

Logo

Navigation

For my background I am going to have a dark purple colour which will give it a premier look feel to my website. Overall my whole website is going to be based on this colour so it looks professional throughout.

Special Offer content

Most or my entire font will be white so it clear and contrasting against my dark colours and background. The header will have a font size of 60px or more and for my text description of holidays I will have a default font size.

Logo & Company Name

Title – font size 60px

Font size - 40px

Font colour white

Description of destination

Font colour white, default font size

Font size - 40px

Font colour white

Font size - 40px

Font colour white

Description of destination

Font colour white, default font size

Font size - 40px

Font colour white

Font size - 40px

Font colour white

Description of destination

Font colour white, default font size

Font size - 40px

Font colour white

Footer

Contact details

Image: Image of map where address is located.

Background

For my background I am going to have a dark purple colour which will give it a premier look feel to my website. Overall my whole website is going to be based on this colour so it looks professional throughout.

Font sizes

Most of my entire font will be white so it is clear and contrasting against my dark colours and background. The header will have a font size of 60px or more and for my text description of holidays I will have a default font size. I will use the font sans-serif so it has more of a bolder and bigger look as compared to the default font size.

Images

I will use very good quality images as it has to scale with the page and to make the text more appealing I will have the images blurred out so the rest of the website appears more appealing to the user. I will try to keep the images to a minimum so that the user doesn't get distracted and therefore the website will be more clutter free of the content which is not required.

Layout

The layout will be a liquid design so that the content resizes when the user resizes the window. This will be done by using multiple media queries so that the layout changes when it is required to do so. This will make sure that all the content fits onto the window. For mobile and tablets it has been specifically designed so that the content, images and layout scale according to the device and resolution.

Audience

This website is to be created with the target audience being younger or older adults. I chose the colour dark purple so it appeals more to this type of target audience. To make the company more recognisable I used large font and images so that it can be instantly recognised.

Navigation

The navigation bar will appear at the top of browser next to the company logo and will be horizontal. It will be compact and have padding so that it looks more in depth. When the user hovers over the navigation buttons it will animate to a different colour. This is known as a hover effect.

Accessibility

The layout and colour scheme is consistent throughout the website which will make it easier for a familiar user to navigate around. Navigation and logo menu is horizontal at the very top and I chose to do this because many websites are like these for example Google, Facebook etc. Research has proven that users mainly look on the left, this is why the price and text description is on the left. When the user hovers over the menu buttons this changes colour to let the user know that this is an additional link to another part of the website.