

I tried to design my wireframe prototype in a way that made it easy to follow and is visually recognizable as a website. Also to make it apparent what some elements are representing. Here are some of the design ideas I implemented in my prototype to achieve this:

- for example, images and text blocks are grouped beside each other and the pattern is repeated down the page; this signifies that these groupings belong to specific sections and each instance is a different topic; the image placement also signifies that it belongs to that group of text
- a bar across the top and bottom denote the headers and footers
- the text within the header is grouped horizontally to represent links in a menu
- square boxes with an “X” through them to represent images
- in instances like a gallery of staff pictures and gallery photos, the images are arranged in a grid pattern
- used images and white space to break up the text to make sections distinguishable
- I mainly used squiggles to denote text but used actual titles for headers to signify what that section would be about to make it easier to visualize

I kept the design of the pages consistent by drawing the same header and footer on every page of the prototype to make it feel like it had flow. I also aligned main headings on every page in the same manner.

The constraints of this prototype (i.e. paper sketches) mean that certain functions, like buttons and links, are not inherently obvious, and so I sketched them how most people visually experience these elements on a webpage. For example:

- underlined text and diagonal arrows to signify links to different pages
- round box around text to signify buttons