

Project Design

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Professor: Barbra Masters

DESN 214

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About website I create

- For this course, I would like to build a website for photography portfolios and the sale of photos. In this website, you find any kind of photographic elements and inspiration, but also you have some income from commercial photos or photographic portfolios in your account.
- Intended Audience: Professional photographer/ Shutterbug/ Part-time freelancer/

College students with relevant majors/ visual creative designer

- Primary Purpose: the sale of photos/ the academic communication of photographers/
- Site Goals: one of best sources of inspiration for artists/ funny and profitable

Market Analysis

What your market: Higher Education/ Continuing Education

Who your users: Designers/ photographer/ Shutterbug/ Part-time freelancer / College students

User archetype: John Smith

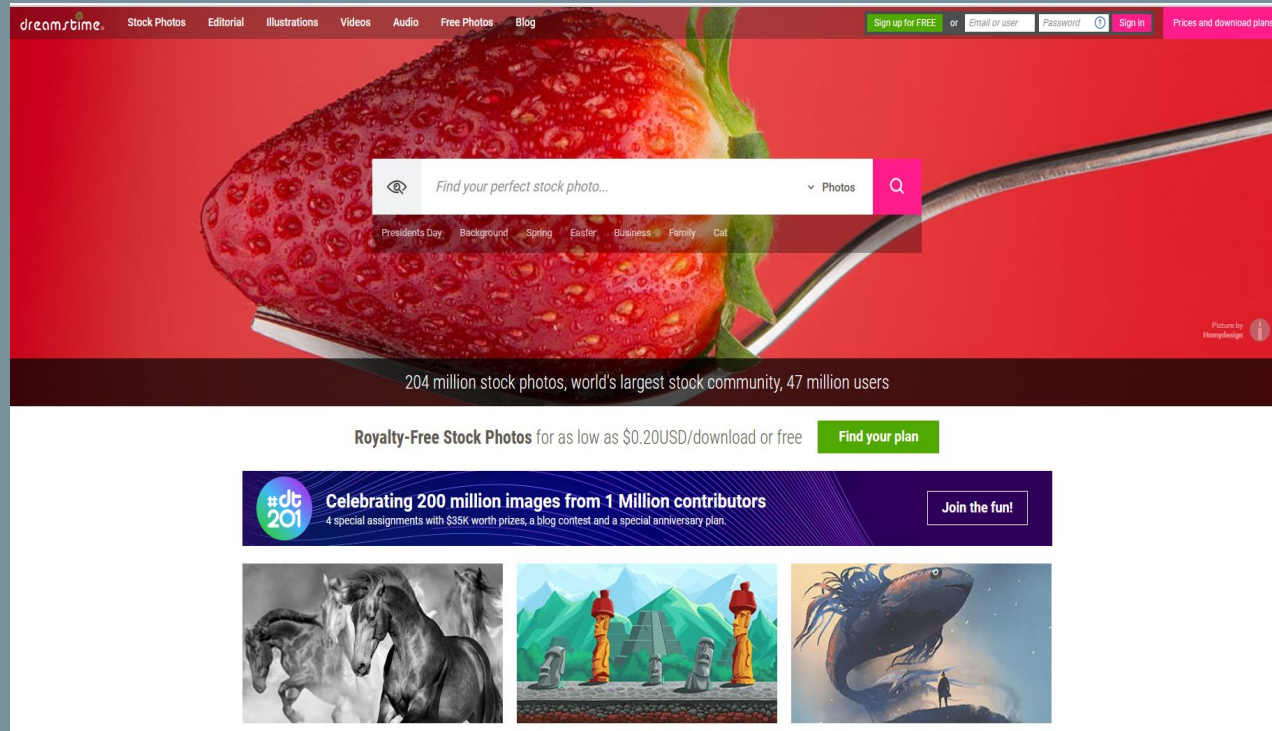
– Senior at major Photography in QC/ Age 23/ lives in Queens/

Wants to sale his own graduation photography portfolios

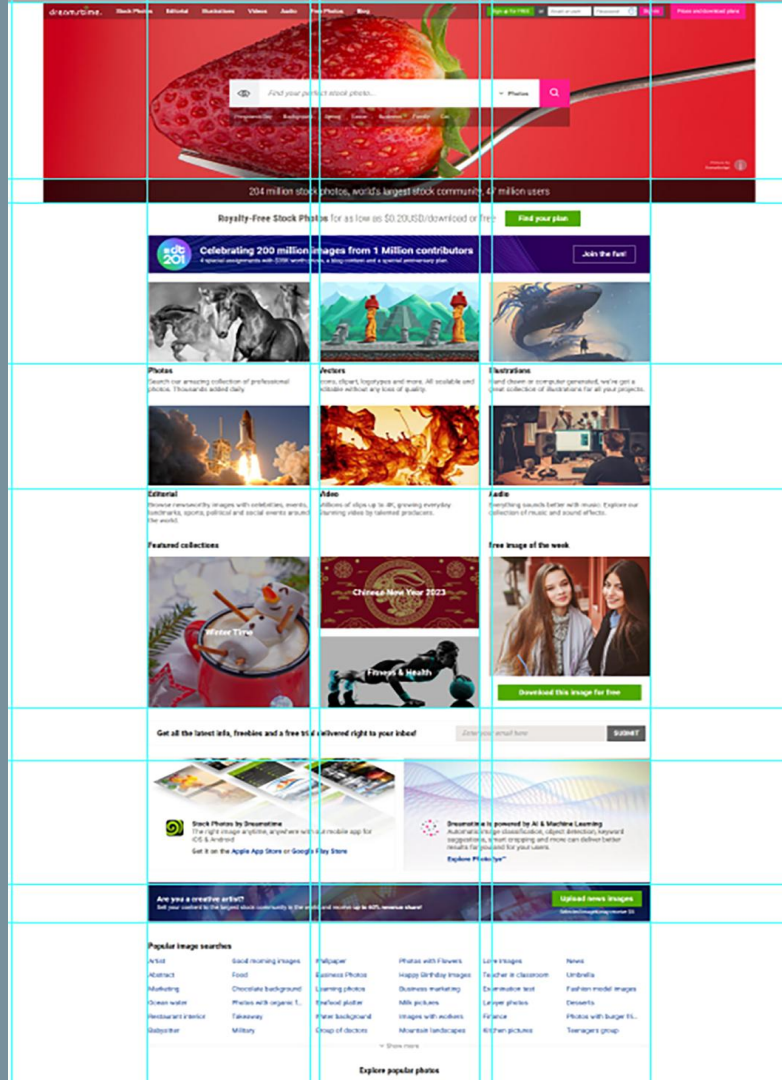
Competitive Visual Audit

Who your competitors: Foap/ iStock/ Dreamstime

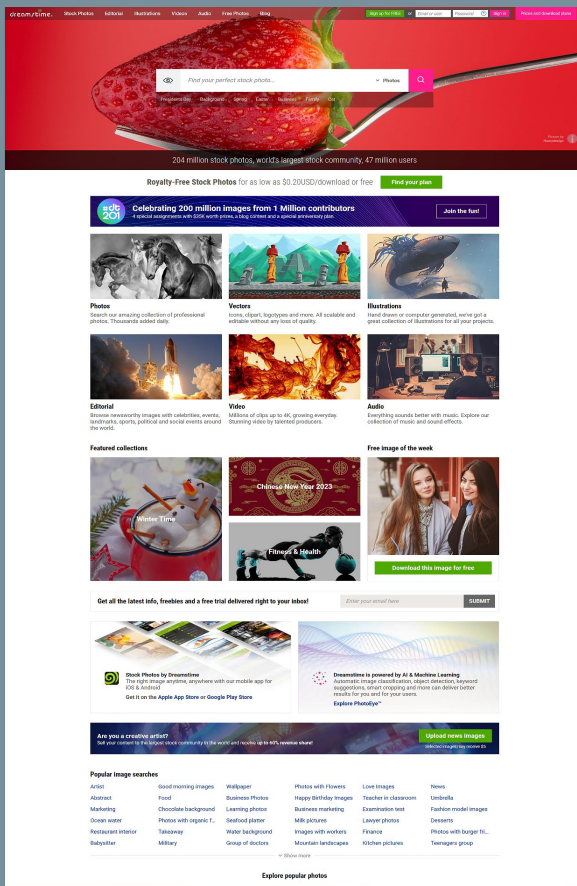
– The homepage of “**Dreamstime**”



Grid

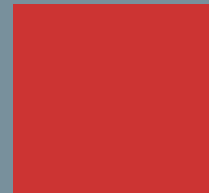


Competitive Visual Audit – Color Palette



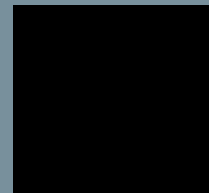
Red

#cc3333



Black

#0000

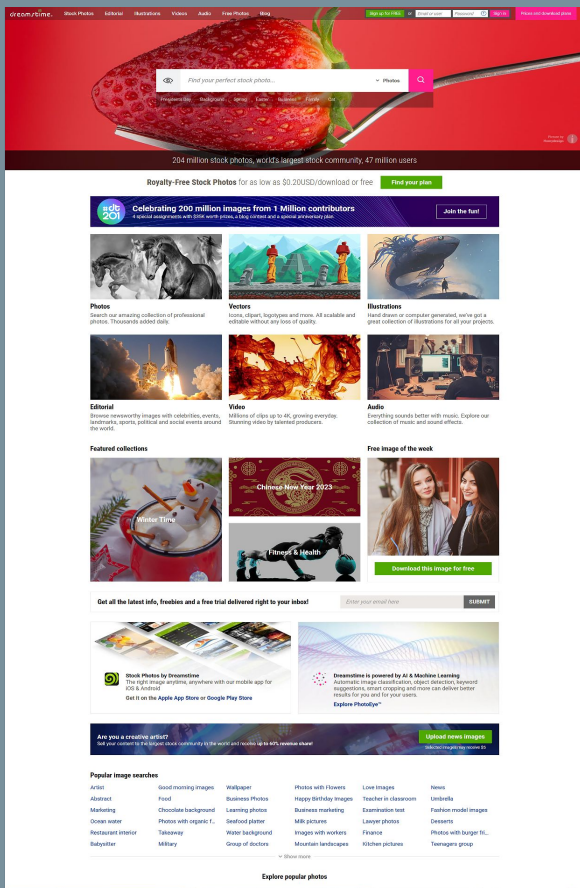


Gray

#625b53



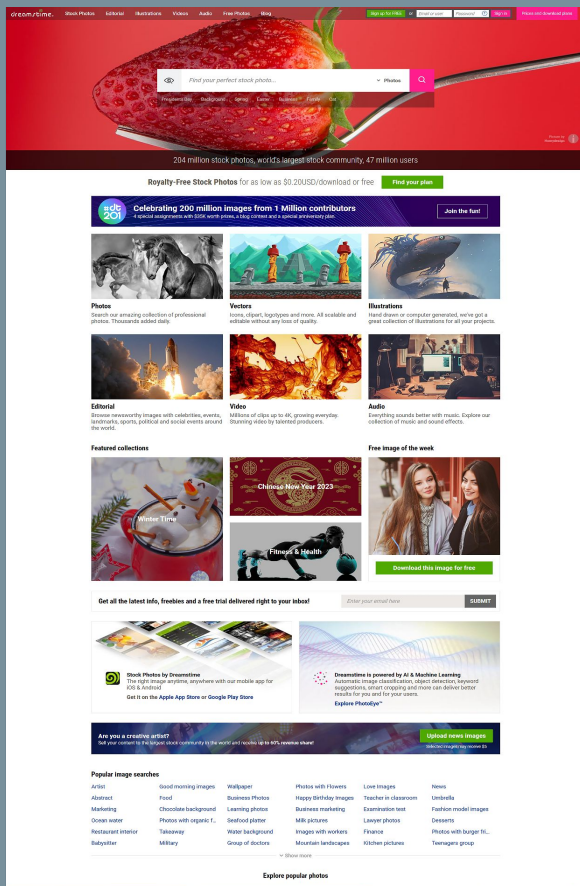
Competitive Visual Audit – Typefaces and Type Hierarchy



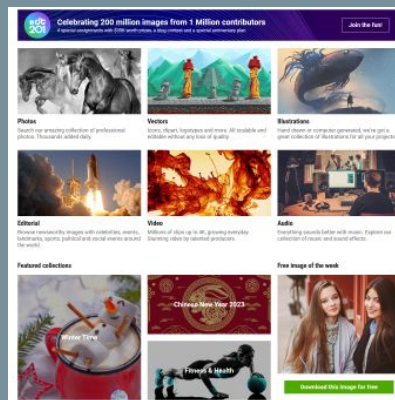
Typefaces: Roboto, sans-serif

Type Hierarchy: 10 px

Competitive Visual Audit – Media



Rotating image module



Static image