**Descriptive Wireframe Document – Assignment 4**

**Website:**nsfixtures.com

**Layout:**

The new layout will have a modern look of separate horizontal blocks that flow vertically. This will split the content into sections creating a longer scrolling page. The information will be easier to read and engage the viewer with large pictures and easy-to-read content. I chose a single column design to make it easier to add content to individual pages when necessary and if I ever have to add more pages to the site it will be any easy layout to do so. The structure is simple for the viewer to receive the information, for the designer to layout the content and for the developer to add the content. If this was controlled by a content management system, any user would be able to identify a section that want to edit and change it accordingly.

**Colour Theory:**

I will use a monochromatic colour style that will help the pictures pop while giving the rest of the content a polished look. The current branding for the company is a simple red, black and white colour scheme. I am utilizing the red in areas to keep the red of the brand consistent but also using red to emphasize certain areas. I also wanted to utilize grays as well and not just have flat blacks used. This will hopefully keep the page fresh and engaging and keep the viewer on the site longer. I do not want to use too many colour which could make the site look overwhelming or to quickly have an outdated look. This simple colour scheme is classic an upholds the company’s simplistic approach to design

**C.R.A.P.**

I will utilize contrast in the hierarchy of type to make sure there is clear distinction in priority of type. Titles will be larger using “H” settings and the body content will be smaller but still very readable. Also, contrast will be used within the sections of the site to let viewers know where one area of content starts and ends. This will make sure the site flows well and the viewer does not get lost.

I will use repetition of similar sections that will create a harmonious look. All the pages will have the same layout creating a repeating pattern for the viewer to get familiar with and establish a consistent flow of information. The header and footer will remain the exact same on all pages to keep up with the repetition that will also reinforce the branding.

Alignment will be used to help keep all the content contained in a similar fashion so the view does not have to jump around to get the information they need. I will centralize all content in the individual containers but I will left-align the content for easy readability.

I will place a strong emphasis on prioritizing the content and what matters most to clients first and then all relative content further down the page. I have placed a different image on each page to help change up the content but also draw focus to the product the company produces showcasing the work and maximizing proximity to the logo and header of each page.

**Item #1**

Description: Header

Font: Helvetica Neue 14pt

Background Color: Grey

Alignment: Centre

Media: Company Logo

Interactivity: Navigation

**Item #2**

Description: Picture

Font: N/A

Color: N/A

Alignment: Centre

Media: Picture

Interactivity: N/A

**Item #3**

Description: About

Font: Title– Helvetica Neue 20pt Dark Red, Body– Helvetica Neue 14pt Dark Grey

Color: Grey

Alignment: Centre, Left Align Type

Media: N/A

Interactivity: About – Welcome Message

Interactivity: Download – Downloadable PDF

Interactivity: Location – Google Maps

**Item #4**

Description: Footer

Font: Title– Helvetica Neue 14pt, Dark Red

Color: White

Alignment: Centre

Interactivity: N/A