**Descriptive Wireframe Document – Assignment 3**

Use the following structure as a companion to your wireframe to describe all 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:** What are the major issues with the existing page and why have you chosen to modify them? Use the concepts we’ve learned so far such as Colour Theory, C.R.A.P. design theory, and Accessibility (font, alt tags, contrast, etc.) to inform your rationale. Your rationale should be about 250 words.

The website I decided to redesign is <http://www2.pnwx.com/>. If we look at the contrast of the website it is ok meaning it is readable, however some colours are a poor choice and sometimes is hard to see what is written and having a gradient background makes it even harder because it is hard to pick one font colour which will mix and match with the gradient background. In my layout, I changed the background to solid colours which is a little easier to read, the contrast of colours I used were light blue and dark blue. There are some elements of the website which are consistent and good, for example, the same font size, colour, and style is used for similar items. The colours could be more consistent, like the yellow which is on some external pages and others there is black making it appear inconsistent with the theme. In my design, I have used the same font colour and style throughout to make it look more cohesive, everything is aligned properly to make it appear more intact rather than free roaming. Thus, I have moved the navigation buttons and search bar to the left of the page so it makes it easier to access than having a vertical navigation and search bar where it would fill the page left to right, I have used my space to keep the navigation content a little closer together. Also, the links for equipment, add-on accessories, etc. are grouped together, in my design the links would be in columns under the headers for equipment, accessories, etc. The biggest issue with this site was the colours chosen, with the blue background and yellow font, they appear to be going for a complementary colour scheme, but then the yellow used in the navigation buttons as well as the content below, so it is hard to differ between the content and links, in my design I used light and dark blue colours to do this and show a distinction between items. Finally, they have chosen an easy to read, accessible font, but their use of a 3D style for headers just makes the text harder to read and it doesn’t fit the rest of the website, in my design I have gotten rid of that completely and just used the same font style for all the text on the page.

**Item #1**

Description: Header

Font: Times New Roman 36px

Color: White

Background Color: #D6EFFF

Alignment: Center

Media: Logo of Company

Interactivity: N/A

**Item #2**

Description: Slogan

Font: Times New Roman 28px

Color: Black

Background Color: #000066

Alignment: Center

Media: N/A

Interactivity: N/A

**Item #3**

Description: Links

Font: Times New Roman 20px for headers, 14px for list items

Color: #000066

Background Color: #D6EFFF

Alignment: Left

Media: N/A

Interactivity: Links to different types of products

**Item #4**

Description: Navigation

Font: Times New Roman 20px with 3px black border

Color: #000066

Background Color: # E6EEFF

Alignment: Left

Media: N/A

Interactivity: Search bar and links to other information

**Item #5**

Description: Footer

Font: Times New Roman 14px

Color: #000066

Background Color: #9999FF

Alignment: Center

Media: N/A

Interactivity: N/A