**Descriptive Wireframe Document**

The website I’m re-designing is <https://bolenreport.com/>

**Rationale**

* **Colour theory:** I think their goal was to design a Monochromatic page (Stuffy- too much black) I will design a ‘Complementary’ page using blue and orange colours to guide the reader through proximity rules while giving a more energetic feel to elicit action of their readers.
* **Contrast:** I will shorten the ridiculously long scrolling home page by condensing into drop down menu tabs and refraining from unnecessary repetition (i.e., Same clickable phrases in numerous places all over the home page).
* I loved the video. I will make it most of the right-body because it is a quick attention grabber that makes me want to explore the page and get involved in their quest
* **Repetition:** it didn’t follow. I will repeat the border (i.e., same colour to separate boxes throughout entire piece to create consistency & visual unity.
* **Alignment:** The header is poorly aligned, and the right body is down compared to left body/navigation
  + And right body/main content text title not aligned with the start of left body/navigation text start
  + I will align elements along “hard vertical edges” to give a clean orderly visual effect
* **Proximity:** not grouped nicely together. I will group related items together as one visual unit.
* This should stand out, not be hidden way down at the bottom in tiny font:
* “Please help us change health care for the better- SHARE ~~this article with Groups and others you know:~~ The Bolon Report! I will put it in the left-body
* Tiny little font to describe ‘what the Report is actually about, i.e. “Science based analysis of the North American health care system” I will put it in the in 1 with the Logo

**Item #1 Example**

Description: Header 1: Business name and Purpose

Font: Default H1

Color: blue

Alignment: Left

Media: Company Logo

Interactivity: N/A

**Item #2**

Description: Header 1: Title

Font: Default H1

Color: blue

Alignment: centre

Media: N/A

Interactivity: N/A

**Item #3**

Description: Header 1: Social Icons

Font: Default H1

Color: blue

Alignment: right

Media: Click to Social media sites

Interactivity: N/A

**Item #4**

Description: Header 2: Navigation Icons

Font: Default H1

Color: blue

Alignment: centre

Media: Click to explore pages of this website

Interactivity: N/A

**Item #5**

Description: Leftbody: Home page worthy text

Font: Arial 30px

Color: blue

Alignment: centre

Media: N/A

Interactivity: N/A

**Item #6**

Description: Mainbody

Font: Arial 30px

Color: White

Alignment: Centre

Media: N/A

Interactivity: N/A

**Item #7**

Description: Mainbody

Font: Arial 30px

Color: blue

Alignment: centre

Media: video

Interactivity: Video

**Item #8**

Description: Mainbody

Font: Arial 30px

Color: blue

Alignment: centre

Media: Picture

Interactivity: Video

**Item #9**

Description: Footer

Font: Arial 30px

Color: blue

Alignment: centre

Media: N/A

Interactivity:N/A

**Item #10**

Description: buttons

Font: Arial 30px

Color: blue

Alignment: right

Media: click to explore Archives and categories etc.

Interactivity: N/A

**Item #11**

Description: buttons

Font: Arial 30px

Color: blue

Alignment: left

Media: contact

Interactivity: click to live chat