

Descriptive Wireframe Document – Assignment 3: Niagara Video Game Swap

Use the following structure as a companion to your wireframe to describe all of its major components. Create and label as many items as you feel is appropriate for your wireframe. You should be able to hand your wireframe and this descriptive document over to another person and fully communicate your vision for your page.

Rationale:

The Niagara Video Game Swap homepage (<https://niagaragameswap.com/>) would benefit from a redesign that improves its readability and professionalism. A key issue with the page is poor contrast within images that contain complex backgrounds and text. The image with the event timing features black writing against a dark background, which contributes to poor contrast, particularly on the left side where the background is also black. An unconventional font makes this writing even more difficult to read. The image of event sponsors is also too busy, with the green, red, magenta, and orange of sponsor logos clashing with the textured aqua and purple background. The new layout will feature simpler image backgrounds at low opacity, with a focus on muted background colours within images so that more energetic elements in the website's foreground stand out. Accessibility needs will also be accounted for – writing will be changed to a text format rather than an image format to ensure screen readers can detect it, and descriptive alt text will be added to all images.

In tandem with the lack of contrast, inconsistent formatting makes the website appear somewhat unprofessional. The “Play Games” link within the menu is the only item on a separate line in the header, some links on the page have smaller font sizes than others, and the images are noticeably different widths even within a single column. Modifying the website to prioritize consistent formatting will add repetition across the webpage, lending a cohesive feel to the website. Simultaneously, standardizing image widths will improve the alignment of content, connecting elements to one another and guiding users' vision across the page in a logical manner.

Item #1

Description: Header

Font: Arial 20px (Menu Links)

Color: Black

Alignment: Center

Media: Company Logo

Interactivity: Links

Item #2

Description: Title (Within Header)

Font: Impact 55px

Color: Darkmagenta

Text-Transform: Uppercase

Alignment: Center

Media: N/A

Interactivity: N/A

Item #3

Description: General Information (\$5 Admission, Address, event timing)

Font: Arial 36px

Color: Black

Alignment: Center

Media: Event photo (Opacity 0.4)

Interactivity: N/A

Item #4

Description: Main Content (4 categories: Vendors, Pix and Vids, Play Games, Sponsors)

Font: Arial 36px

Color: Darkmagenta

Alignment: Center

Media: 1 photo corresponding to each category (Opacity 0.4)

Interactivity: Links to pages for each category

Item #5

Description: Footer

Font: Arial 36px

Color: Black

Background Color: Darkmagenta

Alignment: Center

Media: N/A

Interactivity: Links to each contact method (Facebook, event newsletter, and contact form)