Web Project Documentation

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Business Statement

As a fine art photographer based in Toronto, I specialize in capturing the raw, unfiltered beauty of everyday life through street photography and intimate portraits. My work explores the intersection of human emotion and urban landscapes, blending natural light and authentic moments to tell compelling visual stories. Every portrait reveals the depth of my subjects, while my street photography captures the pulse and character of the city. With a commitment to producing high-quality, hand-crafted prints, I aim to create timeless pieces that resonate with both art collectors and those seeking a deeper connection to the human experience.

Project Objectives

The objective of this project is to develop a professional and visually captivating website for Frederic Franci, a fine art photographer based in Toronto specializing in street photography and portraiture. The website will serve as an online portfolio showcasing his work, increasing visibility and engagement with potential clients, and promoting his services. Key objectives include delivering an easy-to-navigate site, enabling users to view and explore his photography collections, providing a contact form for inquiries, and enhancing the artist's digital presence through a cohesive design that reflects his artistic style.

Project Description

This project involves creating a demonstration website for Frederic Franci, focusing on his unique portfolio of black and white street photography and portraiture. The website will feature a homepage with high-quality images, an about section that describes Franci's philosophy and journey as a photographer, and separate galleries for different photography projects. A contact page will be integrated to allow clients and visitors to easily connect with the photographer. The layout will be minimalist, designed to highlight the artistic quality of the photos, with a modern

aesthetic that aligns with Franci's fine art photography style. This project will incorporate responsive design principles to ensure the site looks and functions well on various devices, creating an elegant user experience for potential clients and collaborators.

How The Business Will Benefit

Creating a professional website for Frederic Franci will significantly enhance his business by increasing his online visibility and credibility as a fine art photographer. The website will serve as a digital portfolio, making it easier for potential clients to explore his work, book sessions, and inquire about services. With an emphasis on clean design, the website will showcase his unique street and portrait photography, attracting both art enthusiasts and commercial clients. Additionally, having a user-friendly contact form and clear navigation will streamline communication, improving customer engagement and expanding his reach in Toronto and beyond.

Additional Information

User Personas:

1. Art Curator – Emily Stein
   - Age: 42
   - Occupation: Art Curator at a Contemporary Art Gallery
   - Background: Emily works for a gallery that showcases modern art with a focus on unique street and portrait photography. She is always looking for fresh talent to feature in gallery exhibitions, with a particular interest in black and white film photography. She has an extensive network of collectors who appreciate fine art photography.
   - Needs: Emily needs a website where she can easily view and evaluate Frederic's portfolio. She prefers a clean and professional design that clearly highlights the artistic quality of each photograph.

- Goals: Emily is looking to discover new artists for upcoming exhibitions and values simple navigation, high-quality images, and artist statements.
- Tech Proficiency: High – frequently visits art and photography websites.

2. Photography Enthusiast – Sophia Lee

- Age: 28
- Occupation: Hobbyist Photographer
- Background: Sophia is passionate about street photography and follows many photographers online for inspiration. She has a strong interest in darkroom techniques and aspires to learn more about black and white photography. She enjoys reading about the artistic process behind different projects.
- Needs: Sophia is looking for content that goes beyond just the photos, such as blog posts or videos on photography techniques, the use of film, and darkroom printing. She appreciates a website that shares the photographer's journey and thought process behind the work.
- Goals: Sophia wants to find inspiration and learn more about Frederic's unique approach to street photography and darkroom printing. She also looks for engaging stories about the photos.
- Tech Proficiency: High – actively uses social media and online photography communities.

3. Potential Client – Sarah Johnson

- Age: 38
- Occupation: Small Business Owner (Boutique Fashion Store)
- Background: Sarah owns a boutique in Toronto and is considering hiring a photographer for an upcoming promotional campaign. She values artistry and unique, high-quality images that can give her business an edge in promotional materials.
- Needs: Sarah needs to quickly assess Frederic's experience with portrait photography. She's looking for a photographer who can bring creativity to the project, especially

through black-and-white imagery. She also needs to know about availability, pricing, and booking processes.

- Goals: Sarah wants to find a photographer with the right artistic style who can contribute to her brand's promotional campaign.
- Tech Proficiency: Medium – uses the internet regularly but prefers intuitive website navigation.

Flow Of Web Pages

1. Homepage Navigation:
   o The logo at the top left corner of the website functions as a link to return to the homepage from any page.

2. Navbar (Main Navigation):
   o The main navigation bar provides easy access to the following sections:
     ▪ Home: Returns you to the homepage.
     ▪ About: Learn more about Frederic Franci, his background, and his artistic vision.
     ▪ Latest Shoots: View a collection of Frederic's most recent photography projects.
     ▪ Contact: Fill out a form to send Frederic a message or inquire about booking.
   o For mobile devices, these navigation links are hidden inside a navicon (hamburger menu icon). Tap the icon to reveal the navigation menu.

3. Footer Navigation:
   o The footer of each page contains the same navigation links as the navbar:
     ▪ Home
     ▪ About

- Latest Shoots
- Contact
  - These links are accessible regardless of which page you are on, allowing for seamless navigation.

4. Social Media Links:
   - Social media icons are available on every page, typically found in the footer or the header. These icons link directly to Frederic Franci's social media profiles:
     - Instagram
     - Twitter
     - Facebook
   - Clicking on any of these icons will open the respective social media profile in a new tab.

5. Contact Page:
   - The Contact page contains a form where visitors can enter their name, email, and message. This allows users to send a direct inquiry to Frederic Franci.
   - The contact form is simple and intuitive, with fields for basic information and a message section.

The navigation across the site is designed for ease of use, ensuring that all critical sections and external links are accessible from any page.