Create a descriptive wireframe document of your proposed new design

Original Website: https://www.canada.ca/en.html

a)   The website I am re-designing is The Government of Canada's homepage website. My layout will include a nav bar at the top center of the page, including three simple clickable links to different pages. The first page leads to this home page, the second page leads to a contact page, and the third link is a sign in page to the website. On the left side of the header is a placeholder image, which should be changed to a picture of a Canadian Flag. On the right is a search bar, to find specifics of what the user is looking for. Just below is a large title letting you know that you are on The Government of Canada's webpage. Just below is a slogan that the Canadian government used to use. Below that you can see a button that leads to a services tab. The services page will provide the user with all the different types of government related services a user can find. And just below that is a news section that informs users of current Canadian news.

b)   The reason I decided to make these layout changes is because the current Canadian government website is extremely confusing to navigate, especially for being a landing page for the Canadian government. If you want to create a landing page, you shouldn't try to stuff as much information as possible on it. You should provide links that will further narrow what a user is trying to look for. This is what the current website of the Canadian government fails to accomplish and is what my wireframe re-design is trying to achieve.

c)   The colour theory plays a crucial role in the re-design of this website my emphasizing the colours of the Canadian flag to the website without taking away from the overall viewing experience of the website. This is done by using the red colour of the Canadian flag sparingly, by using it only in the

buttons and links of the website. For example, the website will use a monochromatic black and white colour scale, with hints of red found at the services button and at the nav bar links. The prefilled text in the search bar should also have red text. This consistency of a monochromatic colour scale with red accents should be followed through and kept consistent through each subpage of the website. The colours not only tailor to that of the Government of Canada, but also for easy accessibility, allowing every user to be able to clearly read and view information on the website with ease.

d)	The way that design principles apply in the wireframe I've created is through creating a simple, accessible, and understandable website. When a website as important as the Canadian Government's webpage is being re-designed, considering the user experience when browsing the website should come first. The original Canadian government website is cluttered with links to click all over, making the website overwhelming and confusing. This simplified version of the website provides a clean and easy to understand webpage, allowing the user to search exactly what they want to find, and click through a small number of possible links (Home, Contact, Sign In, and Services) to narrow down what exactly it is that they are looking for. This allows for a user to have a much easier time navigating through a website.

Create a wireframe representation of your one page design
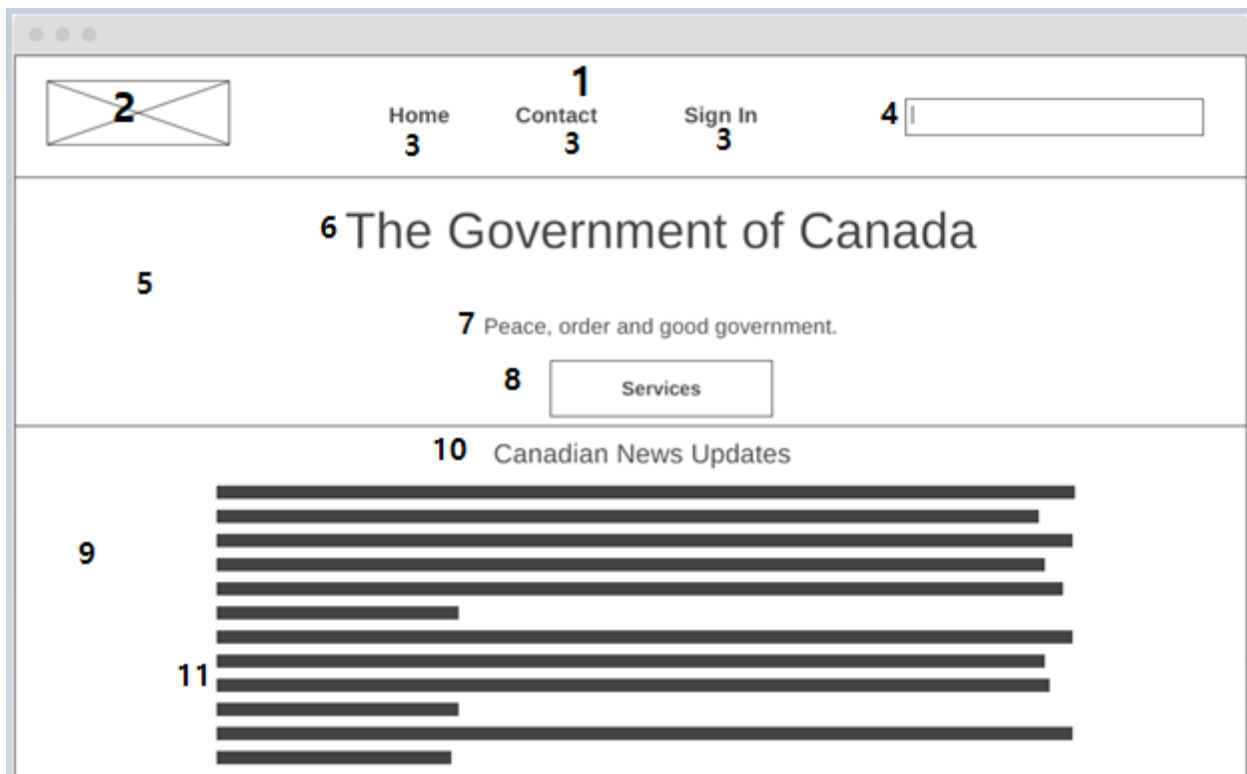
Item #1
Description: Header Background
Font: N/A
Color: White
Alignment: N/A
Media: N/A
Interactivity: N/A

Item #2
Description: Government Of Canada Logo
Font: N/A
Color: N/A
Alignment: Left Justified
Media: Logo / Image
Interactivity: N/A

Item #3
Description: Home Nav Bar Link
Font: Calibri, 18, Bold
Color: Black, red on hover.
Alignment: Left Justified on centered grid
Media: N/A
Interactivity: Clickable Link

Item #3
Description: Contact Nav Bar Link
Font: Calibri, 18, Bold
Color: Black, red on hover.
Alignment: Center Justified on centered grid
Media: N/A
Interactivity: Clickable Link

Item #3
Description: Sign in Nav Bar Link
Font: Calibri, 18, Bold
Color: Black, red on hover.
Alignment: Right Justified on centered grid
Media: N/A
Interactivity: Clickable Link

Item #4
Description: Search bar
Font: Calibri, 18
Color: Light Red Place Holder Text

Alignment: Right Justified
Media: N/A
Interactivity: Input Box / Search Bar

Item #5
Description: Content Section 1 Background
Font: N/A
Color: White
Alignment: N/A
Media: N/A
Interactivity: N/A

Item #6
Description: Website Title
Font: 56 Calibri (Body)
Color: All Black Text, "Canada" in Red
Alignment: Center
Media: N/A
Interactivity: N/A

Item #7
Description: Slogan
Font: Calibri, 18
Color: Black
Alignment: Center
Media: N/A
Interactivity: N/A

Item #8
Description: Services Button
Font: Calibri, 18, Bold
Color: Black text, white background. On hover, white text, red background.
Alignment: Center
Media: N/A
Interactivity: Clickable link

Item #9
Description: Content Section 2 Background
Font: N/A
Color: White
Alignment: N/A
Media: N/A
Interactivity: N/A

Item #10
Description: News Section Title
Font: Calibri 46
Color: Black
Alignment: Center
Media: N/A
Interactivity: N/A

Item #11
Description: News Blurbs / Images / Headlines
Font: Calibri, 18
Color: Black
Alignment: Center
Media: Headline / Article Images
Interactivity: Click to view article.