Design Specification

Proposed for

Jo Smith Photography Website

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Overview

General Project Information

The client is called Jo Smith. She is a Photography graduate and requires a website to promote her photography skills, and to earn an income.

Jo's Contact Details

987 Brook Street
Dundee
DD5 2EA

- Twitter @josmithphoto
- Instgram @josmithphotography123

Jo does not want her phone number listed on her website due to fear of being spammed.

Audience

Primary Target Audience

Potential clients i.e. engaged couples to be married.

Secondary Target Audience

Potential long-term employers such as design agencies.

Theme

Style

Jo's website has to look sleek and professional.

Colour

Jo is a graduate from Art College and therefore has requested the website looks creative and professional.

Typography

Jo has indicated that she prefers sans-serif fonts but will leave it to you to decide which font works best for her website. She has said that she dislikes fonts like Comic Sans.

Constraints

Budget

£500

Timescale

40 hours

Resources

Content

Jo would prefer the website focused on layout and style and only contain necessary text.

However, she has specific information to be included on the following pages:

All Pages

The layout of each page should be consistent. Your assessor will supply you with the SVG logo that should scale for different screen sizes. Jo has an active social media profile and would like this to be incorporated on each page in the form of icons. She likes an example she has seen on the following website:

http://www.helenchalmers.co.uk/

Jo also suggests it could be a good idea to display her twitter feed on one or several of the webpages.

Homepage

Jo wants visitors to get all the information they need about her on the homepage: her name, location and her profession.

The homepage could also be used to showcase her photographs as large background images. She has seen this idea on the following website:

http://www.deepend.com.au/

Gallery

Jo has requested a sleek, interactive photo gallery so potential clients can browse through her photographs. Your assessor will provide you with the JPEG versions of the photos Jo has in her Instagram account.

Jo likes the following interactive galleries:

http://peterkuma.github.io/picture-slider/Demo/

Alternatively, an Instagram widget/gallery could be used to take a direct feed of her photographs from Jo's Instagram account. She has seen this idea on the following website:

https://www.instagram.com/panerabread/

Services

Charges to potential clients:

- Private events = £40 p/h
- Short-term contractual work = £25 p/h
- Long-term contractual work = negotiable

Jo also sells a selection of framed photographs in her gallery to local companies and would like to expand this venture. Local bars, cafes and restaurants hang her framed photos on their walls, along with price tags, and sell to their customers. They take 10% of the sale value. She would like this information mentioned on this page.
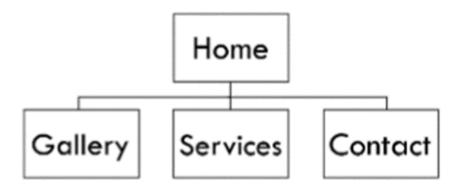
Contact

Jo would like you to embed her address and a map on this page, so people are encouraged to visit her gallery and buy framed photos. She has seen this feature on the following website:

https://www.scottsdalegolf.co.uk/contact-us

Design

Sitemap

Jo does not require you to follow this rigid website structure and would be happy with a traditional design or a linear one-page design.

This is an example of a linear one-page design:

https://1095.unsplash.com/

Layout

Jo does not want to restrict creativity by proposing a rigid layout. She does however wish to reiterate that focus should be on style. She likes other photography websites that are built using large and beautiful photographs like this one:

http://hardyklaholdphotography.com/