

Rationale: The header on the original site has far too many colours and is cluttered with text. In my re-design, I wanted to create more contrast. I made the background maroon which seemed to be the main color in their logo and made the text white to pop from the background. I also went and outlined the top of their logo so that there is a uniform black outline around the outside, making it stand out from the background. While black was not one of the main colours I initially wanted to use, I found it was a good colour for section outlines and borders considering I made certain sections primarily white. The outline around the photo and the rest of the page differentiates the sections and provides contrast to the red and white backgrounds. I tried to put white text on maroon backgrounds since having a light colour on a darker one makes the text pop out. The font family I chose is Segoe UI since it is simple and clean, with three variants being used (Regular, Semibold & Black). Using the same font family throughout the site adds repetition and consistency to the page. I made sure to align all of the sections in this re-design since we recognized that the boxes on the original website were not uniform. I created two wrappers for the left and right sections of the body with an overall wrapper to ensure the width is fixed at 1920px, so the left/right boxes do not stack on top of each other. Starting on the left, the menu box is headed with white text and has white boxes outlined in black and blue text. The blue I used is the colour from their logo, adding some more repetition and being aware of proximity I made sure to pad the sides of the boxes to not leave too much space on the edges of the section. I felt as though these buttons came out well with blue and white contrasting each other, the same as in the logo. I also added a feature so that when you hover over buttons it emboldens the text, which applies to all buttons in the menu and info boxes making it easier to tell which box is targeted with the cursor. The info box is similar, with two rows of four buttons aligned together since there was more to include here. On the right-hand side, the top has two banners for both Oktoberfest and to notify customers that they are closed for the summer. The blue on white text matches the buttons on the left side and differentiates the main section from the large containers on the left side. Finally, we have a picture to replace the large image on the bottom right with a photo of the restaurant in the middle flanked by photos of the live music from inside. This gives a jovial feel to the restaurant thanks to the smiling faces and instruments. On top is Bavarian Brathaus in old English red text outlined in white, with the year of the establishment below in blue. The black overlay on the photos combined with the font makes the text stand out as the staple of the page, drawing attention to the photos and adding to the atmosphere.



<https://wireframe.cc/XNVVIF>

Item #1

Description: Header

Header Font: Segoe UI Black 35px (Default to Sans-Serif)

Background Color: Maroon

Bottom Border: 6px solid black

Color: White

Alignment: Center

Media: Company Logo

Text: "Authentic German Restaurant"

Margin-left / Margin-Right: auto

Interactivity: N/A

Item #2

Description: Menus Box

Header Font: Segoe UI Semibold 35px (Default to Sans-Serif)

Background Color: Maroon

Color: White

Text: "Menus"

Alignment: Top Center

Width: 600px

Float: Left

Border Rt/Bottom: 6px solid black

Padding Bottom: 11px

Item #3

Description: Info Box

Header Font: Segoe UI Semibold 35px (Default to Sans-Serif)

Background Color: Maroon

Color: White

Text: "Info"

Alignment: Top Center

Width: 600px

Float: Left

Border Rt/Bottom: 6px solid black

Padding Bottom: 11px

Item #4

Description: Menu Buttons (5x)

Header Font: Segoe UI 35px (Default to Sans-Serif)

Background Color: White

Color: #0a94d5

Text: "German Draft Beer (Fassbier)", "Menu", "Kinder Menu", "Desserts", "Vegetarian Fare"

Alignment: Center

Interactivity: Hover turns text bold, links to different menus

Padding: 6px 20px 6px 20px

Width: 450px

Border: 4px solid black

Text Decoration: None

Item #5

Description: Lt Info Buttons (4x)

Header Font: Segoe UI Regular 24px (Default to Sans-Serif)

Background Color: White

Color: #0a94d5

Text: "About Us", "Live Music", "Address", "Facebook"

Alignment: Center

Float: Left

Interactivity: Hover turns text bold, links to different info pages

Padding: 6px

Width: 225px

Border: 4px solid black

Text Decoration: None

Clear: Left

Item #6

Description: Rt Info Buttons (4x)

Header Font: Segoe UI Regular 24px (Default to Sans-Serif)

Background Color: White

Color: #0a94d5

Text: "Reservations", "Reviews", "Bratwurst at Home", "Twitter"

Alignment: Center

Float: Right

Interactivity: Hover turns text bold, links to different info pages

Padding: 6px

Width: 225px

Border: 4px solid black

Text Decoration: None

Clear: Right

Item #7

Description: Oktoberfest banner

Header Font: Segoe UI Black 35px (Default to Sans-Serif)

Background Color: White

Color: #0a94d5

Text: "Oktoberfest 2012"

Alignment: Center

Interactivity: Links to Oktoberfest Page

Item #8

Description: Closed for the Summer banner

Font: Segoe Black UI 30px (Default to Sans-Serif)

Background Color: White

Color: #0a94d5

Text: "Closed for the Summer"

Alignment: Center

Item #9

Description: Brathaus Photo

Height: 536.5px

Width: 1314px

Media: BavBrat.png