WEEK ELEVEN

J309-21111

Social Stories

What went well? What were the challenges?

TODAY'S TIMELINE

- Discussion #1 – 15 min
- Law and Ethics – 45 min
- Break – 10 min
- Discussion #2 – 15 min
- Wireframing – 60 min

DISCUSSION

INTELLECTUAL PROPERTY AND ETHICS

I MADE THIS
YOU MADE THIS ?
I MADE THIS

I MADE THIS
YOU MADE THIS ?
I MADE THIS

First things first…

TINLA

Let’s talk about images.

Can you use an image just because it’s on the internet?

No.

Can you use an image because another outlet did?

No.

Does “fair use” mean you really want to use an image?

No.

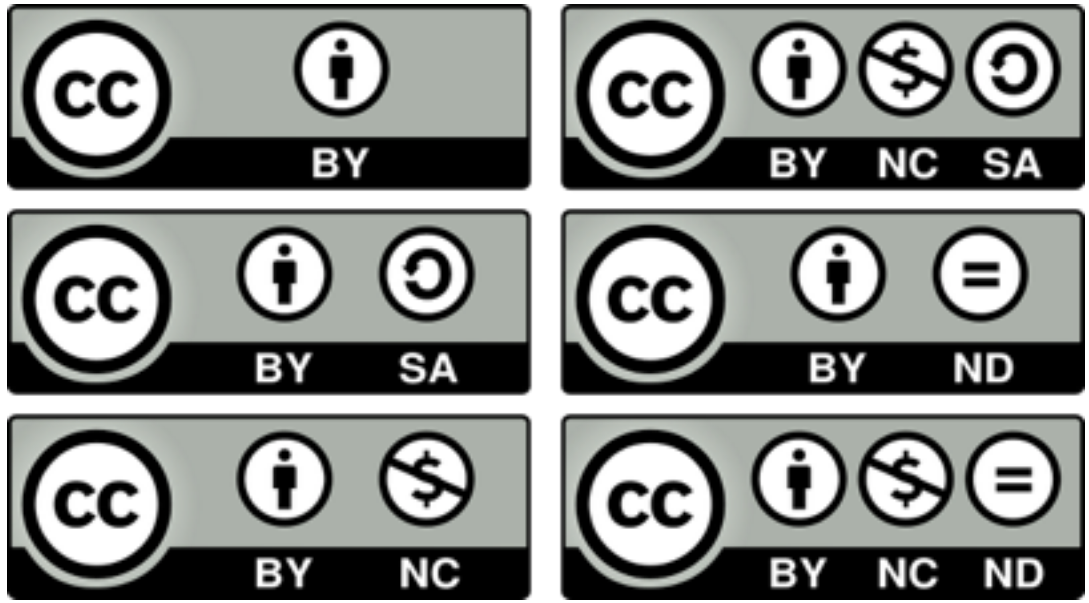
Fair Use.

It's tricky.

But as a general principle, you can use an image (or other work) if the story is **about that particular work**, or if it's **in the public's interest** that you use it.

For more, www.cmsimpact.org/journalism.

Creative Commons

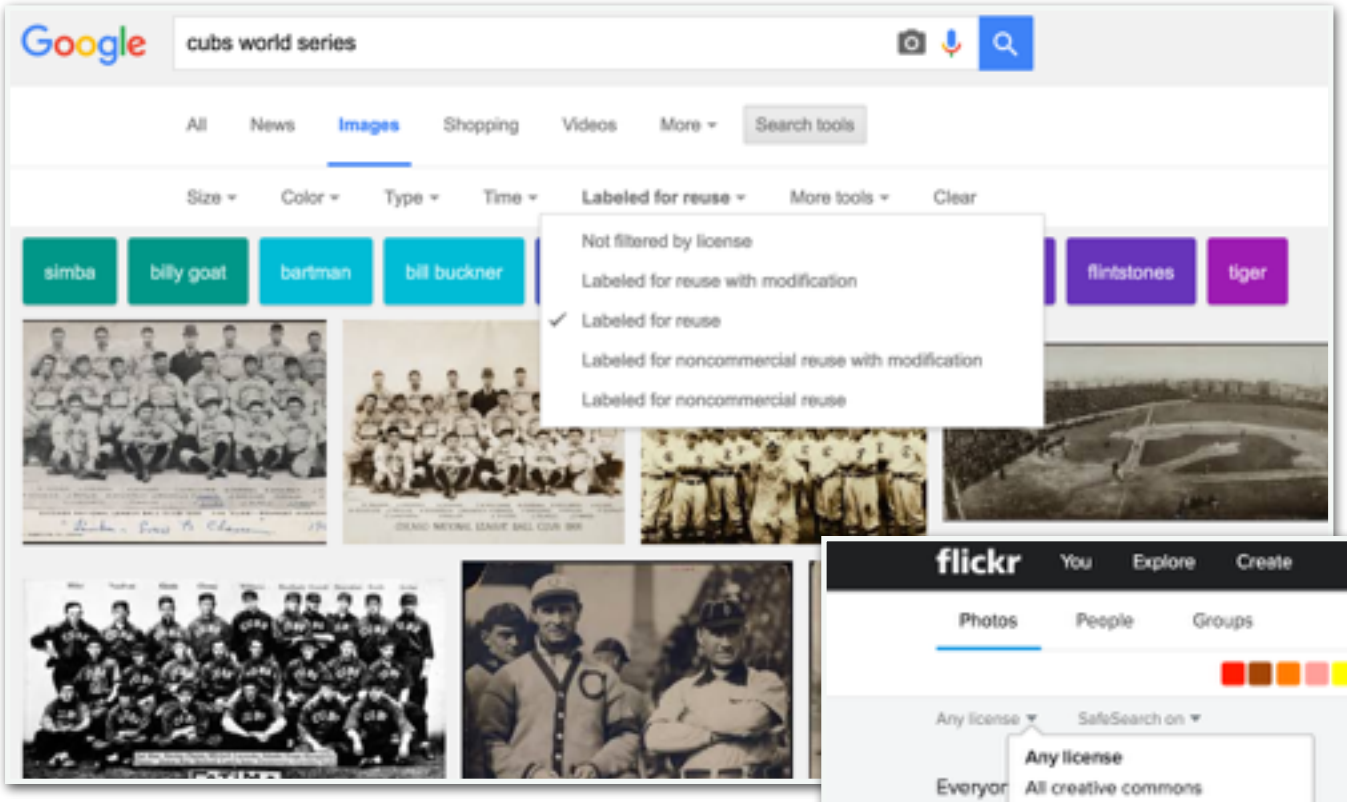


BY = Give Credit

SA = Share Alike

NC = Non-Commercial Use Only

ND = No Derivatives


Google
cubs world series
All
News
Images
Shopping
Videos
More
Search tools
Size
Color
Type
Time
Labeled for reuse
More tools
Clear
Not filtered by license
Labeled for reuse with modification
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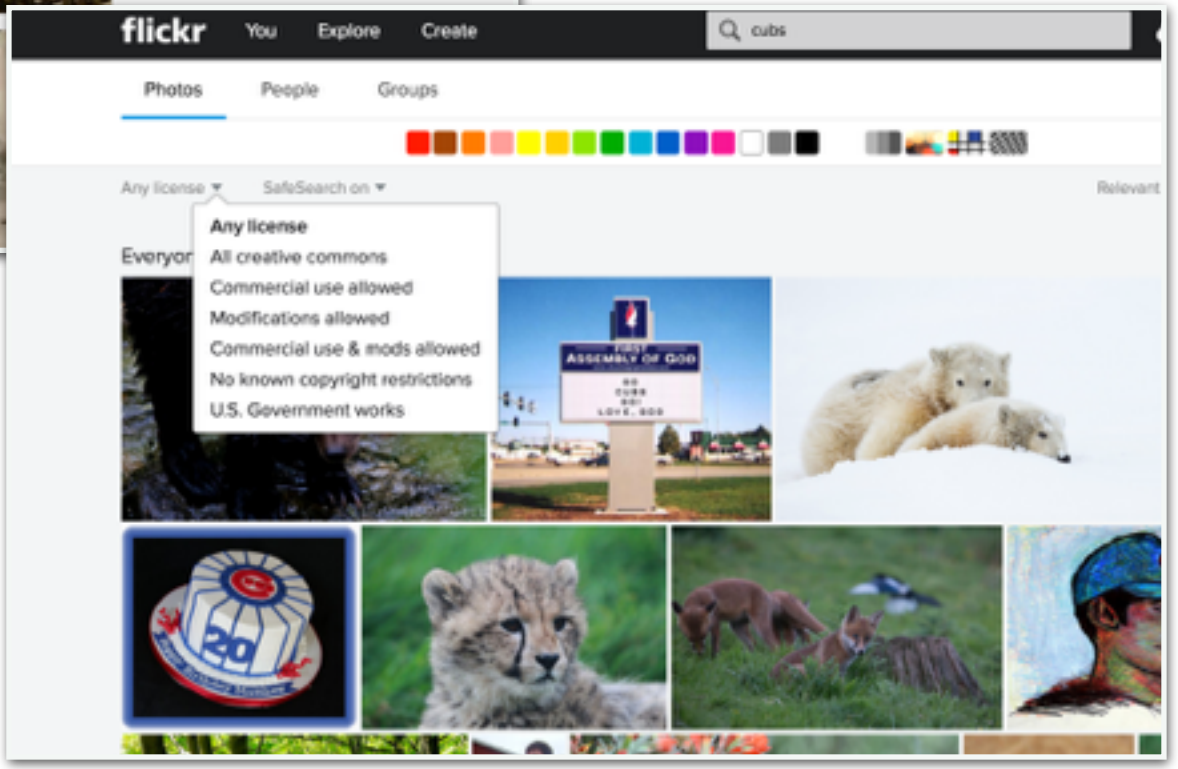
simba
billy goat
bartman
bill buckner
flintstones
tiger


flickr
You
Explore
Create
cubs
Photos
People
Groups
Any license
SafeSearch on
Relevant
Any license
All creative commons
Commercial use allowed
Modifications allowed
Commercial use & mods allowed
No known copyright restrictions
U.S. Government works

WIKIMEDIA COMMONS
Wikimedia Commons
Images
Picture of the day
Photo challenge
Highlights

Government Photos

Still tricky.

But typically U.S. government photos are automatically in the public domain. Look for Flickr pages of government agencies, for example, if you need photos of public figures. Also: Archives.

What else?

- **Embeds** from Twitter, Instagram, Getty. The original creator still owns the copyright, but embeds are within those sites' terms of service.
- **Photographs you took yourself** in a public place.
- **Photographs the copyright holder has given you permission to use**. Be careful about this. A band might give you a photo taken by a professional, but that doesn't mean the pro gave the band permission to pass it along.
- **"Good" stock photos**: Unsplash, Death to Stock Photo, Kaboompics, Pexels.

More on this topic.

http://training.npr.org/digital/open-copyright-what-does-that-mean-for-me/

What is defamation?

What is defamation?

- A **publication** to one other than the person defamed;
- A **false statement** of fact;
- That is understood as
    a. being **about the plaintiff**; and
    b. tending to **harm the reputation** of plaintiff.
- If the plaintiff is a public figure, he or she must also prove actual malice (negligence for private figures)

On the internet, everything is publication

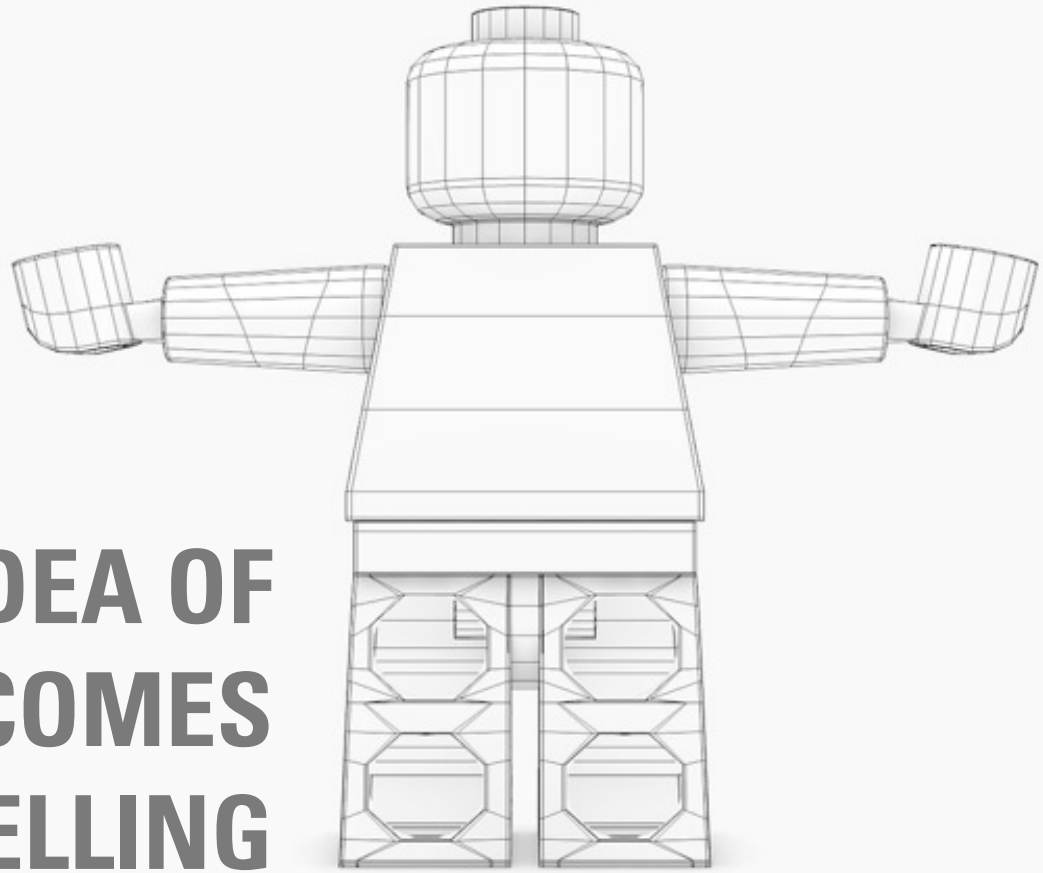
- Posting on a blog = publication
- Posting on Twitter = publication
- Posting on Facebook = publication
- Emailing two people = publication

LET'S TAKE A BREAK

DISCUSSION

WIREFRAMING

THE IDEA OF WIREFRAME COMES FROM 3D MODELLING



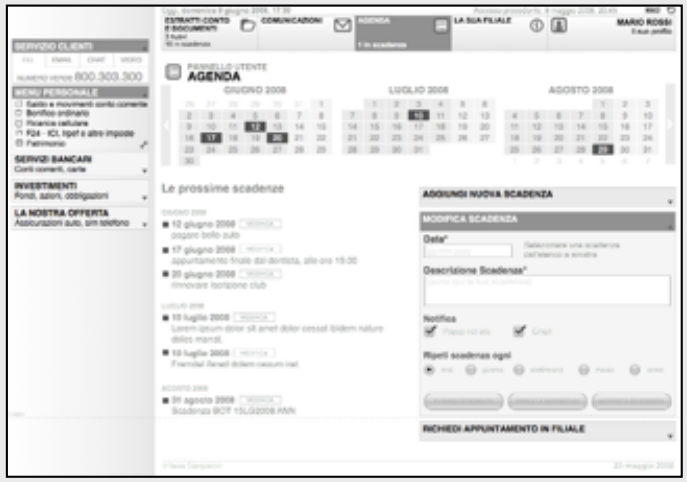
Wikipedia:

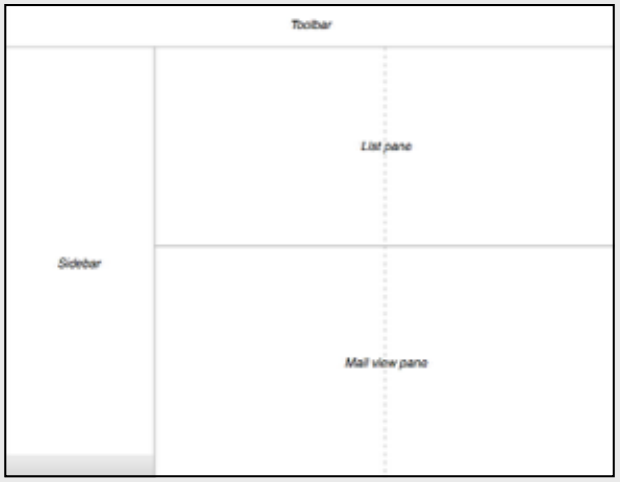
"A website wireframe
is a visual guide
that represents
the skeletal framework
of a website"

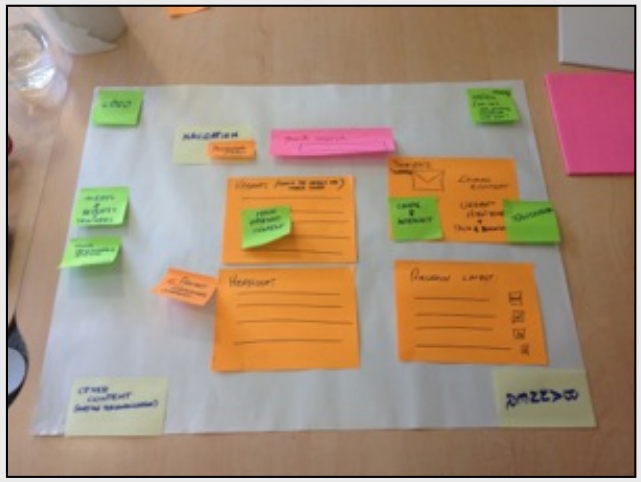
Nielsen/Norman Group:

"Wireframing is a low-cost, rapid iterative design technique that offers one of the best methods for gaining design insight early"

http://www.nngroup.com/courses/wireframing-and-prototyping/







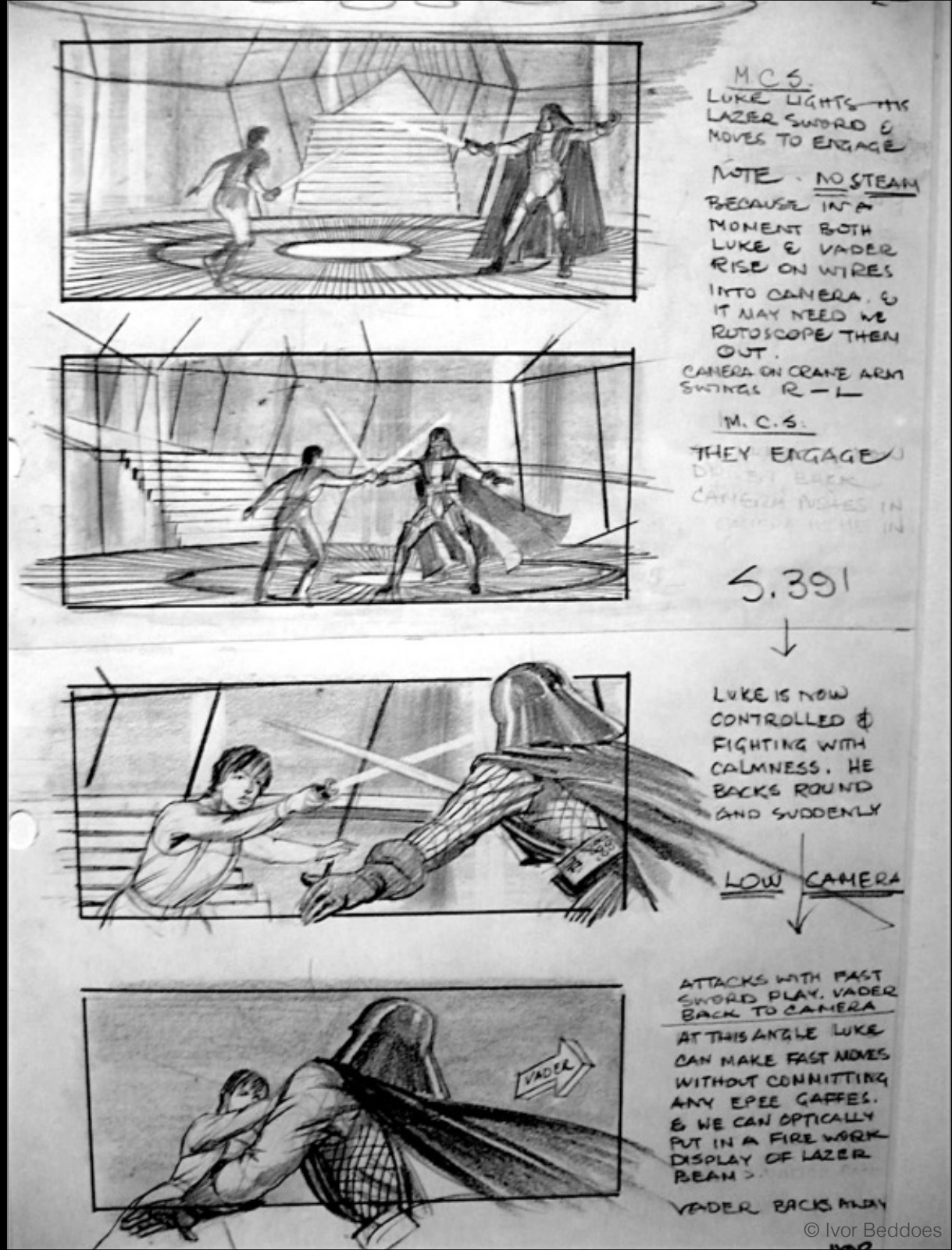
THERE ARE DIFFERENT QUALITIES OF WIREFRAMES

Even if wireframes display a single interface/page they are less like photos and more like movie stills

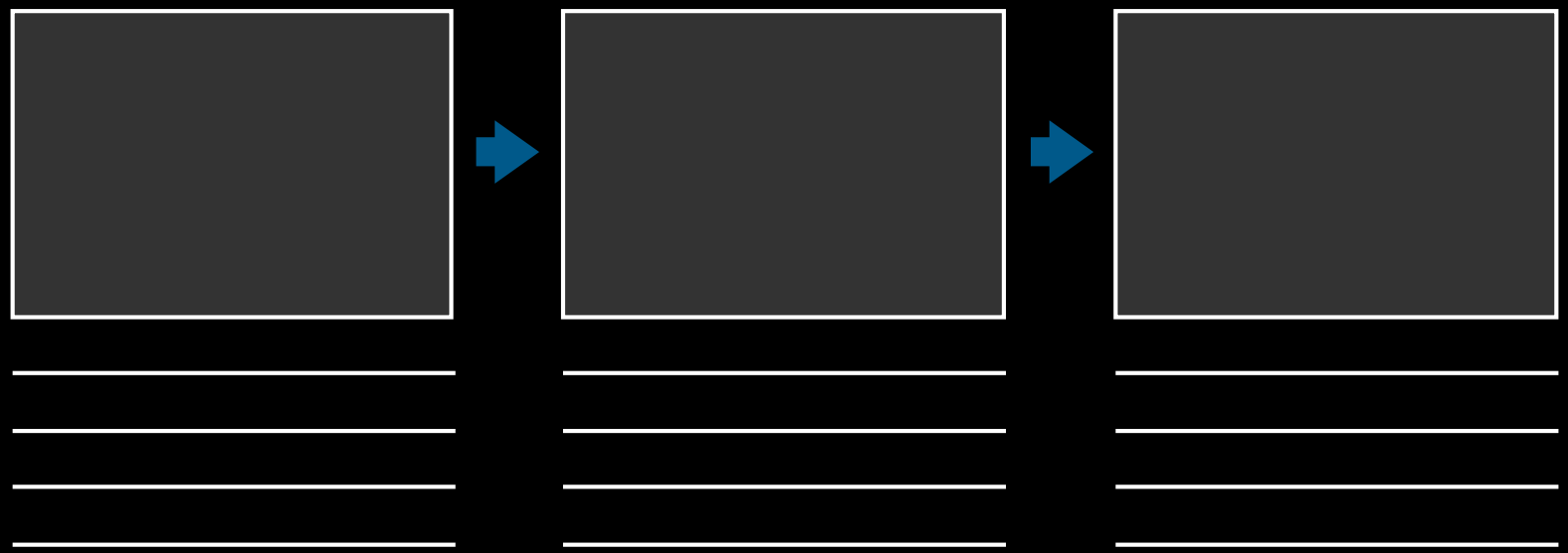
WIREFRAMES AS STORIES

@awfulshot

WIREFRAMES AS STORYBOARDS FOR INTERFACES



© Ivor Beddoes



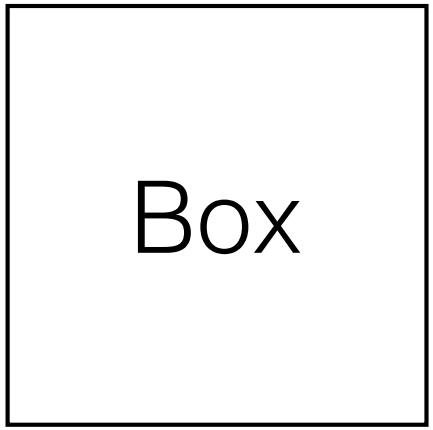
DIFFERENT WAYS TO TELL A STORY

frame by frame, drawings

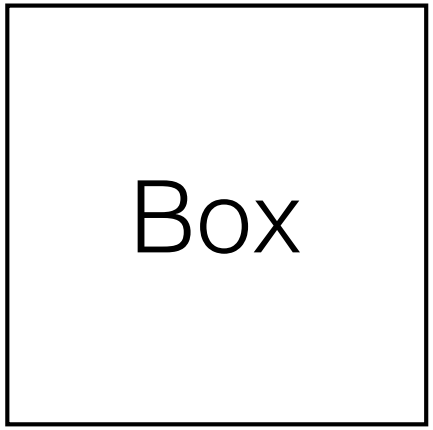
key frames, textual descriptions

key frames, spoken narrative

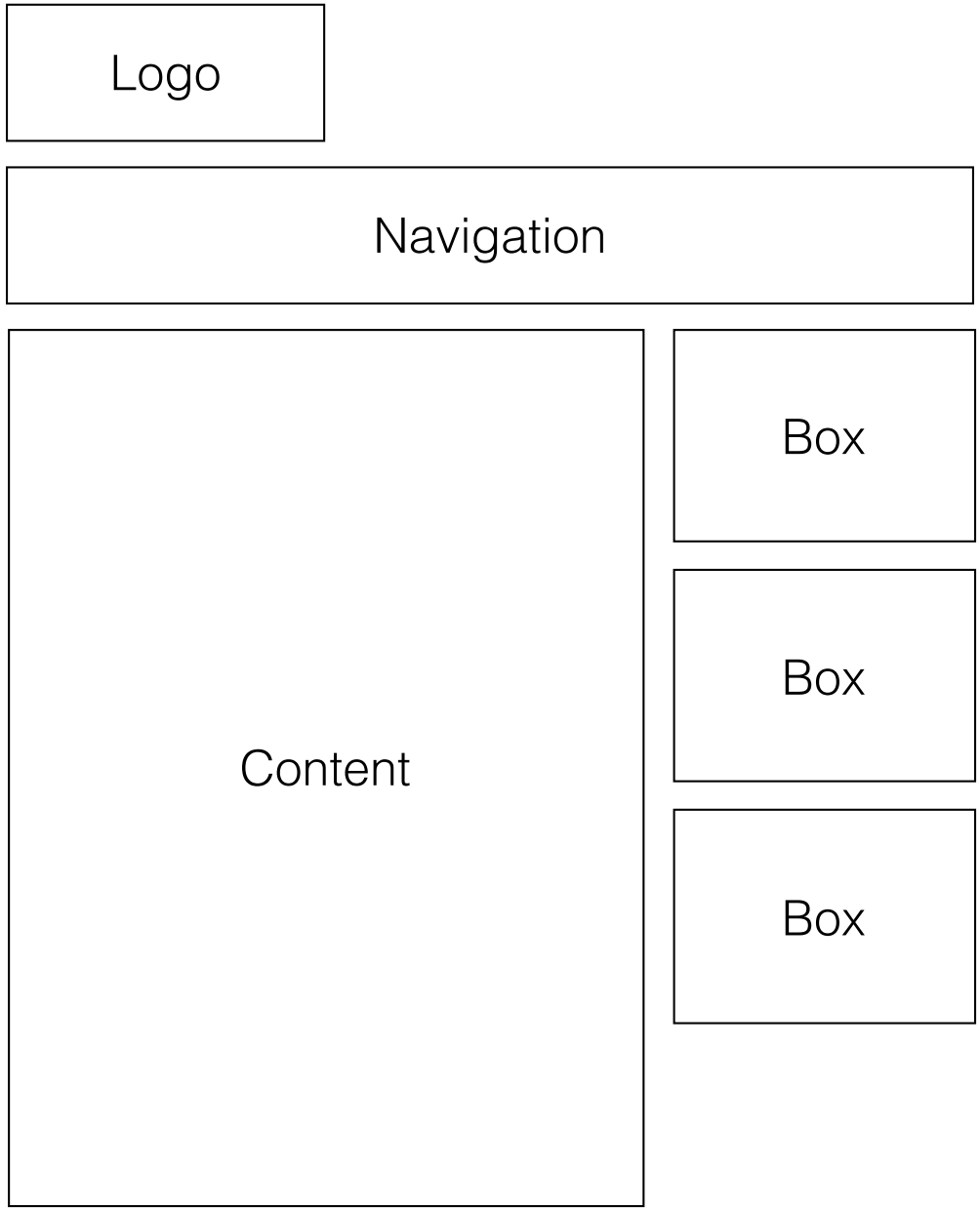
Even if the storyboard is not visible
it’s still the foundation of wireframes



The minimal visual building block
of a wireframe is the **box**.



Boxes usually contain a **uniform kind of content**, not the individual elements. However, it's important to choose the right level of breakdown to support the **discussion**.


Logo
Navigation
Content
Box
Box
Box

Let’s wireframe Twitter.
Boxes only.

Home | Connect | Discover | Me | Search

- Tweets
- Following
- Followers
- Favorites
- Lists

Photos and videos

Who to follow · Refresh · Popular accounts

Eoin Gallagher @eoingallagher
Follow

Danilo Ercoli @daniloercoli
Follow

Hew @hewsut
Follow

View all suggestions

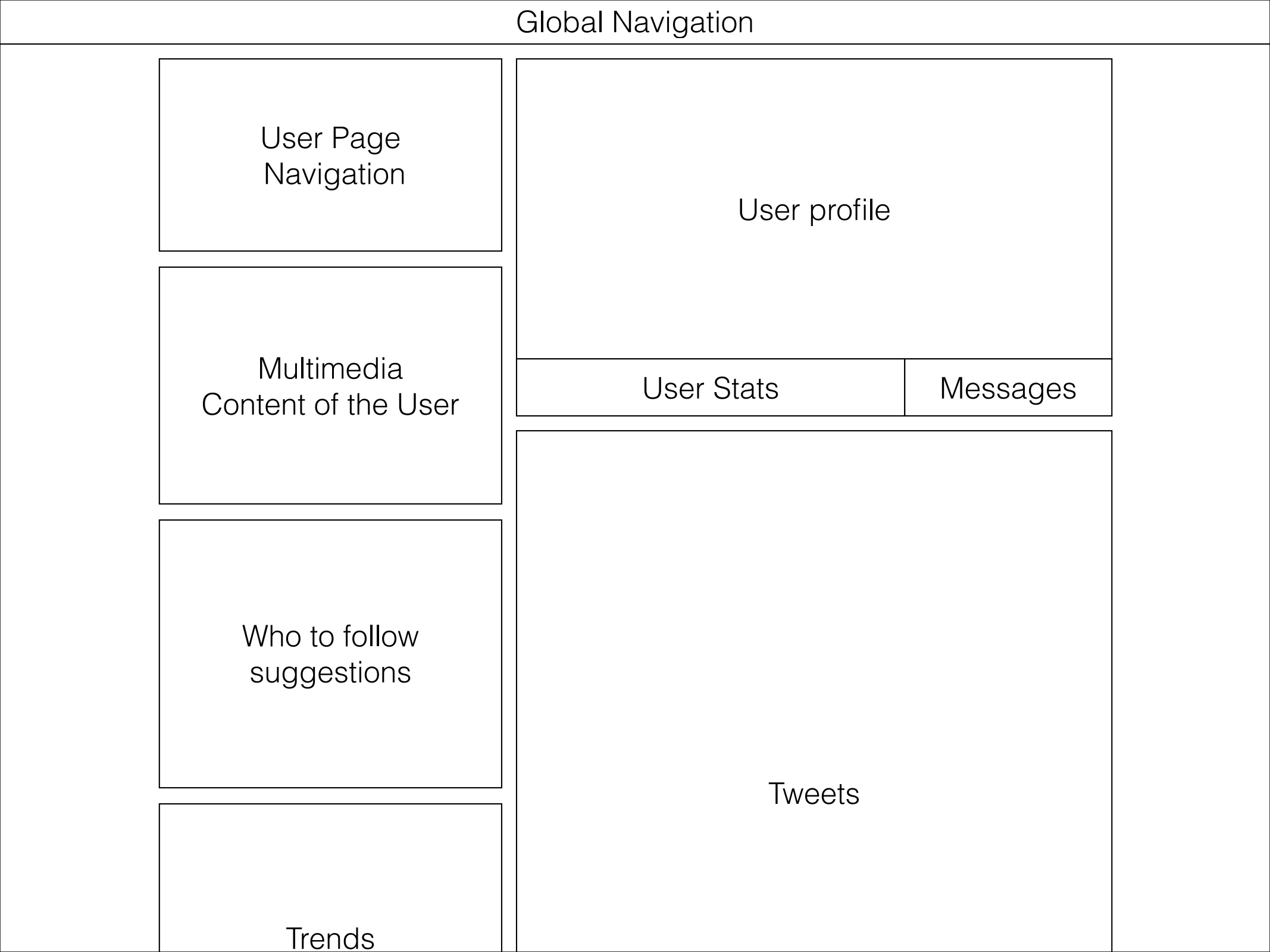
11,378 TWEETS | 487 FOLLOWING | 2,962 FOLLOWERS | Edit profile

Tweets

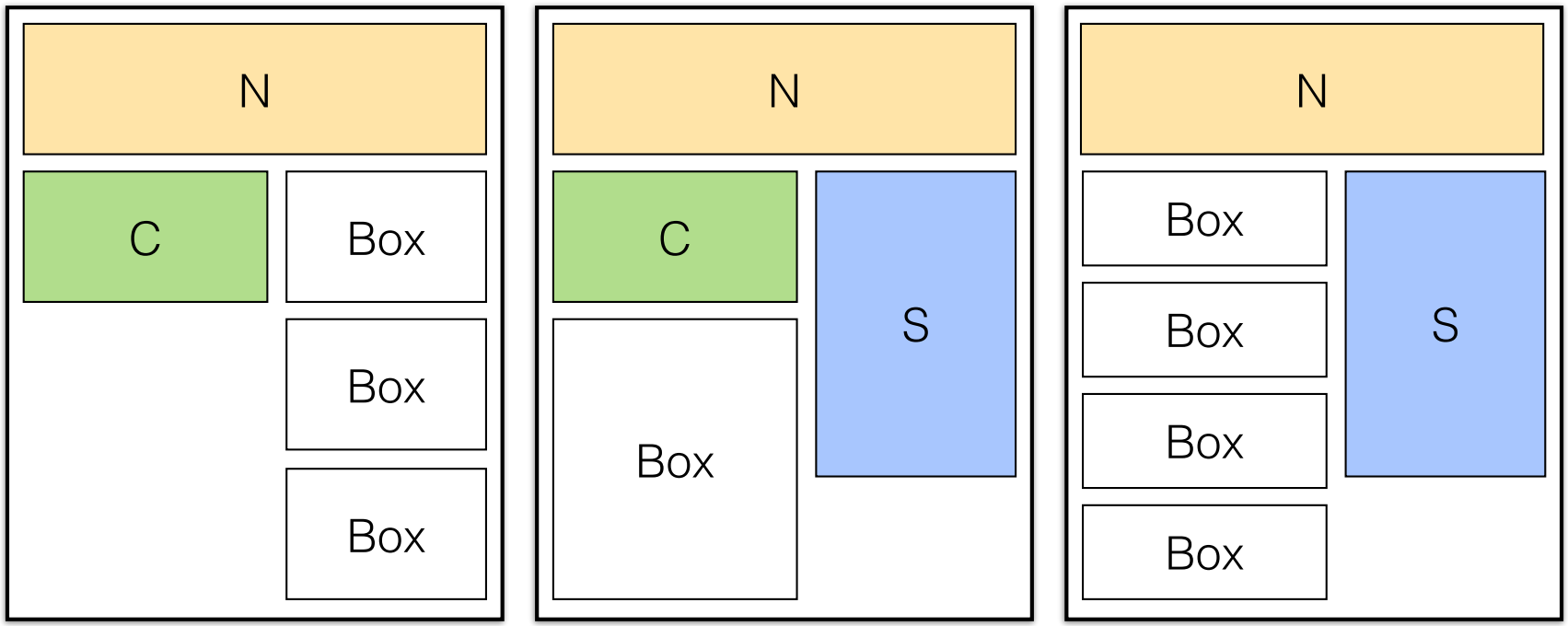
Davide 'Fol' Casali @Folletto 5h
Holistic Thinking on Transitioning to a New Practice Framework j.mp/1apF1LZ
Expand · Reply · Delete · Favorite · More

GA London @GA_London 14h
Designers, PMs, Consultants - start building #wireframes using Omnigraffle w #Automattic's @folletto. tickets here: bit.ly/HS0VOK
Retweeted by Davide 'Fol' Casali
View summary · Reply · Retweeted · Favorite · More

Davide 'Fol' Casali @Folletto 12 Nov
@protoattinio That's interesting. And sight, it could have been the foundation of the SeamlessID. :D
Thanks! :)
View conversation · Reply · Delete · Favorite · More


Global Navigation
User Page Navigation
User profile
Multimedia Content of the User
User Stats
Messages
Who to follow suggestions
Tweets
Trends

This high level box view is implicit most of the time, but it's incredibly useful when applied on a number of pages to ensure **consistency** and **reusability**.



Box

TEXT

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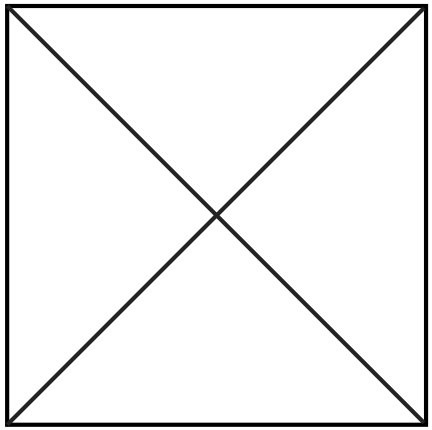
BUTTONS

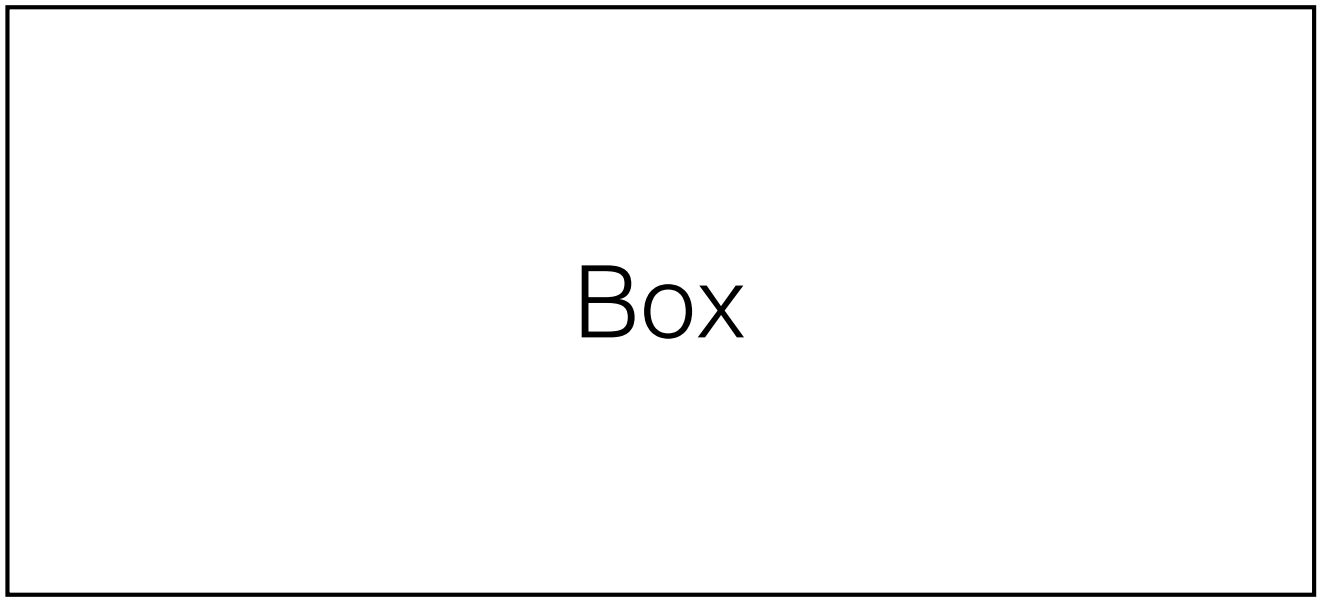
Button

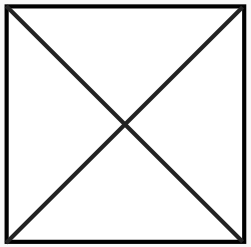
IMAGES



MORE...

...


Box



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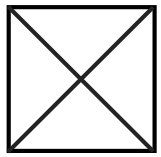
Expand

OFTEN EACH HIGH-LEVEL BOX CONTAINS A REPEATING PATTERN



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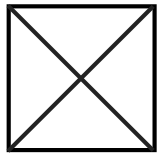
Expand



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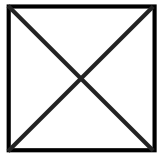

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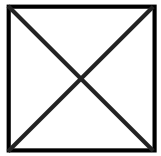

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Expand

Thomas Talker:
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TRY WORKING WITH PATTERNS AS MUCH AS POSSIBLE TO SUPPORT MEMORY AND LEARNING, MAKING THE INTERFACE **TRUSTWORTHY**

Let’s build a **journey**.
Imagine Twitter’s registration process.

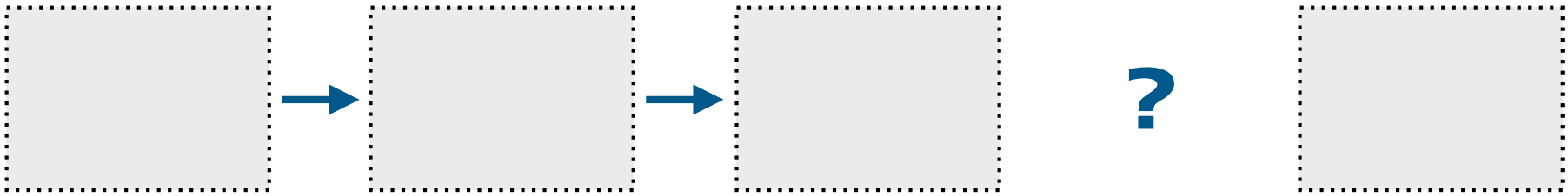
LOGIN PROCESS

The main steps of the journey

Home Reg. Form Confirmation

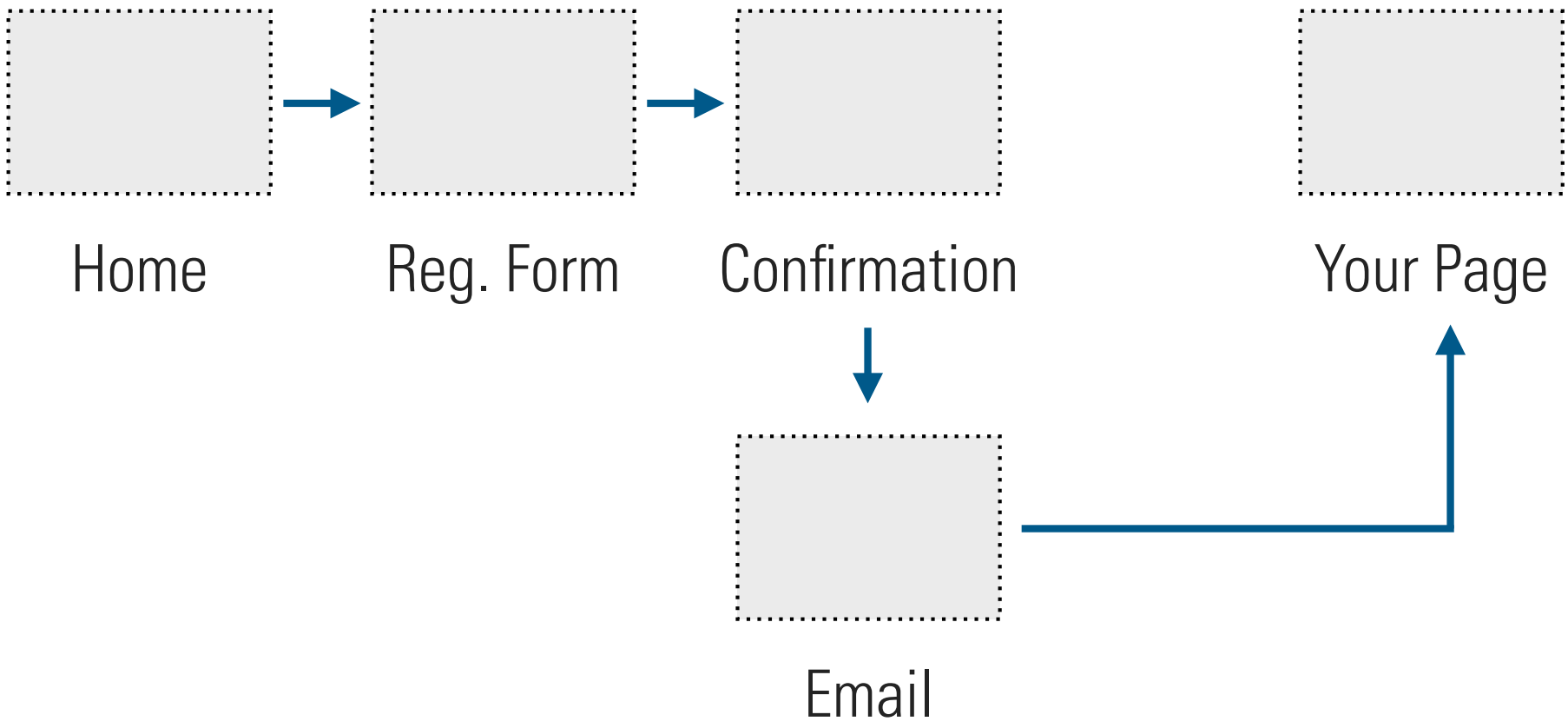
LOGIN PROCESS

How do we guide the user to the value?



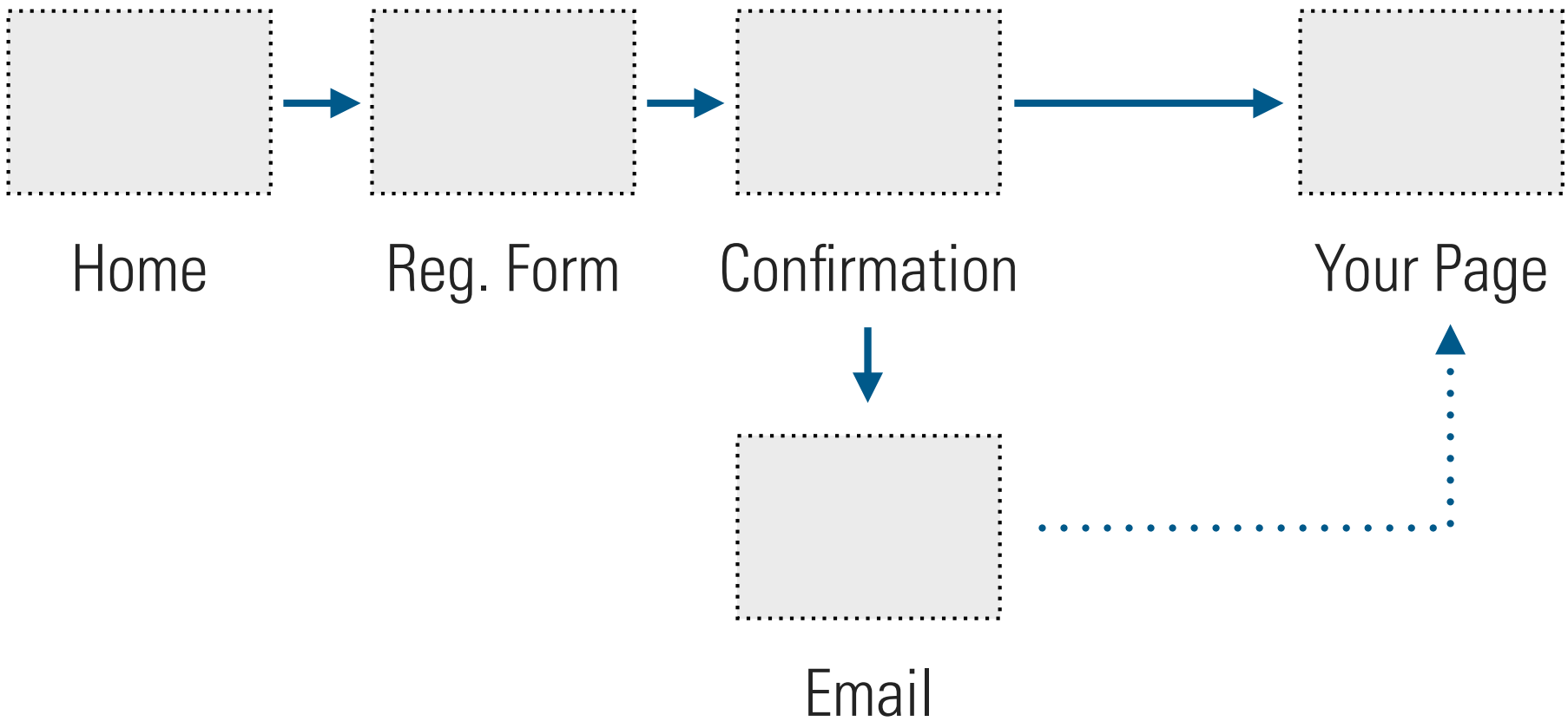
LOGIN PROCESS

An e-mail based approach



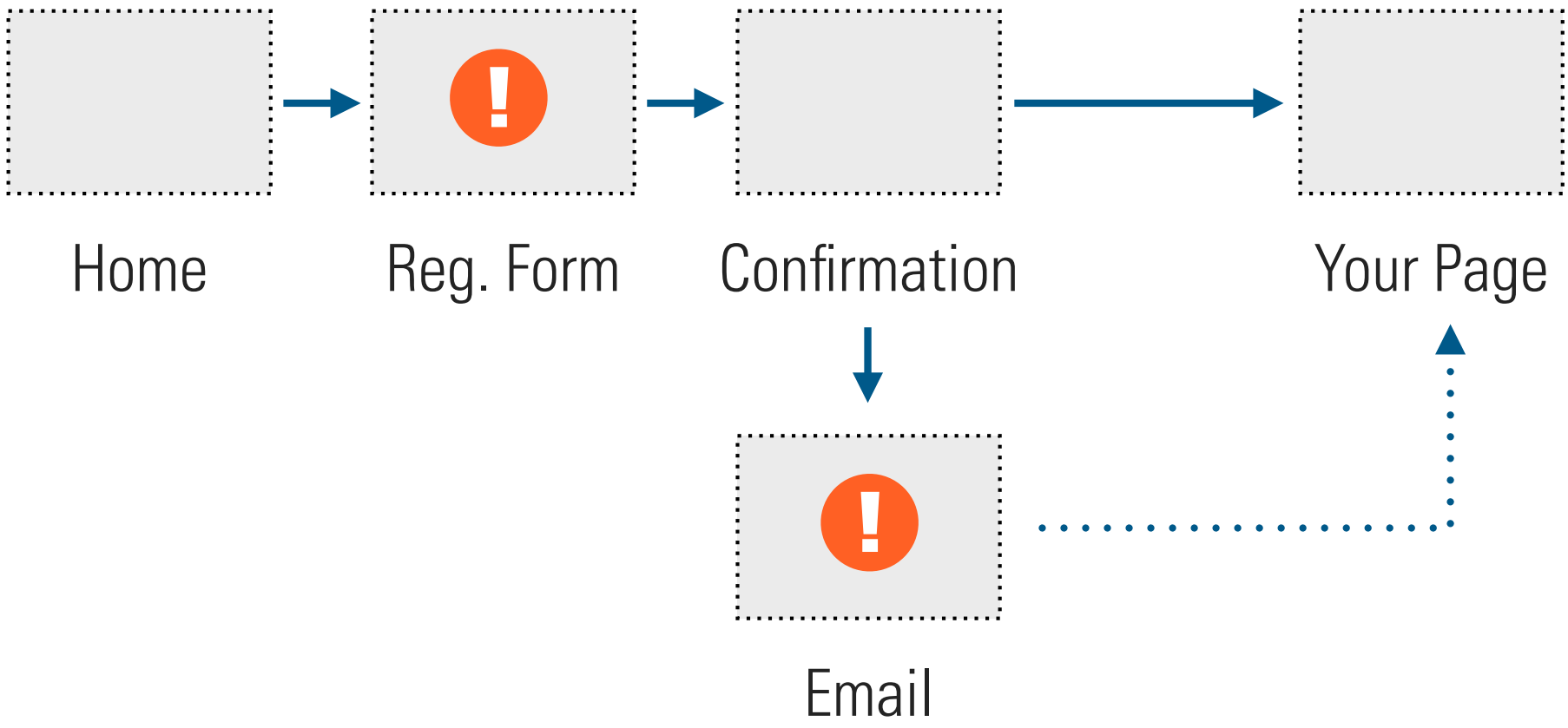
LOGIN PROCESS

A more direct way to engage the user



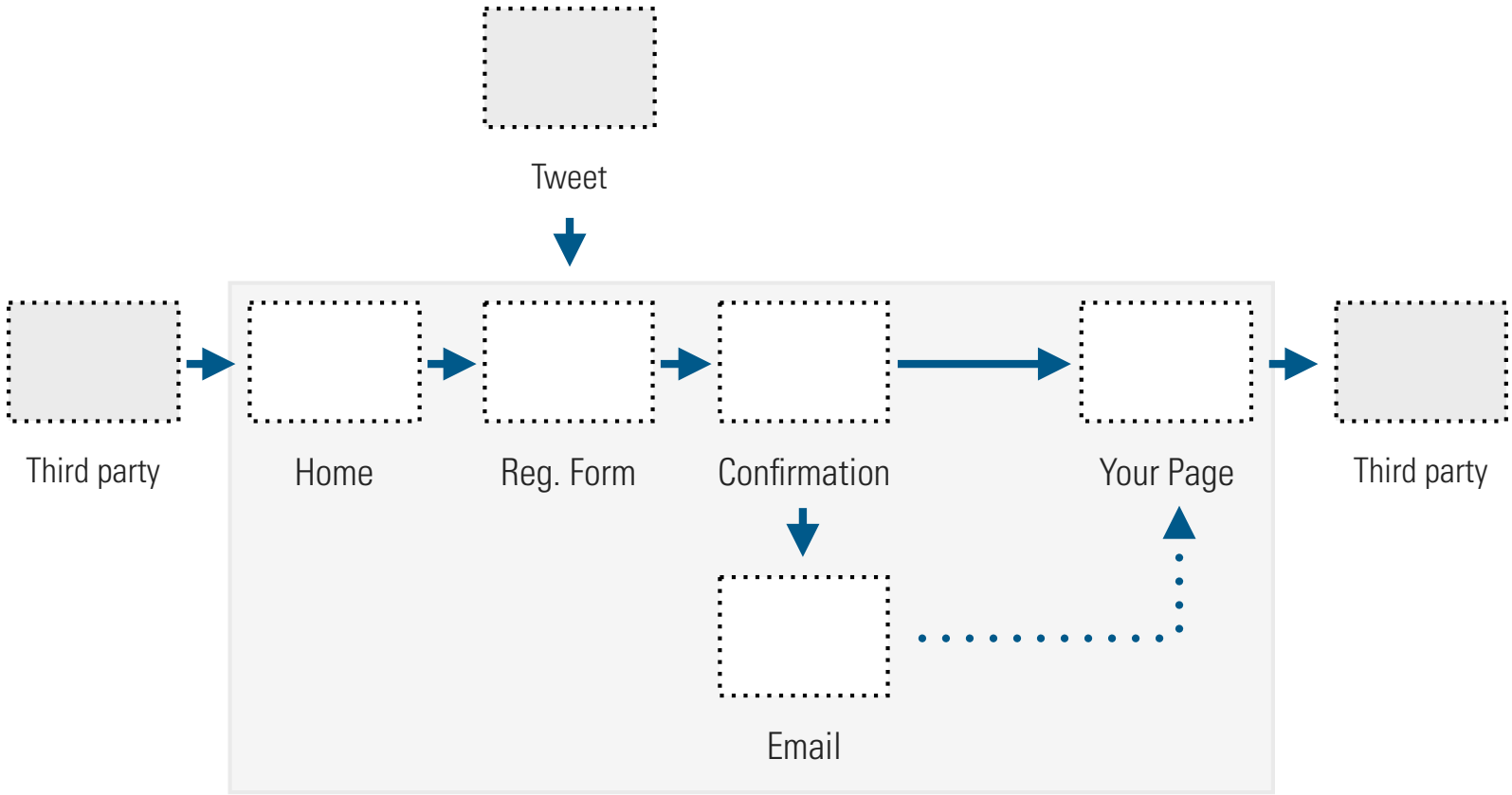
LOGIN PROCESS

Review journeys for the edge cases: errors, problems, etc



LOGIN PROCESS

The story is even bigger in reality



Let’s Wirify!

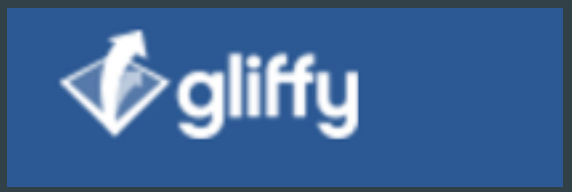
www.wirify.com

Now let's wireframe!

Simplest: wireframe.cc

Also recommended:

Other options:



Assignment #1

Wireframe your final

Take the elements of your final, and lay the out in a wireframe. Label all the elements (text, headline, images, audio slideshow, web element, etc).

Post a link to your wireframe in the comments of the blog.

Deadline: Thursday, Nov. 10 at 12 noon

Assignment #2

Keep Reporting

Complete AT LEAST two interviews
for your final project.

Email me the name and contact info
of your interview subjects.

Deadline: Thursday, Nov. 10 at 12 noon