

Mauricio Veliz
ABT 294 001

PROJECT: Part 2 - Site Proposal

Real or Imaginary

This website is a real business (Representation of my own brand), It will be a photography portfolio for myself so I will use all my own images and videos.

Site Title & Domain

I want to name my website "Through my lens".

My site domain is "throughmylens.me" It will cost 8.99 for the first year, and 32.99 after the first year.

The screenshot shows the GoDaddy website interface. At the top, the GoDaddy logo is on the left, and navigation links (Contact Us 24/7, Blog, Help, Sign In) and a shopping cart icon are on the right. A search bar contains the text 'throughmylens.me'. Below the search bar, there are tabs for 'RESULTS', 'FILTER', 'FAVORITES', and 'HISTORY'. The main content area displays two domain options:

- EXACT MATCH:** 'throughmylens.me' for C\$8.99 (first year) and C\$32.99 (subsequent years). A 'Make It Yours' button is present. A note explains: 'Why it's great: "My" is a high value keyword that has an average sale price of C\$2,973.00.'
- GREAT ALTERNATIVE:** 'throughmylens.net' for C\$22.99 (first year) and C\$29.99 (subsequent years). A 'Make It Yours' button is present. A note explains: 'Why it's great: throughmylens is 15 characters or less.'

Purpose & Audience

Purpose: The objective of my portfolio website "Through My Lens" is to have a digital space where I can showcase my photography and videography skills and my favourite pieces. It will be used as a platform for potential clients and friends to view my work, understand my personalized style, and potentially connect with me for projects and bookings.

Audience: The target audience for "Through My Lens" is anyone interested in the visual arts, potential clients, agencies and creators looking for collaboration. I would also like to reach other photographers and videographers looking for inspiration or somewhere to learn from.

Site Description

"Through My Lens" will be a page with a minimalist design. Representing the style of my photography and videography. Here is a breakdown of the site's content:

- Home Page: This page will give an introduction to my style, with a curated selection of my best photos and a short clip. A title/description of each photo can be incorporated here.
- Portfolio/Gallery: Split into two sections, one for photography and one for videography. Each section will showcase my favourite pieces. Categorized based on themes or types, e.g., landscapes, portraits, hikes, pets, etc.
- Projects: A section for specific photoshoots or projects. This will allow multiple pictures in a single aesthetic (projects allow for more story telling), with descriptions and context.
- Services & Rates: A page listing the services, from portrait sessions to events, and an explanation detailing that rates are to be determined (Rates will be custom to the project).
- Blog: Articles, tips, and stories related to photography and my experiences. This is the perfect way for anyone to get a taste behind the stories of my photos.
- Contact & Bookings: Instructions on how to contact me and maybe book a meeting for a project through email. An email form will be available, for project inquiries, collaborations, or general feedback. It will have fields for name, email addresses, types of inquiry, dates, and a message section.

Site Colour Scheme

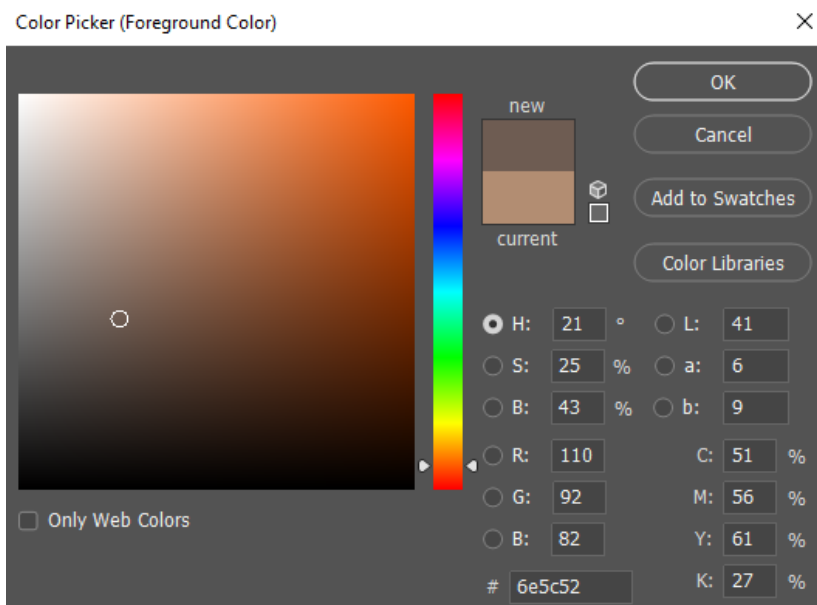
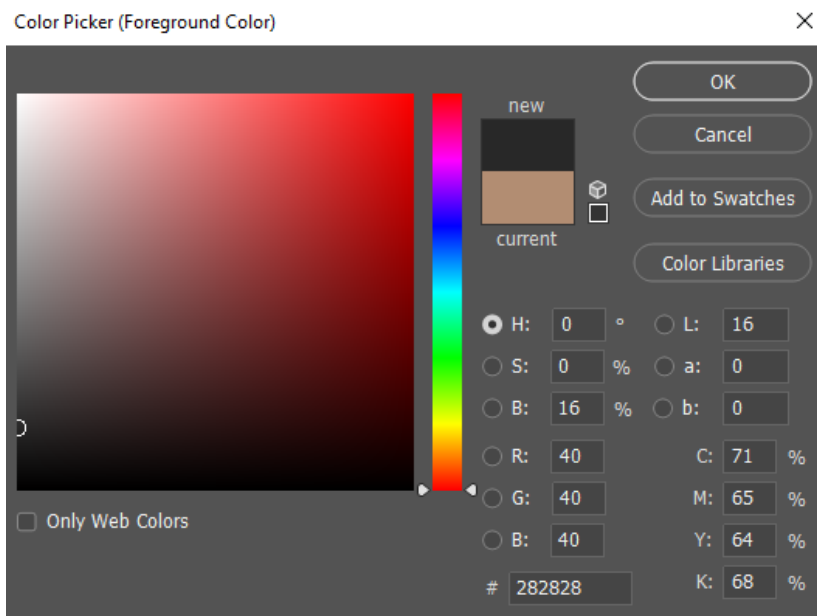
Copyright-friendly photograph:

Photo by [Justin Shen](#) on [Unsplash](#)



Colour Picker panel in PS

DARK



LIGHT

