

Title

Photo Port. Project

Description

This proj. aims to dev. a pro. photo port. that showcases the photog.'s skills, creativity, and unique style. The port. will serve as a mktg. tool to attract potential clients and highlight the photog.'s best work across various genres.

Scope

- Target Aud.: Potential clients, art dirs., and agencies seeking photo services.
- Content: The port. will include high-quality imgs categorized by themes (e.g., portrait, landscape, commercial).
- Formats: The port. will be available in both digital (website) and print formats.
- Features: Int. elements in the digital version, such as img galleries and contact forms.

Objectives

- Showcase Skills: Present a diverse range of photo styles to demo versatility.
- Attract Clients: Create an appealing pres. that engages potential clients and encourages inquiries.
- Brand ID: Establish a strong personal brand that resonates with the target aud.

Architecture Details

- Website Structure:
 - Homepage: Intro and featured works.
 - Gallery: Cat. sections for different photo styles.
 - About: Personal bio and artistic stmt.
 - Contact: Inquiry form and social media links.
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- Print Port. Structure:
 - Cover Page: Title and photog.'s name.
 - Table of Cont.: Overview of sections included.
 - Port. Sections: Each sec. dedicated to a specific photo genre.
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Technology Details

- Website Dev.:
 - Langs Used: HTML, CSS, JS for frontend dev.
 - Frameworks: Optionally use frameworks like Bootstrap for responsive design.
 - Hosting: Choose a reliable hosting provider for website access.
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- Print Port. Creation:
 - Software: Adobe InDesign or Photoshop for layout design.
 - File Formats: PDF for digital dist.; CMYK color mode for print quality.
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Team Composition

- Photographer: Main creative responsible for capturing images.
- Assistant: Supports the photographer with equipment and logistics.
- Stylist: Manages wardrobe, props, and overall aesthetics.
- Makeup Artist: Prepares models to enhance their appearance for shoots.
- Model(s): Individuals who will be photographed to represent various themes.
- Editor: Handles post-production work, including photo editing and retouching.
- Graphic Designer: Designs layout for both digital and print portfolios.
- Marketer: Promotes the portfolio through social media and other channels.
- Project Manager: Oversees the entire project timeline and team coordination.

Timeline Details

1. Week 1 (Jan 28 - Feb 3): Define project goals, scope, and team roles; finalize team composition.
2. Week 2 (Feb 4 - Feb 10): Begin photoshoot planning; scout locations; schedule shoots with models and stylists.
3. Week 3 (Feb 11 - Feb 17): Conduct photoshoots; capture diverse images across selected themes.
4. Week 4 (Feb 18 - Feb 24): Post-production phase; editing images and preparing layouts for the portfolio.
5. Week 5 (Feb 25 - Mar 3): Finalize digital portfolio design; create print version; review with team for feedback.
6. Week 6 (Mar 4 - Mar 10): Launch portfolio; initiate marketing strategies; gather feedback from initial viewers.