**Descriptive Wireframe Document – Lab 7**

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.

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.

**Rationale:** The major issues with the existing page would be excessive content, lack of a proper color scheme, lack of C.R.A.P., poor font usage and disorganization. First, the page contains a photo of a building that may be the restaurant but it’s excessive and distracting. It takes all the attention away from the content on the left side which should be an important focus. The left side includes some important links to other pages viewers came to see. I would make the photo smaller so there’s more focus on the information on the left side, so viewers aren’t having a hard time finding it. Second, the lack of a proper color scheme is evident. They have a bit of everything that makes this webpage look very busy and inconsistent. The brick wall does not bring out the content very well. I would give it a neutral background and keep it simple but exciting. I would make changes to the logo that would match these changes as well. I would use a more analogous scheme for this website. Third, they did not use C.R.A.P. design very well. There isn’t much contrast on the left side of the page because all the information is in clumped together and does not stand out. I would include a clear and separate heading for each topic I want to show. There’s no repetition, everything is shown up once without consistency. It looks random. I would have a common theme and color usage to help viewers know where they are and have visual unity. The alignment is mostly centered with some content being underlined, it does not have much structure or order to it. I would use hard vertical edges like left alignment to help the page have structure and look neat. They also don’t have good proximity, the menu, reviews, and live music content should not be so close together. It’s confusing and they need to be clearly separate. I would ensure that in my webpage. I would also give it a proper format such as a header, footer, and content.

**Item #1**

Description: Header

Font: Arial 30px

Color: Black

Alignment: Center

Media: Company Logo

Interactivity: N/A

**Item #2**

Description: Menu

Font: Arial 14px

Color: Black

Alignment: Center and Left

Media: N/A

Interactivity: N/A

**Item #3**

Description: Content Box

Font: Arial 14px

Color: Black

Alignment: Left

Media: N/A

Interactivity: N/A

**Item #4**

Description: Photo

Font: N/A

Color: N/A

Alignment: N/A

Media: Photo

Interactivity: N/A

**Item #5**

Description: Reservations

Font: Arial 14px

Color: Black

Alignment: Left

Media: N/A

Interactivity: N/A

**Item #6**

Description: Reviews

Font: Arial 14px

Color: Black

Alignment: Left

Media: N/A

Interactivity: N/A

**Item #7**

Description: Footer, Socials, Address

Font: Arial 14px

Color: Black

Alignment: Center

Media: Company Logo

Interactivity: N/A