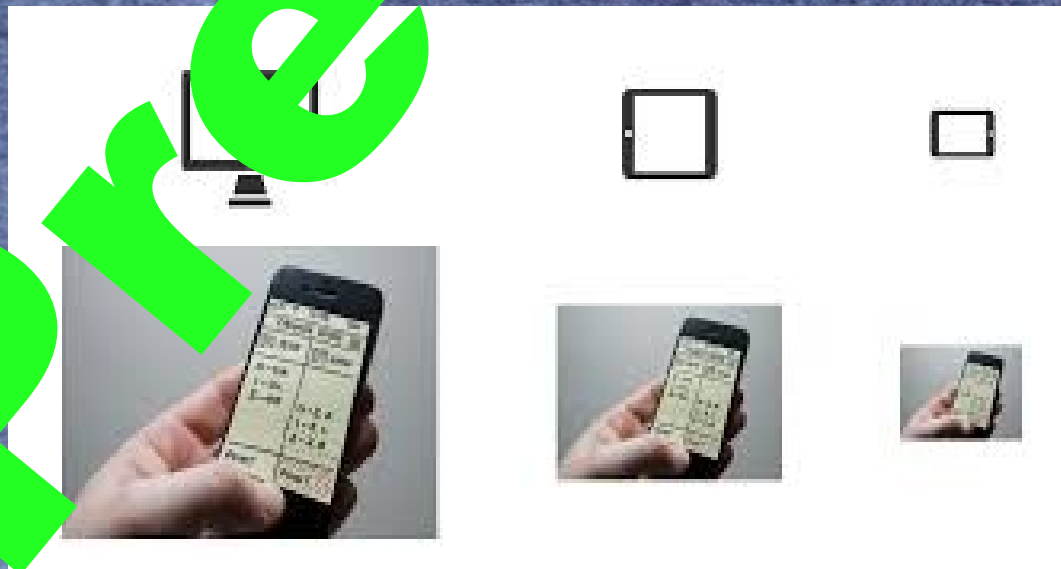
## (Continued)

- Mock-ups can also be small scale models of engineering projects such as for airplanes, bridges, skyscrapers, many building project.
- However for this Presentation we will be addressing Mock-ups for printing and two dimensional outputs.



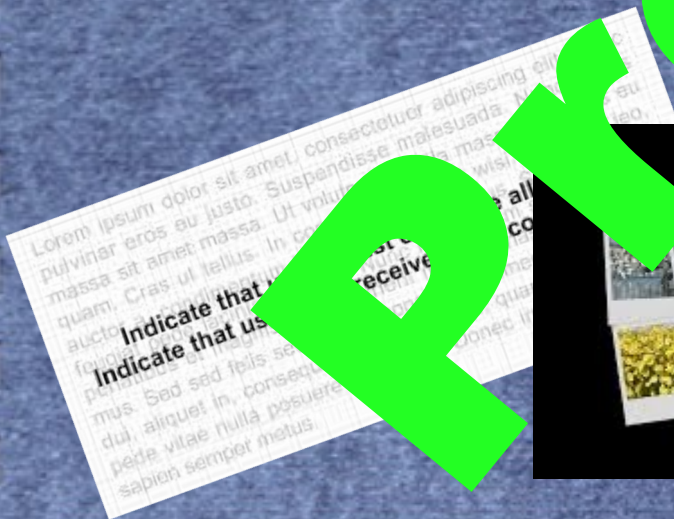
# The Importance of Mock-ups 3

- Mock-ups help graphic designers to choose appropriate artwork, photographs, and graphics.
- Layout space is valuable real estate. Every piece of content and graphics count. Pictures and type need to be scalable to size to match layout needs.



# Mock-up Supplies

- It is best to use the actual materials as portrayed in the final product.
- Mock-ups for print formats are made with paper, ink pens, dummy type, markers, graphics, pictures, and whatever else your finished project dictates!



# Examples of Mock-ups

Reminders . . .

- Mock-ups are done in the actual size;
- With dummy type to simulate content;
- And photo blocks to reserve photo areas.

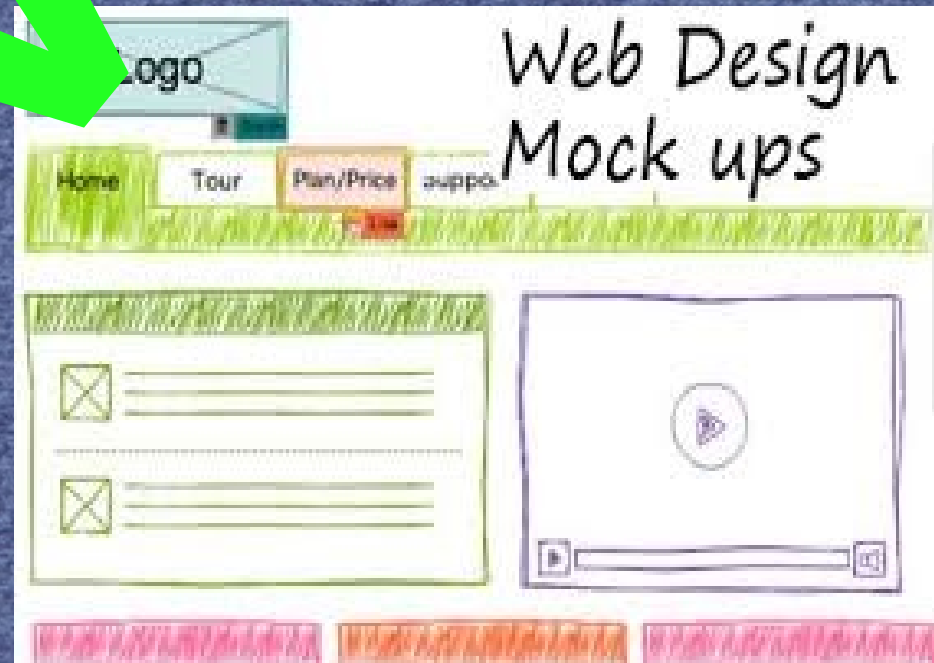
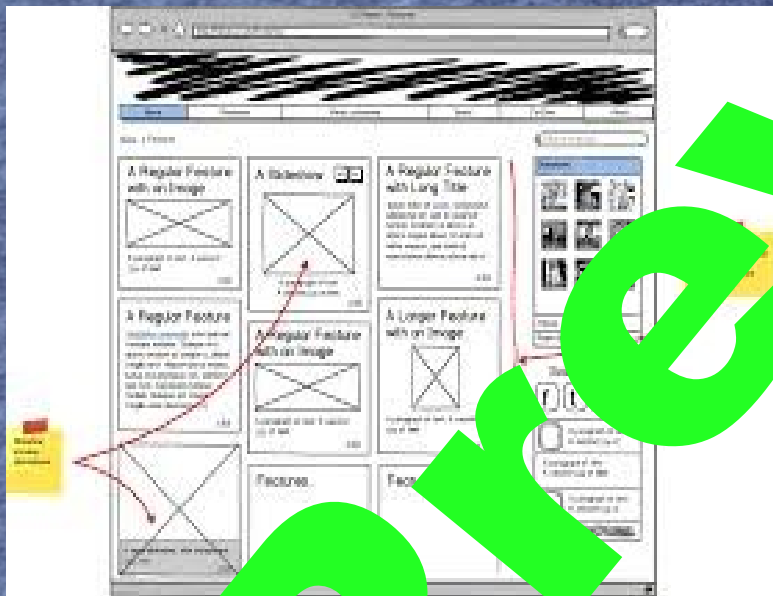
Some mock-ups are so detailed they can look almost like the finished product.





# Creating Mock-ups for Web Pages

- Mock-ups for designing web site pages can be sketched out or hand drawn



# Creating Web Pages with Templates

- Many website mock-ups come in template form. For example, WordPress has many pre-formatted templates to choose from. Most templates can be customized to suit a client's need.



**Thank You!**  
*For Previewing the  
Mock-ups Presentation!*

