Descriptive Wireframe Document – Lab 7

Use the following structure as a companion to your wireframe to describe all of it's 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 main issue I believe this website to have is the matter of how busy it is. There is no colour or pattern theme to it whatsoever. Which creates it to be very distractions and hard to actually gain any information from. I believe, when it comes to designing a website it is definitely better to choose a more simple style rather than a more complex one. Along with there being no colour scheme there is no organization theme to this website. The different boxes are not aligned with each other making it look very sloppy. There is also no organization to the information, meaning there is information just randomly spread out all of the page. This makes it hard for a person to navigate and find what they are looking for while on the site. If I was redesigning this website I would create a colour scheme for it, using three or four colours. I would ensure the information is more organized so that it's easy to navigate and find info. Then ensure that the boxes that contain this information are neat looking and aligned. Overall I would make this website more simple!

Item #1

Description: Header

Font: Arial 30px

Color: Black

Alignment: Center

Media: Company Logo

Interactivity: N/A

Item #2

Description: Left column

Font: Arial 20px

Color: Black

Alignment: centered in left column

Media:

Interactivity: items hyper linked to pictures of items and more information on item

Item #3

Description: Right column

Font: Arial 20px

Color: Red font "NOTE: closed for the summer"

Alignment: Center of column

Media: Simple photo of front if restaurant

Interactivity: hyperlink to more pictures of restaurant and food

Item #4

Description: footer

Font: Arial 15px

Color: Black

Alignment: Center

Media: address

      Phone Number

Interactivity: Link to…

            Reviews

            Make a reservation

            Oktoberfest 2012 info