

Descriptive Wireframe Document – Assignment Three

<https://www.art.yale.edu/>

The website I have chosen to redesign is the Yale School of Art website. Some of the major issues this website has is its overall messy appearance, unappealing color scheme and unusual content alignment. I have chosen to modify these in order to create a more streamlined, visually appealing and modern looking website.

I have decided to modify the header. There is no real “header” in the original website, rather just a title placed at the top. I have created a header that spans the width of the website using a solid navy background color. I looked at other Yale website to extract a color scheme. Following the contrasting design principle, I have decided to keep it simple and use mainly a blue and white color scheme so that the content will contrast against the background and stand out.

I found the original navigation box difficult to locate. Using the proximity design principle, I have placed the navigation box directly beneath the header and changed it to be horizontal so that it is easily accessible by visitors to the site.

Using the alignment design principle, I have split the website into different sections to create a smooth layout compared to the messy, staggered layout of the original website. The header spans the width of the page and is located at the top. The main content articles are located on the left side and a small portion of the right side of the page is used for navigating between articles on the main content section. There is also a footer at the bottom.

Item #1

Description: Page Header

Font: Times New Roman 40px

Color: #00356b

Background Color: White

Alignment: Left

Interactivity: N/A

Item #2

Description: Navigation Bar

Font: Times New Roman 12px

Color: White

Background Color: #00356b

Alignment: Centre

Media: N/A

Interactivity: Button links to other pages on site

Item #3

Description: Headline

Font: Times New Roman 30px

Color: #00356b

Background Color: #f8fff0

Alignment: Left

Media: Image

Interactivity: N/A

Item #4

Description: Headline

Font: Times New Roman 30px

Color: #00356b

Background Color: #f8fff0

Alignment: Left

Media: Image

Interactivity: N/A

Item #5

Description: On This Page Quick Links & Anchors

Font: Times New Roman 20px

Background Color: #00356b

Alignment: Right

Media: N/A

Interactivity: Anchors to articles on page

Item #6

Description: Footer

Font: Times New Roman 15px

Color: #00356b

Alignment: Centre

Media: Social Media

Interactivity: Link to Social Media Pages