

Getting accessories...



Cute site load messaging paired with illustrative elements

Note: Text & image could be managed via CMS

Homepage button

Flag language buttons

Main Navigation 6/12 Launch

Facebook & Tumblr page buttons

Audio on/off button

Website Footer Navigation

Language:

About | Games | Stories | Blog | Fun Stuff | Products

What's NEW

CDA
IMG or SWF

What's HOT

Video Player
16:9

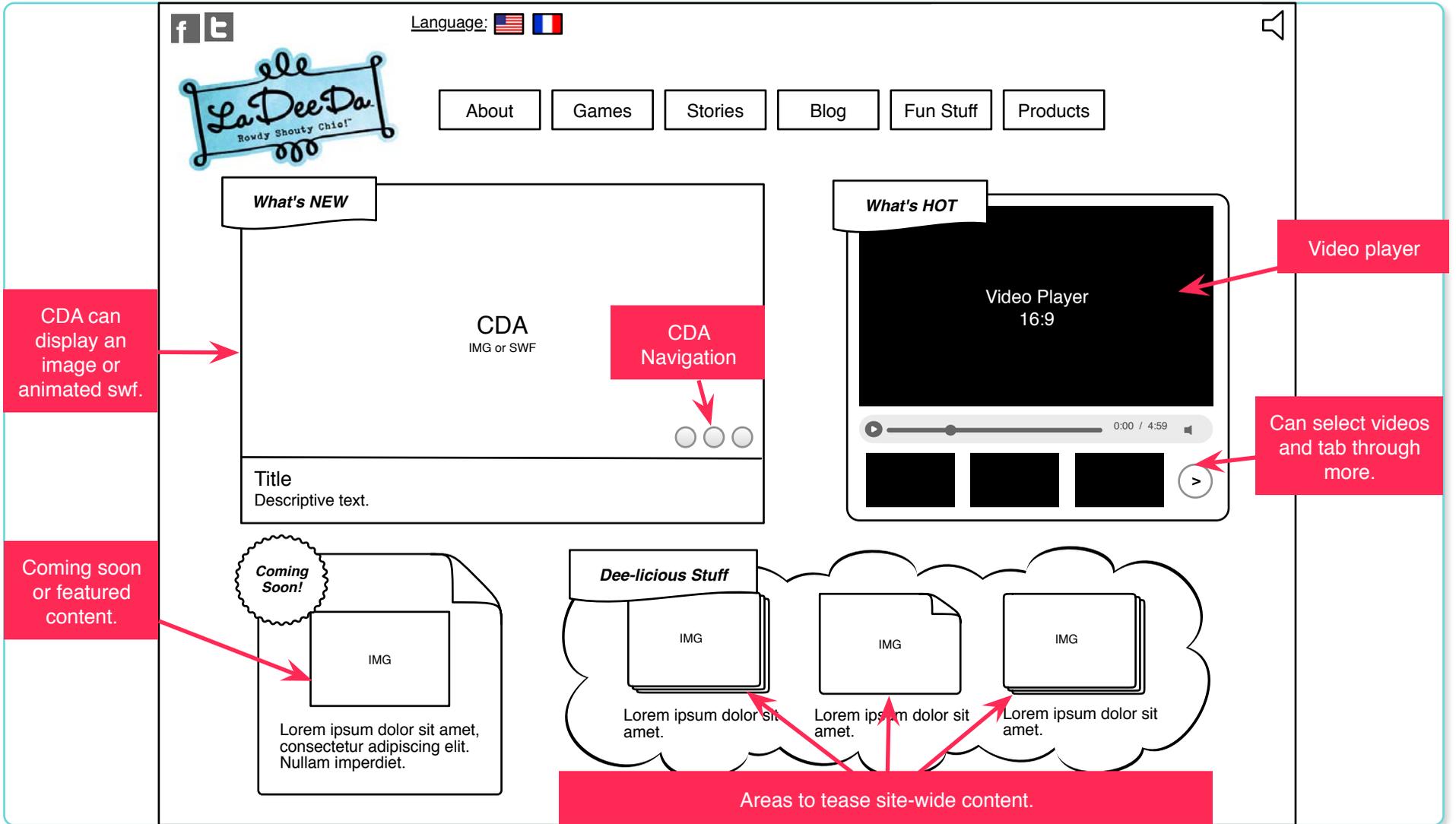
0:00 / 4:59

Coming Soon!

Dee-licious Stuff

IMG | IMG | IMG

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February 21, 2012

Login & registration buttons

After login, the La Dee Da user's tag is shown

Design area launches July



Language:

[Login](#) | [Register](#)

Hello, Guest!



- About
- Games
- Stories
- Blog
- Fun Stuff
- Products



What's NEW

CDA
IMG or SWF

Title
Descriptive text.

What's HOT

Video Player
16:9

0:00 / 4:59

Coming Soon!

IMG

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam imperdiet.

Dee-licious Stuff

IMG

IMG

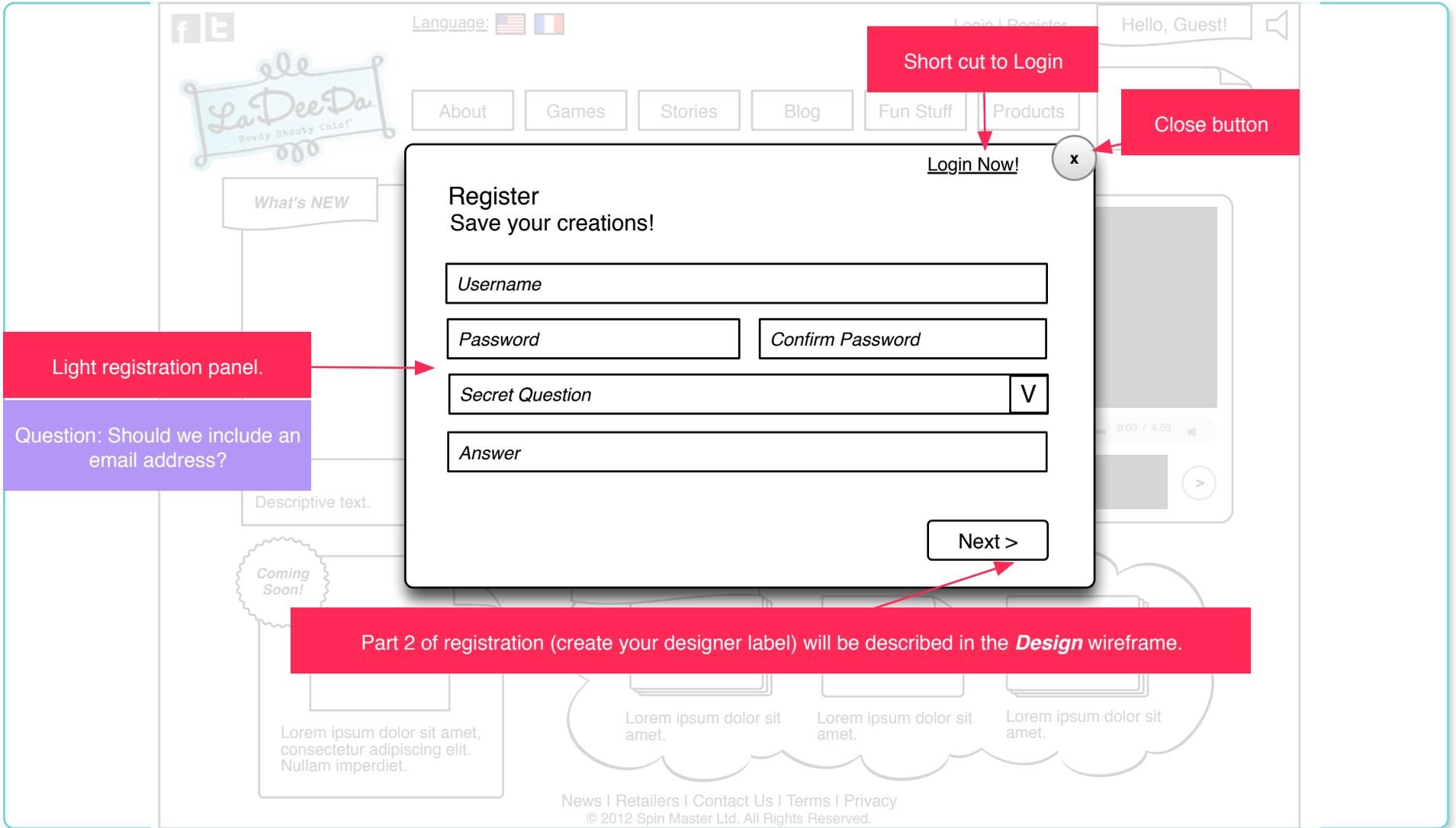
IMG

Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet.

[News](#) | [Retailers](#) | [Contact Us](#) | [Terms](#) | [Privacy](#)
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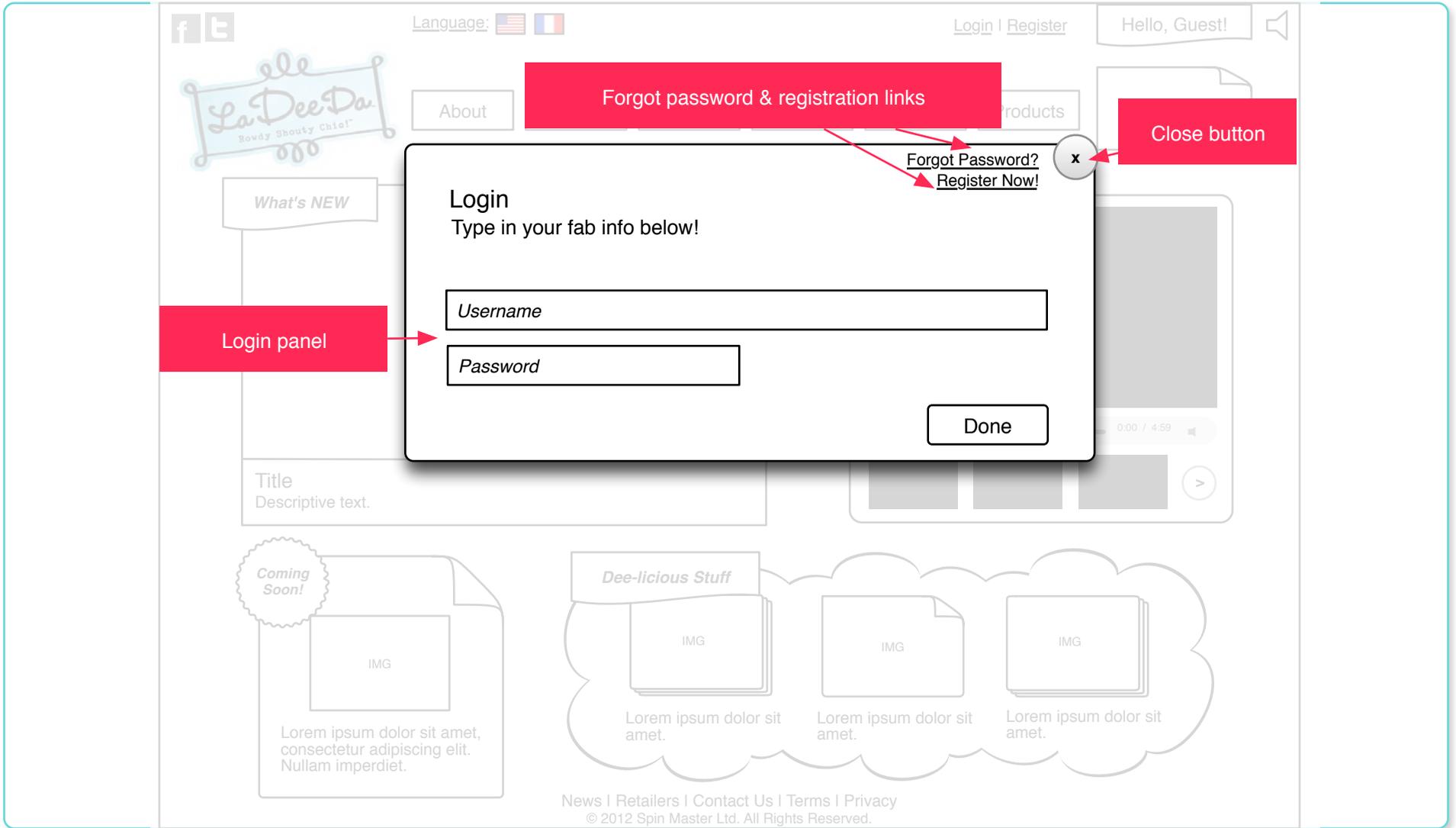
Light registration panel.

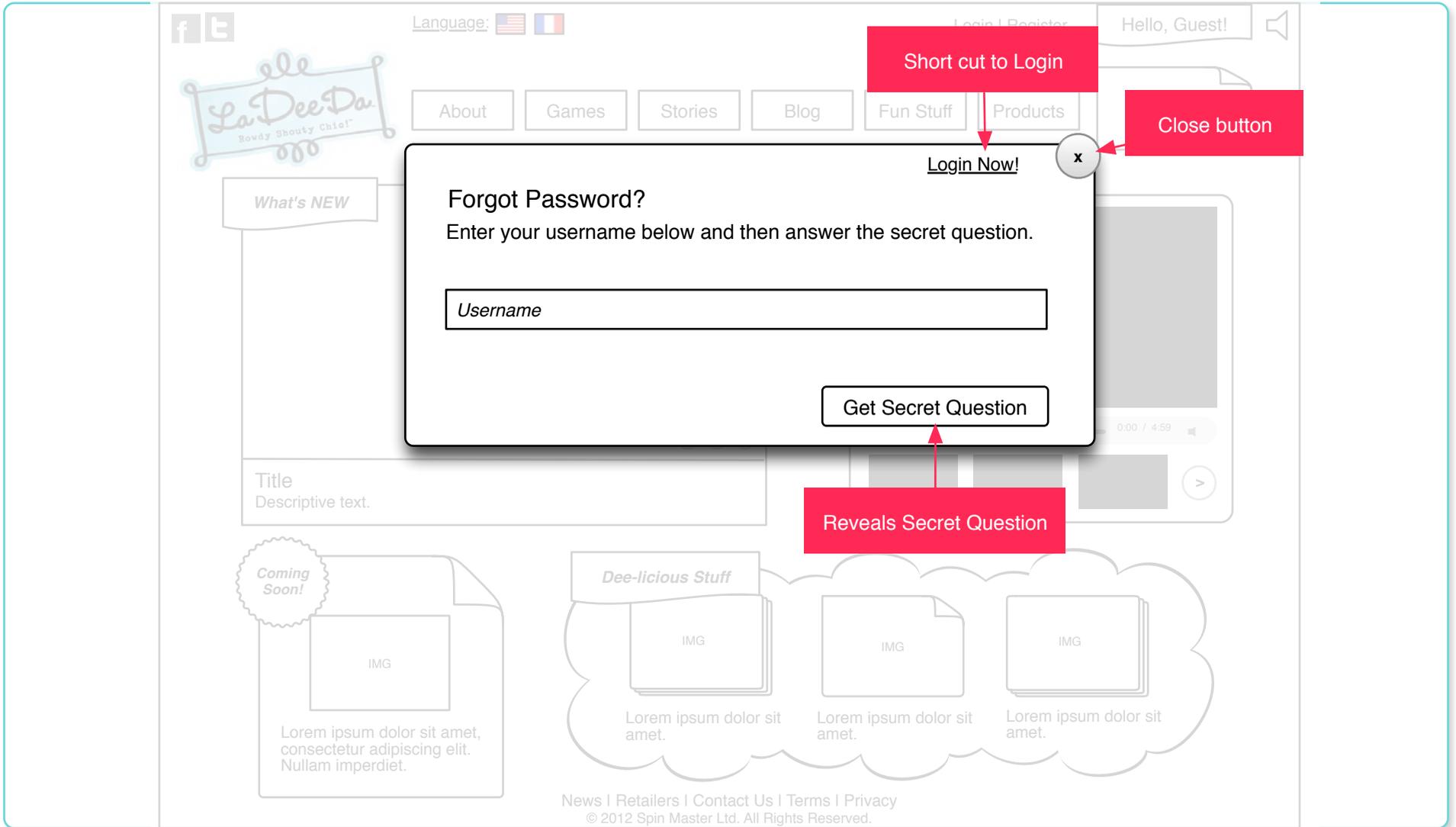
Question: Should we include an email address?

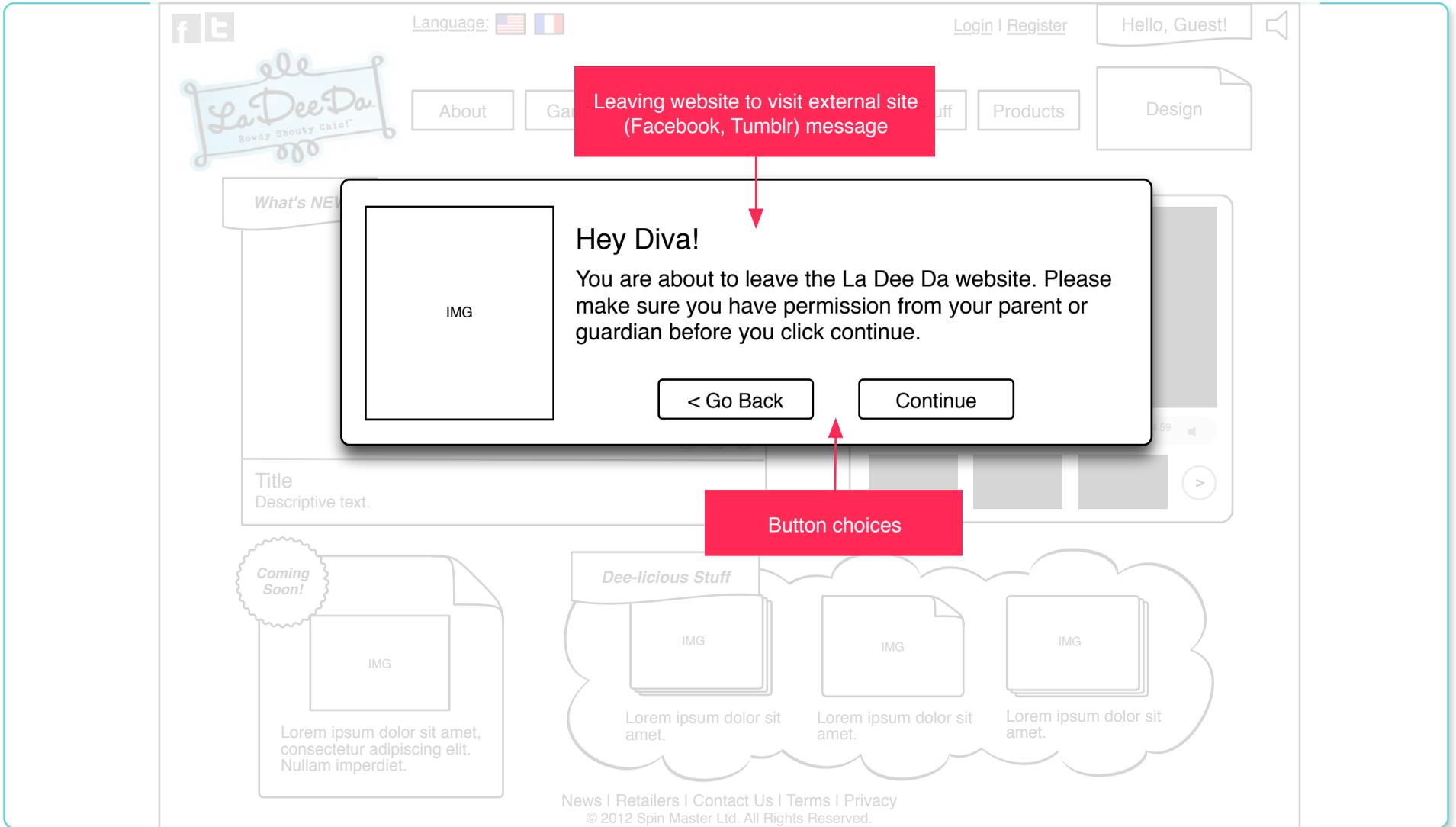
Short cut to Login

Close button

Part 2 of registration (create your designer label) will be described in the *Design* wireframe.









Language:

[Login](#) | [Register](#)

Hello, Guest!



About

Games

Stories

Blog

Fun Stuff

Products

Design

La Dee Da introduction

Welcome to our uh-mazing site!
Here's the stitch-uation: my friends & I started a fashion label called



Even ordinary things inspire us to design *dee-licious* looks. The more *outrageous*, the better!



FPO

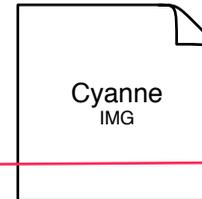
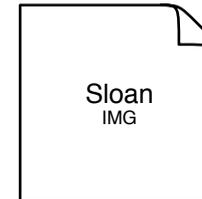
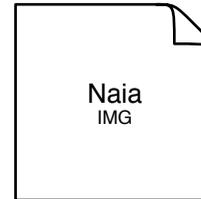
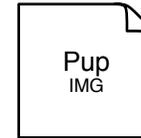
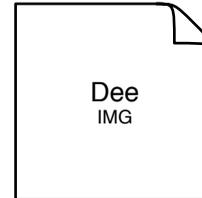


[Click to learn about each of us >](#)



Collage-like page filled with sketches, fun things and group pictures.

About subnav



Secondary subnav click-through arrow



Language:

[Login](#) | [Register](#)

Hello, Guest!



- About
- Games
- Stories
- Blog
- Fun Stuff
- Products
- Design



Hi, I'm Dee!

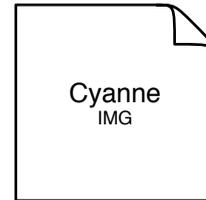
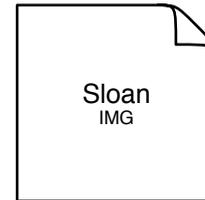
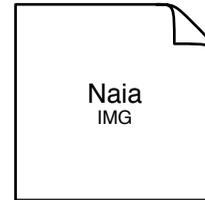
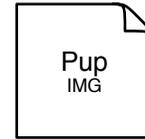
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris lacinia porta libero, ut convallis ipsum aliquet sit amet. Vestibulum pulvinar enim ac nunc dignissim sed ultricies risus aliquam. Aliquam lacinia accumsan augue, sed sodales libero tincidunt vel.



Nunc iaculis magna eget diam faucibus vitae bibendum enim dapibus. Fusce eget metus est. Cras sed lorem aliquet purus ullamcorper ornare a eget diam. Aliquam lobortis dui sed orci semper non scelerisque lectus venenatis.



Selected



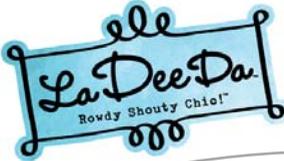
Collage-like page filled with sketches, fun things and pictures.



Language:

[Login](#) | [Register](#)

Hello, Guest!



- About
- Games
- Stories
- Blog
- Fun Stuff
- Products
- Design

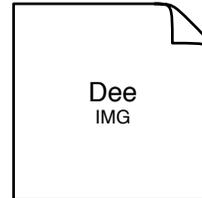


Hi, I'm Dee's Glamour Pup!

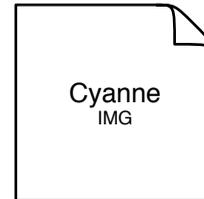
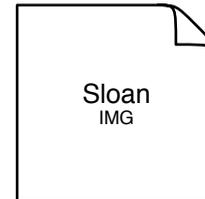
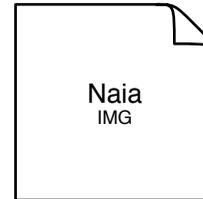
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris lacinia porta libero, ut convallis ipsum aliquet sit amet. Vestibulum pulvinar enim ac nunc dignissim sed ultricies risus aliquam. Aliquam lacinia accumsan augue, sed sodales libero tincidunt vel.



Nunc iaculis magna eget diam faucibus vitae bibendum enim dapibus. Fusce eget metus est. Cras sed lorem aliquet purus ullamcorper ornare a eget diam. Aliquam lobortis dui sed orci semper non scelerisque ectus venenatis.



Selected



Collage-like page filled with sketches, fun things and pictures



Language:

[Login](#) | [Register](#)

Hello, Guest!



About

Games

Stories

Blog

Fun Stuff

Products

Design



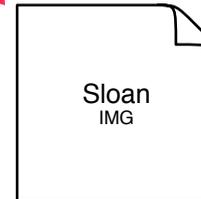
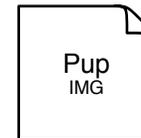
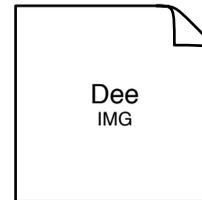
Hi, I'm Naia!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris lacinia porta libero, ut convallis ipsum aliquet sit amet. Vestibulum pulvinar enim ac nunc dignissim sed ultricies risus aliquam. Aliquam lacinia accumsan augue, sed sodales libero tincidunt vel.

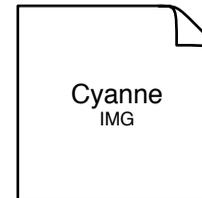


FPO

Nunc iaculis magna eget diam faucibus vitae bibendum enim dapibus. Fusce eget metus est. Cras sed lorem aliquet purus ullamcorper ornare a eget diam. Aliquam lobortis dui sed orci semper non scelerisque lectus venenatis.



Selected



Collage-like page filled with sketches, fun things and pictures

f t Language:

[Login](#) | [Register](#) Hello, Guest!

[About](#) [Games](#) [Stories](#) [Blog](#) [Fun Stuff](#) [Products](#) [Design](#)



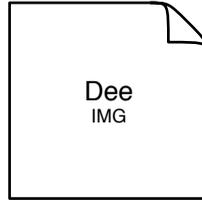
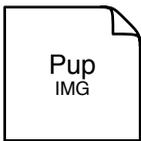
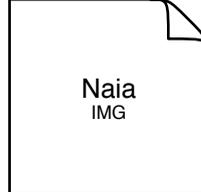
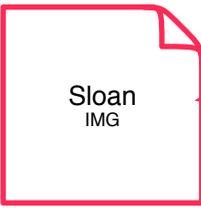
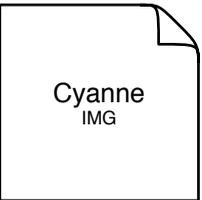




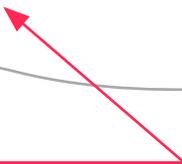



Hi, I'm Sloan!
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris lacinia porta libero, ut convallis ipsum aliquet sit amet. Vestibulum pulvinar enim ac nunc dignissim sed ultricies risus aliquam. Aliquam lacinia accumsan augue, sed sodales libero tincidunt vel.

Nunc iaculis magna eget diam faucibus vitae bibendum enim dapibus. Fusce eget metus est. Cras sed lorem aliquet purus ullamcorper ornare a eget diam. Aliquam lobortis dui sed orci semper non scelerisque lectus venenatis.

Selected



Collage-like page filled with sketches, fun things and pictures

f t Language:

[Login](#) | [Register](#) Hello, Guest!

La Dee Da
Rowdy Shouty Chie!

About Games Stories Blog Fun Stuff Products Design

Hi, I'm Cyanne!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris lacinia porta libero, ut convallis ipsum aliquet sit amet. Vestibulum pulvinar enim ac nunc dignissim sed ultricies risus aliquam. Aliquam lacinia accumsan augue, sed sodales libero tincidunt vel.

Nunc iaculis magna eget diam faucibus vitae bibendum enim dapibus. Fusce eget metus est. Cras sed lorem aliquet purus ullamcorper ornare a eget diam. Aliquam lobortis dui sed orci semper non scelerisque lectus venenatis.

FPO

Collage-like page filled with sketches, fun things and pictures

Selected



Language:



- About
- Games
- Stories
- Blog
- Fun Stuff
- Products

Glamtastic Games

CDA

IMG or SWF

Game Name
Descriptive text.

Game 01 Name		High Scores
1.		10,000,000
2.		9,999,999
3.		9,999,998
4.		9,999,997
5.		9,999,996
6.		9,999,995
7.		9,999,994

Games Page CDA will exist for June launch if page contains leader board.

If not, page will just contain Game 01 and not feature a CDA until September.

Note: Player's "tag" would be their designer label shown as an image.

Would like to discuss whether or not to include a leader board for La Dee Da games. We could feature "play counts" instead of high scores for games that are more activity focused.



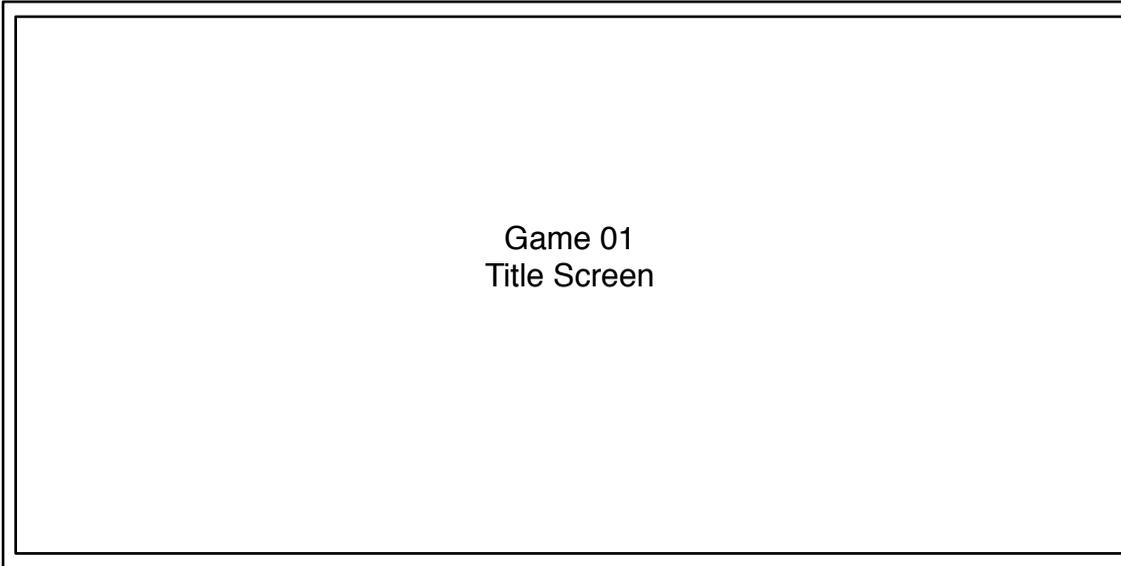
NOTE: These wireframes depict functionality and architecture only. Creative treatment, actual copy and terminology to be determined.



Language:



- About
- Games**
- Stories
- Blog
- Fun Stuff
- Products



Game 01
Title Screen

< Back

Back button returns to Games landing

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Language:

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Hello, Guest!



- About
- Games**
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- Blog
- Fun Stuff
- Products
- Design

Glamtastic Games

CDA
IMG or SWF

Game Name
Descriptive text.

Game 02 is added to CDA and subnav



Game 02 Name
[Show Top Divas](#)



Game 01 Name
[Show High Scores](#)

Links to change / view high score board on right.

Game 02 Name **Top Divas**

1.	<input type="text" value="Player Tag"/>	60 Plays
2.	<input type="text" value="Player Tag"/>	59 Plays
3.	<input type="text" value="Player Tag"/>	58 Plays
4.	<input type="text" value="Player Tag"/>	57 Plays
5.	<input type="text" value="Player Tag"/>	56 Plays
6.	<input type="text" value="Player Tag"/>	55 Plays
7.	<input type="text" value="Player Tag"/>	54 Plays

Note: Would like to discuss whether or not to include a leader board.

The wireframe depicts a website subpage for games. At the top left, there are social media icons for Facebook and Twitter. Next to them is a language selector labeled "Language:" with flags for the United States and France. On the right, there are links for "Login | Register" and a user greeting "Hello, Guest!" with a speaker icon. A navigation menu below the header includes buttons for "About", "Games" (highlighted in red), "Stories", "Blog", "Fun Stuff", "Products", and "Design". A large central rectangle is labeled "Game 02 Title Screen". Below this, there is a "< Back" button. To the right of the back button are two game cards. The first card has a red border and is labeled "Game 02 Name" with the title "Show Top Divas". A red box labeled "Selected game" has an arrow pointing to this card. The second card is labeled "Game 01 Name" with the title "Show High Scores". A red callout box with an arrow pointing to the back button contains the text "Back button returns to Games landing".



Language:

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Hello, Guest!



- About
- Games**
- Stories
- Blog
- Fun Stuff
- Products
- Design

Glamtastic Games

CDA
IMG or SWF

Now Available for the iPhone!

Game Name
Descriptive text.

Super Stylists

Game 03 Name

1.	Player Tag	60 Plays
2.	Player Tag	59 Plays
3.	Player Tag	58 Plays
4.	Player Tag	57 Plays
5.	Player Tag	56 Plays
6.	Player Tag	55 Plays
7.	Player Tag	54 Plays

Introduce iPhone AD to games CDA

Game 03 is added to CDA and subnav

Future games

Download these games FREE from the App Store for iPhone & iPod Touch!

iPhone Promo Header

Descriptive text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris lacinia porta libero, ut convallis ipsum aliquet sit amet.

Vestibulum pulvinar enim ac nunc dignissim sed ultricies risus aliquam. Aliquam lacinia accumsan augue, sed sodales libero tincidunt vel.

Download from the App Store

Secondary iPhone / iPod Touch Promo





Language:

[Login](#) | [Register](#)

Hello, Guest!



About

Games

Stories

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Fun Stuff

Products

Design

Amazing Stories

CDA
IMG or SWF

Available for
the iPad!

Story Name
Descriptive text.

Group Picture
IMG

Story 01 is shown in the CDA - upon clicking will bring users to story activity

Download
this story FREE
from the App
Store for iPad

iPad Promo Header
Descriptive text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris lacinia porta libero, ut convallis ipsum aliquet sit amet.

Vestibulum pulvinar enim ac nunc dignissim sed ultricies risus aliquam. Aliquam lacinia accumsan augue, sed sodales libero tincidunt vel.

Secondary iPad Promo

Download from
the App Store

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NOTE: These wireframes depict functionality and architecture only. Creative treatment, actual copy and terminology to be determined.



Language:

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Hello, Guest!



About

Games

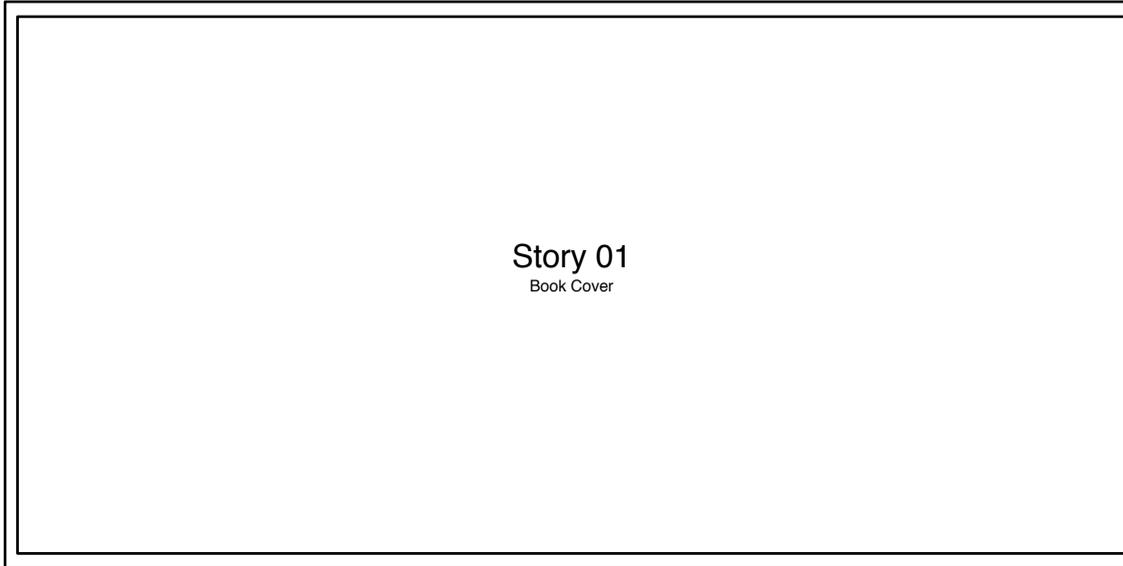
Stories

Blog

Fun Stuff

Products

Design



Story 01
Book Cover

< Back

Back button returns to Stories landing

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Hello, Guest!



- About
- Games
- Stories**
- Blog
- Fun Stuff
- Products
- Design

Amazing Stories

CDA
IMG or SWF

Available for the iPad!

Story Name
Descriptive text.

Group Picture
IMG



Story 02 Name



Story 01 Name

Download this story FREE from the App Store for iPad

iPad Promo Header

Descriptive text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris lacinia porta libero, ut convallis ipsum aliquet sit amet.

Vestibulum pulvinar enim ac nunc dignissim sed ultricies risus aliquam. Aliquam lacinia accumsan augue, sed sodales libero tincidunt vel.

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Secondary iPad promo [Download from the App Store](#)

Story 02 is added to CDA and subnav



NOTE: These wireframes depict functionality and architecture only. Creative treatment, actual copy and terminology to be determined.



Language:

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Hello, Guest!



About

Games

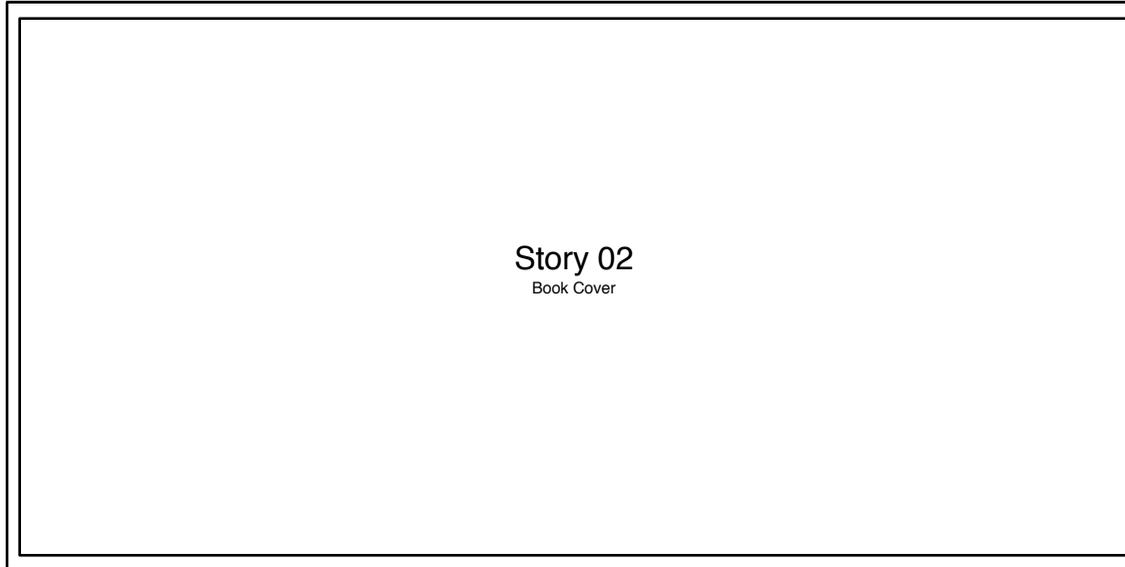
Stories

Blog

Fun Stuff

Products

Design



Story 02
Book Cover

< Back



Story 02 Name



Story 01 Name

Back button returns to Stories landing

Selected Story



Language:

[Login](#) | [Register](#)

Hello, Guest!



- About
- Games
- Stories
- Blog**
- Fun Stuff
- Products
- Design

Subscribe here!

Subscribe call-out paired with direct links to external pages



Rowdy, Shouty, Chic!

Blog header / name

Article Name 03
Date

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris lacinia porta libero, ut convallis ipsum aliquet sit amet. Vestibulum pulvinar enim ac nunc dignissim sed ultricies risus aliquam. Aliquam lacinia accumsan augue, sed sodales libero tincidunt vel. Nunc iaculis magna eget diam faucibus vitae bibendum enim dapibus. Fusce eget metus est. Cras sed lorem aliquet purus ullamcorper ornare a eget diam. Aliquam lobortis dui sed orci semper non scelerisque



Article text with image

lectus venenatis. Etiam neque lectus, eleifend vitae semper eget, tristique in sapien. Cras malesuada justo vitae metus dignissim et varius odio vehicula. Aliquam erat tortor, pretium sit amet cursus et, fermentum vitae orci. Suspendisse potenti. Quisque dignissim, ligula eget elementum gravida, nibh leo tincidunt purus, nec euismod tellus augue id nulla. Nam ullamcorper convallis pellentesque. Sed quis sem nec enim molestie fermentum. Sed consectetur vehicula enim condimentum interdum.

Past articles appear below the most recent article.

Article Name 02
Date

About Me:



Dee
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Dee's blog profile

Mauris lacinia porta libero, ut convallis ipsum aliquet sit amet. Vestibulum pulvinar enim ac nunc dignissim sed ultricies risus aliquam.

Complete profile takes users to the "About Dee" page

[View My Complete Profile](#)

Blog Archive

- ▼ 2012
 - ▼ May
 - ▼ Article Name 03
 - ▼ Article Name 02
 - ▼ Article Name 01

Archive features past articles

Language:

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[About](#) [Games](#) [Stories](#) [Blog](#) **Fun Stuff** [Products](#) [Design](#)

Wicked Wallpapers

Wallpapers with back and next arrow nav

Wallpaper
IMG

Wallpaper download sizes

1024 x 768 1280 x 800

Fab Ringtones

Ringtone song titles with audio preview player

- Song Title [Download](#)
- Song Title [Download](#)
- Song Title [Download](#)
- Song Title [Download](#)

Poll

What's your favorite style?

- Vintage, lorem ipsum
- Glam, lorem ipsum
- Sparty, lorem ipsum

Polls would be featured on this page

Quiz

What's Dee's pup's nickname?

- Lorem ipsum
- Lorem ipsum
- Lorem ipsum

Quizzes would also be featured on this page

Language:

[Login](#) | [Register](#) Hello, Guest!

[About](#) [Games](#) [Stories](#) [Blog](#) [Fun Stuff](#) **Products** [Design](#)

La Dee Da
Rowdy Shouty Chief!

Welcome to our shop!
Descriptive text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris lacinia porta libero, ut convallis ipsum aliquet sit amet.

Product
IMG or SWF

What's HOT

Product CDA with subnav

Product Name
Descriptive text.

Our Shop

Showing: All **Sort By:** - Select - **Category:** - Select - **Items Per Page:** 10, 30 [See All](#)

Product thumbnail and description

Product 01 Name
Descriptive text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris lacinia porta libero, ut convallis ipsum aliquet sit amet. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris lacinia porta libero, ut convallis ipsum aliquet sit amet. [More >](#)

Approx. Retail:
\$10.99

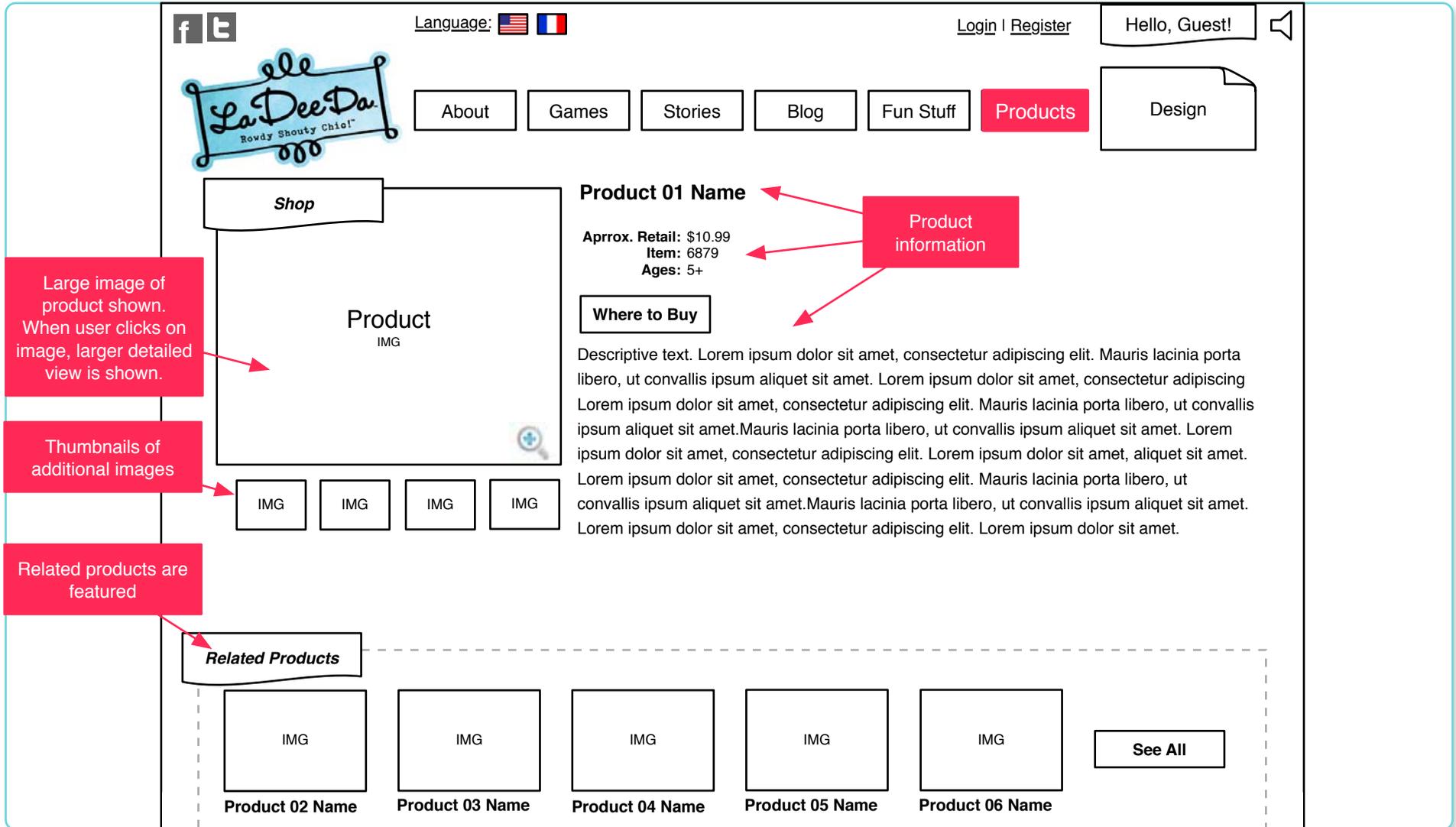
Where to Buy

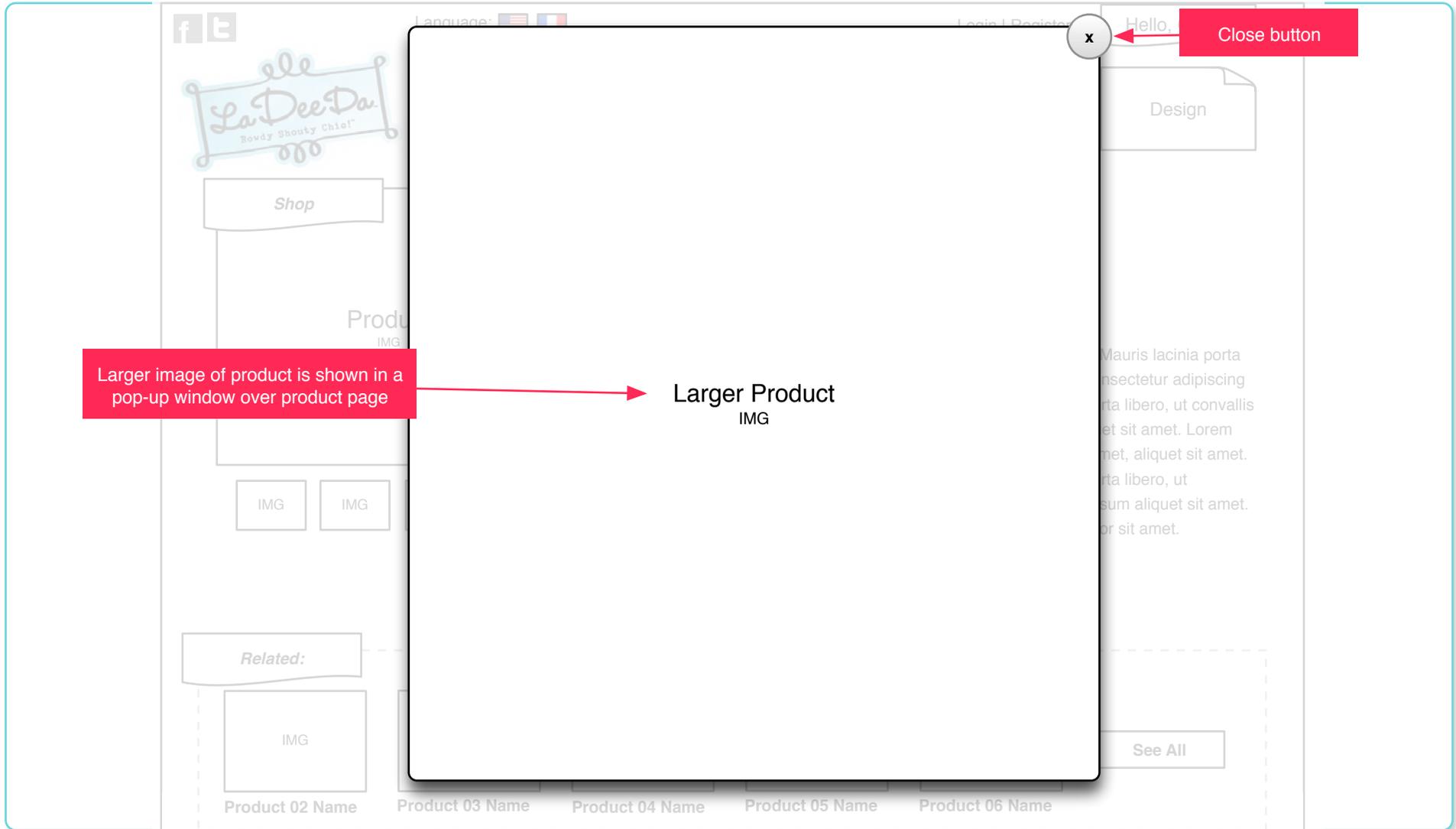
Where to buy link

Product page from Dee's point of view

Product sort / view functionality

Selecting product image or "More" button will take users to product detail page





Larger image of product is shown in a pop-up window over product page

Larger Product IMG

Close button



Language:

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Hello, Guest!



- About
- Games
- Stories
- Blog
- Fun Stuff
- Products**
- Design

Shop

Product
IMG

Product 01 Name

Approx. Retail: \$10.99
Item: 6879
Ages: 5+

Where to Buy

Descriptive text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris lacinia porta libero, ut convallis ipsum aliquet sit amet. Lorem ipsum dolor sit amet, consectetur adipiscing

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Video can be featured on the product page as well

As Seen On TV

Video Player
16:9

0:00 / 4:59

- IMG
- IMG
- IMG
- IMG

Related:

- Product 02 Name
IMG
- Product 03 Name
IMG
- Product 04 Name
IMG
- Product 05 Name
IMG
- Product 06 Name
IMG

See All



The wireframe depicts a website page with a modal window titled "Where to Buy". The modal contains the text "Purchase our products at these great stores!" and five logos: Toys R Us, Target, Kmart, Amazon.com, and Walmart. A red callout box labeled "Close button" points to an 'x' icon in the top right corner of the modal. Another red callout box labeled "Includes links to product toy pages" points to the logos. The background page includes a header with social media icons, a language selector, and a user greeting. Below the modal, there is a "Related:" section with five placeholder boxes labeled "Product 02 Name" through "Product 06 Name" and a "See All" button.



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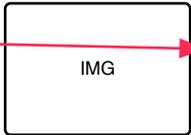
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[Products](#)



[News](#)

Story image, date and title are shown



Date

News Story Title

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[Read More](#)

Selecting "Read More" will bring users to the full news article page.



Date

News Story Title

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Date

News Story Title

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Selecting the "News" button on the Footer Nav will display this page

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Language:

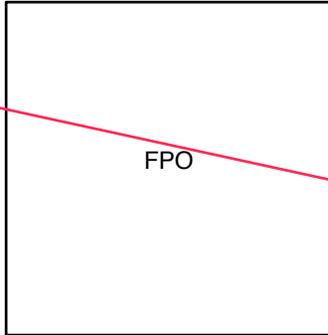
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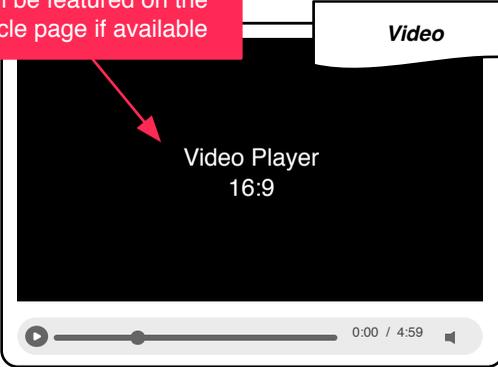
Full news article is shown



Date
Story header
Subheader text

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Video can be featured on the news article page if available



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< Back Next >

Back and next buttons navigate between news article pages

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La Dee Da Retailers
Rowdy Shouty Chio!™ Purchase our products at these great stores!

Toys R Us Where kids are a big deal!

TARGET.

Kmart

amazon.com

Walmart

Close button

Includes links to product toy pages

Selecting the "Retailers" button on the Footer Nav will display this page

What's NEW

Title
Descriptive

Coming Soon!

Dee-licious Stuff

IMG

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Product Support Inquiries?

US, Canada and Mexico

Email: Lorem@ipsum.com

Phone: Lorem ipsum

Hours: Lorem ipsum

Address: Lorem ipsum

Europe

Email: Lorem@ipsum.com

Phone: Lorem ipsum

Hours: Lorem ipsum

Address: Lorem ipsum

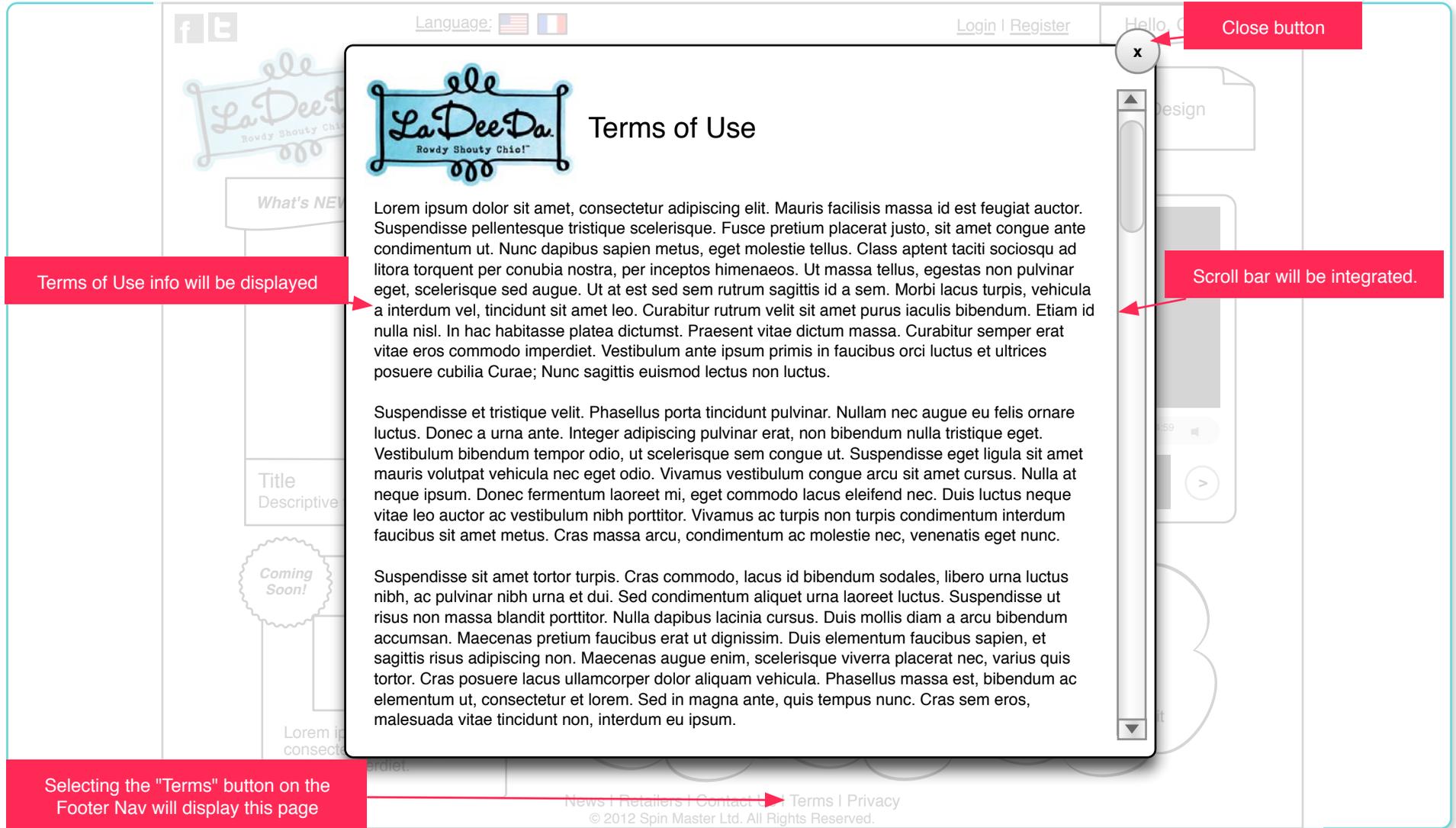
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Contact info will be displayed as well as clickable email links

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Rowdy Shouty Chio!

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