**Descriptive Wireframe Document – Assignment: 3**

**https://wireframe.cc/JFSHXv**

**Rationale:**

I chose to redesign the home page of the website of the Yale School of Art (<https://www.art.yale.edu>).

This website has several issues with its design, layout, and structure.

In terms of **design**, the website does not use a pleasing color palette, instead everything just seems to be mushed together in a very unprofessional manner. The background is chosen to portray an art created by one of the students at the school. Though the idea is remarkable, the background just does not compliment the existing contents on the webpage, in turn it makes the content very hard to locate. The vivid background attracts too much attention, which robs the website of its purpose. Due to this choice of colors and background, the **contrast** is lurid. There is **repetition** in the sense that the same font is used throughout the webpage however, there are places where important content could’ve been highlighted in a better way to make it stand out, like the title of the page and the headings of the content description.

I fixed these issues by getting rid of the background image altogether and chose an earthy color palette for the entire webpage. I used a light beige background behind the content, which I put in a dark brown boxes for a good contrast. With the navigation pane, I set its color as dark brown and used a mustard yellow color for its contents, for a brighter contrast. I repeated the colors periodically and kept the font constant in all places except the header. I changed the font sizes and style to make important portions stand out.

The webpage does not use a well-defined **layout**. Everything is thrown around at random places with minimal **repetition** and **alignment**. With respect to alignment, the page itself is aligned left and all the data is confined to the left side of the page leaving a massive amount of lousy background place at the right of the page. The only thing that is aligned on the page in terms of content is the “navigation bar” on the left. Other than this, the rest of the content is randomly placed without much alignment.

Hardly anything is repeated on the page and almost all the content is put into boxes of varying sizes, the only place repetition is used with respect to layout, is with the use of a yellow ombre box for some of the content.

I adjusted the width and height of the page so that it stays in the middle of the screen and distributed the content with even alignment. I divided the entire webpage into essentially three parts-header, content, and footer. I divided the header into two parts and used a portion of it to include important elements like the link to apply to the school and the menu dropdown. The content too I divided into two parts, the navigation pane, and the main content. I included most of the content of the page here in these parts. In the footer, I included the copyright notice, address of the school, links to social medias, and link for the sitemap.

Structurally, the webpage is again, very convoluted. However, in certain places the webpage takes care of **proximity** and groups similar elements together. There are several issues with **accessibility**, the worst being the fact that the links are very difficult to follow and the content blends with the background at some places which might be an issue for someone using speech due to visual impairment.

I placed similar elements together and put most of the important links in the navigation pane. I used the color scheme to make the content clearly visible, solving the issue with accessibility.

**Item #1**

Description: Header

Font: Lucida Handwriting, 30px, bold, and uppercase

Color: White

Background Color: Dark brown

Text alignment: Center

Media: N/A

Interactivity: N/A

**Item #2**

Description: Link to apply to the school

Font: Georgia, 16px, bold, and capitalize

Color: White

Background Color: Burnt Orange

Border: solid, black, 2px

Text alignment: Center

Media: N/A

Interactivity: Link to apply to the school to be clicked

**Item #3**

Description: Dropdown for the menu

Font: Georgia, 16px, bold, and capitalize

Color: White

Background Color: Burnt Orange

Border: solid, black, 2px

Text alignment: Center

Media: N/A

Interactivity: Dropdown to be clicked to view menu options

**Item #4**

Description: Navigation bar

Font: Georgia, 15px, and bold

Color: Black

Background Color: Dark brown

Text alignment: Center

Media: N/A

Interactivity: Links to login, edit the page, view page history, calendar details, newsletters, sign up for newsletters, support the school, and contact details.

**Item #5**

Description: Navigation bar item 1: Link for user login

Font: Georgia, 15px, and bold

Color: Black

Background Color: Mustard yellow

Border of the box: 2px, black, solid

Text alignment: Center

Media: N/A

Interactivity: Link to be clicked to prompt the login window

**Item #6**

Description: Navigation bar item 2: Links to home, about the school, exhibitions, publications, news, and public events

Font: Georgia, 15px, and bold

Color: Black

Background Color: Mustard yellow

Text alignment: Center

Media: N/A

Interactivity: Required links to be clicked for further details

**Item #7**

Description: Navigation bar item 3: Links to various calendars like the public calendar, community calendar, exhibition calendar, etc.

Font: Georgia, 15px, and bold

Color: Black

Background Color: Mustard yellow

Text alignment: Center

Media: N/A

Interactivity: Required calendars to be clicked for further details

**Item #8**

Description: Navigation bar item 4: Details about the newsletters

Font: Georgia, 15px, and bold

Color: Black

Background Color: Mustard yellow

Text alignment: Center

Media: N/A

Interactivity: N/A

**Item #9**

Description: Navigation bar item 5: Link to sign up for newsletters

Font: Georgia, 15px, and bold

Color: Black

Background Color: Mustard yellow

Border: 2px, black, solid

Text alignment: Center

Media: N/A

Interactivity: Link to be clicked for signing up

**Item #10**

Description: Navigation bar item 6: Link to edit the page

Font: Georgia, 15px, and bold

Color: Black

Background Color: Mustard yellow

Border: 2px, black, solid

Text alignment: Center

Media: N/A

Interactivity: Link to be clicked for editing the page

**Item #11**

Description: Navigation bar item 7: Link to view page history

Font: Georgia, 15px, and bold

Color: Black

Background Color: Mustard yellow

Border: 2px, black, solid

Text alignment: Center

Media: N/A

Interactivity: Link to be clicked for viewing page history

**Item #12**

Description: Navigation bar item 8: Link to contact the school

Font: Georgia, 15px, and bold

Color: Black

Background Color: Mustard yellow

Border: 2px, black, solid

Text alignment: Center

Media: N/A

Interactivity: Link to be clicked for contact details

**Item #13**

Description: Navigation bar item 9: Link to support the school

Font: Georgia, 15px, and bold

Color: Black

Background Color: Mustard yellow

Border: 2px, black, solid

Text alignment: Center

Media: N/A

Interactivity: Link to be clicked for details on how to support the school

**Item #14**

Description: Content

Font: Georgia

Color: White

Background Color: Beige

Media: Images related to the content (used in the form of links to other pages on the site)

Interactivity: Several links in the content boxes (explained in detail below)

**Item #15**

Description: Content item 1: Disclaimer/Information about the content

Font: Georgia, 15px

Color: White

Text Alignment: Left

Background Color: Middle shade of brown

Media: N/A

Interactivity: N/A

**Item #16**

Description: Content item 2: Introduction to the school

Font: Georgia, 15px

Color: White

Text Alignment: Left

Background Color: Middle shade of brown

Media: N/A

Interactivity: N/A

**Item #17**

Description: Content item 3: Links of the content that is on the page

Font: Georgia, 15px

Color: White

Text Alignment: Left

Background Color: Dark brown

Media: N/A

Interactivity: Required links to be clicked which will direct the user to the portion on the webpage that covers the respective content

**Item #18**

Description: Content item 4: Expansion of the first link in Content item 3

Font: Georgia, 15px

Color: White

Text Alignment: Left

Background Color: Dark Brown

Media: Images related to the content

Interactivity: Images and/or links to be clicked for further details

**Item #19**

Description: Content item 5: Expansion of the second link in Content item 3

Font: Georgia, 15px

Color: White

Text Alignment: Left

Background Color: Dark Brown

Media: Images related to the content

Interactivity: Images and/or links to be clicked for further details

**Item #20**

Description: Content item 6: Expansion of the third link in Content item 3

Font: Georgia, 15px

Color: White

Text Alignment: Left

Background Color: Dark Brown

Media: Images related to the content

Interactivity: Images and/or links to be clicked for further details

**Item #21**

Description: Content item 7: Expansion of the fourth link in Content item 3

Font: Georgia, 15px

Color: White

Text Alignment: Left

Background Color: Dark Brown

Media: Images related to the content covered

Interactivity: Images and/or links to be clicked for further details

**Item #22**

Description: Content item 8: Expansion of the fifth link in Content item 3

Font: Georgia, 15px

Color: White

Text Alignment: Left

Background Color: Dark Brown

Media: Images related to the content covered

Interactivity: Images and/or links to be clicked for further details

**Item #23**

Description: Content 9: Credits, citations, and editor details

Font: Georgia, 15px

Color: White

Text Alignment: Left

Background Color: Dark Brown

Media: N/A

Interactivity: Link for further details on the editor

**Item #24**

Description: Footer: contains the copyright notice, address of the school, links to social medias, and a link to the sitemap

Font: Georgia, 15px

Color: White

Text Alignment: Left

Background Color: Middle shade of brown

Media: Social media icons

Interactivity: Links for social media and sitemap