Descriptive Wireframe:

The website I am re-designing:

- http://www.brehmbachperle.de/Bilder-der-Ferienwohnung
- It is a website for a holiday flat in southern Germany

Describe your layout:

- I want to integrate the logo and name of the flat at the top of the page (slightly modified logo)
- After that comes a small navigation bar with links to the sides for "Home", "Preise" (=prices), and "Jetzt Reservieren!" (=Book now!)
- Below the navigation bar comes the motto of the flat which is: "Einchecken und Wohlfühlen" (=Check in and be comfortable)
- Below that there comes a little description of the flat as well as contact possibilities (Instagram, phone number, mail address)
- Various parts of the page follow, all of which are quite similar in structure:
    - First some pictures of the holiday flat
    - Second tourist attractions that are nearby
    - Third, a to the location of the flat on google maps
- The last part is a footer with AGB (=general terms and conditions), Impressum (=copyright page), and Datenschutz (=terms of privacy)
- The whole layout is quite minimalistic with the main colors being the ones included in their existing logo: blue, yellow, and purple (and white and black)
- More detailed descriptions can be found in the wireframe document!

Reasons for making layout changes:

- The old website has kind of a weird structure
- There are pictures used that are not related to the actual holiday flat
- You can not really read the motto because it is placed on a picture

How color theory applies:

- I will mainly use a complementary color scheme with small doses of yellow and purple (in relationship to their logo)
- Because of their logo, there will also be some blue on the website
- To keep a minimalistic appearance and give the website a clean look I will mainly use black for the text and just do some details in the mentioned colors

How design principles apply:

- Use of the C.R.A.P. design principle
- Contrast:
    - use of colors: black and dark purple text on white background
    - use of a complementary color scheme
- Repetition:
    - Repetitive elements in different parts of the website → displaying the headings for every part in the same way
    - Same font style through the entire page
    - Returning colors on different part of the page
- Alignment:

- o   Most text is aligned at the same hard left line
- o   If we have three elements in one line, they are aligned left, middle, right
- o   All headings are aligned at the same hard left line
- Proximity:
  - o   Division between non-related items / different groups of items through the use of lines
  - o   It is easily recognizable which elements belong to the same group (denoted through a fitting heading)

https://wireframe.cc/vuXaQH