

Project Type: Web Design

Task Outline:

1. Create a Web Design for a Blog

Task Description

We need a website design for a genuine blog for related information to our mobile services we will provide in a future online shop (see a selection of products on our company page: <http://www.almiralabs.com/vas-catalogue/end-users.htm>).

This blog is thought to engage our final clients to get in contact with us. We want to provide them useful information about our different product and give them various interaction possibilities, like feedback/comments, content rating, watch video/audio files, Social network Adding and subscriptions to our news feeds and Newsletter.

But at the same time, a way should be found that the blog doesn't seem to be overloaded with information and that it will be very intuitive in use of all offered functionalities. A valuable extra would be developing of a design which is adaptable to future expansion and adaption of additional content, categories, boxes or adds of our products.

Requirements

Required design to the following screen : maximum width: 1400 px.

Design should be in a later stage adaptable to Wordpress Blog tool..

We need a **design** for the main page and single post page.

!!! Please find attached an xcl. which lists all main components to implement in the design !!! -> Further unique ideas are highly welcome!

Look and feel

Since we haven't a final logo for our shop so far, neither a finished design we set any limits to your creativity. But in general we are looking for a **modern, clean/tidy and fresh design** which has an **elegant, personable and playful** touch.

We appreciate a lot innovative elements which **distinguish from an ordinary blog design/structure**. As it's important that the site **doesn't appear too text heavy but rather has an engaging visual standout**. Dynamic elements which open while making a mouse-over are, for example, nice features to cluster information so the page doesn't seem to be overloaded.

Concerning the content, find in this link in our existing company blog an example of news we used to publish: http://blog.almiralabs.com/launch_memmori . It's important, that the font is not too small, but easy to read. That's why a line spacing higher than 1.0 is wished for the blog post to meet this criteria.

Some examples of other blogs which visualize a bit our idea:

- <http://blog.hootsuite.com/>
- <http://blog.springpadit.com/> (clear structure (especially left column of post))
- <http://blog.evernote.com/> (nice: visual bar with picture and title of selected posts / different coloured background to separate clearly different areas)
- <http://techcrunch.com/> (interesting: semitransparent Headlines which cover the picture)
- <http://techcrunch.com/2011/08/03/iphone-android-profit/> (dynamic element ("publish in social network") at the left side of post which moves with you while scrolling down and show more options while making mouse-over)
- <http://shelfdemo.wordpress.com/type/audio/> (nice example: Would be nice to implement Audio/Video files within a post in an attractive way)
- <http://crispdemo.wordpress.com/timeline/> (Nice Feature: Menu -> Page Templates -> Timeline (including what kind category/ included media formats, etc.))

Information required for submission of design idea:

- Planned project duration.
- Additional: Quotation for coding of your offered design in case you have these skills.

Please feel free to contact me in case of any further questions:

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