**Descriptive Wireframe Document – Lab 8 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:**

The homepage of the Yale School of Art's website (https://www.art.yale.edu/) looks very dispersed and hard to understand. It is challenging to read with many fonts, colours, and forms all together in random patterns. The fact that everyone in the school community can submit their work or news on the website makes this website quite distinctive. The website's elements need to be correctly organized because they are all grouped and lack any sense of importance or hierarchy. The website requires a lot of work for a first-time user to move between sections since the navigation bar is too far to the left.

In this case, and considering the main issues, I would design a simple two-column layout that includes all the website needs. The company's name and logo would appear in the header. A navigation menu with access to the Visitor: log-in portal, information about the School, link directly to apply to YALE SOA, current students, faculty and staff, and the school news would be in a single column on the left. An image or collection of photos of future events would be displayed in the right column to highlight what is happening in the School and hopefully bring more people to these events. More details on the events might be obtained on the page where the image is linked. The social media icons at the bottom would direct viewers to each network. To follow the color of the logos I decided to use yellow and light yellow in the website.

**Graphical user interface, text

Description automatically generated**

**Graphical user interface, website

Description automatically generated**

**Item #1**

Description: Header

Font: Arial, 30px

Color: Yellow

Alignment: Center

Media: Text

**Item #2**

Description: Logo

Font: N/A

Color: N/A

Alignment: Left

Media: School Logo

Interactivity: Click for homepage

**Item #3**

Description: Navigation Menu

Font: Arial, 20px

Color: Black

Alignment: Left

Media: Text

Interactivity: Click for: Visitor Log In, About the School, Apply to YALE SOA, Current Students, Faculty and Staff and News

**Item #4**

Description: Newsletter

Font: Arial, 20px

Color: Black

Alignment: Centre

Media: Text

Interactivity: Click for Newsletter - Events

**Item 5**

Description: Media

Font: N/A

Color: N/A

Alignment: Right

Media: Images

Interactivity: Click for Image