

Descriptive Wireframe - Assignment 3

Rationale: By looking at the main homepage on the Government of Canada's Food Guide (found here : <https://food-guide.canada.ca/en/>) you can see there are some flaws of design when it comes to the overall structure of the webpage, and the visual aesthetics. First of all, looking at the basic design principle (C.R.A.P), some of the colours do not contrast well with the other colors on the webpage. For example, the buttons on the left side of the webpage are too dark for the background of the image that they are placed on. I think that the buttons may look like this due to the spaces that are in between them, so maybe by making those buttons into a full sidebar or top bar could help the look of that. Another example of a potential flaw of design is the alignment of the top bar. On the top bar of the website, there is a Canadian flag, English and French title for the website, and an option for a French version of the site. For some reason however, the menu dropdown menu is below the top bar of the website, which makes the overall alignment of the website look off. A way to fix this would be to add the menu drop down option to the top bar of the webpage. Below the drop down menu, there are also links to the other pages that the user has gone through to get to that specific page, so I think that if the drop down menu was moved up, and the links were moved to the position of the drop down menu, that this would make the website look better with regards to the alignment.

Item #1

Description: Main header

Font: Arial 22px

Color: Black

Alignment: Left and right

Media: Canadian flag image

Interactivity: Drop down menu

Item #2

Description: Content one

Font: Arial 18px

Color: Background - soft white, buttons - white text and maroon background

Alignment: Center

Media: N/A

Interactivity: Buttons for different information

Item #3

Description: Content two

Font: Arial 16px

Color: Navy background with white buttons

Alignment: Left and right

Media: Food guide image

Interactivity: Buttons on the bottoms for slideshow of different images of information