**Descriptive Wireframe Document – Assignment 3**

**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 original website was not the worst in terms of formatting, but the color choices and background decisions were abrasive to look at. The header proportionally is okay, but the swap from military fonts to sans-serif and finally to a serif font is not very cohesive. I did not think having the map and navigation bar take up the same amount of space was reasonable. The map is interactive and should take up a larger portion of the page and to increase visual contrast. The two-column layout reads more like a newspaper than a website.

For changes, I revamped the color scheme to get rid of the grid-repetition sandbar background and replace it with aquamarine to fit the ocean theme. For the header I used a dark cyan with white text to increase the overall contrast of the page. I reduced the size of the navigation bar and simplified the search function to just a single search bar, as the drop-down menu on the original website only had ‘irishwrecksonline’ as a search option, rendering the menu useless. I removed the navigation bar ‘press’ buttons and will use the text itself as clickable links. For the main content section on the right, I enlarged it and made the background a lighter blue for readability. I moved the news section to above the map for ease of access and gave it its own off-white color. I used Times new roman for consistency and to keep with the ocean aesthetic. The footer is fixed and will be used for contact information, photo requests, and copyright information.

**Item #1**

Description: Header

Font: Times New Roman

Color: White

Alignment: Center

Media: Left-aligned Company Logo

Interactivity: N/A

**Item #2**

Description: Navigation and Search Bar

Font: Times New Roman

Color: off-white padding with grey background

Alignment: left

Media: N/A

Interactivity: Search bar and clickable links

**Item #3**

Description: Content Block

Font:N/A

Color: blue off-white

Alignment: right

Media: Map

Interactivity: Map is interactive

**Item #4**

Description: News Station

Font: Times New Roman

Color: off-white background

Alignment: center of content block

Media: N/A

Interactivity: N/A

**Item #5**

Description: Footer

Font: Times New Roman

Color: off-white

Alignment: bottom center

Media: N/A

Interactivity: Contact information