**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.

**Item #1 Header**

Description: Header

Alignment: Center

Media: Company Logo, Facebook Logo, Twitter Logo, German Flag

Interactivity: Company Logo returns to home page from relative links, Socials link to company pages, Contact us brings to company info.

**Item #2 Menu 1 + 2**

Description: Menus

Font: 24px heading, 18px body

Color: black

Alignment: center, right

Interactivity: N/A

**Item #3 Internal Links**

Description: Internal links

Font: 24px

Color: blue

Alignment: left

Interactivity: Lead to address and reviews respectively

**Item #4 External Links**

Font: 30px, 24px

Color: blue

Alignment: left

Interactivity: lead to Oktoberfest 2012 and live music

**Item #5Images**

Description: Restaurant exterior and Sausage mascot

Alignment: left

Interactivity: N/A

**Rationale:**

The website had a lot going on, so my design attemtps to simplify and modernise the site while maintaining the content it was trying to present. I put more of an emphasis on the menus than the original website had because restaurants are generally attracting customers through their drinks and food, and made the contrast of the flag, brick wall background, and image less jarring by rearranging and resizing the layout of the page. I wanted to keep the sausage mascot in the design because I wasn't sure how important it was to the orignal owners of the restaurant, even though it looks a bit silly and doesn't mesh entirely well with modern website design.