**Descriptive Wireframe Document – Lab 7 Example**

Use the following structure as a companion to your wireframe to describe all of it’s 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.

**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.

**Note the website you are re-designing.**

Paradise with a view <http://www.paradisewithaview.com/>

**Item #1 Example**

Description: Header

Font: H1, H4 italic

Color: Black

Background color: red

Alignment: Center

Media: Image

Interactivity: N/A

**Item #2**

Description: 2nd header

Font: H3 Italic

Color: Black

Background color: orange

Alignment: Center

Media: Images (float left, float right)

Interactivity: N/A

**Item #3**

Description: Information about the room

Font: H3 Italic

Color: Black

Background color: pink

Alignment: beside each image (float left and right)

Media: N/A

Interactivity: N/A

**Describe the layout.**

First, I have a header with a red background, and the text aligned in the center. In the header I have the name of the hotel, location and the contact number. After the header, I have added an image of the hotel, so the website visitors can get an idea of how it looks. After the image, I have another header with an orange background and then I have three images, first image float left, second image float right and three image float left. Beside each image I have added a description about the image.

**Reason for making layout changes.**

There were many problems with the original website like: it does not have a proper header, the layout is not proper, the images are scattered, no images of the hotel from the outside. No description of the rooms. No proper text alignment. No proper organized.

**How color theory applies.**

I have used red background in the header to get user’s attention towards it. In the background, I have set yellow color for the body so the text and the images can be seen clearly. My second header, has a orange background to make it look different from other elements in the body.

**How design principles theory applies.**

I have done my design based on the C.R.A.P theory. Contrast - for contrast I have tried making things look different from others for eg: the header having different background then the body and the header having different font style from the other elements. Repetition – Some of the things that were repeated are font style, font size, etc. Also, the images pattern was repeated and the image size. Alignment – All the text for both headers are aligned in center, while the text for the body Is aligned beside each image. Proximity – I have gathered all the room’s images and its information together as they are related to each other.