

Edison Velandia

Professor Masters / DESN 214

2/8/2026

Product Definition:

Website Description:

I will be creating a photography gallery website that will be called “photographyicons.com”. The website will provide works by the world’s top leading modern photographers that are shaping contemporary visual culture. It will feature photography in several areas, including fashion, documentary and photojournalism, fine art, and street and landscape. In addition, the website will also include the photographer’s biography along with visually rich content.

Purpose Statement:

The purpose of photographyicons.com is to give viewers a visually engaging space to explore curated images, while also introducing the photographer’s background and artistic perspective through a brief bio.

User Personas:

Primary:

- Laura Gomez
- Age: 28
- Freelance graphic designer
- Lives in Astoria, Queens
- Is looking to discover new photographers whose work inspires her creative projects and aligns with her aesthetic interests.
- Visual creator who regularly browses photography websites for inspiration.
- Appreciates clean, minimal layouts that let the images speak for themselves.
- Often reads short photographer bios to understand the artist’s background, influences, and creative approach.

- Wants to find visual inspiration for her own design work.
- Wants to learn about the photographers through a brief bio and follow them on social platforms.
- Values high-quality visuals
- Enjoys a cohesive theme that tells a story.

Secondary:

- Michael Chen
- Age: 42
- High school history teacher
- Lives in Bayside, Queens
- Is looking for meaningful, story-driven photography, he can use as visual examples in his classroom and personal projects.
- loves incorporating visual media into his lessons because it helps his students connect.
- He browses photography websites to find images that deliver emotion, context, or narrative.
- He appreciates when a site includes a short photographer bio so he can understand the creator's perspective and share that context with his students.
- Wants to explore photo collections that tell a clear story
- Wants to learn about the photographer's background for educational context
- Wants to find images that spark discussion or illustrate themes.
- Values simple navigation and organized categories.
- Hoping to find high-quality visuals suitable for classroom use.

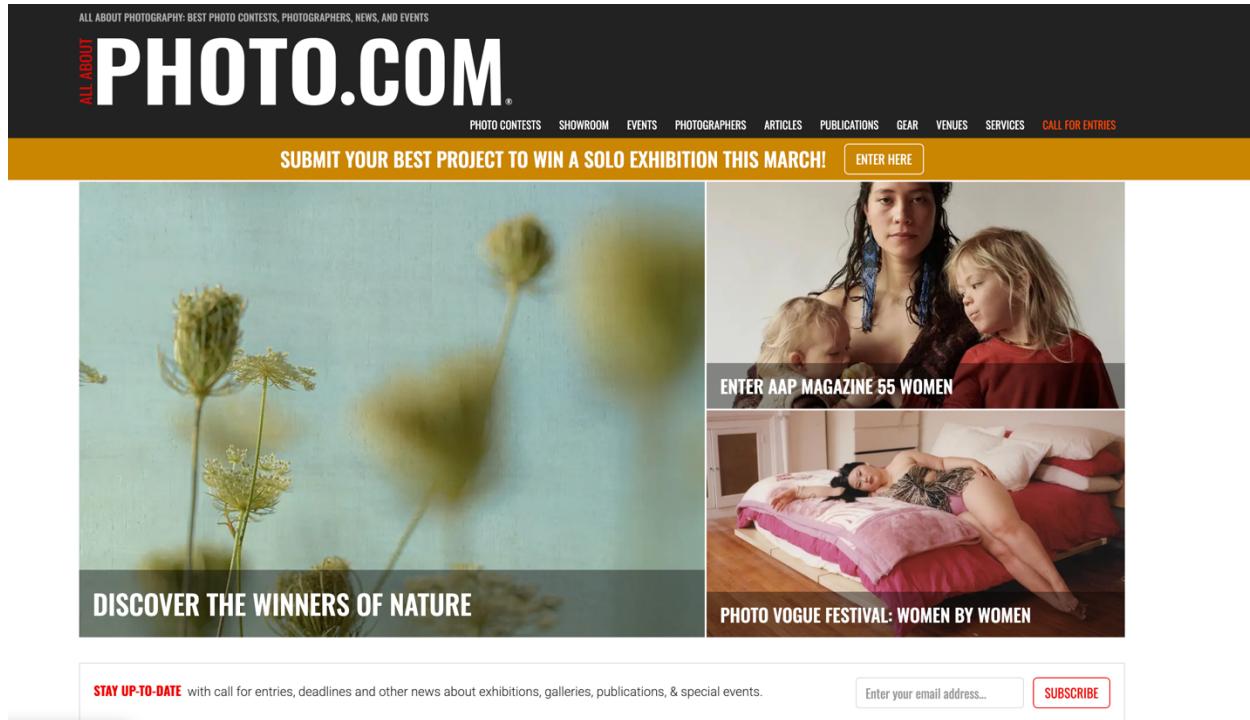
Top 5 Functions:

1. Display curated photo collections. (High-quality images in organized galleries)
2. Provide context through photographers' bio. (Background, influences, perspective)
3. Offer smooth navigation. (Move between main collections, galleries and individual images without confusion)
4. Enhance storytelling by image description or themes. (Captions, titles, theme sections)
5. Allow users to further engage. (Social media links, contact page)

Measures of Success:

- The user can easily navigate the gallery. (Move through content without confusion)
- Images load quickly and display at high-quality. (No distortion or pixelation)
- Visual story is clear and engaging. (Viewer should be able to describe a theme, story or mood)
- Engagement with photographer's bio. (Successfully connects the image to the creator.)
- Users feel motivated to explore more. (Visitors click through all content, including contact page and social media links)

Competitor's Visual Audit:



Color Pallet:

Black (#333333), White (#FFFFFF), Gold (#FFA500), Red (#FF4500), Dark Red (#EE0000), Gray (#AAAAAA), Dark Gray (#222222), Medium Gray (#666666)

Typeface and Type Hierarchy:

Oswald sans-serif: 11px-80px

Roboto sans-serif: 11px-16.8px

Media:

- Online photo galleries
- Photo essays
- Articles and interviews
- Digital photography Magazine (all-about-photo magazine)
- Photographer directories and portfolios
- Photography competitions

The Grid:

