



Client: Schawk

Project: Website Redesign

Version: 1.0

Date: 11.16.11

Page: Cover Page

Schawk

Website Redesign

Site Map & Wireframe Diagrams

Version 1.0

Wednesday, November 16, 2011

How to use this document

The purpose of this document is to provide a high-level understanding of the user experience. Wireframes may be used to represent each screen separately or to demonstrate consecutive behavior. Components may also be used in order to show details of a particular page. Some components can exist in multiple pages. Legends can be used to identify key characteristics for discussion. Callouts can highlight notable elements.

Items are presented in order to establish understanding and may be subject to change after its final release. Sometimes this occurs within the Visual Comp stage and/or front-end HTML.



Client: Schawik

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Page: Table of Contents

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Client: Schawik

Project: Website Redesign

Version: 1.0

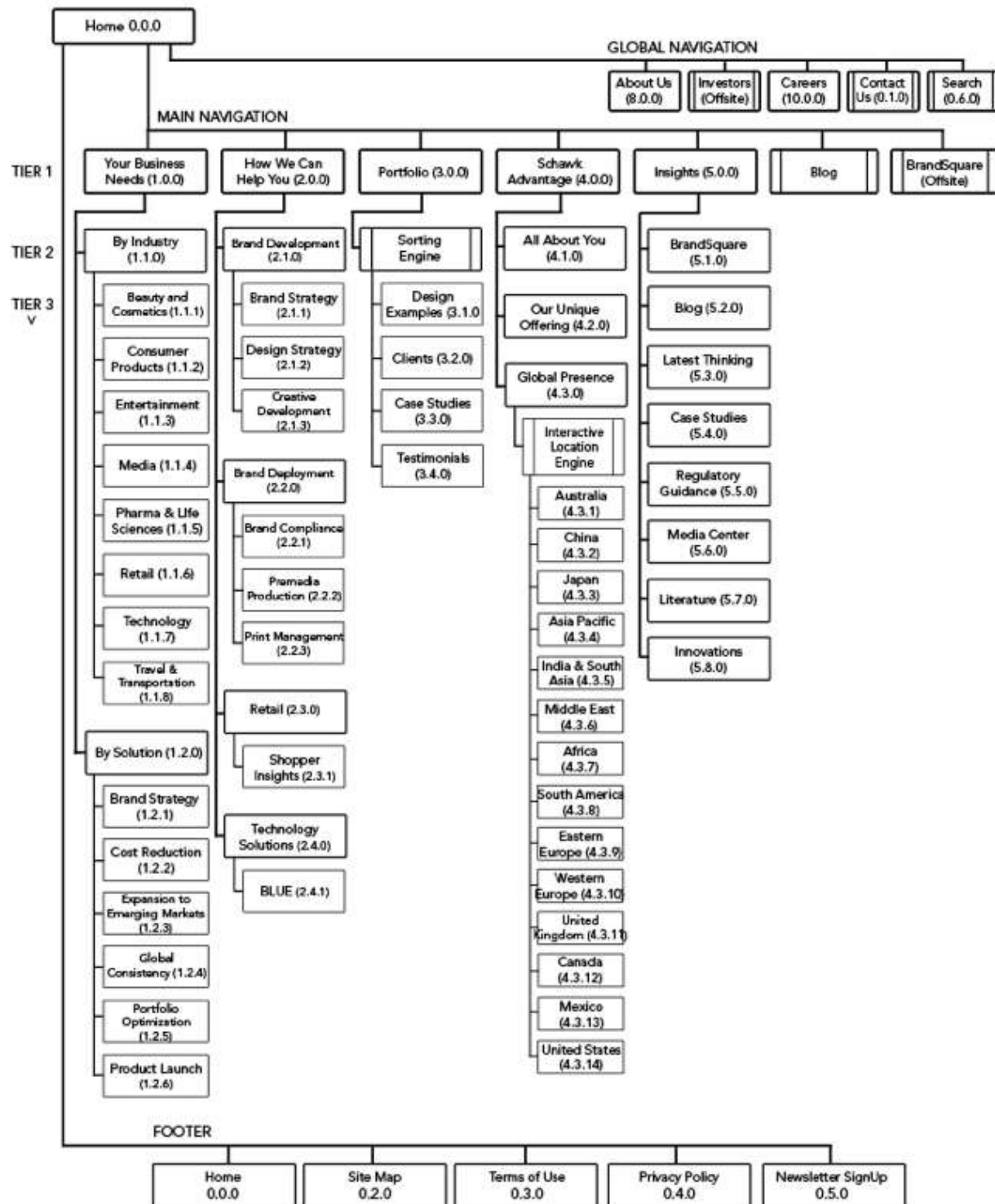
Date: 11.16.11

Page: Document Notes

Document Notes

Version	Date	Author	Description
1.0	11/16/11	Natalie Kuhn	Original Version

Site Map



1.1. Home [Concept]

1.1.1. User Interface



1.2. Tier 1 - General

1.2.1. User Interface

SCHAWK!

ABOUT | INVESTORS | CAREERS | CONTACT US

POSITIONING STATEMENT

HOW CAN WE HELP YOU?

GO

YOUR BUSINESS NEEDS | HOW WE CAN HELP YOU | SCHAWK ADVANTAGE | INSIGHTS | BLOG | BRANDSQUARE

CONTACT US
12345678901

SECONDARY NAVIGATION

SECTION TITLE

+

SHARE

INTRODUCTORY COPY DESCRIBING THE MAIN PAGE TOPIC

1

2

FEATURED CONTENT
(IMAGE, ANIMATED IMAGE, VIDEO)

KEYNOTE PAGE TOPIC

RELATED LINKS/CONTENT

RELATED LINKS/THOUGHT LEADERSHIP

RELATED LINKS/OTHER

SITE MAP

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STAY UPDATED

SIGN UP FOR OUR NEWSLETTER
FOR UPDATES ON...

FIRST NAME

LAST NAME

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SUBSCRIBE

CONNECT WITH US

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PRIVACY POLICY | TERMS & CONDITIONS | SITEMAP

1.2.2. Functionality

Footnote	Label	Function
1	Visual Page Component	This area reserved for image, animated image, video or featured content. Links to internal pages.
2	Main Copy Page Component	Summary of key takeaways from the page's topic.

1.3. Tier 2 - General

1.3.1. User Interface

SCHAWK!

POSITIONING STATEMENT

ABOUT | INVESTORS | CAREERS | CONTACT US

HOW CAN WE HELP YOU?

GO

YOUR BUSINESS NEEDS | HOW WE CAN HELP YOU | SCHAWK ADVANTAGE | INSIGHTS | BLOG | BRANDSQUARE

CONTACT US
12345678901

SECONDARY NAVIGATION

SECTION TITLE: PAGE TITLE

1

FEATURED CONTENT
(IMAGE, ANIMATED IMAGE, VIDEO)

2

PAGE TOPIC SUMMARY

CONTENT

RELATED LINKS/THOUGHT LEADERSHIP

RELATED LINKS/OTHER

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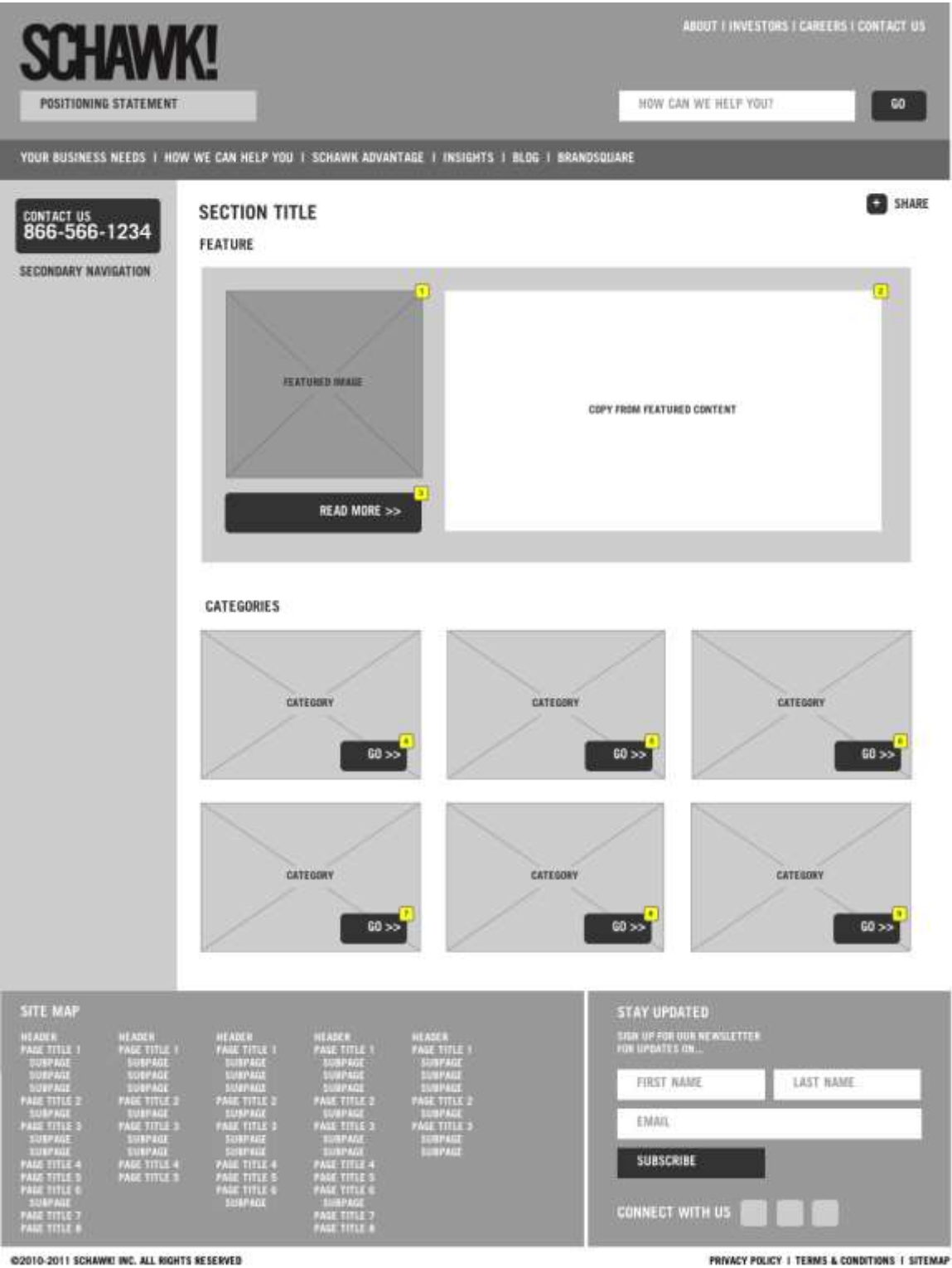
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1.3.2. Functionality

Footnote	Label	Function
1	Visual Page Component	This area reserved for image, animated image, video or featured content. Links to internal pages.
2	Main Copy Page Component	Summary of key takeaways from the page's topic.

1.4. Tier 1 - Asset Start

1.4.1. User Interface



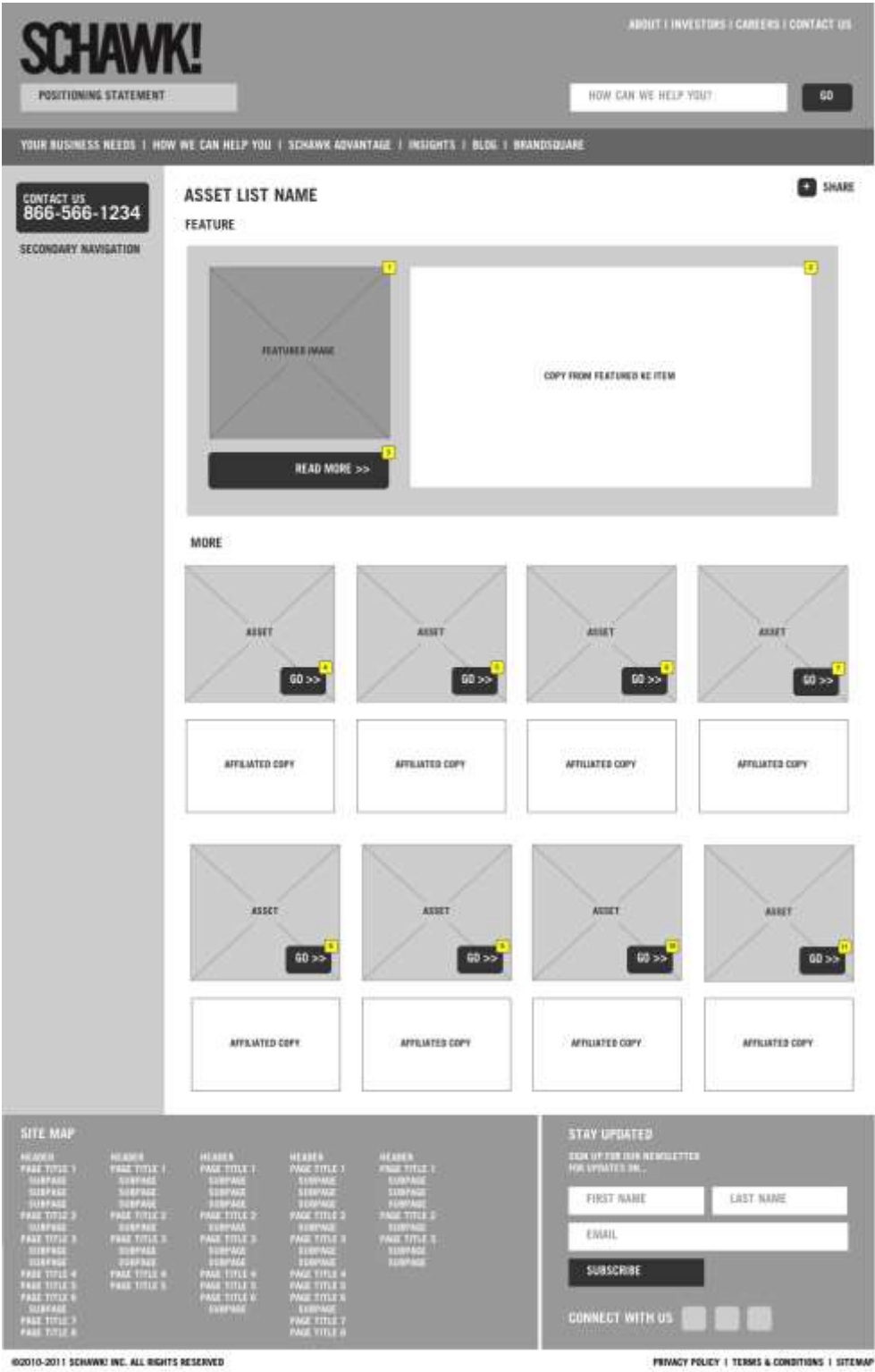
1.4.2. Functionality

Footnote	Label	Function
1	Featured Image	Image related to featured content.
2	Featured Copy	Copy related to featured item
3	Clickable Button	Links user to featured content

Footnote	Label	Function
4	Clickable Button	Links to category selected asset list
5	Clickable Button	Links to category selected asset list
6	Clickable Button	Links to category selected asset list
7	Clickable Button	Links to category selected asset list
8	Clickable Button	Links to category selected asset list
9	Clickable Button	Links to category selected asset list

1.5. Tier 2 - Selected Asset List

1.5.1. User Interface



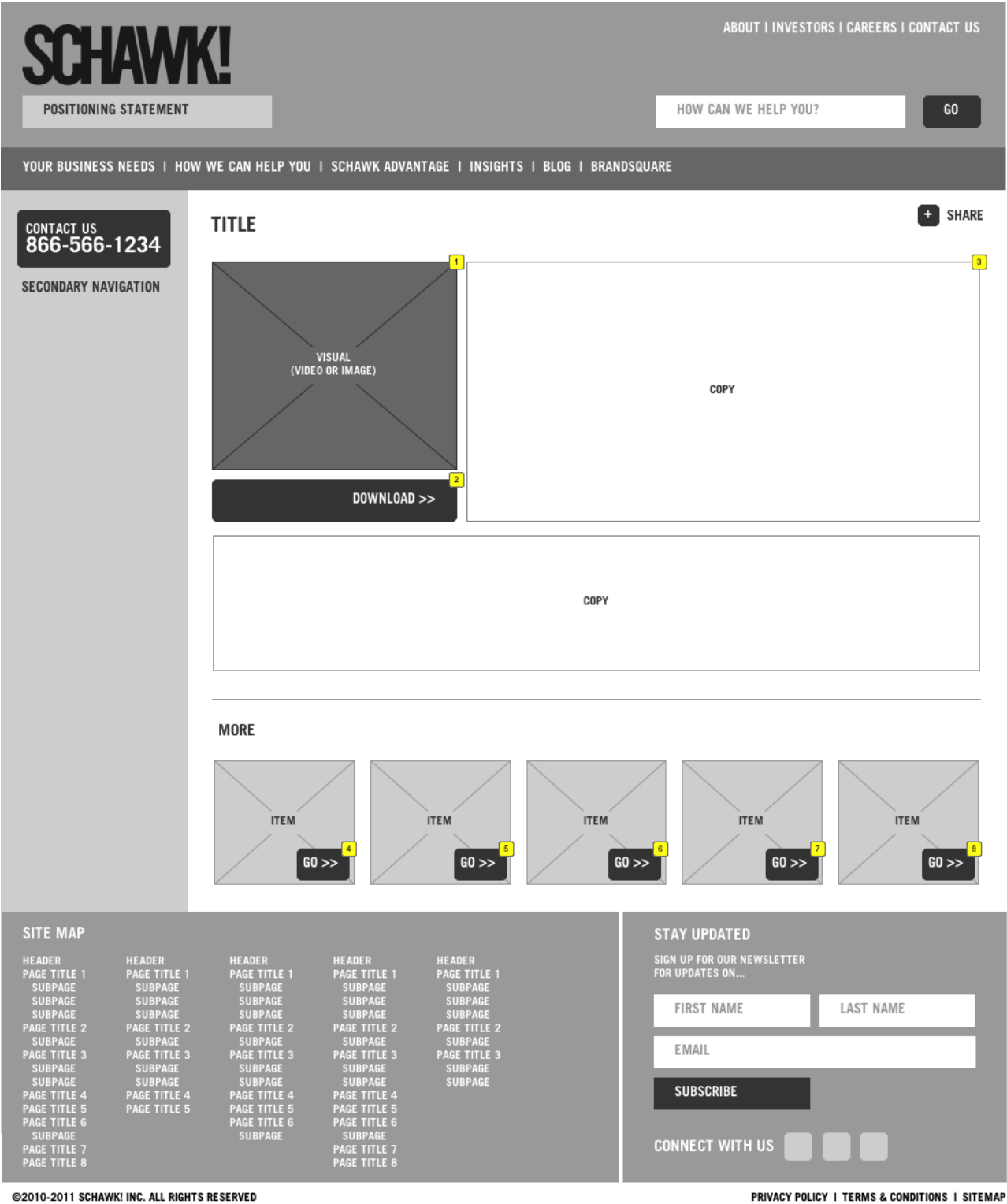
1.5.2. Functionality

Footnote	Label	Function
1	Featured Image	Featured image related to content on page
2	Featured Copy	Featured copy related to featured item
3	Clickable Button	Links user to featured content

Footnote	Label	Function
4	Clickable Button	Links to specific asset page
5	Clickable Button	Links to specific asset page
6	Clickable Button	Links to specific asset page
7	Clickable Button	Links to specific asset page
8	Clickable Button	Links to specific asset page
9	Clickable Button	Links to specific asset page
10	Clickable Button	Links to specific asset page
11	Clickable Button	Links to specific asset page

1.6. Tier 3 - Single Asset

1.6.1. User Interface



1.6.2. Functionality

Footnote	Label	Function
1	Featured Image	Featured image related to content on page
2	Download Button	User can click this link to download asset
3	Featured Copy	Featured copy related to featured item

Footnote	Label	Function
4	Clickable Button	Links to another related single asset
5	Clickable Button	Links to another related single asset
6	Clickable Button	Links to another related single asset
7	Clickable Button	Links to another related single asset
8	Clickable Button	Links to another related single asset

1.7. Tier 1 - Careers Start

1.7.1. User Interface

SCHAWK!

ABOUT | INVESTORS | CAREERS | CONTACT US

POSITIONING STATEMENT

HOW CAN WE HELP YOU?
GO

YOUR BUSINESS NEEDS | HOW WE CAN HELP YOU | SCHAWK ADVANTAGE | INSIGHTS | BLOG | BRANDSQUARE

CONTACT US
866-566-1234

CAREERS

1

CULTURE

2

CLIENT BASE

3

LOCATIONS

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SCHAWK ADVANTAGE

INTRO COPY ABOUT WHY SOMEONE SHOULD WANT TO WORK FOR SCHAWK

5

SEARCH JOBS >>

+

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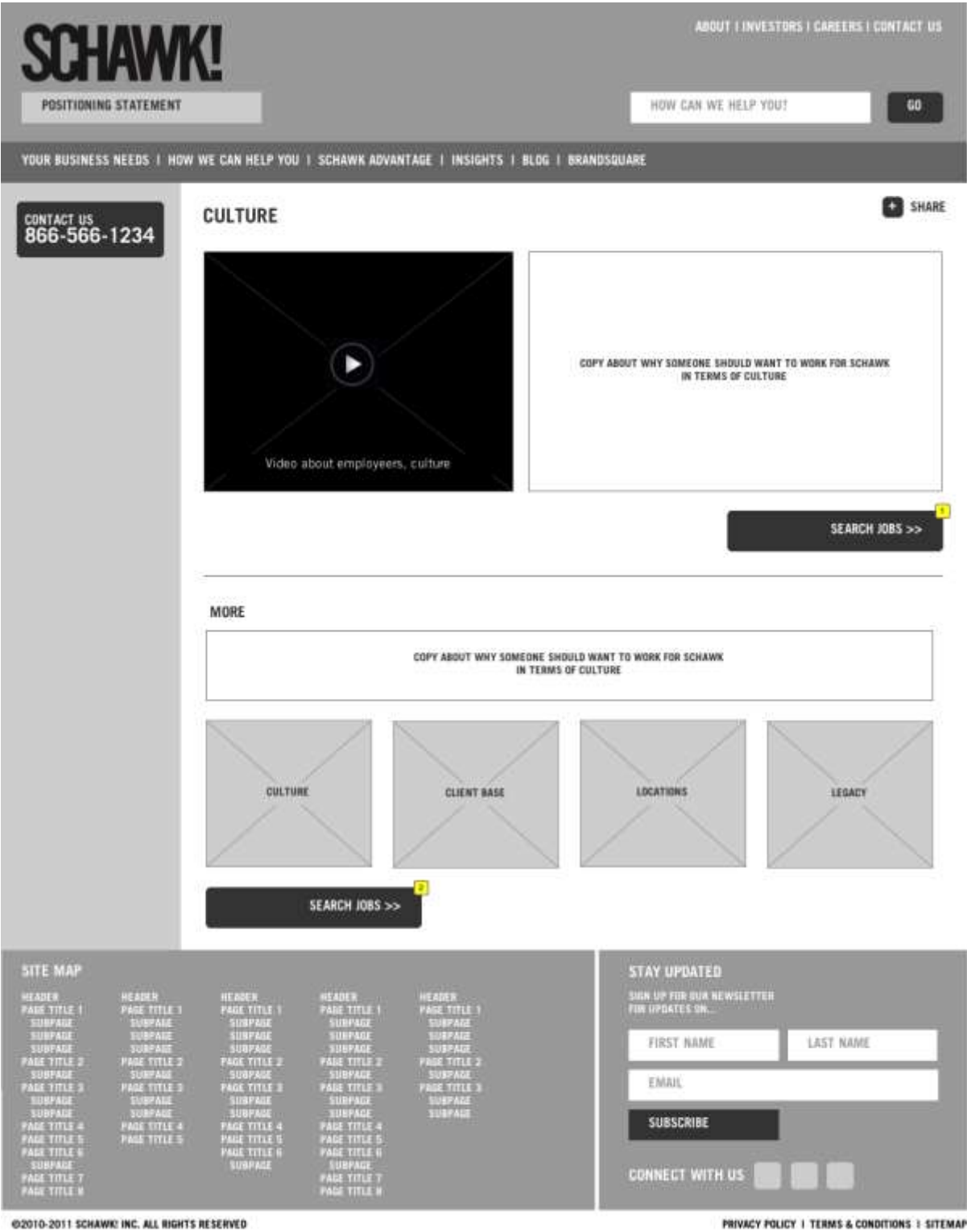
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1.7.2. Functionality

Footnote	Label	Function
1	Clickable Image	Links user to stated subpage
2	Clickable Image	Links user to stated subpage
3	Clickable Image	Links user to stated subpage
4	Clickable Image	Links user to stated subpage
5	Clickable Button	Links user to functioning job search tool

1.8. Tier 2 - Careers Subpage

1.8.1. User Interface

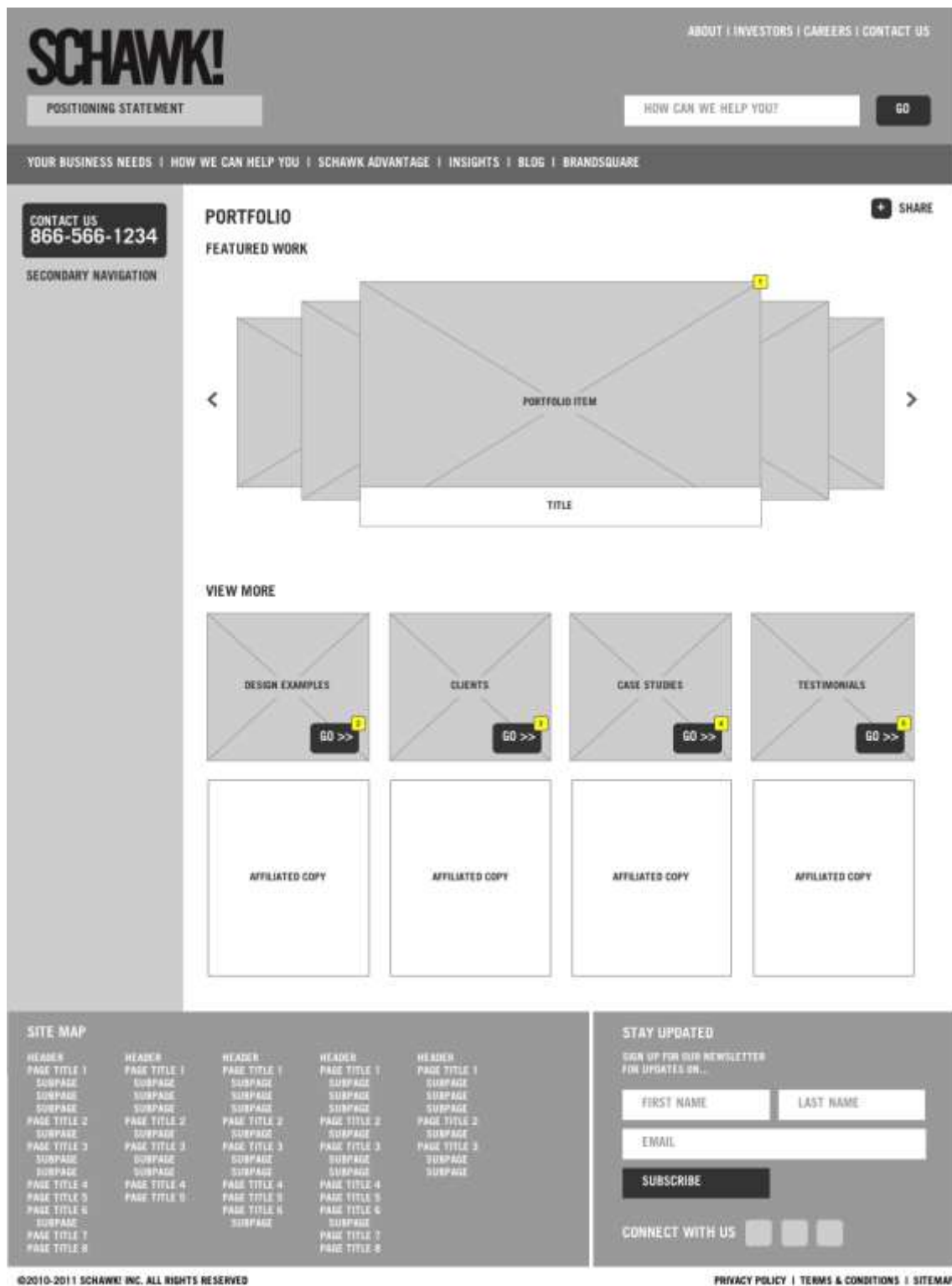


1.8.2. Functionality

Footnote	Label	Function
1	Clickable Button	Links user to functioning job search tool
2	Clickable Button	Links user to functioning job search tool

1.9. Tier 1 - Portfolio Start

1.9.1. User Interface



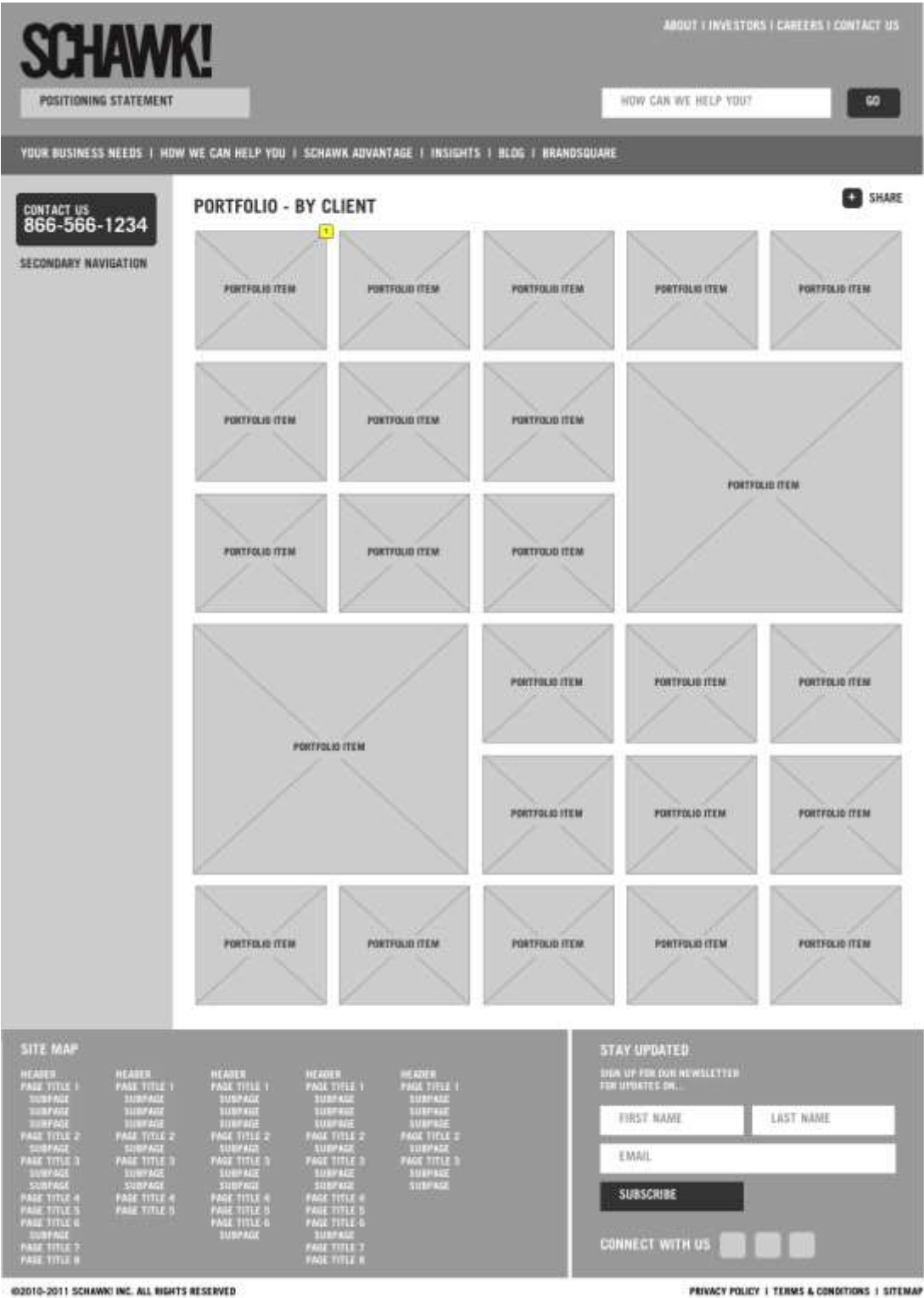
1.9.2. Functionality

Footnote	Label	Function
1	Interactive Image Rotator	User can use rotator to rotate and select featured work
2	Clickable Button	Links to filtered content - selected portfolio list
3	Clickable Button	Links to filtered content - selected portfolio list

Footnote	Label	Function
4	Clickable Button	Links to filtered content - selected portfolio list
5	Clickable Button	Links to filtered content - selected portfolio list

1.10. Tier 2 - Selected Portfolio List

1.10.1. User Interface



1.10.2. Functionality

Footnote	Label	Function
1	Clickable Image	Image (and all images on page) link to specific portfolio item page

1.11. Tier 3 - Single Portfolio Item

1.11.1. User Interface



1.11.2. Functionality

Footnote	Label	Function
1	Interactive Image Rotator	User can rotate through selected images for portfolio item
2	Clickable Button	Links to next portfolio item in line from grid on selected portfolio list

1.12. Tier 1 - Global Presence

1.12.1. User Interface

SCHAWK!

ABOUT | INVESTORS | CAREERS | CONTACT US

POSITIONING STATEMENT

HOW CAN WE HELP YOU?

GO

YOUR BUSINESS NEEDS | HOW WE CAN HELP YOU | SCHAWK ADVANTAGE | INSIGHTS | BLOG | BRANDSQUARE

CONTACT US
866-566-1234

SECONDARY NAVIGATION

A GLOBAL PRESENCE

There are international companies, with offices in multiple countries. And there are global companies, whose presence in multiple countries is the foundation for the powerful delivery of integrated solutions and services across geographies. This integration enables brand strength to be extended and multiplied while preserving core brand assets. It enables operational marketplace agility, which further strengthen brand touchpoints and drive savings cost reduction that can be applied to more growth. Schawk has more than four dozen offices on four continents, and at a time of great changes in economies and markets, we are keenly looking for opportunities to increase our footprint.

CLICK AND DRAG GLOBE TO SEE SCHAWK'S WORLDWIDE LOCATIONS

CHICAGO

SAN FRANCISCO

SOUTH AMERICA

1

SHARE

SITE MAP

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1.12.2. Functionality

Footnote	Label	Function
1	Interactive Globe	User controls globe rotation, user can click on places on globe for information

1.13. Global Presence - Sample Click

1.13.1. User Interface

SCHAWK!

ABOUT | INVESTORS | CAREERS | CONTACT US

POSITIONING STATEMENT

HOW CAN WE HELP YOU?

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SECONDARY NAVIGATION

A GLOBAL PRESENCE

There are international companies, with offices in multiple countries. And there are

SAN FRANCISCO

INTRO
BRIEF NARRATIVE ABOUT THE REGION AND SCHAWK'S PRESENCE

CONTACT INFO
BUS DEV PERSON'S NAME
OFFICE
PHONE
ADDRESS
EMAIL/LINK TO CONTACT FORM

CAPABILITIES
DESCRIPTION OF THE KINDS OF PARTNERSHIPS SUPPORTED IN THIS REGION

CASE STUDY
EXAMPLE OF WORK DONE IN THIS REGION

IMAGE FROM CASE STUDY

CLICK AND DRAG GLOBE TO SEE SCHAWK'S WORLDWIDE LOCATIONS

1

CHICAGO

SAN FRANCISCO

SOUTH AMERICA

SITE MAP

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1.13.2. Functionality

Footnote	Label	Function
1	Clickable Link	When user clicks on location information about location appears

1.14. Utility Subpage

1.14.1. User Interface

SCHAWK!

ABOUT | INVESTORS | CAREERS | CONTACT US

POSITIONING STATEMENT

HOW CAN WE HELP YOU?

GO

YOUR BUSINESS NEEDS | HOW WE CAN HELP YOU | SCHAWK ADVANTAGE | INSIGHTS | BLOG | BRANDSQUARE

CONTACT US
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SECONDARY NAVIGATION

TITLE

+ SHARE

COPY

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1.15. Search Functionality

1.15.1. User Interface

SCHAWK!

ABOUT | INVESTORS | CAREERS | CONTACT US

POSITIONING STATEMENT

HOW CAN WE HELP YOU?

GO

YOUR BUSINESS NEEDS | HOW WE CAN HELP YOU | SCHAWK ADVANTAGE | INSIGHTS | BLOG | BRANDSQUARE

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SEARCH RESULTS

SHARE

TITLE
BRIEF DESCRIPTION

IMAGE IF APPLICABLE

TITLE
BRIEF DESCRIPTION

IMAGE IF APPLICABLE

TITLE
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IMAGE IF APPLICABLE

TITLE
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IMAGE IF APPLICABLE

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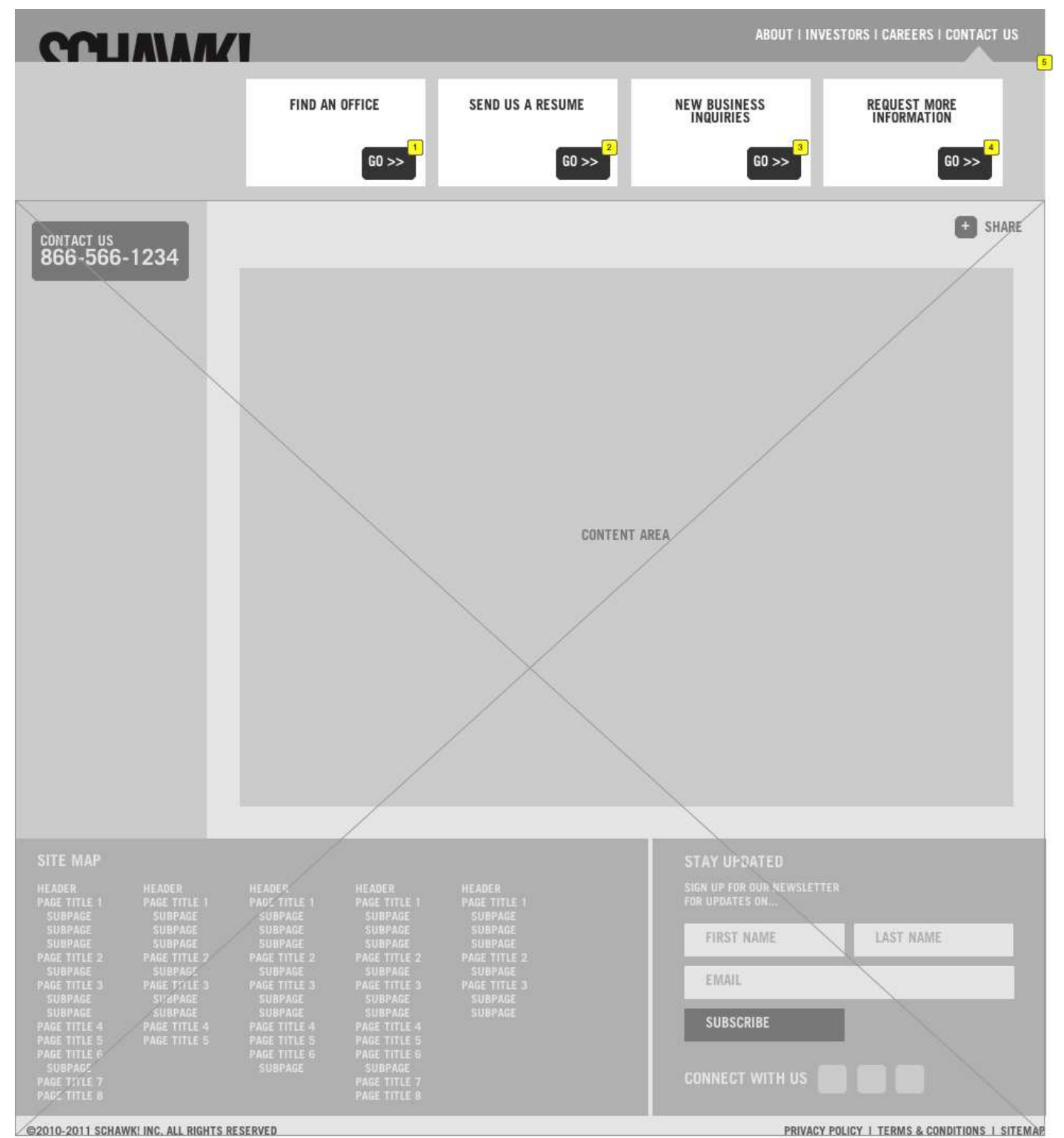
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1.16. Contact Us Functionality

1.16.1. User Interface



1.16.2. Functionality

Footnote	Label	Function
1	Clickable Button	Links to contact us form specific to indicated area - Locations Page
2	Clickable Button	Links to contact us form specific to indicated area - Careers Page
3	Clickable Button	Links to contact us form specific to indicated area - Opens Contact Us Form

Footnote	Label	Function
4	Clickable Button	Links to contact us form specific to indicated area - Opens Contact Us Form
5	Dropdown Window on Click	When user clicks on "Contact Us" this dropdown appears providing them with options. Pushes site page down.

1.17. Form

1.17.1. User Interface

SCHAWK!

POSITIONING STATEMENT

ABOUT | INVESTORS | CAREERS | CONTACT US

HOW CAN WE HELP YOU?

GO

YOUR BUSINESS NEEDS | HOW WE CAN HELP YOU | SCHAWK ADVANTAGE | INSIGHTS | BLOG | BRANDSQUARE

CONTACT US
866-566-1234

SECONDARY NAVIGATION

FORM TITLE

+ SHARE

EXPLANATORY COPY

FIELD 1

enter text...1

FIELD 2

enter text...2

FIELD 3

enter text...8

FIELD 4

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FIELD 6

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FIELD 7

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☒ Opt in Language5

SUBMIT4

SITE MAP

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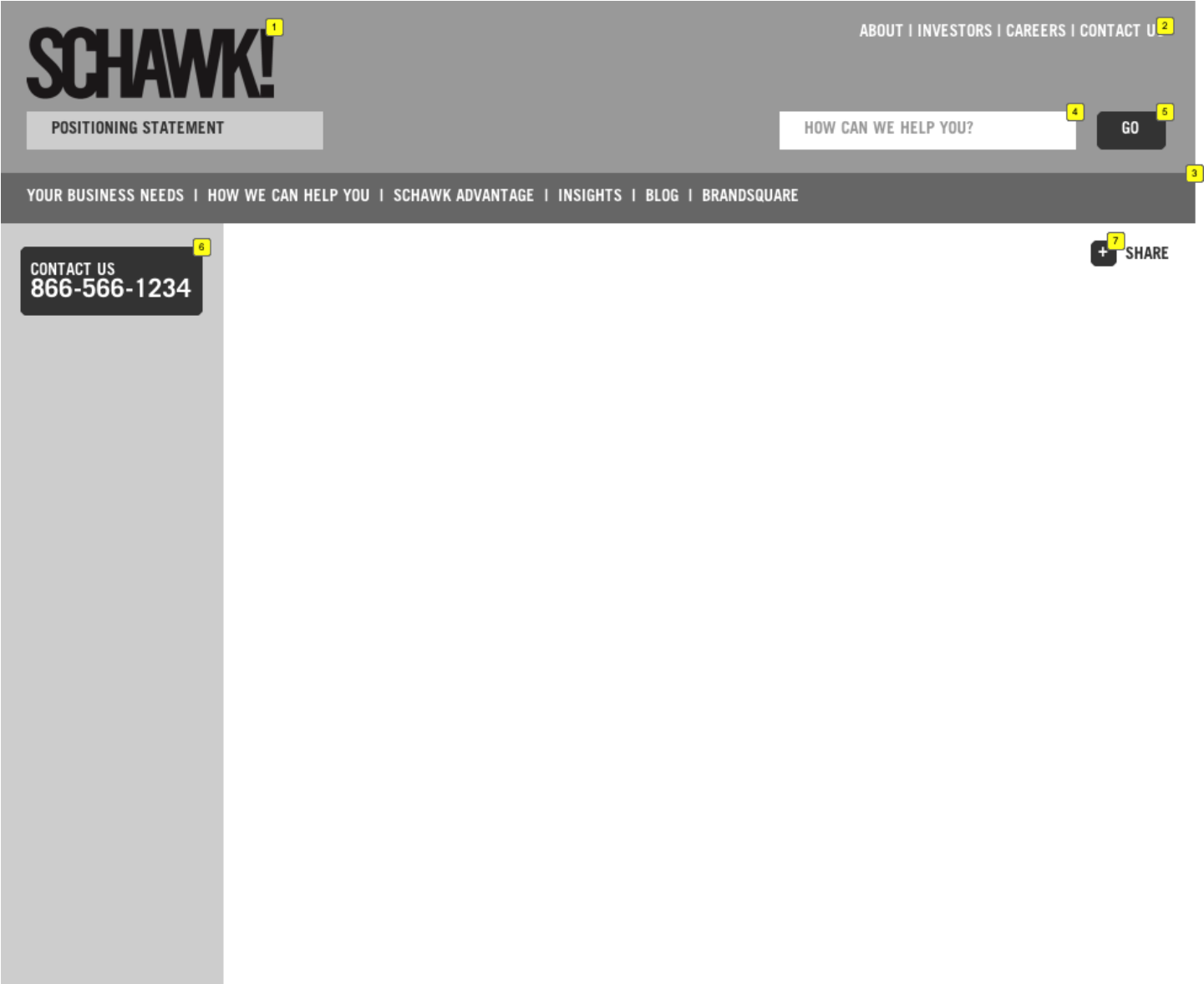
1.17.2. Functionality

Footnote	Label	Function
1	Text Entry Field	Text Entry Field
2	Text Entry Field	Text Entry Field
3	Text Entry Field	Text Entry Field

Footnote	Label	Function
4	Clickable CTA	Submits form user filled out above
5	Checkbox + Linked Text	User must check box to agree to "Terms & Conditions" - must link to terms & conditions via inline text link
6	Text Entry Field	Text Entry Field
7	Text Entry Field	Text Entry Field
8	Text Entry Field	Text Entry Field
9	Text Entry Field	Text Entry Field

1.18. Header Short + Left Nav (MAIN MASTER)

1.18.1. User Interface



1.18.2. Functionality

Footnote	Label	Function
1	Clickable Image	Schawk logo links user to Schawk homepage
2	Functioning Global Navigation	Each navigation title links to respective page
3	Functioning Main Navigation	Each navigation title links to respective page
4	Text Field	User can enter text to search here (keywords)
5	Functioning Search Button	When user clicks on button they will be directed to a SERP with content relavent to their search.
6	Dynamic Phone Number and Clickable Link	Phone number changes here according to user's location (IP based lookup). User can click on button to reach Schawk.
7	Functioning Share It Button	When user clicks button a dropdown with sharing options appears

1.19. Site Map Footer

1.19.1. User Interface



1.19.2. Functionality

Footnote	Label	Function
1	Text Entry Field	Text Entry Field
2	Text Entry Field	Text Entry Field
3	Text Entry Field	Text Entry Field
4	Clickable CTA	Submits form user filled out above
5	Clickable Image	Links to Social Media profile
6	Clickable Image	Links to Social Media profile
7	Clickable Image	Links to Social Media profile