Sure! Here's the plan of action in markdown format:

**Plan of Action for Shoe Demo Site**

1. **Get Pictures of the Shoes:**

* Identify the shoe categories you want to feature on your demo site, such as sneakers, running shoes, high heels, etc.
* Research and source high-quality images of shoes for each category. You can use stock photos, product images from manufacturers, or take your own photos if possible.
* Organize the images into folders based on the shoe categories for easy access during the cropping and editing process.

1. **Crop Images to a 1:1 Ratio in Lightroom:**

* Import the shoe images into Adobe Lightroom or any other photo editing software that you prefer.
* Use the cropping tool to create square images with a 1:1 aspect ratio for consistency across all the images.
* Adjust the crop to highlight the key features of the shoes and ensure they are well-framed within the square format.
* Save the cropped images as separate files or overwrite the original images with the square crops, based on your preference and workflow.

1. **Create Color Variations for Some Shoes:**

* Review the shoe images and identify any shoes that may benefit from color variations, such as shoes that come in multiple colors or styles.
* Use photo editing software to create color variations by adjusting the hue, saturation, and brightness levels to create different color options for those shoes.
* Save the color variations as separate files and label them accordingly for easy identification.

1. **Review and Finalize:**

* Review all the cropped images and color variations to ensure they meet your desired quality and consistency.
* Make any necessary adjustments or edits to ensure that the images are visually appealing and accurately represent the shoes.
* Double-check the organization and naming of the image files to make it easy for you to upload them to your demo site.

Remember to follow any copyright laws and obtain proper permissions or licenses for using images, if needed. Also, keep backups of your original images and edited files for future reference. With a well-planned approach, you can create visually appealing and engaging images for your demo site that will showcase your shoes in the best possible light. Good luck!

**Shoe Categories:**

**Sneakers**

* Casual athletic shoes with rubber soles and often made of canvas or leather.
* Typically used for sports, exercise, or everyday wear.

**Running Shoes**

* Lightweight athletic shoes designed specifically for running and jogging.
* Features cushioning, support, and traction for maximum comfort and performance.

**Boots**

* Footwear that covers the foot and extends to the ankle, calf, or knee.
* Can be made of leather, suede, or other materials, and come in various styles such as ankle boots, riding boots, etc.

**High Heels**

* Women's shoes with raised heels that elevate the heel higher than the toes.
* Usually worn for formal or dressy occasions, and come in various styles such as pumps, stilettos, etc.

**Sandals**

* Open-toe footwear that consists of straps or thongs attached to a sole.
* Ideal for warm weather or casual occasions, and can be made of leather, fabric, or other materials.

**Flats**

* Low-heeled or flat shoes that do not have a significant heel height.
* Comfortable and versatile, suitable for everyday wear or casual occasions.

**Clogs (Crocs)**

* Lightweight, slip-on shoes made of rubber or plastic material.
* Known for their distinctive design with perforated holes and often worn for casual or outdoor activities.

You can use these descriptions as a reference to help you gather appropriate images and create color variations for each shoe category on your demo site.