**Descriptive Wireframe Document**

**Bad Website:** https://www.art.yale.edu/home#school-news

**Rationale:** The major issues with the Yale School of Art website would be the excessive and distracting background it has. The page has a slightly blurry orange background with blue swirls and numbers on it. It can be very distracting and takes some the attention away from the content which should be an important focus. It makes the website a little hard to read. When I think of Yale, I think of a professional, organized, and prestigious school. This website leaves me wondering if I am on the right site or if this site belongs to Yale. The Yale University site is very different from the Yale School of Art site. I would create proper structure that includes a header, a body, and a footer. I would change the background to a solid color to allow more focus on the content. The colour theory this site uses seems to be a complementary one. There’s a lot of blues and oranges. In terms of C.R.A.P design, there is some contrast to some degree but the set up of the website still makes it difficult to make things stand out. I would change the font designs to make the site more visually appealing and clear. There is repetition throughout the site which allows for consistency and lets the viewer know they’re still on the same site. This site uses a lot of left alignment so there are some vertical edges, however, since the content is randomly floating in the middle of the screen, it looks a little unpleasant. I would take up more space on the site and make the text fit the page a lot better by having them placed in specific positions rather than at random. The proximity is pretty good, many relevant topics are grouped together, however, it’s hard to read with the font design. For example the school news section as well as headings on the site are typed in black capitalized words with a white box behind it, it’s hard to read.

**Item #1**

Description: Header

Font: Arial 30px

Color: Black

Alignment: Center

Media: School Logo

Interactivity: N/A

**Item #2**

Description: Quick Links

Font: Arial 14px

Color: Black

Alignment: Left

Media: N/A

Interactivity: N/A

**Item #3**

Description: Intro/Sub Heading 1

Font: Arial 14px

Color: Black

Alignment: Left

Media: N/A

Interactivity: N/A

**Item #4**

Description: Sub Heading 2

Font: Arial 14px

Color: Black

Alignment: Left

Media: N/A

Interactivity: N/A

**Item #5**

Description: Sub Heading 3

Font: Arial 14px

Color: Black

Alignment: Left

Media: N/A

Interactivity: N/A

**Item #6**

Description: School News

Font: Arial 14px

Color: Black

Alignment: Left

Media: N/A

Interactivity: N/A

**Item #7**

Description: Bulletin Board/Calendar/Newsletter

Font: Arial 14px

Color: Black

Alignment: Left

Media: N/A

Interactivity: N/A

**Item #8**

Description: Footer, Socials, Address, Copy rights

Font: Arial 14px

Color: Black

Alignment: Right

Media: Company Logo

Interactivity: N/A