

Descriptive Wireframe Document

Rationale: I like the colours of the original website since it takes colours that have good synergy with the logo and are very similar to it. My layout is a grid-based layout that draws inspiration from the original layout enough that it doesn't seem like an entirely different school with different colours. The original design feels very chunky and hard to read so I tried to make it much simpler and more accessible for anybody who has any sort of trouble or aide they need to use when looking through the internet. I thought it would be a good idea to make everything simple and easy to navigate too because I thought about how it would mostly be parents on this website looking at whether it's a good fit to sign their kids up to the elementary school even if they need to look at it quickly.

I made everything look fluid and follow the same "two-section" alignment style except for the image carousel since I intend for it to be eye-catching and have images that show how this school takes care of their students and takes that seriously, along with their mission statement since many caregivers looking at Catholic schools would like to see a wholesome almost reassurance that their kids would learn core Christian values. I think the website isn't the worst thing I've seen design wise, but it could be less cluttered and confusing, so that is what I aimed to do while keeping content that had a similar message to send in proximity with each other (like the text content's intent to show what the school is about and cares for). Green and blue are complementary colours while off-white breaks them up with a nice contrast since the green and blue (it is a purpley-blue I'd say) I'm using are darker and saturated, so the light colour helps with not making the website unbearable and hard on the eyes.

<https://schools.niagaracatholic.ca/stanthony/>

Item #1

Description: Simple Header

Font: Off-white Helvetica Bold 70px

Colour: Dark Green

Alignment: Left

Media: St. Anthony Catholic School Logo

Interactivity: N/A

Item #2

Description: Navigation

Font: Helvetica Off-white 20px

Colour: Dark Blue-Purple

Alignment: Center

Media: N/A

Interactivity: Nav buttons for all the different content on the websites

Item #3

Description: Image Carousel

Font: N/A

Colour: N/A since they are all images with diff colours

Alignment: Center

Media: Carousel of photos of students graduating, the elementary school, students having fun, etc

Interactivity: Arrows to switch through the photos

Item #4

Description: Main Content

Font: Helvetica Dark Grey (auto for the two paragraphs, 20px for mission statement since its h3)
Colour: Off-white Background
Alignment: Center for Heading texts, left aligning for body text, center for school's mission statement
Media: N/A
Interactivity: N/A

Item #5

Description: Footer
Font: Helvetica Dark Grey 12px
Colour: A slightly darker beige/off white
Alignment: Left aligning text
Media: Smaller school logo
Interactivity: Hyperlinks to the information in the footer