Fundamentals of Web Development

CH 1: Focus on Web Design

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**What is the purpose of the site?**

The purpose of this site is to give information about anything a photographer might have a question about. Primarily, it is focused on the beginner or intermediate photographer. It covers topics on camera themselves, both digital and film, and what each of their strengths and weaknesses are. It goes very in-depth on the features, the photographic quality, the ease-of-use, and the physical build of the camera. Furthermore, with Ken Rockwell being a celebrated and well-known photographer, he also states his opinion on certain things and will recommend or discourage a purchase *based on his own opinion.*

There is also a section intended for instruction that covers the *how* of photography and the how camera, lenses, camera settings, lighting, and equipment can alter the photograph.

**Who is the intended audience?**

The intended audience is all photographer everywhere, from the one who just picked up the camera, to the professional (like Ken) who’s been in the business for many many years. Because there is always new technology coming out, Ken is always updating his site with his *personal* review of the product.

**Do you think that the site reaches its intended audience? Why or why not?**

I think the site may go under the radar a little bit, but the site is fairly reputable. I would say that it does reach its target audience because of this reputation and because many other sites recommend this one.

**Is the site useful to you? Why or why not?**

As a photographer, yes, this site is very very useful. It’s helped me make one of my more recent purchases in fact and everything that was said about the camera accurately matches my own experience. I view it as a trusted source.

**List one interesting fact or issue that this site addresses.**

The site is managed by Ken himself. I’m not sure if he uses any outside assistance but in his “About” section, he states that he took one class in Adobe Dreamweaver and that’s all. The design of the website is quite rudimentary, so I would not be surprised if Ken has coded the whole thing himself!

**Would you encourage others to visit this site?**

Yes, I would recommend this site to others. Most people have a slight bit of interest in photography and this site is very good if you are looking for a camera, or even wanting to learn how to use a higher-level camera.