**Descriptive Wireframe Document**

**Wireframe: https://wireframe.cc/dPI2DQ**

**Rationale:**

The website:

Gatesnfences.com

The reason for making the layout changes:

The current design for Gates N Fences’ website has too much information on the home page, making it almost impossible to find the information you desire. The title of the website in the header is too small and the slogan is too large. The site has a useful navigation bar on the side, which will still be kept, but the design is inconsistent and outdated appearing. The page is also littered with photographs of gates which can be valuable, however, they are too randomly positioned on the page. A dedicated section for photographs would make more sense.

How colour theory applies:

The current website struggles with colour theory issues. The webpage has at least 7 unique colours which do not complement each other well. One of the most jarring elements of the webpage is the poor use of bright blue hyperlinks throughout the body section. To remedy the current webpage’s struggles, a more simple, less colourful approach could be taken. Since many of the pictures on the site show outdoor gates to backyards featuring natural greenery, it would make sense for green to play a large part in the colour design of the website. I believe a monochromatic colour scheme of light shades of green could make the design more pleasing to the eye. To provide colour contrast with the green and keep the theme of the product in mind, the text should be dark grey to represent the steel of the gates and contrast the light greens.

How design principles apply:

The C.R.A.P. design principals provide a framework for how we can revise the current site into a better webpage.

Contrast

Currently the main body of the page struggles from lack of contrast between the grey background and black text. The text thus becomes difficult to read, and less visually pleasing. To fix this, the background colours will be changed. The background will be changed to a dark grey that contrasts the green sections of content.

Repetition

Perhaps the biggest issue with the current website is that the design language seems to be inconsistent. There is no coherent theme in the current site, with many colours and sizes of fonts used at random, as well as inconsistency of picture sizes, making them seem thrown on to the page wherever there was open space. To aid with consistency, photos from the site should be arranged in a collage section labelled as photographs instead on all over the site. The fonts should be more consistent based on the section they occupy, and in general they should be larger.

Alignment

The pictures are the main issue of alignment on this website. A collage style would help with the fact that the pictures are of different sizes and make them align better on the page. The header alignment also needs work as the name of the website is not left or middle aligned and the slogan is not either. The header currently looks very messy but can be fixed by putting the name of the company in bigger text with the slogan underneath it and center aligning the whole thing.

Proximity

Again, the pictures not being in close proximity to each other is an issue with the site. The proximity of the words with each other makes this site feel cramped, so more background shining through the text will help with that. Ultimately, the current site is throwing too much information onto the home page which needs to be split onto other pages.

**Item #1**

Description: Header – Name of company and slogan

Font: Noble 50px (sub header 25px) bolded

Color: Text – darkslategrey Background – rgb (198, 253, 156) [light green shade]

Alignment: Left aligned

Media: N/A

Interactivity: N/A

**Item #2**

Description: Navigation

Font: Noble 25px bolded

Color: Text - darkslategrey Background – rgb(156, 252, 156) [light green shade]

Alignment: centered

Media: N/A

Interactivity: Links to other sections of the website

**Item #3**

Description: Main Content – information about the gates

Font: Noble 20px

Color: Text - darkslategrey Background – rgb(219, 254, 157) [light green shade]

Alignment: Text is left aligned

Media: collage at the bottom of gate example pictures

Interactivity: N/A

**Item #4**

Description: Footer – Contact information and other relevant links

Font: Noble 20px

Color: Text - darkslategrey Background – rgb(198, 253, 156) [light green shade]

Alignment: Left aligned

Media: N/A

Interactivity: Links to email / maps for address