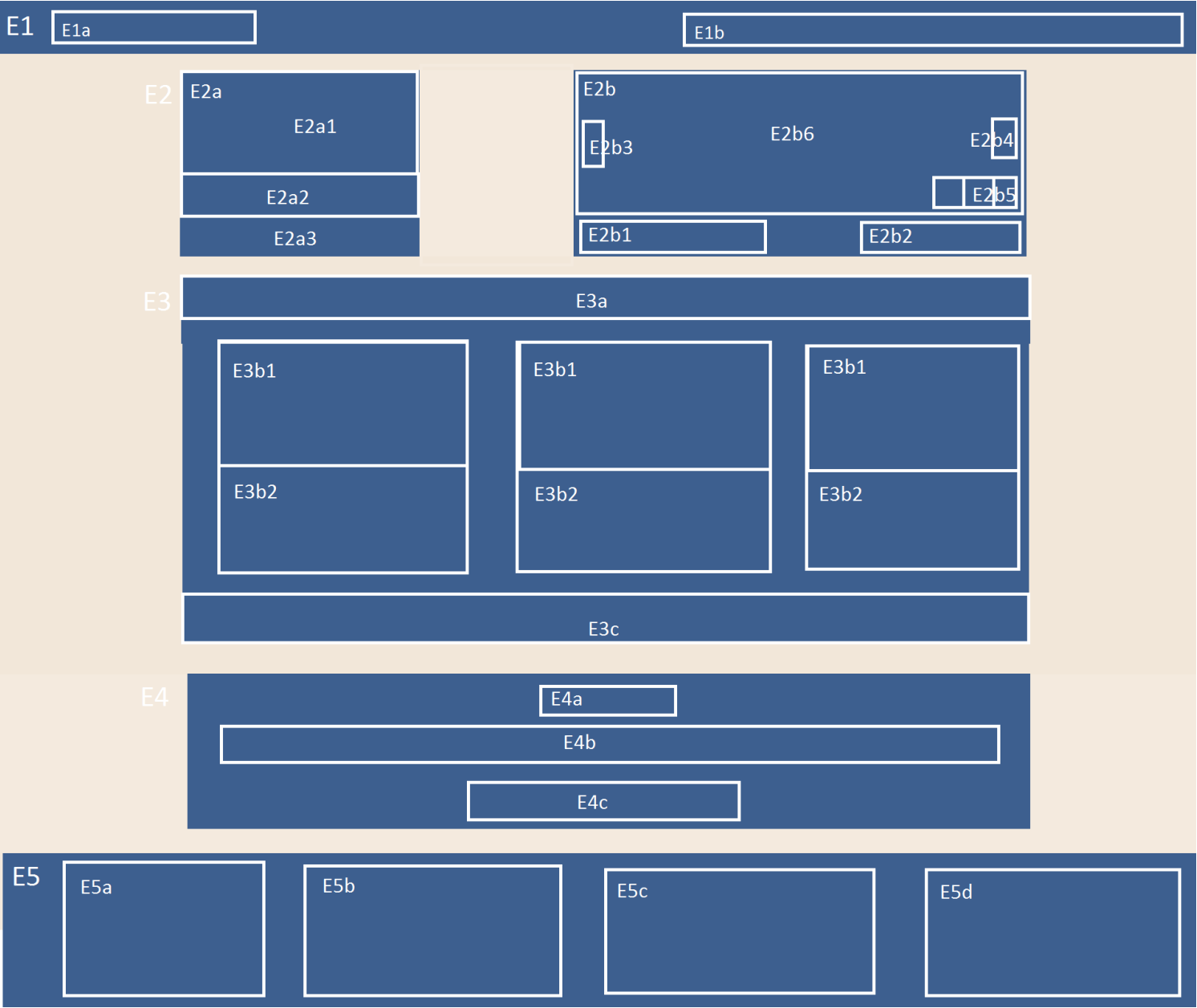


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Normal

Wireframe



Design Choices

Font

All elements use the font family *Raleway*, with the backup fonts being *Arial*, *Verdana*, *Sanas-serif*

Element	Size	Colour
E1a	1.6em	White
E1b	1.05em	^
E2a2	1.5em/1.75em/1em	^
E2a3	1em	^
E2b1	1.1em/.85em	^
E2b2	1em	^
E2b3	3em	^
E2b4	3em	^
E2b5	1.3em	^
E3a	1.5em	^
E3b2	.9em/1.25em/.85em/1em	^
E3c	1em	^
E4a	1.35em	^
E4b	1em	^
E4c	1em	^
E5a	1.1em/.9em	^
E5b	1.1em/.9em	^
E5c	1.1em/.9em	^
E5d	1.1em/.9em	^

Navigation

I have decided to go with a fixed navigation structure which will be in Element E1b. This will have each single navigation location, located next to each other in a row.

Layout

The layout I have decided to go for is a fluid style, I have a header which spans the full width of the page the same will happen with the footer.

The header will consist of the name of the company which will be displayed in element E1a then the navigation will be displayed in the element E1b.

The main body will consist of boxes, each box will have a specific purpose, so the first box (Element E2) will be split into two boxes (E2a and E2b) the box E2a will show the news that the company wants to show with a button allowing the user to continue reading. The box E2b will be an interactive gallery allowing the company to showcase certain events (up to 3 events) they will be able to navigate the gallery by pressing arrows which will be in elements E2b3 and E2b4 or selecting the number of the image in the element E2b5. Whenever the user switches image the text in element E2b1 will change per what image is selected and if the user wanted to find out more information about this event they can click the button E2b2 which will take them to view more information about the current highlighted event.

The second box element E3 is the most interesting element, this is where all the current events are displayed. There is a header telling the user that this is the events section which is element E3a. Then the events are displayed as boxes, the boxes will be designed as follows the image will be displayed first as shown in element E3b1, then the text explaining what type of event it is, what the

name of the event is, when the event is then there will be a button saying find out more where the user can find out more information about the event, this will all be displayed in the element E3b2. There will be as many boxes as need be, there will be a maximum of three boxes on each row, there will be a maximum of 6 boxes displayed initially. The user can expand the section to display all events that are on, this will be done through the element E3c the user will be given an option to expand all, once this happens all events will be displayed, and the show more will be changed to show less where the user can click and go back to the original six events.

The third box element E4, will be a simple sign up form for the company's newsletter, the user will be just required to enter their email address.

The footer will consist of four sections, in the first section element E5a there will be contact information displayed, in the second section element E5b the opening times of the company will be displayed, in the third section element E5c the basic structure will be displayed as links so a simple form of the navigation and finally in the fourth section element E5d the social media links of the company will be displayed alongside the copyright information.

Reasoning

The reasoning behind the box layout I have decided to with is that the company's target audience just want a simple site where they can see what events are on without having to go far into the site to find out this information, it is all displayed on the initial page. The thing that stops the site from being too over whelming with information is the collapsible events box which hides events. The purpose of the site is simply to promote upcoming events and I feel that this archives it by having a showcase element where the company can put up to three events they want to highlight to the user and by having all the events under on collapsible panel.