**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.

The major issues with the existing page are that it was very messy and unorganized. According to colour theory, the colours on the homepage of the website are inconsistent and at times clash. The side bar is very cluttered and makes it more difficult for the user to navigate. The font sizes vary for no apparent reason, making the website appear unprofessional and unflattering . In accordance to the C.R.A.P. theory, the contrast is inconsistent , the repetition is not concurrent all throughout the website, the alignment is very off and not centered, and the proximity of the side bar is very unorganized, as they are all different topics. I have chosen to modify the logo by placing it within the center of the website, and the slogan directly underneath, and the German flag remaining prominent in the design. Underneath of all that, I have three subsections consisting of information, the menus and entertainment. Following the subsections, I will have the JPEG image of the house at the bottom of the page. My key to making this website flow will be the nice contrasting colours, while also making my website more neatly organized so that the user can easily navigate through the site.

**Item #1 Example**

Description: Header

Font: Arial 30px

Color: Black

Alignment: Center

Media: Company Logo

Interactivity: N/A

**Item #2**

Description: Header

Font: Arial 50px

Color: Black

Alignment: Center

Media: Company Logo

Interactivity: N/A

**Item #3**

Description: Top-Header-Row

Background-Color: Black

Interactivity: N/A

**Item #4**

Description: Middle-Header-Row

Background-Color: Red

Interactivity: N/A

**Item #5**

Description: Bottom-Header-Row

Background-Color: Yellow

Interactivity: N/A

**Item #6**

Description: Sub-header

Font: Arial 25px

Color: Black

Alignment: Center

Media: Slogan

Interactivity: N/A

**Item #7**

Description: Anchor

Font: Arial 20px

Color: Black

Alignment: Center

Media: Reservation

Interactivity: Hyperlink

**Item #8**

Description: Body

Font: Arial 20px

Color: Black

Alignment: Center

Media: Information

Interactivity: N/A

**Item #9**

Description: Image

Alignment: Center

Position: Relative

Media: JPEG Image

Interactivity: N/A