<div align="center">**Descriptive Wireframe Document – Lab 7 Example**</div>

Rationale:

Color Palette:

The color palette I chose for this website consists of five main colors.

#363538

#8D8C8A

#F6F6F6

#408697

#52D6F4

I wanted to keep a professional newspaper style color palette which I chose a monochrome palette of various shades of grey, back and white but I also added two shades of a light blue color to add a pop of color to the page. I chose the color blue because it invokes a sense of calmness and serenity which is what I want the reader to feel when reading the film reviews.

Repetition:

I kept the header and navigation bar and the footer the same across all pages for consistency for the user. I also kept the headline bar the same size across all three pages but filled them with different content depending on the page. On the homepage, I decided to include various film posters in the same sizing and alignment to replicate the look of a streaming service like the Netflix library.

Alignment:

All the Pages are aligned symmetrically. All headings and body text are centered to the middle of the page whereas any images or media are either centered or filled out across the page. I did this so that there is a flow to the information presented. I want the user to be able to read the site as if they were reading a newspaper from top to bottom. The body text of the review and the about section being centered allowed it to stand out and catch the reader's attention.

Proximity:

I spread the content out across three pages because I did not want the user to have to scroll for too long. The pages are arranged so that the user knows exactly what they will find on each page. The homepage has the movie posters close together so that users can see exactly what variety of content is available on the site. The review page starts with an embedded trailer so that any users who are unfamiliar with the movie can watch the trailer first prior to reading. The actual body text of the review page and the about the author page is separated far enough from the rest of the elements on the page in order to stand out.

Homepage Wireframe

Item #1

Description: Header

Font: Serif, Georgia 18px

Font Color: #408697

Background Color: #F6F6F6

Interactivity: Fixed Position

Item #2

Description: Navigation Bar

Font: Serif, Times New Roman 15px

Font Color: White

Background Color: Black

Interactivity: Navigation Bar – Takes you to the other two pages and the homepage. Each item is a link to the respective page. Active page shows background in color #52D6F4. When hovering over a page with the mouse, background becomes #363538

Item #3

Description: Headline Bar

Font: Serif, Georgia 50px

Font Color: White

Background Color: #191919

Item #4

Description: Movie Title

Font: "Times New Roman", serif 25px

Font Color: White

Item #5

Description: Movie Poster

Media: Image of movie Poster

Background Color: #408697

Interactivity: Hovering over poster generates a background of the color #363538. Clicking on a poster brings the user to YouTube for a trailer video of the film. Clicking on the first poster brings the user to the film reviews page.

Item #6

Description: Footer

Font: Times New Roman: 18px

Font color: #F6F6F6

Background Color: #363538

Item #7

Description: Body Background

Color: #F6F6F6

Film Review Page Wireframe:

Item #8

Description: Trailer

Interactivity: Embedded YouTube Trailer of Movie

Media: Movie Trailer

Item# 9

Description: Still from Movie

Media: Still image from movie

Item #10

Description: Movie Review

Font: Times New Roman 18px

Font Color: White

Background Color: #408697

About Page Wireframe

Item #11

Description: Author Image

Media: Image of Author

Border: 3px, solid #52D6F4

Note* Any Body Text across all three pages is same font (Times New Roman). About Section & Movie Review Section have same font.