

Photography, Video Portfolio and Blog Website

1. Introduction

- The first entry on my portfolio project repertoire will be a website that **budding photographers and videographers** can use to **promote their photography and video work**.
- This will be a fully responsive website that will highlight my understanding of **HTML, CSS** and **Bootstrap**. If possible, I am interested in learning about and applying **reusable Bootstrap templates** so it's easy for the owners of the websites to update and maintain their content.
- Some of the more **advanced features** (e.g. buying prints, blog) will most likely need knowledge from the subsequent courses (e.g. **React, NodeJS**, etc.) Consequently, I will **continue adding features to the website** as my knowledge develops.

2. Expected List of Features

- The website will allow visitors to:
 - Get acquainted with and **appreciate the photo and video work**.
 - **Homepage** – quick portfolio overview without the need to click deeper.
 - Display photos and videos on a **masonry type** template (no large image at the top) to encourage scrolling.
 - Each photo or video “**hero image**” represents a gallery – on projects which mix photos and videos the hero image is a video.
 - Clicking on a video or photo brings the visitor to the specific **Gallery** page.
 - Optionally they can **buy prints** from a gallery through a **shopping cart**.
 - Visitors will be able to choose from multiple print sizes.
 - “Donation” prints will also be available for purchase in which all profits go to specific charities.
 - **Contact the artist** directly and through social media – **Contact** page.
 - **Read the artist’ articles** and posts on their **Blog**.
 - **Learn** about:
 - Current and upcoming **projects**.
 - **Workshops** and **speaking schedule**.
 - **Hire the artist** for photography, film or speaking engagements.

- Other requirements:
 - The website will have a **sidebar menu** that will contain the usual navigation links (Homepage, Contact, Blog, etc.) and will also contain categories (sub-topics) for the galleries when browsing the portfolio.
 - The first category is **Overview** which contains selected photos and videos from all sub-topics.
 - Overall, visitors should **not need more than 5 clicks** to be able to see and understand who the artist is.
- The above features will allow artists to promote their work without needing to pay for a subscription costing upwards of \$360/year for similar websites.

3. Market Survey

- Below are some example photographer and videographer websites with interesting user experience and designs that I analyzed for ideas and inspiration for this project:
 - Emily Garthwaite (<https://www.emilygarthwaite.com/>)
 - Victoria Will (<https://www.victoriawill.com/>)
 - David Duchemin (<https://davidduchemin.com/>)
 - Alissa Everett (<http://www.alissaeverett.com/>)
 - Amy Vitale (<https://www.amivitale.com/>)
- Some platforms that offer similar features, but require monthly or yearly subscription are as follows:
 - SmugMug (<https://www.smugmug.com/>)
 - Format (<https://www.format.com/>)
 - Zenfolio (<https://zenfolio.com/>)

4. References

- <https://themes.getbootstrap.com/official-themes/>
- <https://www.smugmug.com/plans>
- <https://mdbootstrap.com/docs/jquery/layout/bootstrap-masonry/>
- <https://bootstrapious.com/p/bootstrap-sidebar>