Descriptive Wireframe Document

Main Page: <https://wireframe.cc/rvJ806>

APA: <https://wireframe.cc/3AxLoW>

MLA: <https://wireframe.cc/1OjdpK>

Rational:

I chose to make my website with this design because the colours are visually pleasing based on the colour theory, the contrast makes the site easy to read, the design repeats across the site which creates consistency, the alignment is consistent and unified to create a sense that everything is in the right place, and elements of the website are spaced well to avoid issues with proximity. By following the rules of colour theory and C.R.A.P. design, I believe my website is usable and visually pleasing.

To begin, I selected the colours of my site based on colour theory. The monochromatic shades of pink and orange provide continuity on the site, while the complementary colour blue provides a bit of flavour to the site while also making the text easy to read on top of the background. The shades of turquoise provide a unique look for the buttons and forms on the site. By making all of the blocks of content monochromatic, it makes them clear to be grouped together, and clearly differentiates the background and the content. Overall, the colours are meant to be warm to make the site appealing and to calm the stressed-out university student who is viewing it.

Contrast is key to a website’s design success. To create contrast, the site uses two colour families which are alternated based on which background the information is on. By layering the webpage, each piece of content is contrasted with a colour which allows that piece to stand out. Another form of contrast is the shapes on the site. By making the body content shaped in a circle, it contrasts the header, navigation and footer, distinguishing it as the most important part of the site.

Consistency is created on the site through colour consistency and font similarity. Throughout the site, only one font is used and not too much variance is found in size. By using a similar colour palette, as mentioned previously, the site creates a sense of continuity.

The alignment of the site is consistently either left-aligned or center-aligned. The majority of the cite is center aligned because of the body content’s existence in a circle. Only left-aligning the header and footer creates more continuity for the top and bottom of the site as they are the same width and alignment.

Proximity errors are rampant on bad websites. To avoid this issue, I attempted to make the content as simple as possible to avoid unnecessary content that would bloat the site and make it look unappealing. Padding is used on each piece of content to avoid it getting too close to the sides because proximity to the background is also important to maintain.

This site is primarily about useability, not visual appeal. However, that does not mean the site cannot be visually appealing. When students come to this site to work on their bibliographies, I want them to easily understand what they need to do and feel a sense of calm from the warm colours and appealing design. By using colour theory and C.R.A.P. design I feel I have accomplished this, making the website an optimal combination of form and function.