**Descriptive Wireframe Document for Trinity United Church, Thorold**

**Introduction:** Trinity United (<https://www.trinityunitedchurchthorold.ca>) is a small church in Thorold, Ontario. Even though I do not have any affiliation with this community of faith, I was intrigued by the idea of redesigning their home page. The church’s current website feels dated and stale. My goal is to update the look and create a vibe that communicates the relevance of religion and tradition in our modern world. I chose a predominantly monochromatic colour scheme, symbolizing the old, with two bright analogues colours (red and orange) as accents representing the new. The colour choices create contrast and interest. Elements from the top navigation bar are repeated throughout the page (i.e. *Service*s and C*ontact* Us are links in the nav bar and buttons in the content section). The *Hom*e link in the top navigation bar is aligned with the title and the S*ervic*es button in the content page. There is a lot of negative space around the main visual elements of the page which create units of their own due to their proximity to each other. The original website displayed a *Donate* button very predominately on its Home Page. In the redesign it got integrated into the navigation bar as the menu item *Give*. It still stands out through its placement in the top right-hand corner and the use of a red font colour. However, an integration into the overall design prevents website visitor from feeling that requesting donations is the overarching focus of this congregation. The photo of the church got replaced in the redesign with an image of people displayed over the width of the home page to emphasize the importance of community. The top navigation bar now just focuses on the main navigation elements, all other items that appeared in the original design, have been moved to the footer. This way the site is easier to navigate and appears cleaner.

**Item #1**

Description: Top navigation bar

Font: Source Sans Pro

Font Colour: Black and for “Give” #E71D36 (red)

Background Colour: off-white #FDFFFC

Alignment: horizontally aligned throughout the top part of the page

Media: n/a

Interactivity: Links

**Item #2**

Description: Hero Image

Font: Belleza

Color: #E71D36 (red)

Text Alignment: left, bottom third

Media: photo with 40% opacity

Interactivity: buttons

Colour Button: S*ervic*es – Black Fill, White Font

*Contact* Us – White Fill, Black Font

**Item #3**

Description: Footer

Font: Source Sans Pro

Font Colour: off-white (#FDFFFC) for headings and orange (FF9F1C) for menu items

Background Colour: black-blue (#011627)

Alignment: left

Media: church logo

Interactivity: menu links and fillable subscribe form