

# Photography Portfolio Proposal

## Personal Goal

My objective is to enhance my familiarity and gain further experience with the process of web design, specifically focusing on the planning stage. It is the planning phase that I have the least amount of knowledge on. It had surprised me how large of a chunk planning and designing took of the semester for the group website. While the amount of work would increase or decrease substantially based on the number of participants working and/or the nature of the website, familiarity would enhance my confidence in both the process and my capacity to execute it successfully.

## Communication Goal

My aim is to present my skills as a photographer. It has been a hobby of mine for a number of years, but one that I regard myself as capable in despite lack of official equipment. Photography is an additional service I can offer future clients which would remove the hassle of hiring a photographer. The website will demonstrate the extent of my capabilities as a photographer by showcasing images of several subjects instead of focusing on a single niche.

In addition, this website would serve as an example that a person does not need fancy nor expensive equipment to be a good photographer. They need only their creativity.

## Audience

Potential employers interested in my photography skills are likely to constitute the primary audience for the website. Furthermore, other photographers searching for ideas or inspiration may find the website and explore its content.

## Scope of the Website

This website will be a WordPress site dealing primarily with photographs.

Much of the planning phase will be taken up by gathering content and preparing it.

Photographs will need to be reviewed, categorized, and edited if necessary. Written content will be produced for the case studies to demonstrate my process as a photographer.

After that, the design phase will determine the appearance of the website. Some photographs may be larger than others which will determine which ones will need to be watermarked and will determine what photos will be placed where will may affect the look of each page.

## Proposed Content

The main focus of this website will be photographs sorted into several categories. All images will be accompanied by a name and/or a small blurb. There will be multiple case studies that document the set up and/or editing process of specific photographs. These case studies will feature step by step processes and/or written thought processes that occurred at the time the photograph was taken to explain how the photograph was taken or looks like.

## Research Topics

Topics that require more insight on my part are as follows:

**Color Correction:** Some of my photos may need to be slightly altered to become ready to be displayed publicly.

**Adding A Watermark:** Large photos displayed on screen exhibit risk of being stolen.

**Themes:** A theme that is geared toward photography or blog type websites could eliminate some of the work.

**Plugins:** These may be used to enhance functionality of the website.

**How To Remove Metadata:** This prevents anyone who has my photos to find any sensitive information about me such as my location.

## Technologies

**Adobe Photoshop:** Photo manipulation & optimization, adding watermark

**Figma:** Wireframes, site map, other design related tasks

**Google Sheets:** Content Inventory

**Google Drive:** Image storage

**Google Docs:** Putting Information Architecture content together, creating lists of content that will be present on each page.