

I need a portfolio website so that I can begin to market myself as a professional photographer. I need a way to share my portfolio with potential future clients and employers, as well as to share with the general public. My completed website will present my work in a clear and organized fashion, allowing viewers to easily navigate my portfolio and view my images with ease.

I currently use a premade Tumblr theme for my portfolio, and because of the functionality of the blog format, I do not like how my work is shown. Ideally, I would have a lot more control over the format of all of the pages. I would like to be able to design a more functional home page which only displays some of my best work, as opposed to displaying every image ever uploaded to my "blog". A large piece of this is that the images will be linked from a folder, and will not have been uploaded to a form at all. I also want my photos to be displayed in their galleries in a more cohesive layout. The photos should not be laid out in a grid and should instead take up the full screen of the webpage, scrolling horizontally on the screen, with a small navigation tool showing all of the images along the bottom. Most of the problems I have with my current site are in the usability both for viewers and for me as the content creator, as well as in the ease of looking through the portfolio.

This website is partially geared toward the general public (friends, family, etc.) so that I can show off the work I have been doing and present myself as a professional artist. While this is something I have wanted to have for a long time, the main audience is potential clients and employers. While creating a print portfolio is a very important part of photography, the web portfolio is typically the first step in reaching a client. This website should not only market my work to those who have found me on their own, but also sell me to people whom I myself have reached out to.

The success of this website will primarily be measured by the ease of use and layout of the portfolio pages. In my own research, I feel the most successful websites to be very simple in their design elements and focus on displaying the work. I want my images to look good but still load quickly. I have always felt that an image that loads fast makes the website look more professional than an image that loads slow. For the purposes of this class, and to aid my website in standing out from others, I would like to add some very small but professional looking design elements such as an animation, though I am still not sure what I want this to look like. Because I am building this website on my own, I will be able to frequently and easily add or change images in my portfolio, which solves one of my biggest problems in using the Tumblr/blog format. Clients should be able to easily find my information and reach out to me for more information. Navigation should be clear and simple, separating my individual series' within my complete portfolio. Overall, a clean, organized, and easily used website are my main hopes and goals for the end product.