

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.

Wireframe Link: <https://wireframe.cc/zXcJov>

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 two issues that stood out to me were the conflicting colours and the overall layout of the website. Starting with the issue of colours, the website tried to go with a theme. Namely, the use of colours to match the German flag and a background which pays homage to the inside of a local bar. However, these themes clash, leaving the dark background to be lost in the excessively bright colours, drawing attention away from what should be important. The color palette of the website does not complement the aesthetic, with a random gray patch and forcing the use of similar colours found in the image for text dampening the two very distinct themes further. Additionally, the layout is all over the place. The header does not serve its purpose. It is too cluttered, distracting and pulls a lot of attention while providing very little to the audience. The menu is arguably the most important piece of information to the reader, which is pushed to the side by the high contrast image and header that pull your attention instead. The two examples I find are in the header and text block in the middle-left of the page. It collects various pieces of information with little to no correlation and puts them next to each other. The slogans are mixed in with the name of the place, and reading the menu is a chore since you need to filter information. By redoing the layout and colour scheme, I hope to keep a consistent theme of the local bar while also ensuring readers can easily find what they are looking for while maintaining the integrity of a beautiful website. Of course there are many, many issues but I felt that the bulk of the issues came from these two categories, and decided to spend most of my time and resources there.

Overall Theme / Colour Palette: Soft colours with a darker colour for contrast. Either dark on light or light on dark throughout. Mainly off white, royal blue and pastel green/blue

Item #1

Description: Navbar with logo

Font: Arial 14px

Color: background colour (royal blue), text (off white)

Alignment: Right

Media: Restaurant Logo

Interactivity: Buttons/clickable links for navigation

Item #2

Description: Page header and announcement/slogan

Font: 30px / 14px Cambria

Color: background (image of bar, shaded out with lower opacity), text (off white)

Alignment: Center

Media: N/A

Interactivity: N/A

Container for Item #3 and Item #4:

Background colour: Royal blue

Item #3 and Item #4

Description: Main content

Font: Arial 16px

Color: background (royal blue), text (off white or pastel)

Alignment: Left

Media: N/A

Interactivity: N/A

Item #5

Description: Menu

Font: Arial 16px

Color: background colour(off white), text (royal blue or a pastel colour)

Alignment: Left

Media: N/A

Interactivity: N/A

Item #6

Description: Images of menu items

Font: N/A

Color: N/a

Alignment: Center (floating due to padding)

Media: Images of food

Interactivity: N/A

Item #7

Description: Footer

Font: N/A

Color: Background (carolina blue)

Alignment: Center

Media: Social media logos

Interactivity: Button leads to social media sites