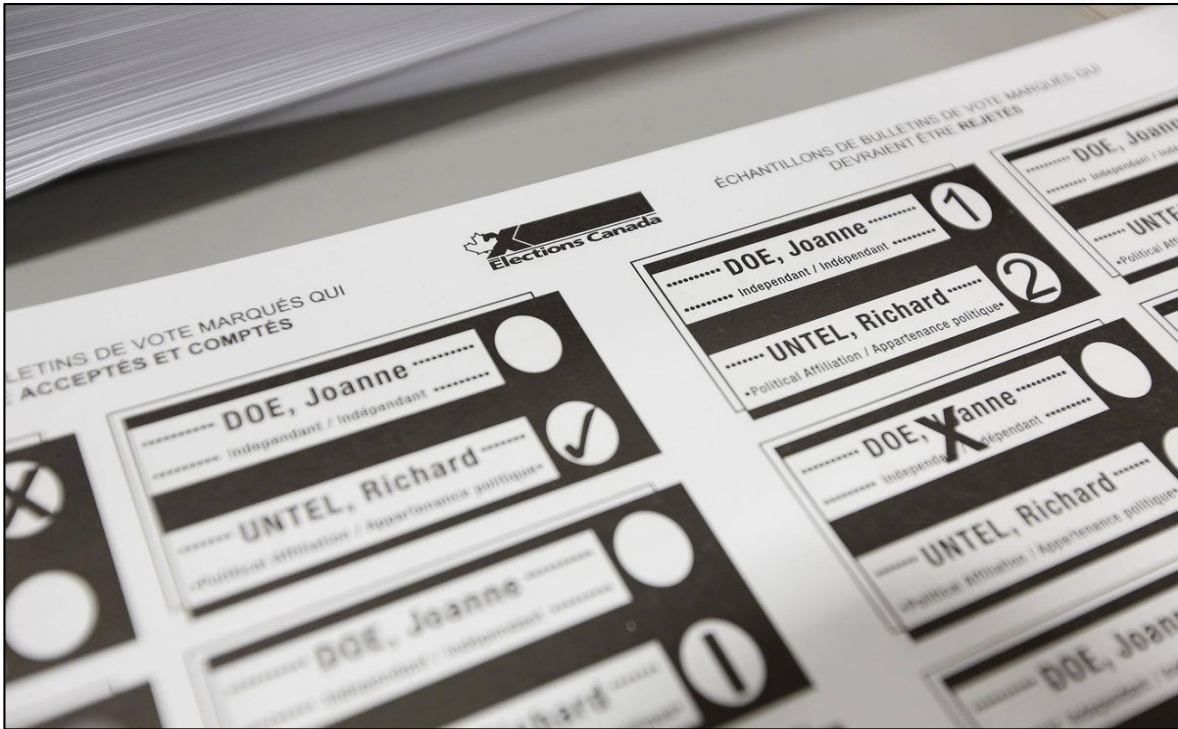


Ballot Initiative



The essential guide to Canada's 2019 federal election

By Andrew Rampersaud
COMP 9626
George Brown College
9/5/2019

Ballot Initiative

Preamble

Along with the subject's timeliness, I wanted to create a website that gives Canadians the essential information they need about the upcoming federal election. The Elections Canada website has all the specialized information someone would need for the campaign and the country's news publications will have lots of stories, but the aim with my site is to provide a clear, refined look at the process and provide only the most important information. Having covered political stories as a journalist and witnessing how the internet influences elections, I got a sense that the general public doesn't have a full understanding of how elections ensue.

The definition of "ballot initiative" is when citizens petition to have an issue up for vote on a ballot, almost like an official ballot question. In choosing a name for the site, I wanted something that sounded like it had a sense of moral duty to it, because I am attempting to educate people about an issue I think is important.

Page layout

Because the site's aim is to be clear and simple, I gave the layout a minimalist aesthetic. I used the colours slate grey, red and white and black for the text. I made the header/navigation bar and footer red because on the web and in mobile apps, developers use it to catch people's attention. Slate grey is used because black seemed too stark for a background. The colour scheme is also Canadian—the Toronto Raptors and our national sports teams have them in their uniforms. I avoided maple leaf motifs because that seemed overplayed. The title is white and the navigation bar text is black to provide contrast, which is also why when you hover on the menu items, they're black with white writing.

Except for the footer, the links were styled blue(link), blueviolet(visited), red, hover/active, because I thought this was a simple, yet effective system. I got this idea from the article, "Designing the perfect hyperlink – It's not as simple as you think" (<http://webfx.com/blog/web-design/hyperlink-design/>).

The black box on the homepage is strategically placed next to the Elections Canada logo on the ballot of the background photo so there's no confusion about what the site is about.

There's a black One-pixel wide border around the wrapper, footer, navigation bar, photos and graphics. When I laid-out newspapers, this was done to avoid the flat look of the boxes on the page.

I consulted two books for this project: *Web Design Start Here: A No-Nonsense, Jargon-Free Guide to the Fundamentals of Web Design* by Stefan Mischook and *The Newspaper Designer's Handbook, Fifth Edition* by Tim Harrower.

From *Web Design Start Here*, I learned the background:cover CSS technique, which I used for the homepage background photo. The book also discussed web usability. A few tips I gleaned that were used for Ballot Initiative were to keep paragraphs short and use sub headings because “people scan web pages” and to make the site’s logo link to the homepage. The book noted that this is, “One of the oldest rules in the web design book—it is now almost instinctive for people to click on the logo to go to the homepage”. I had the links be the same on every page because as the book relayed, “If your links don’t look the same, people will miss them.” Lastly, it advised that all images should be set to 72 ppi, which I’ve done.

While *The Newspaper Designer's Handbook* is almost two decades old (published in 2002) and more focused on newspaper design, there was a section on web design that still seemed relevant. From this book, I learned to keep the pages simple and think vertically, because newspaper pages from the 1800s were designed this way. It also mentioned sticking to black text on a white background which I implemented.

Fonts

Sans-serif fonts typically read better on a computer screen so I decided to use those exclusively for the body copy. These are all the fonts I chose:

CarbonType

A serif font, I used this for the title to differentiate it from the other copy and give it an old-school ballot feel.

Allerta

This was used for the headings and sub heads and for the black homepage box. I read that it’s used for street signage, and thought it would be eye-catching.

Open Sans

I learned that it’s a popular font used for body copy on other websites because of its readability.

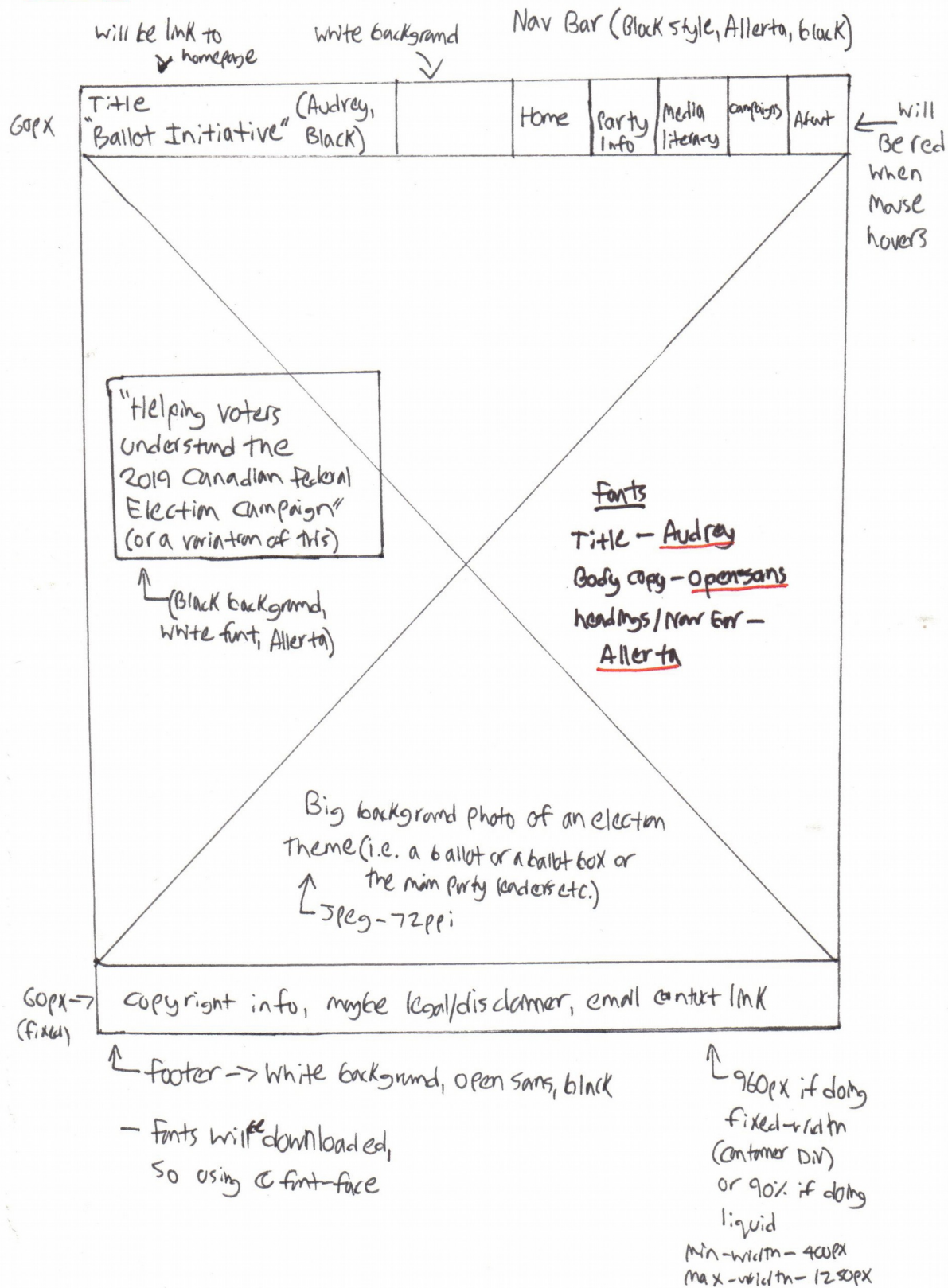
Content

All the written content was researched and composed by me. This required reading through party documents, a few news articles and some legal research. I made sure to make an attribution to everything I got from elsewhere.

Meta tags

I read “The ultimate guide to SEO meta tags” (<https://moz.com/blog/the-ultimate-guide-to-seo-meta-tags>) and “What is a meta tag description” (<https://moz.com/learn/seo/meta-description>) to do this part of the site. The titles for the pages are the same and each one has a different description to optimize SEO. I also used a liberal amount of keywords.

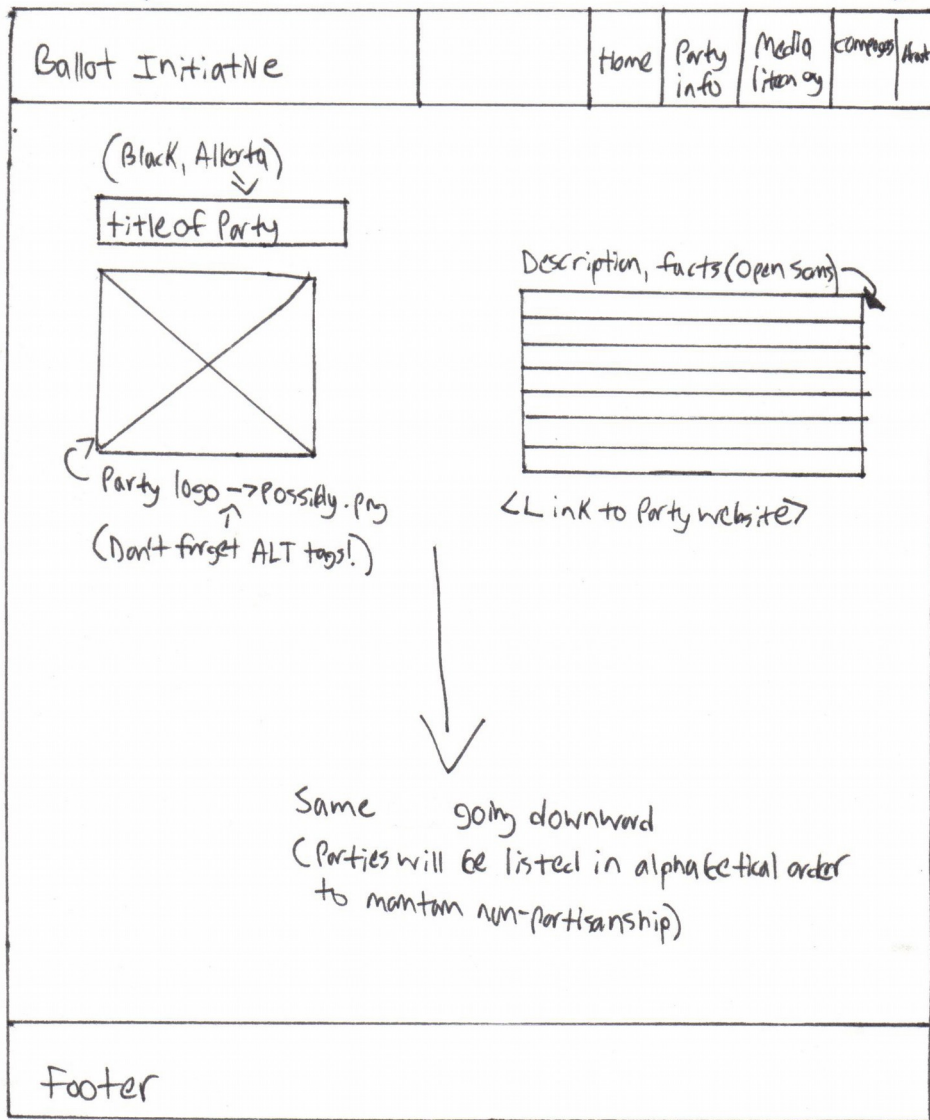
Index.html



Parties.html

Links to home page or "index.html"

Red, write
white heading

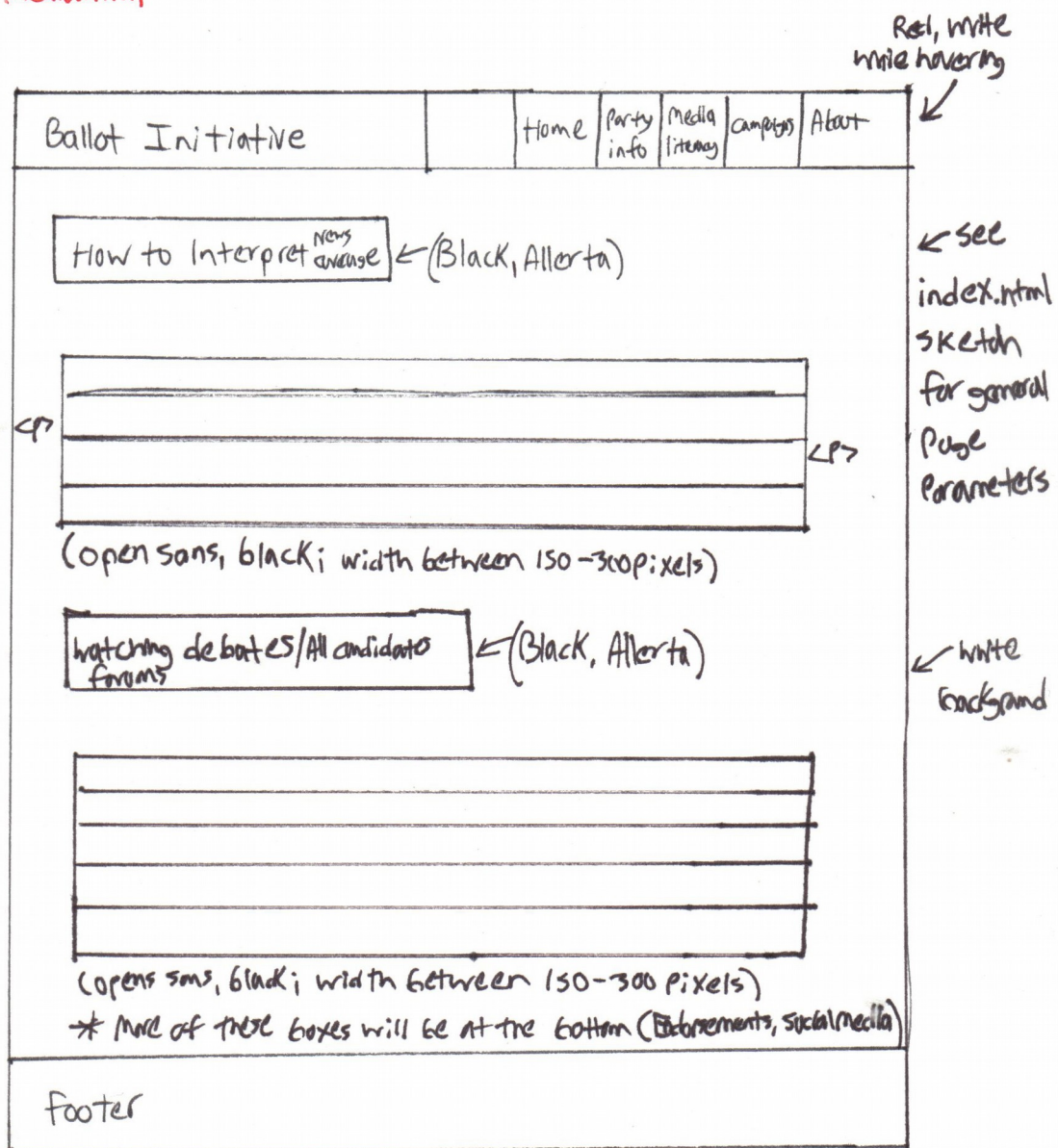


← see
index.html
sketch
for styles
of fixed
elements
and page
parameters

← White
Background
for readability

← Black background, white font, open sans

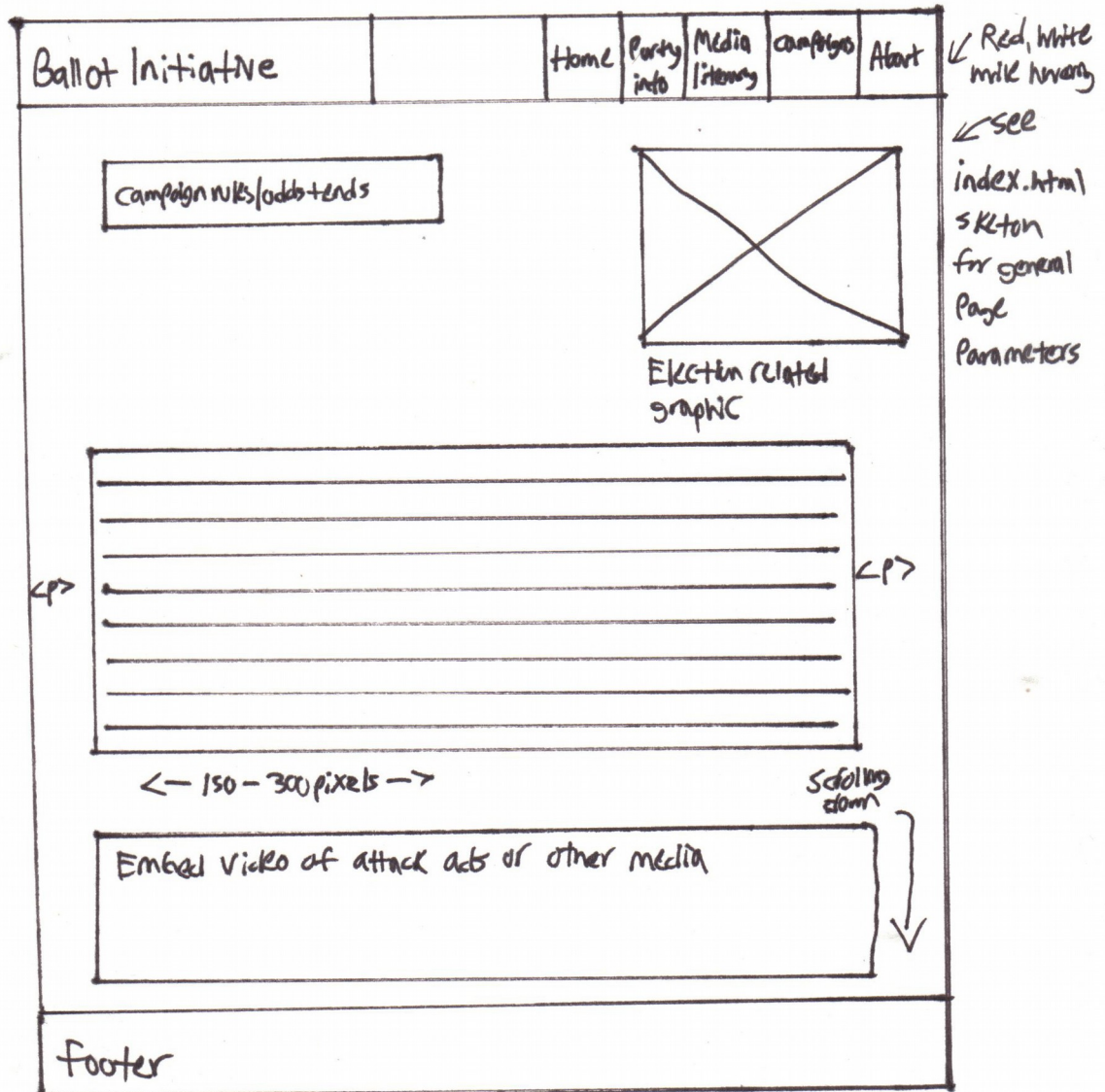
med10.html



* Paragraph widths are for maximum readability

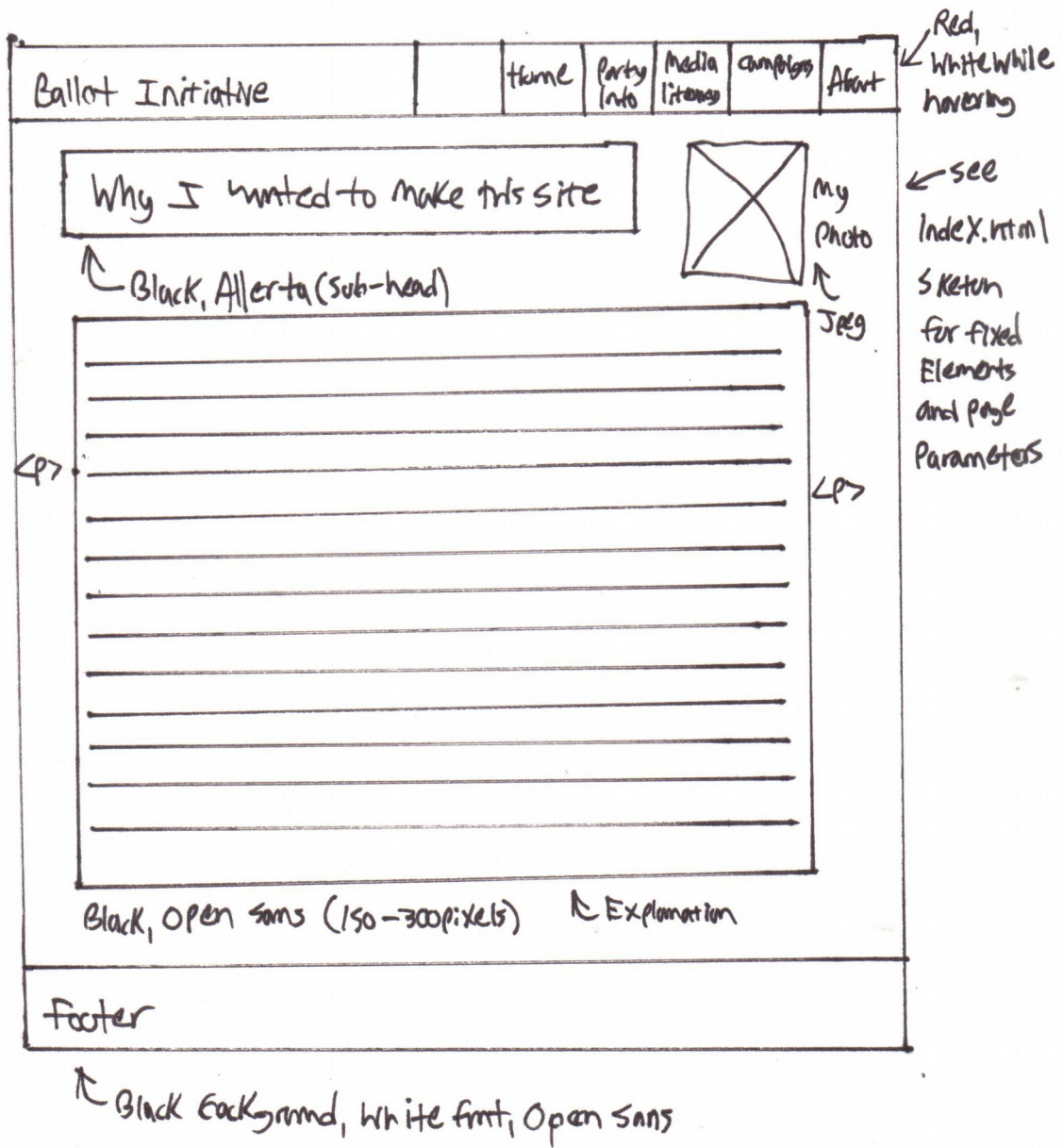
Black, white fonts
Open sans

Campaigns.html



Black background, Open sans, white

About.html



Nu Html Checker

This tool is an ongoing experiment in better HTML checking, and its behavior remains subject to change

Showing results for uploaded file index.html

Checker Input

Show ☐ source ☐ outline ☐ image report Options...

Check by

file upload ▾

Browse... No file selected.

Uploaded files with .xhtml or .xht extensions are parsed using the XML parser.

Check

Document checking completed. No errors or warnings to show.

Used the HTML parser.

Total execution time 4 milliseconds.

Nu Html Checker

This tool is an ongoing experiment in better HTML checking, and its behavior remains subject to change

Showing results for parties.html

Checker Input

Show ☐ source ☐ outline ☐ image report Options...

Check by

file upload ▾

Browse... No file selected.

Uploaded files with .xhtml or .xht extensions are parsed using the XML parser.

Check

Document checking completed. No errors or warnings to show.

Used the HTML parser.

Total execution time 14 milliseconds.

Nu Html Checker

This tool is an ongoing experiment in better HTML checking, and its behavior remains subject to change

Showing results for media.html

Checker Input

Show ☐ source ☐ outline ☐ image report Options...

Check by

file upload ▾

Browse... No file selected.

Uploaded files with .xhtml or .xht extensions are parsed using the XML parser.

Check

Document checking completed. No errors or warnings to show.

Used the HTML parser.

Total execution time 15 milliseconds.

Nu Html Checker

This tool is an ongoing experiment in better HTML checking, and its behavior remains subject to change

Showing results for campaigns.html

Checker Input

Show ☐ source ☐ outline ☐ image report [Options...](#)

Check by [file upload](#) [Browse...](#) No file selected.

Uploaded files with .xhtml or .xht extensions are parsed using the XML parser.

[Check](#)

Document checking completed. No errors or warnings to show.

Used the HTML parser.

Total execution time 13 milliseconds.

Nu Html Checker

This tool is an ongoing experiment in better HTML checking, and its behavior remains subject to change

Showing results for about.html

Checker Input

Show ☐ source ☐ outline ☐ image report [Options...](#)

Check by [file upload](#) [Browse...](#) No file selected.

Uploaded files with .xhtml or .xht extensions are parsed using the XML parser.

[Check](#)

Document checking completed. No errors or warnings to show.

Used the HTML parser.

Total execution time 6 milliseconds.



The W3C CSS Validation Service

W3C CSS Validator results for stylesheet.css (CSS level 3 + SVG)

[Jump to:](#) [Warnings \(3\)](#) [Validated CSS](#)

W3C CSS Validator results for stylesheet.css (CSS level 3 + SVG)

Congratulations! No Error Found.

This document validates as [CSS level 3 + SVG](#) !

To show your readers that you've taken the care to create an interoperable Web page, you may display this icon on any page that validates. Here is the XHTML you could use to add this icon to your Web page:



```
<p>
  <a href="http://jigsaw.w3.org/css-validator/check/referer">
    
  </a>
</p>
```



```
<p>
  <a href="http://jigsaw.w3.org/css-validator/check/referer">
    
  </a>
</p>
```