**Descriptive Wireframe Document – Assignment 3**

Use the following structure as a companion to your wireframe to describe all its major components. Create and label as many items as you feel is appropriate for your wireframe. You should be able to hand your wireframe and this descriptive document over to another person and fully communicate your vision for your page.

<https://wireframe.cc/WauO9U>

**Rationale:** What are the major issues with the existing page and why have you chosen to modify them? Use the concepts we’ve learned so far such as Colour Theory, C.R.A.P. design theory, and Accessibility (font, alt tags, contrast, etc.) to inform your rationale. Your rationale should be about 250 words.

The website I re-designed is <http://www2.pnwx.com/>. In terms of contrast the website is mostly readable, but the chosen colours are hard on the eyes and having a gradient background makes it hard to pick one font colour that will consistently contrast it. In my layout, I’ve changed the backgrounds to solid colours with simple colours like white and black that contrast well. On the other hand, there is good repetition of elements. For example, the same font size, colour, and style is used for similar items. The colours could be more consistent, like the purple on the navigation buttons isn’t seen anywhere else, making it appear out of place. In my design, I have used the same font colour and style throughout to make it look more cohesive. Everything is aligned properly but having it all centered to the page gives it a very vertical layout that is less pleasing to the eye. Thus, I have moved the navigation buttons and search bar to the left of the page for easy access by the user. As well, there is good proximity because the links for equipment, accessories, etc. are grouped together. However, the links could be placed in a list format, or further apart from each other to make them easier to parse. In my design these links would be in columns under the headers for equipment, accessories, etc. The biggest issue with this site is the colours chosen. With the blue background and yellow font, they appear to be going for a complementary colour scheme, but then the purple used in the note to users and navigation buttons doesn’t fit that at all. This makes the website very overwhelming and not cohesive. To use the blue and purple effectively, they should use an analogous colour scheme. In my design I used purple and blue hues to do this. Finally, they have chosen an easy to read, accessible, sans serif font, but their use of a 3D style for headers just makes the text harder to read and it doesn’t fit the rest of the website. Therefore, in my design I have gotten rid of that completely and just used the same font style for all the text on the page. Overall, I altered the layout to a basic 2 column model and shifted the colour scheme into something that is more appealing to the eye. I also got rid of the extraneous elements like the 3D text and de-cluttered the elements to make the design look more professional.

**Item #1**

Description: Header

Font: Trebuchet MS 32px

Color: White

Background Color: #1F0322

Alignment: Center

Media: Company Logo

Interactivity: N/A

**Item #2**

Description: Note to Users

Font: Trebuchet MS 24px

Color: Black

Background Color: #6F73D2

Alignment: Center

Media: N/A

Interactivity: N/A

**Item #3**

Description: Inventory Links

Font: Trebuchet MS 18px for headers, 14px for lists

Color: Black

Background Color: #73C2BE

Alignment: Left

Media: N/A

Interactivity: Links to different types of products

**Item #4**

Description: Navigation

Font: Trebuchet MS 20px

Color: Black

Background Color: #6F73D2

Alignment: Left

Media: N/A

Interactivity: Search bar and links to other information

**Item #5**

Description: Footer

Font: Trebuchet MS 14px

Color: White

Background Color: #1F0322

Alignment: Center

Media: Social media icons

Interactivity: Link to social medias