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Course: IASC 1P02

LAB 7

**Descriptive Wireframe Document – Lab 7**

**Rationale:**

The major issues with the existing page for the “Bavarian Brathaus” can be explain with the a few concepts used in web design. Beginning with the Color theory, the webpage uses colors that do not mixed according to the different colour schemes. The header has a German flag, combined with the colors of the Bavarian flag. The web designer butchered Design Theory by putting a “Sausage Man” hanging out at the left corner of the header which is unrelated to anything in the rest of the page. Additionally, there is a castle with all the social accounts which looks awful, and the entire page content is wrapped around in a back-alley red brick designed. The website does not follow the principals of C.R.A.P. There are plenty of links, mixed with text from different colors and themes meaning that there is no contrast; there is simply no repetition on any facet of the website; the content boxes are not aligned horizontally or vertically; and as mentioned, there is content clustered in proximity regardless of mutual relevance.

To combat the horrible design, I would recommend a simplified and more visually appealing website, with the use of basic colors such as a black background, dark gray boxes, and white text. These colors would contrast each other and focus the attention on the text and pictures. The German flag will be relocated to the Banner box that includes the accouchement for “Oktoberfest 2012” With a thin 1 - 2 px white border. An interactive header with useful links and a simple layout would be helpful for the viewer. The use picture slides on the right side of the webpage’s body would allow to show the food and another one showcasing the restaurant, would be elegant informative. On the left side of the website’s body having announcements, and meal plans. Finally, a footer will provide useful information for the costumer in relation to social media accounts, address, etc.

* **Item description of the website:**

**Item #1**

Description: Header

Font: Arial 25px

Color: Black

Alignment: Left

Media: Company Logo

Interactivity: ‘Home’ tap, ‘Out Menu’ tap, ‘Bookings’ tap, ‘About us’ tap, ‘Join our Team’ tap

**Item #2**

Description: Banner title

Font: Arial 20 px

Color: Black

Alignment: Center

Media: Oktoberfest 2012

**Item #3**

Description: Box element with pictures

Font: N/A

Color: N/A

Alignment: Right

Media: 2 picture slide shows, one with sorted menu items; and a another pictures from the restaurant.

Interactivity: N/A

**Item #4**

Description: Box element with text

Font: Arial 12px

Color: Black

Alignment: Left

Media: N/A

Interactivity: 2 interactive and rotating text elements. 1st element has announcement from latest to oldest, 2nd element has current food offers in a random order.

**Item #5**

Description: Scroll Bar

Font: N/A

Color: N/A

Alignment: Right

Media: N/A

Interactivity: N/A

**Item #6**

Description: Footer

Font: Arial 10px

Color: Black

Alignment: Left

Media: N/A

Interactivity: Contact us links to social media accounts.