

## Assignment #7- Roll-up

Arts and Culture cluster asked the Canadian Youth Connection for their feedback about their website. They wanted a few questions answered about the look and content of their various websites.

\*Note: A bullet separates each participants comments.

20 participants responded below.

### Activity 1 – Exercise A

Go to the Government of Canada's site. About Canada (<http://canada.gc.ca/acanda/>). Click one of the language buttons and go to the homepage.

**1.) Does this page offer the kind of information you would expect from a Government site called About Canada? Would you add or remove anything from what is currently there?**

- I think that there is a lot of information! I never really visited any Government Canadian site before. And it surprises me quite a lot to see the amount of information available! (Maybe advertise the Government Sites more!? There is quite some info that could be used in school or oral presentation or general interest). There is always more stuff that could be added, but for my first visit and for what I was thinking I would find on that site, it has all the info I wanted to find!
- Yes I thought of a few things that I wanted to find out about Canada and found them all quite quickly (Highest mountain in Canada for example). It looks good to me! The only thing I don't like is that the website looks different when you go to different parts of the page - but I guess it is going to a different website for the info.
- This site seems to be very comprehensive and I was impressed by how much information is offered on it. I also found that it covers many different areas of interest and does not appeal only to a single group. For example there's a Kid Zone while there is also information for University Students. Overall I find that it has excellent depth and the topics seem to cover everything, which is why I could not think of anything else to add.
- The areas I looked at contained good information. It was what I would expect to see.

- The site offers everything I would expect it to. There is nothing I can think of to add, and nothing which I would remove.
- Il ya énormément d'informations sur ce site! Je ne le connaissais même pas! Je pense bien que tout y est et c'est très bien expliqué et complet. Malheureusement, ce que je n'aime pas c'est la page indiquant qu'on quitte le site web du gouvernement. Je trouve cela un peu inutile!
- This is an awesome site...I had no idea that there was something this resourceful on the internet open to everyone!!! I could have used the Travel and Tourism option for my assignment in school for Hospitality & Tourism, if I had known about it. I also love the way it looks, it really stands out at me...I'm going bookmark it for a future reference! I don't think that there is anything that I would change on the site, it's AWESOME!!! It has everything! It has all the sufficient information anyone could ever want...for a person in a foreign country doing a project on Canada to someone immigrating, it's perfect.
- The About Canada site is great. It has lots of information. Under society-I found the aboriginal and multiculturalism categories a bit strange. I look at it from the perspective of someone needing information on Canada. I would suggest that it read Aboriginal Canada Portal instead of Aboriginal. The multiculturalism should link to more sites about different cultures.
- Yes, it includes information I would expect from a Government site. Would you add or remove anything from what is currently there? I think the listing is pretty extensive and covers everything a person may look for when searching a Government site.
- Au premier coup d'oeil cela paraît très complet. J'ignorais qu'il y avait un site où trouver d'un coup toutes ces informations... La section "statistique" pourrait m'être particulièrement utile pour des recherches comme j'étudie en sciences humaines.
- This site was absolutely amazing... I thought when I first looked at the site I thought it really wasn't that 'flashy', but more on the informative side. As I began exploring the different links within the site, the more impressed I was! Nothing should be added or removed. I like the little things that you were able to click on at the top of the page.

- There seems to be a wide variety of content about Canada. Almost every topic seems to be covered. I do not think that I would remove any of the information contained there because more information is always better than less! I think it would be good to add individual sections about each province however on the main page that links to information about each province and maybe even links to the major cities in each province so the user does not have to shift through a lot of information to get what they want.

I also think that a current news section would be good to have. Maybe even just a box over in the corner with the day top headlines for the day in Canadian news. The user would be able to click on the headlines and read the news article.

- It looks like a really good site...with a lot of info.
- Je trouve que la page du site est complète. Je ne rajouterai rien de spécial.  
2) Il ya toutes les rubriques interessantes que ça soit pour un(e) immigrant(e) ou pour un(e) citoyen(ne) canadien(ne).
- This is exactly would I would expect from a page entitled "About Canada" on first glance.  
With regard to the content on the front page, I think they have covered everything I can think of.
- I would expect a SHORT overview of Canada in terms of Society, Government, Land, & Economy. With links to sub-categories, sort of like an encyclopaedia entry. This should help people who don't know exactly what they are looking for. It would be even better if all the subcategories have overviews within them as well, in terms of sub-subcategories. :) (However development and maintenance of content like this can be costly... so just an overview for Canada will do for now)
- Je trouve cette section tout à fait intéressante. Le site est très tape à l'œil, les couleurs sont en fonction du drapeau du Canada et je trouve ça très ingénieux de la part du concepteur du site internet. Tous les renseignements sont à la portée de la main, ce qui à mon avis empêche les internautes de se décourager lorsqu'ils cherchent de l'information. Un commentaire plus négatif, cette fois-ci, je trouve que ce site n'est pas tellement attrayant pour les enfants et les adolescents. Par exemple, pour les plus jeunes, on pourrait installer un cahier à colorier interactif sur le Canada. Donc tous les âges pourront connaître le Canada et de partager les connaissances acquises par le biais du site.

I think it offers a wide range of information related to Canada and its people. I would add a section dedicated to each of the provinces. Also, Instead of a section just called "People" I would have different categories for different cultures across Canada (i.e. maritimers, people from the prairies, and people from Quebec) because Canada is so large each region has its own unique culture.

- This site seems to be very comprehensive and I was impressed by how much information is offered on it. I also found that it covers many different areas of interest and does not appeal only to a single group. For example there's a Kid Zone while there is also information for University Students. Overall I find that it has excellent depth and the topics seem to cover everything, which is why I could not think of anything else to add.

**2.) What do you think of the way the information is presented on the page? Is it the way you would expect the information to be presented? What improvements would you make?**

- First of all, I think the front page menu or listing of info we could find is great, but very confusing! I know there is a lot of stuff to present but it's hard to find quickly what we want and people could decide to forget the idea to find what they need because there are a lot of pages to go through before finally arriving on the good page.

While doing my test, I tried to find info about the software/games development in Montreal or Vancouver. I know Montreal is a host of big software companies (Ubi Soft, EA Games, Microids...) and I wanted to get some more information on that kind of industry / technology, how Canada was advance with this type of technology. So I went in Business/Industry and got myself in another listing page which had a lot of options to choose from, and then I made a choice and arrived on another listing... and this goes on a lot of times on different subject I try to look for.

I can't come up with the perfect solution to organize all the info that is available in there but it takes time to find info on a subject. Some classification or a new way to find information would be handy!

- It is presented ok, but the text under the headings "society, land, government, economy" is a bit too much text for the main page. I'd make a separate site map or something for that text. I like the pictures
- I like the way the topics with the picture are presented in the top centre of the page (national anthem, maps, flag, etc). I think that this is what the viewers eyes are initially attracted to which is great because these are probably the most popular topics that one would expect to find about Canada. I also like how the rest of the topics are listed under specific categories such as Society, Government, etc. The only thing that I would change would be to maybe add a border between these different categories (Society, Government, Land and Economy) and maybe some colour too just to make the division more clear. The white background seems to blend in the lists a little bit and a border would make them more obvious.

- I don't think that the information is presented in a very good way. To improve it, perhaps have the headings larger and everything in one column, and then have the subheadings in one column below the appropriate headings, one per line.
- L'information est bien présentée lorsqu'il y a des icônes avec des petites images. C'est le cas en haut de la page pour 8 icônes. Le reste est seulement écrit en mot et je ne trouve pas cela très pratique. C'est difficile de s'y retrouver.
- For the categories listed it only links to government sites or sites partially funded by the government of Canada-I think. I just think that if a kid was looking at this site for a project, that they should know that this is just promoting government of Canada sites...A lot of other sites will provide links to sites outside of their organization...Hope this makes sense.

I liked the sidebar and the bubbles at the top of the page with the maps of Canada, Canadian symbols, etc...I think that the categories Government, Land and Economy are fine. The Society category is not great. When I clicked on multiculturalism, it had very little information.

- What do you think of the way the information is presented on the page? I like the way it is presented on the page. I think information is easy to find. Is it the way you would expect the information to be presented? The information was presented in the way I expected. What improvements would you make? Perhaps next to each category having a drop down list of the topics may be helpful.
- The information available for this site was incredible.... actually beyond incredible. I looked at all the little things that you could click on (national anthem, flag etc.) and these things were incredible! Students, teacher, parents could all use this site as a resource when teaching kids about Canada. I think that they should keep all these links on the site.
- The way the information is presented could be improved. The little buttons up at the top are cute and look nice but they take up too much room. They could be made into a menu bar and if images were to be used with each a small thumbnail beside each link would be enough. The lists of information would look nice if they were put into bulleted lists and the links were another color besides that bright blue, a dark red would be nice. The way the information is divided into links seems to work and to be categorized well.
- The info is kind of all out there on the first page which I guess is good .so I really don't think it needs any changes.

- The page presentation is great at the top, but the smaller menus entitled Society, Government, Land and Economy are confusing and disjointed. My suggestion would be to either make the lists single-line per topic which would take up much more space and sacrifice the more compact size for organization, OR to create drop-down menus from the titles. Of course, the lists are long and the drop-downs would require scrolling. I suppose I would choose the traditional html links as a list. Perhaps a table could be created to make a set of parallel lists under each heading to conserve vertical space.
- The presentation isn't very convincing. The subcategories under Society, Government and etc are all squished together... This is VERY annoying and should be listed in a more "organized" manner instead of just piling them together like that. The graphics are also less than stellar; I have a beef about the title image (the logo, if you like). If you remove the red border, the half-maple leaf, and the "About Canada", I can't tell what country that is without careful examination. I know you have to represent all our landscapes and stuff, but you have to keep focused... (maybe look on the covers of those grade 10 history textbooks)

The information is presented in a neat and business like manner, which is how I would expect it to be presented. The only improvements would be to make the side bar more interesting, perhaps a different shape, rounded corners or a different colored border.

- Je trouve que les liens pour atteindre certains éléments sont trop longs à parcourir, car en passant à une personne qui n'a pas haute vitesse plusieurs minutes d'attentes, ces personnes peuvent attendre plusieurs minutes avant d'avoir quelques choses et puisque notre génération n'est pas très patiente, les jeunes risquent de se décourager avant d'atteindre quelque chose d'intéressant. Je suis très contente que le gouvernement mette à profit les publications sur internet. Fait personnel : J'ai beaucoup aimé la collaboration du gouvernement lorsque j'ai rédigé un projet de recherche sur la forêt canadienne dans le cadre d'un cours au secondaire. Les différents sites m'ont rendus un grand service et les publications consultées contenaient toute l'information nécessaire.
- What do you think of the way the information is presented on the page? Is it the way you would expect the information to be presented? What improvements would you make? I do not like the way the information is presented at all. I think that it could use a lot more creativity. I particularly do not like the links provided under the categories, it looks like the job was not completed.
- This is not how I expected the info to be presented. To tell the truth I didn't expect something so nice and useful. I would not make any improvements because I like very much the way that it is set up now.

- I like the way the topics with the picture are presented in the top centre of the page (national anthem, maps, flag, etc). I think that this is what the viewers eyes are initially attracted to which is great because these are probably the most popular topics that one would expect to find about Canada. I also like how the rest of the topics are listed under specific categories such as Society, Government, etc. The only thing that I would change would be to maybe add a border between these different categories (Society, Government, Land and Economy) and maybe some colour too just to make the division more clear. The white background seems to blend in the lists a little bit and a border would make them more obvious.
- I do think that it looked a little “bland” with all the categories being “displayed” in blue writing. I think if each subject was categorized and made into sub-categories in a better display would be better.

## Exercise B

**On the About Canada homepage, click on each of the following links located near the top of the page: Canadian Symbols, National Flag of Canada and National Anthem of Canada. In your opinion, do these pages provide sufficient information? Is the information on these pages presented in the way you would expect, or would you present it differently?**

- Canada Symbols, National Anthem Etc.  
Again, the information presented in these areas was impressive. I really liked them... the information was well presented and the links were interesting and informative. I didn't expect them to be as good as they were.
- 👍 Times 1 million!
- I think the information is well presented and it is clear to get to them. The little icons are really nice and help to get to the right place quickly. All the information is clear and there are cool things that we can learn there!
- Everything is great, but we I clicked on Canadian symbols; I expected to see pictures of moose and beavers, not info re the coat of arms.
- Under the Canadian Symbols section, I'd put more pictures of the symbols themselves... for example there is no image for the maple tree or the national colours.

I am impressed with the amount of information with the Canada Flag page. I am not so impressed with the navigation of the site... I clicked the "Canadian symbols" link at the top of the page:

[http://www.canadianheritage.gc.ca/progs/cpsc-ccsp/sc-cs/occasion\\_e.cfm](http://www.canadianheritage.gc.ca/progs/cpsc-ccsp/sc-cs/occasion_e.cfm) and it didn't work.

Huge amount of info about the national anthem which would be good for a report or something. I don't think I'll read all of that, but it's interesting.

- Yes I believe these pages definitely provide all the right information and it is exactly what one might expect from reading the headings. I wouldn't change anything.
- Once again it is not what I expected but the information is more than I ever hoped for and to be right at your finger tips is such an added bonus. Yes, the info on these pages is more than sufficient than I ever thought. I would leave everything the way it is because I love it.
- Canadian symbols) I expected something more like the information found on the page gotten to by clicking on "the symbols of Canada" link on the Canadian symbols page. Also, I was thinking it would be presented in a less official manner.  
National flag) this information is good and what I expected.  
National anthem) this information was good and interesting. I actually learned a few things.
- I think those links provide sufficient information.
- À mon avis, cette section est très complète et offre la possibilité aux internautes de trouver amplement d'informations sur ces pages, je trouve intéressant de diviser les sections. Par exemple, un jeune du secondaire pourrait amplement retrouver plusieurs informations si celui-ci fait une recherche sur le Canada. Dans la portion de l'Hymne national, j'aurais aimé retrouvé la signification des différents vers utilisés. Je crois que c'est important de comprendre les paroles de la chanson afin de l'apprécier à sa juste valeur.
- These pages provide quite a bit of information, and historical facts. Most of the information is very in depth, and very good. I think that the information is well presented, but in a very text-book style manner.
- Cartes du Canada : Ce site semble contenir assez d'informations!  
Images du Canada: Il semble avoir beaucoup d'informations mais avec beaucoup de recherche à faire pour trouver ce que l'on recherche.  
Drapeau Canadien: Semble complet  
Symboles: Semble très complet



Météo: Manque le climat de chaque région  
Statistique Canada: Bien  
Hymne national: Beaucoup d'informations  
Tourisme: peu d'informations

- The pages supply sufficient information. Is the information on these pages presented in the way you would expect, or would you present it differently? I would probably present the information a little differently. I think I would stick with the colour scheme on the intro page to keep consistency and I would put icons next to the links.
- Dans la section "symboles du canada", dans la catégorie "musique du canada", j'ajouterais la chanson "Gens du pays" qui est presque devenu l'hymne du Québec, car il n'y a aucune chanson francophone dans cette section. Je n'ai rien à redire sur les sections "drapeau" et "hymne national canadien", c'est extrêmement complet et détaillé.
- Canadian Symbols - When I first clicked on this section I had expected to see some symbols on the first page. The page goes to a page with linked information. This was fine because I saw a link that said Canadian Symbols. However when I clicked on this and came to a list of symbols when I clicked on one of the symbols I expected to see the symbol in color right away. I had to scroll to the bottom of the page to see it. I think that there should be thumbnails of the symbols where they are listed and when you click on the link for one of them you should see the full image right away.

National Flag of Canada - When I click on the link for this the first thing that I want to see is a picture of the flag. There should be a picture of it with all relevant information listed following the image. There seems to be plenty of information about the flag available.

National Anthem of Canada - There seems to be sufficient information here about the national anthem. The only thing I would improve on this page is that there be more types of files available listening to the anthem and a link proving where to download the software or plug in to list to the anthem if the user's computer does not support it.

- It seems fine.
- je mettrai une acete pour chaque province et ses details dans la partie ( carte du Canada)  
Pour ce qui est de la section, Canada en images, je voudrai que la galerie du patrimoine canadienne soit en français aussi pour les immigrants qui savent parler que le français.

Pour ce qui concerne la section du drapeau canadien, je trouve ça très bien divisée et il y a toute l'information.

Les prochaines sections: rien à changer selon moi.

Le Canada en statistique: très bien construite comme section.

C'est bien qu'il y ait l'hymne nationale en français et en anglais.

Prochaine section: rien à ajouter ou à modifier.

Je préfère le second site. Il est plus détaillé

- Canadian Symbols:

I actually expected to be taken right to the page called "The Symbols of Canada" <[http://www.canadianheritage.gc.ca/progs/cpsc-ccsp/sc-cs/index\\_e.cfm](http://www.canadianheritage.gc.ca/progs/cpsc-ccsp/sc-cs/index_e.cfm)> as opposed to info on ceremony protocol and the monarchy. It does make sense to have the link target the more general page that it does and I really like the colouring pages. I don't think that that the page is the wrong target for the link... perhaps the original "Canadian Symbols" link needs to be broadened to "About Canadian Symbols" or "Canadian Symbol Info"?

National Flag of Canada:

The page is fine just the way it is. It is exactly what I expected, with the bonus of having the "First Canadian Flags" section which was very interesting.

National Anthem of Canada:

An interesting and informative page. The way it is set up is fine.

## Activity 2

**CultureCanada.gc.ca is the Government of Canada's window on programs and services related to culture, heritage and recreation. View our current site at [www.culturecanada.gc.ca](http://www.culturecanada.gc.ca). Compare this to the prototype for our new site at [callbase.nortak.com/culture](http://callbase.nortak.com/culture).**

**What do you think of the new prototype? Does it show the kind of information you would expect of a government guide to programs and services on culture, recreation and heritage? Is the information presented in a way that is better or worse than the current version? What improvements would you make?**

- I find the new site more attractive and interesting. The colors are nice and make the website really nice and interesting. The links are better than on the older site and it is easy and fast to get to the information we want.

I'm currently running on 1024\*768 on my computer and it is "very" small. It is all squeezed in the middle of the screen. I wish it could take a bit more space so the info is not all concentrated in the center. Maybe not to put more info or links to articles, but just to put more space between the different links or items on the main page!

- I really like the look of the new site, better than the first. I would expect to see more information about the culture of ALL Canadian people, not just aboriginal. There are so many other cultures in Canada that can also be included in pictures and categories (i.e. The Newfie people just to name one example, maritimers in general to name another.) I really like the "factoid" section. I am sure very interesting information could be found there.
- I really like the prototype website... it's much better than the current one. If I could change anything, I'd make the resolution bigger so it would fit the whole screen - there is a bit too much white space. Otherwise, I think the headings are good and the links contain lots of relevant information for culture, rec, and heritage. I like the calendar on the new one too. I'll probably check go back to that site when I'm doing a project or just want some info about Canada etc.
- The new prototype is okay, but I personally prefer the old one. The new site seems a little busy and a little hard to find information. I think I would stick with the site you have now. Both sites do offer great amounts of information, and I could not think of anything that was missing. So way to go, these 2 sites covered a lot of information, and pretty much everything I expected as well!!
- I like how on the new prototype the headings on the left side are organized under different subjects such as culture, heritage and recreation and also the fact that colours and borders were used in organizing them. They seem a lot easier to use than just the list of small headings on the original site. I also think that the prototype contains a lot more information than the original site which in my opinion is always good. I especially like the calendar section and latest link on the right hand side because it is something that I assume will always get updates and will provide lots of interesting and new information all the time. Overall I think the prototype is better than the original and I think it is a very good website. The only thing that I like more about the original is that it had bigger and more colour pictures which made the overall page look more beautiful.
- Le prototype est beaucoup mieux que l'ancien. Il semble contenir plus d'informations et être plus intéressant. Oui, tous les types de renseignements qu'un site sur la culture devrait contenir y est exposé. Il y a beaucoup plus de sujets que je pensais! L'information y est beaucoup mieux présentée et la seule amélioration que j'y ferais est de mettre un site français et site bilingue!
- The new prototype is definitely catchier and it has more information on it that will take you into other information on it. I think that it gives out all of the necessary information about our country's heritage culture and recreation. I think that the information is presented way better in the newer version because it doesn't look

boring anymore and it actually made interested in the site. I don't think that there's anything that I would improve...I love the culture search!!!

- I like the new prototype better than the current site. Yes, the information presented reflects programs and services relating to culture, recreation and heritage accurately. I think the information is presented is more enhanced than the current version. I like that you are able to search by province and the current site doesn't have that. I can't think of any improvements.
- I like the new site. It has most of the information I would expect. I personally find the old site more attractive though. The new one's side bar is dull, and it does not include as many graphics as the old one. Making the side bar more interesting, and including more photographs on the main pages of sections would improve it aesthetically.
- Je trouve que la présentation du site est semblable à l'autre. Je vois quelques changements mais il n'y en a pas tellement. Je pense que la culture et le patrimoine devrait avoir une présentation plus avangardiste. Je sais qu'il fait respecter un certain protocole mais les jeunes seraient plus attirés par ce site si les couleurs seraient attrayantes. J'aimais mieux les images qui étaient présentes dans l'autre site car elle représentait plusieurs générations. Avec un peu de couleur et d'originalité, la culture pourrait devenir très intéressante pour les jeunes.
- Le prototype n'est pas si mal. Encore une fois j'ajouterais des menus "déroulants" pour les sections à gauche de l'écran (culture, héritage, etc). Je trouve par contre que le prototype manque de couleur, contrairement au site actuel qui était plus attrayant. Je trouve que l'information est plus facilement accessible avec le menu actuel.
- The new prototype is way happening... I like this design better than the first initial design. Perhaps you should keep the same colour theme as the youth site, with the blues and such. But other than that, the links were better in the prototype than on the original site. The information on this site was also displayed better, and more 'attractively' (if that's even possible!). I liked the way things were organized on this site.
- The new prototype is much better than the current site! Everything flows much nicer together, the color choices blend well and the most important improvement is that the user now can access more information from the main page without having to go into the sub sections. This will enable the user to find the information that they need without having to search through a lot of other information. The clickable headlines enable this greatly I think. I also like the way the information in the side menu bar is organized. It seems to be categorized better.

One suggestion that I have for improvement is the banner at the top of the page. The images are hard to make out. I would either make it a little but bigger or use less images in the small space. The other suggestion that I have is that I notice that there is a link for important notices at the bottom of the page. If the notices are important the link should be placed somewhere else that is more prominent because I would not notice the link where it is now.

- I like it but I also liked the way the old one seemed to have more art and pics on the page ..this one seems like all the other pages and if it's going to be the culture page I like the old one much more than the new one for improvements spice it up a bit add colours and pics that represent Canadian culture.
- I really like the new prototype. It's much more appealing to the eye and much easier to navigate. It's also more fun! Does it show the kind of information you would expect of a government guide to programs and services on culture, recreation and heritage? Yes it does. The presentation is far better than the old site. The more broken-down menus are easier to navigate and understand. The layout is much smoother and instead of a lot of text with one graphical area like in the original, this one is punctuated with graphics which is much more relaxing to look at. What improvements would you make? The new site needs just a little more proofreading perhaps (example: on <http://callbase.nortak.com/culture/display.cfm?subcategory=50&catnav=7&category=7&prov=20> there are two links entitled "BC Heritage Historic Sites" and "British Columbia - Historic Sites" which lead to the same page/same organization). Not all of the provinces and territories are represented yet, but I suppose that they will be when the site is officially launched. Other than that, there's nothing else for me to point out. I really like the new one!
- Prototype: (This might be a bit personal, as all initial impressions are) LOL... Is this a joke? This looks like a news site! Looks more like CNN or CBC than "culture".  
On a personal note, if there is one word to describe web designers, it is "trendy". (As a web designer my self I have this to say to the designers: This is a culture site for God sakes, will you use some creativity and come up with something more "original" rather than slapping together a template site?) Although I really admire their attention to details and the use of white space. This is a textbook design group that just need a new creativity director.
- General: both seem to have the same links and descriptions. I don't understand why some links have the Canadian flag, provincial flag, or nothing beside them. What is the point of that? Again, I would expect some sort of content, like overviews, rather than just a "portal", like every other government site. (The reason behind this isn't very obvious but people don't like having to click a lot before they get their information. Even a small "preview" will satisfy them nicely.) I'm not really a culture person, so I can't really comment on what belongs (or not) in what category.

- prototype: Underline the links PLEASE! (not those on the menu, but those on the page) Having links divided into multiple pages is great. There is a "period" -> "." after the drop down menu that lets you select specific provinces. It keeps being wrapped onto the next line so result is an empty line with a ".this is really unprofessional.
- Overall: I think the prototype needs a bit more pictures. Culture should mean art, music and literature and the only way to convey that on the screen is through a variety of photographs. Also don't pack the screen with text. Like I said above, people needs some sort of a "preview", may it be in the form of a picture, text, or both. In conclusion, I think the old site is good, but the new one could be better if more creativity can be applied. (It's got all the technical stuff right)
- First off, I prefer the new look far more than the old look. In the old version, the banner at the top(images with culture.gc.ca) dominates the page, whereas the new one blends far better with the overall look and color of the page. Also, the look of the choices area on the left side of the page looks much better in the new version, giving the whole site an overall cohesive well designed look.  
I'm not sure what most people would expect on the site, but to me the information is what I would expect.  
I think the information was presented in a better way in the old version. The only reason I say this is because I like the way how when you are visiting one of the main headings, the sub-headings display under the main heading on the navigation bar on the left side of the page. Also how when you are visiting any of either the main headings or subheadings, the navigation bar on the left visually shows which section you are visiting by changing the colour of the bullet point to red, from the usual yellow.  
For changes, they would be the things mentioned in the above paragraph, dealing with the navigation area on the left side of the page.
- I am torn on this question. I really like the graphics from the original site but the layout of the second site is better. On the new site, I like the dates listed for major events and the latest links. But I don't like the middle section. The feature, culture search and most popular links are not eye catching....I liked the information presented and it was more than I expected. The welcome to culture Canada looks nice, but I didn't even notice it, because its colors blend in too much with the Government of Canada heading.