



UNIVERSITY MALAYSIA TERENGGANU

CSF3133

WEB-BASED INTERFACE DESIGN

Photography Portfolio Website

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Project Background

1 Introduction

1.1 Purpose

The photography portfolio website is an important tool for improving the photography business. It features organised galleries, allowing potential clients to quickly understand the style and find specific images. The site provides instant access to important details like contact information. It also becomes easily discoverable for potential clients and serves as a central hub for comprehensive marketing efforts. Additionally, it facilitates clear communication with clients by explaining the photography process and offering educational resources. In simple terms, the Photography Portfolio Website acts as an online hub for photographers to share their work, connect with a wider audience, and make a mark in the competitive field of visual arts.

1.2 Objective

The Photography Portfolio Website is vital for photographers to effectively showcase their work, making it easily accessible for potential clients to understand their unique style and facilitating seamless communication through a user-friendly interface.

1.3 Goal of Web Site

Our photography website aims to provide an immersive space for visitors to explore and connect with the artistry of photography. Through visual storytelling, insightful content, and personalized services, we showcase our unique perspective, skill, and passion, leaving a lasting impression for those who appreciate the power of a well-captured image.

1.4 Intended Audience

- Potential Clients: Our portfolio should assure them of our professionalism and showcase a diverse range of work, from weddings to corporate events. Testimonials and case studies instill confidence.
- Art and Photography Enthusiasts: Appeal to their appreciation for artistry by providing insights into our creative process. Regular updates through a blog can keep them engaged and connected to our evolving narrative.

- Employers or Agencies: Demonstrate versatility and technical expertise through a well-organized portfolio. We include professional background, skills, and any awards to establish credibility.
- Educational Institutions: Showcase technical skills and creative vision. We may include information about our education, workshops, or mentoring activities to resonate with students and educators.
- Networking and Collaboration: We provide clear contact information and showcase successful collaborations for potential partnerships.

1.5 Opportunity and Problem

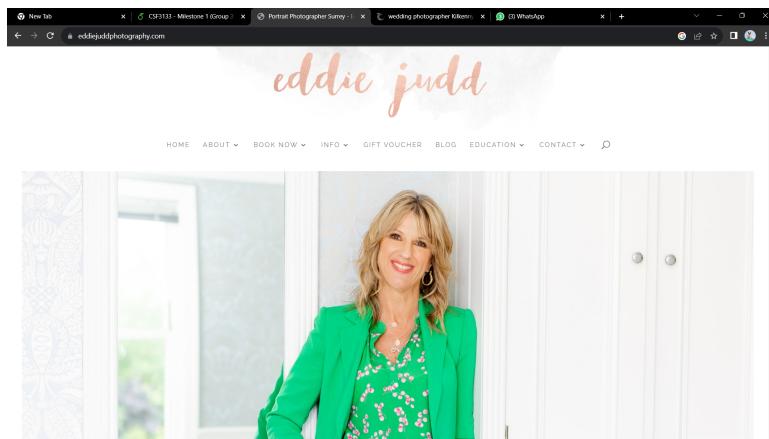
This photography portfolio website aims to solve the challenge of effectively communicating the photographer's professionalism, creativity, and versatility through a well-curated online platform. By providing a visually appealing and user-friendly interface, along with insightful content such as behind-the-scenes glimpses and regular updates, the site seeks to engage and connect with various stakeholders in the photography and creative industries, ultimately serving as a comprehensive resource for those seeking visual inspiration and professional collaboration.

1.6 Contents

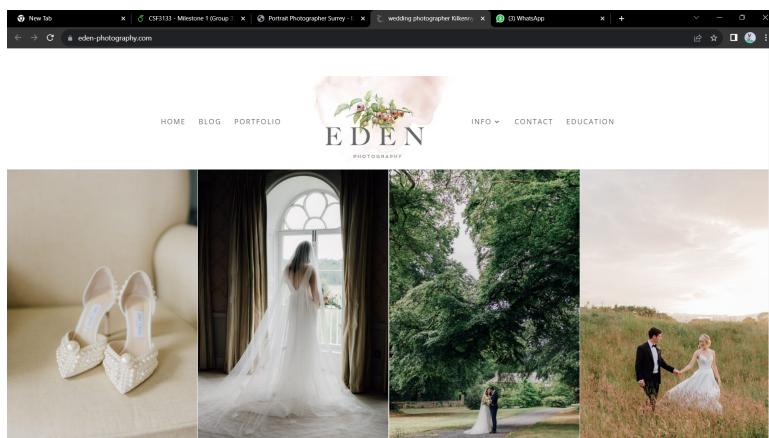
- Portfolio Galleries: This is the heart of your website. Organize your best work into portfolio galleries. Consider categorizing your photos by themes, projects, or types of photography (e.g., portrait, landscape, event).
- Image Descriptions or Captions: Provide context for your photos by including brief descriptions or captions. This can help visitors understand the story behind each image and your approach to photography.
- About Me Page: Share information about yourself as a photographer. Include details about your background, experiences, and what inspires your work. This is an opportunity to connect with your audience on a personal level.

1.7 Related sites

- EddieJudd: One of the most renowned and successful family and personal branding photographers in the UK is Eddie Judd. She takes pictures of small creative business owners and families in the Surrey towns of Weybridge, Esher, and Cobham. In Surrey, she also conducts headshot photo sessions.



- **EdenPhotography:** EdenPhotography is a website where Eden, the photographer unfolds love stories frame by frame. The homepage welcomes you with a captivating slideshow, a sneak peek into the artist's lens. Navigating through portfolios like "Ceremony" and "Reception" is like turning the pages of a beautifully curated album, each image telling a unique tale.



2 Web Design

2.1 Page Titles

These are the selected page titles for our website:

- Homepage - Welcome to The Photography Portfolio, where every image tells a story and each click captures a moment in time.
- About Us - Learn about the journey, passion for photography, and the creative perspective brought to every shoot.
- Portfolio - Immerse into the Photography Portfolio, a visual journey showcasing a diverse range of projects and moments frozen in time.
- Blog - Explore the art and craft of photography through the blog, where insights, experiences, and behind-the-scenes stories are shared
- Package - Tailored packages to capture the essence of the special moments, from weddings to convocations because every occasion deserves to be remembered
- FAQ - A frequently asked questions page is a key part of a knowledge base because it addresses the customers' most common questions and is useful at all stages of the customer journey.
- Contact - Reach out through The Contact page to discuss photography services, collaborations, or simply to connect

2.2 Content sources

- Facts
 - <https://www.foregroundweb.com/gallery-descriptions/>
- Text
 - <https://www.w3schools.com/howto/tryit.asp?font=Roboto>
 - https://www.w3schools.com/cssref/tryit.php?filename=trycss_font_georgia
- Graphics
 - <https://www.pinterest.com/>
 - <https://www.instagram.com/>

2.3 Sitemap

Figure 1 shows the sitemap of the Photography Portfolio

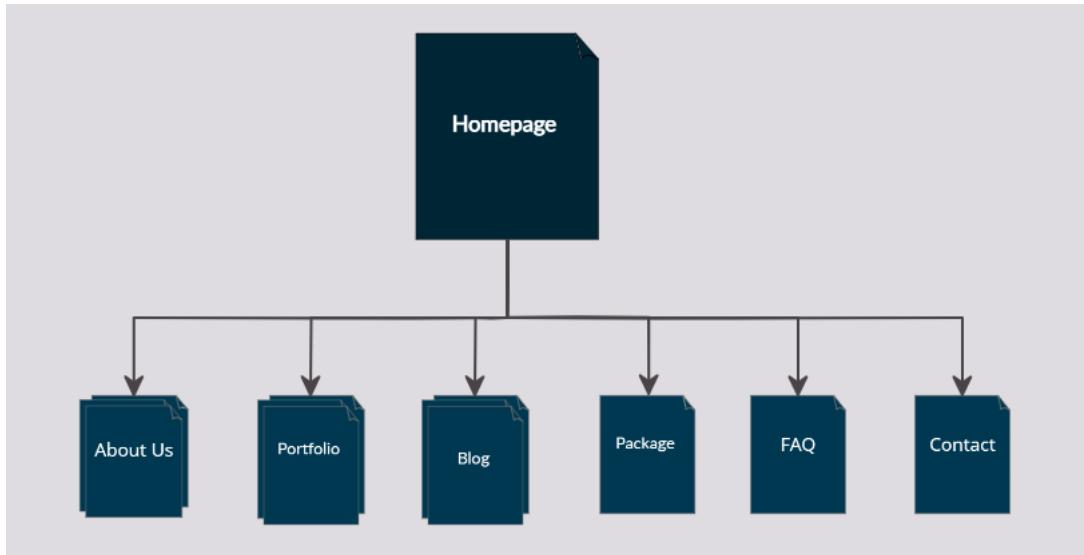


Figure 1: Sitemap of the Photography Portfolio

Our website's navigation structure is divided into discrete sections that together summarize the purpose and concept of our photography services. Customers are first introduced to our company's overall ethos on the Home page. The About Us page offers an in-depth description that outlines the background, values, and aspirations that influence our photography endeavors. The Portfolio page functions as a visual compilation of the wide range of situations and occurrences that we have successfully captured on camera. Interact with our knowledge and experience on the Blog page, where we offer viewpoints, advice, and highlights from our career.

2.4 Wireframe

The wireframes for each page succinctly outline the structural and visual framework of our website.

2.4.1 Home Page

Figure 2 shows the wireframe of Home Page

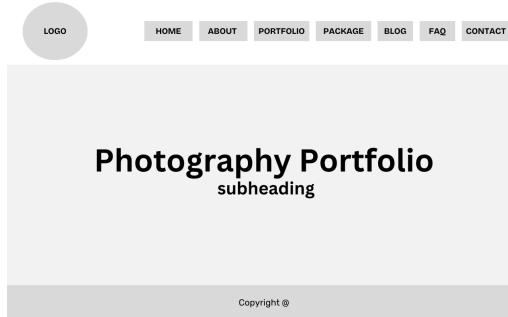


Figure 2: Wireframe for Home Page

The Home page wireframe emphasizes a clean and inviting design, showcasing a captivating introduction to our photography services.

2.4.2 About Us

Figure 3 shows the wireframe of About Us Page

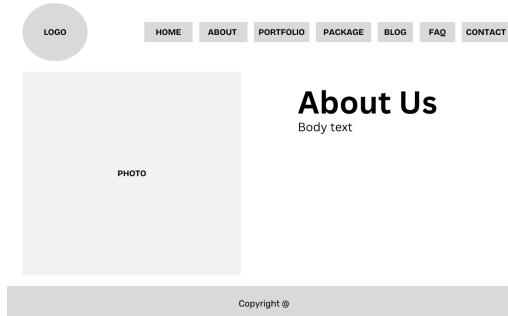


Figure 3: Wireframe for About Us Page

On the About Us page, the wireframe prioritizes a seamless narrative flow, combining text and visuals to convey our company's story effectively.

2.4.3 Blog

Figure 4 shows the wireframe of Blog Page

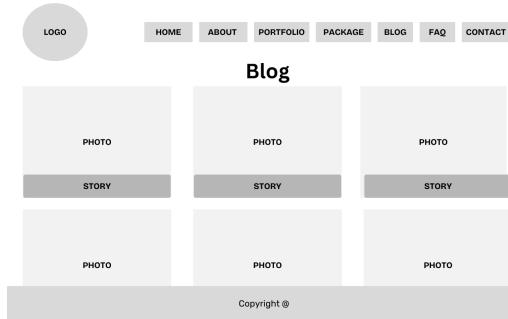


Figure 4: Wireframe for Blog Page

The Blog page wireframe incorporates an organized display for articles and highlights.

2.4.4 Portfolio

Figure 5 shows the wireframe of Portfolio Page

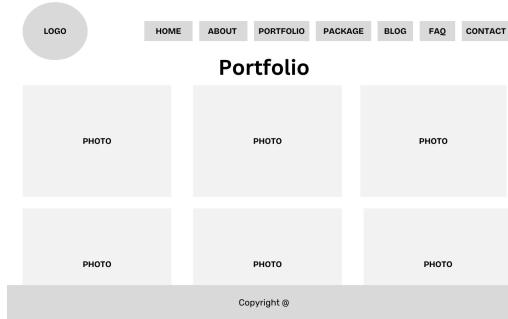


Figure 5: Wireframe for Portfolio Page

The Portfolio page wireframe focuses on a grid layout, optimizing the presentation of our diverse work.

2.4.5 Package

Figure 6 shows the wireframe of Package Page

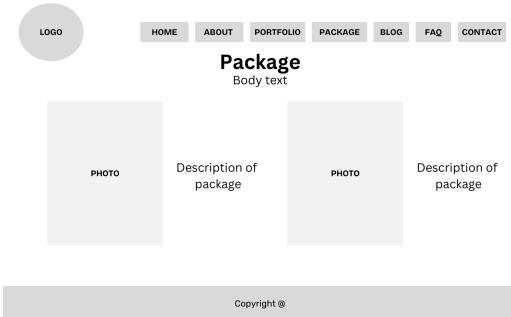


Figure 6: Wireframe for Package Page

For the Packages page, a clear and intuitive layout outlines service offerings.

2.4.6 FAQ

Figure 7 shows the wireframe of FAQ Page

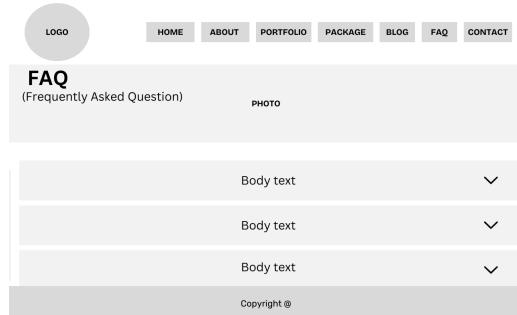


Figure 7: Wireframe for FAQ Page

The FAQ page wireframe ensures easy navigation through commonly asked questions

2.4.7 Contact

Figure 8 shows the wireframe of Contact Page

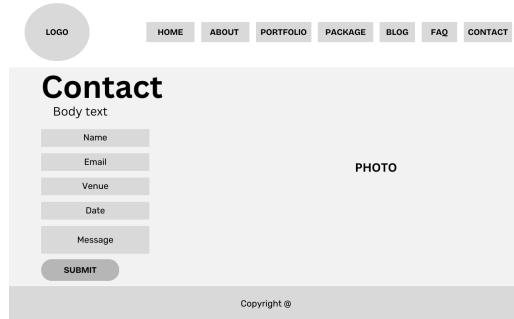


Figure 8: Wireframe for Contact Page

Contact page wireframe streamlines the communication process.

3 User Interface Design

3.0.1 Home Page

The Home Page of your Photography Portfolio website features a thoughtfully designed user interface aimed at creating a captivating first impression. At the top, a distinctive logo occupies the left corner, providing immediate brand recognition. The header, hosting a user-friendly navigation menu, ensures easy exploration of your website's content.

The main section takes center stage with dynamic image sliders, showcasing your portfolio accompanied by the website name and trademark. This central element serves as a visual highlight, drawing visitors into the world of your photography.

In the footer, a secondary navigation menu enhances accessibility, while responsive social media icons offer seamless integration with your online presence. The inclusion of a copyright notice at the bottom signifies ownership and protection of your creative work. Altogether, the Home Page combines aesthetic appeal with functionality, guiding users through a visually engaging journey and facilitating easy navigation to other key sections of your portfolio.

Figure 9 10 11 shows the User Interface for Home Page



Figure 9: User Interface for Home Page

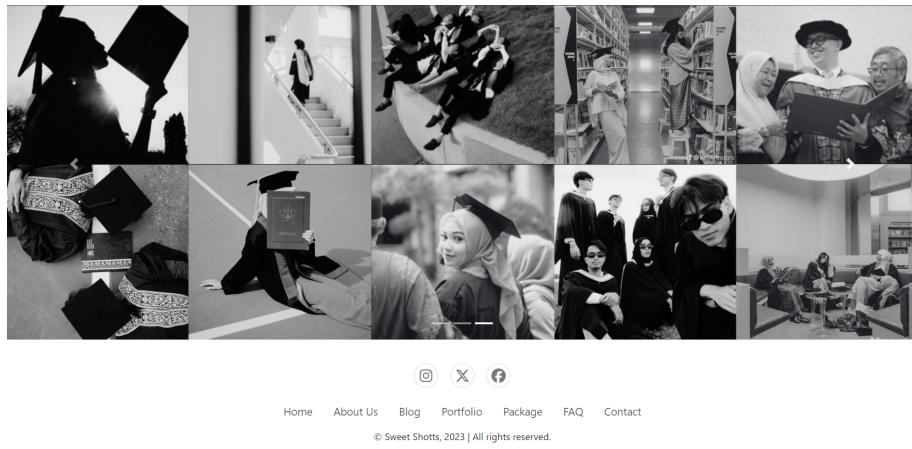


Figure 10: User Interface for Home Page

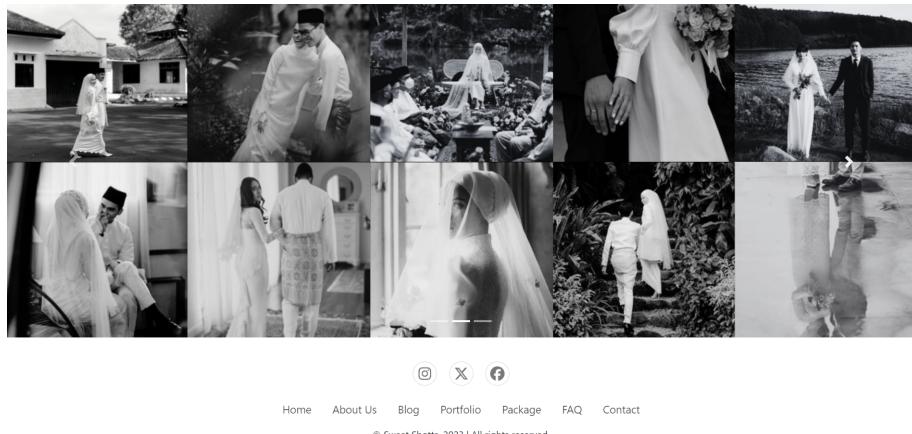


Figure 11: User Interface for Home Page

3.0.2 About Us Page

The About Us page on the photography website is simple and friendly. It shows pictures of the three photographers, Mai, Aesya, and Ammar, with a short welcome message that has a bit of fun saying they're usually shy to be in photos themselves. The message talks about how the team works hard to make sure their clients are comfortable and happy during photo shoots, and how they like to capture natural, happy moments.

Under the photos, there's a little more about what the photographers like to do, like handling surprises that come up during their work. They mention they like to take photos of the good times and are happy to do this job every day.

Overall, the About Us page is made to inform the customers about the journey of the photographers. This page also want to show that these photographers are skilled and love what they do for photography.

Figure 12 shows the User Interface for About Us

About Us

Meet Mai, Aesya & Ammar!

Hello, we are pocket-sized photographers with giant dreams and glasses that are always half full. Shall we let you into a secret? We're not fans of having our photos taken.

You too? No way!

That's why we'll always do our best to make you feel completely comfortable and relaxed before the clicking starts. It's how we manage to have a fun time together and get amazing pictures.

Not much fazes us, and we relish the smiles that can come with the unexpected. We have nerve-soothing and toddler-wrangling down to a fine art and have learnt to work with the unpredictable elements that mother nature throws at us. What a crazy sense of humour she has.

Our photography is all about capturing the good times, and we feel so fortunate that we get to do it every day.

Home About Us Blog Portfolio Package FAQ Contact

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Figure 12: User Interface for About Us

3.0.3 Blog Page

The website you're viewing is a well-structured and user-friendly platform that showcases a variety of content. It features a blog section where individual stories are highlighted, each with its own dedicated space for text and accompanying images. The design of the website is visually appealing, with a clear and easy-to-navigate layout.

The main feature of this page is the implementation of individual blog entries for

each graduate's story and its corresponding image. These entries provide a neat and organized structure, allowing users to easily navigate through the list of stories and expand or collapse them to reveal the full narrative. This interactive design ensures that visitors can quickly find the information they are seeking without overwhelming them with a long list of text.

Figure 13 14 shows the User Interface for Blog Page

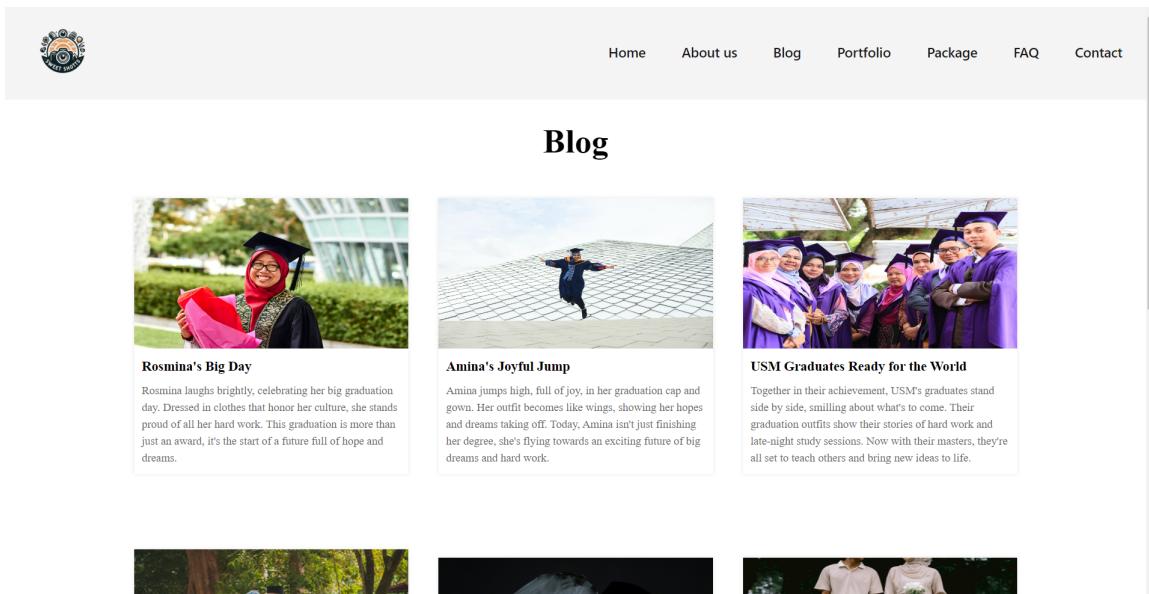


Figure 13: User Interface for Blog Page

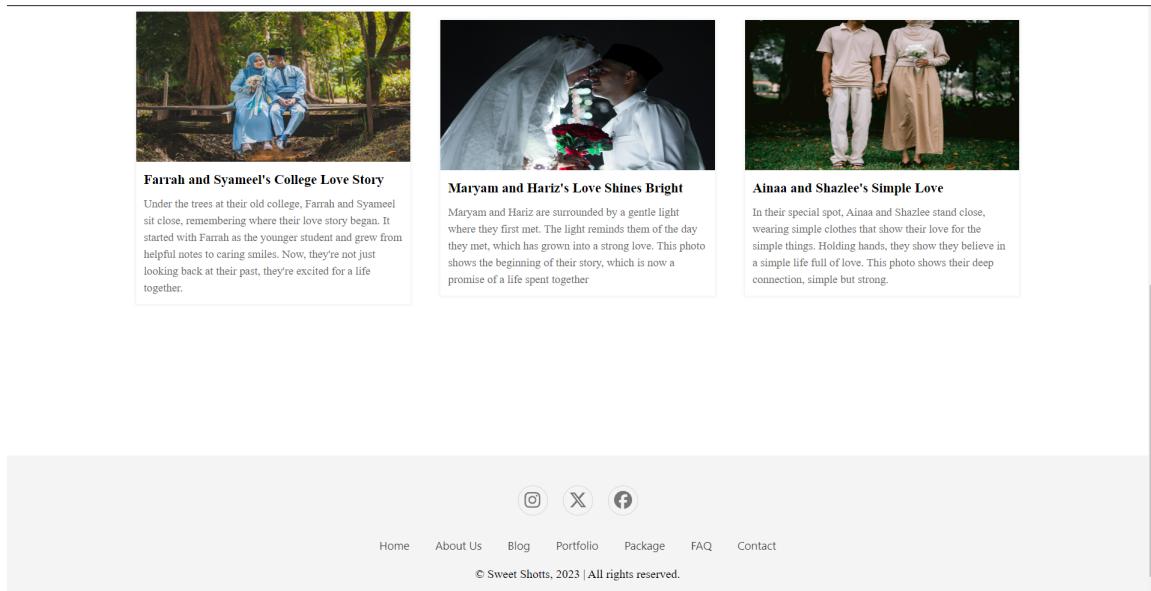


Figure 14: User Interface for Blog Page

3.0.4 Portfolio Page

The Portfolio page on the photography website showcases the work of the photographers with a collection of client photos. The page displays 30 images, divided equally with 15 from convocations and 15 from weddings. New customers interested in seeing the quality of the photographers' work can visit this page for a glimpse of their style.

The images are uniformly sized for consistency, arranged into four rows and five columns to neatly present all 30 photos. Visitors can scroll through the page, and if they wish to view any image in more detail, a simple click enlarges the photo for a closer look.

Overall, the Portfolio page serves as a visual album of the photographers' previous work, demonstrating their creativity and showcasing their talent in capturing memorable moments.

Figure 15 16 17 shows the User Interface for Portfolio

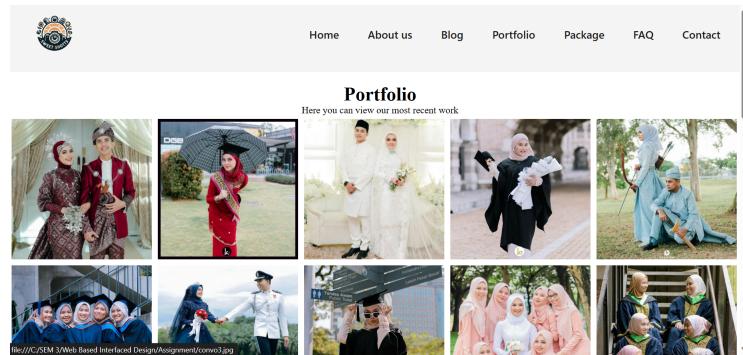


Figure 15: User Interface for Portfolio



Figure 16: User Interface for Portfolio

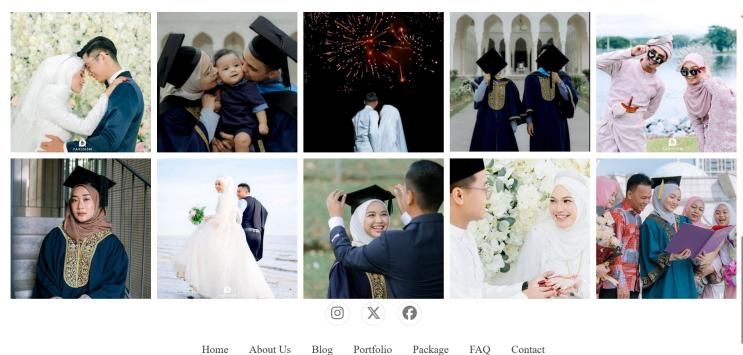


Figure 17: User Interface for Portfolio

3.0.5 Package Page

The Package page of our Photography Portfolio website is strategically designed to highlight the different offerings available. The page prominently displays the title, ensuring clarity for customers. Each package is presented with meticulous

detail through modal images, allowing users to delve into the specifics of each offering. These modal images serve as a visual representation, providing a comprehensive overview of the features and contents included in each package.

Towards the conclusion of the page, a captivating quote slider takes center stage. This dynamic element showcases top reviews and testimonials from satisfied customers, offering valuable social proof and enhancing the credibility of our photography services.

Overall, the Package page is an effective blend of informative modal images and customer testimonials, providing a comprehensive overview of your photography services and encouraging potential clients to consider our offerings.

Figure 18 19 20 21 22 23 shows the User Interface for Package Page

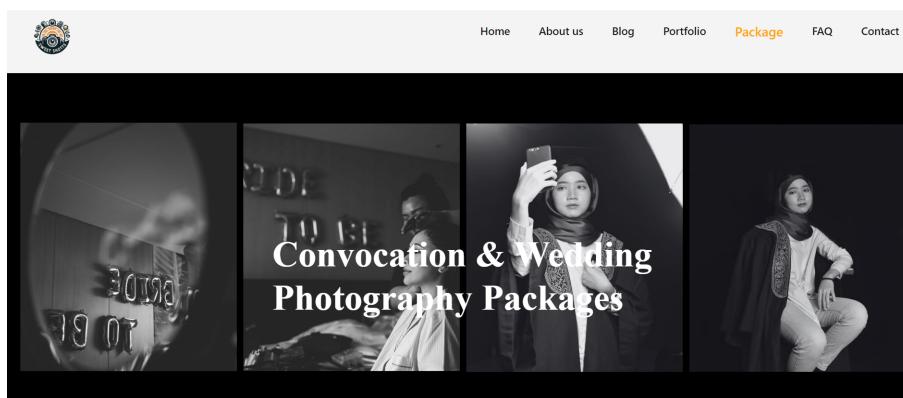


Figure 18: User Interface for Package Page

Convocation Packages

A day to cherish on your convocation

Congratulations on your convocation. Have a fun and memorable convocation photoshoot to remember your special occasion with your friends or family

PRE CONVO or CONVO
1-2 Persons | 60 Minutes
Click photo for more information

PRE CONVO or CONVO
3-4 Persons | 60 Minutes
Click photo for more information

PRE CONVO or CONVO
8HQ each | 5-6 Persons (Group photo) | 60 Minutes
Click photo for more information

Figure 19: User Interface for Package Page



Figure 20: User Interface for Package Page

Wedding Packages

Your wedding day is deemed one of the greatest days of your life.
Congratulations on your marriage. Let's capture this special day and may all witness your undying love.



Figure 21: User Interface for Package Page

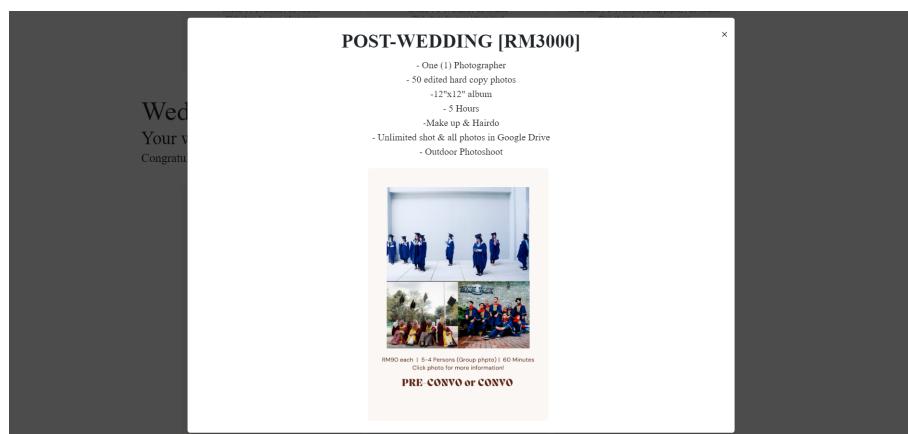


Figure 22: User Interface for Package Page

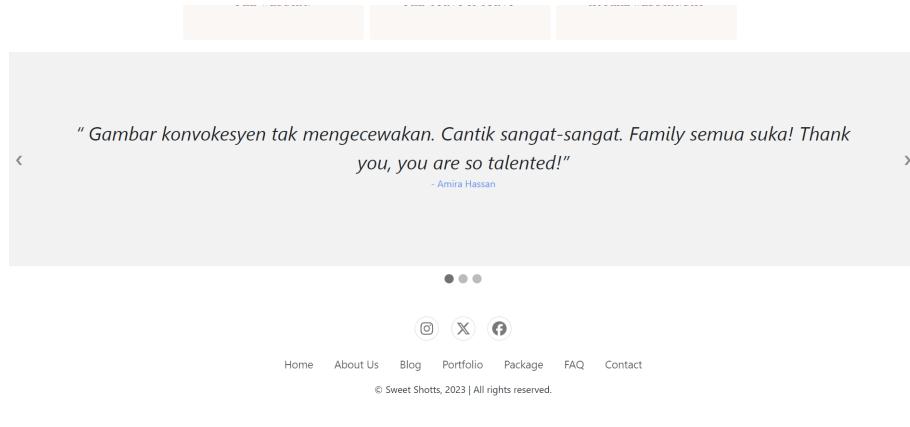


Figure 23: User Interface for Package Page

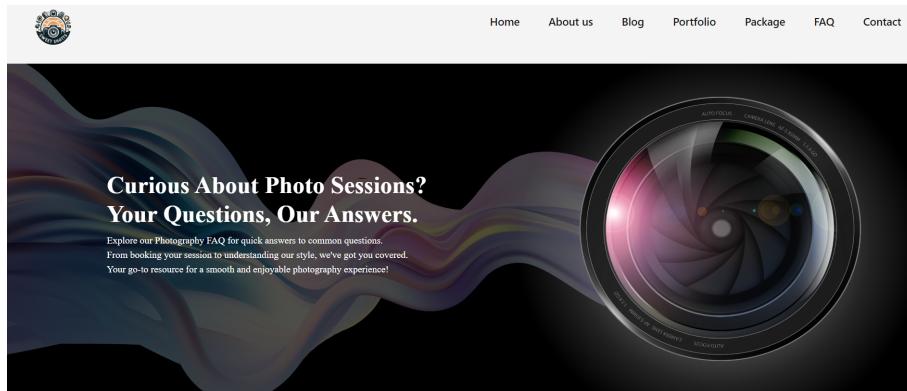
3.0.6 FAQ Page

The FAQ (Frequently Asked Questions) page on our Photography Portfolio website is designed to offer visitors quick and convenient access to essential information. The page begins with a clear and concise title, providing a straightforward introduction to the purpose of the page.

The main feature of the FAQ page is the implementation of accordions for each frequently asked question and its corresponding answer. The accordions provide a neat and organized structure, allowing users to easily navigate through the list of questions and expand or collapse them to reveal the answers. This interactive design ensures that customers can quickly find the information they are seeking without overwhelming them with a long list of text.

Overall, the FAQ page serves as a user-friendly and informative space, enhancing the overall usability of our Photography Portfolio website.

Figure 24 25 shows the User Interface for FAQ Page



Frequently Asked Questions

Figure 24: User Interface for FAQ Page

Frequently Asked Questions

How do I book a photography session with you? ▾

Booking a session is easy! Simply visit the "Contact" page and fill out the form. We'll get back to you as soon as possible to discuss details and schedule your session.

Can I request a specific location for the photo shoot? ▾

Can I bring props to the photo session? ▾

Do you provide prints or only digital files? ▾

Can I use the photos for commercial purposes? ▾

Figure 25: User Interface for FAQ Page

3.0.7 Contact Page

The Contact Page serves as a pivotal hub on our Photography Portfolio website, providing customers with a user-friendly way to get in touch and engage with our services. At the forefront of this page is a prominently displayed form that prompts users to enter essential information, allowing for efficient communication and enabling potential clients to express their interest in booking our photography services.

The form itself is designed with user experience in mind, incorporating fields for key details such as name, email, date, vanue and a message section where customers can articulate their specific needs or inquiries. The intuitive layout and straightforward design aim to minimize friction in the communication process, ensuring that customers can easily connect with our company.

Overall, Contact Page serves a well-placed call-to-action that invites users to take the next step in securing our photography services.

Figure 26 shows the User Interface for Contact Page

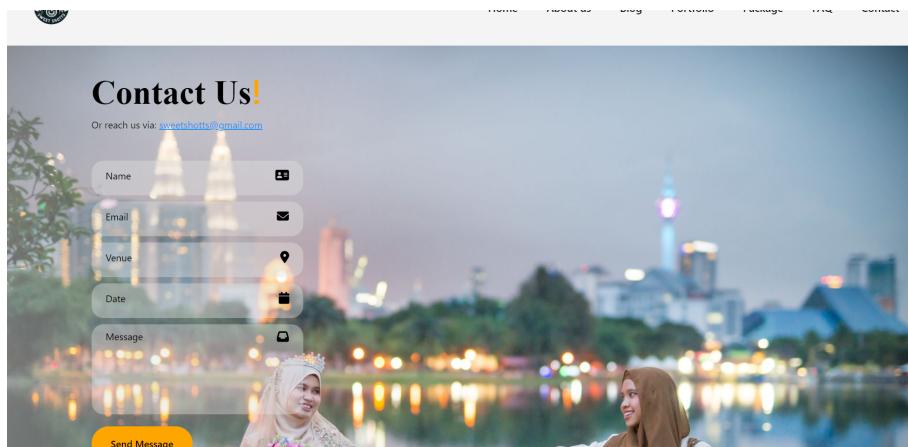


Figure 26: User Interface for Contact Page

4 Conclusion

In conclusion, making this website has been a big step for us. From the start to the end, we wanted to make a website that was easy for everyone to use and really showed off the photographers' best shots. We designed it to help customers easily find and choose services from the photographers. The site features organized photo galleries, enjoyable blog posts, a package page for service options, FAQs to answer questions, and a contact page for reaching out to the photographers. This website also is a place where people can come to see great photos and talk about them. Now that the website is up for everyone to see, we'll keep making it better with help from what people say and the new photos the photographers take. We hope this website doesn't just show pretty pictures but also shares stories that mean a lot and make people remember their visit.

5 Appendix

Table 1 shows the Roles and Responsibilities.

Matric No	Name	Roles and Responsibilities
S66115	AMMAR SYARIFUDDIN BIN MOHD ZUKRI	I. Make related websites II. Checks and fix if there is any error in code III. Make Contact and Blog
S65410	AESYA SURAYA BINTI ANUAR	I. Identify intended audience and and fin out the opportunity and problem. II. Create wireframe for Home Page, About Us Page, Blog Page and Portfolio Page. III. Make Home Page, Package Page and FAQ Page
S67331	NUR AISYAH MAISARAH BINTI ABDUL RAHIM	I. Make a purpose and objective for the website II. Take part in detailing each of the page titles and find related content sources III. Draw a Sitemap IV. Make About Us and a Portfolio Page

Table 1: Roles and Responsibilities