

# Gregory Olsen. Photo Studio

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## A. Purpose

This is site with Gregory's Olsen's works with opportunity to book session. Site has Home, Work, Connect, Sessions and InstaOlsen tabs.

Work tab contains portrait gallery, lifestyle gallery, travel gallery and motion gallery.

Connect tab contains bio & press, clients, philanthropy and contact pages.

Session tab contains three types of photo sessions. User can select and book some of them.

InstaOlsen tab should lead user to Gregory's instagram.

Below you can find detailed description of each tab.

## B. Home

All pages (include Home) should have header:



Header should be fixed on the top of each page, users should always be able to change location.

Below need to add DEMO part:



Main picture is a Greg's photo with signature (like it shown above)

Preview photos should have portrait, lifestyle, travel and motion pictures. When selecting one of them main page should changed to preview photo with corresponding signature.

Also it will be better if you add links to corresponding galleries.

Following part is question-answer zone with photos.

Question's "what's the story?", "How does it work?", "So what's next?" and "Last words". And answers should tell users about Greg's work strategy.

## WHAT'S THE STORY?

Every business or brand has a story to tell. That's where we come in. We will help tell your story in the best way possible through a combination of imagery. Ok enough about us.



## HOW DOES IT WORK?

Get in touch via email, let us know what you're working on, no need for lots of detail at this point just a few words, we want to know why you're excited about your product or service.



## SO WHAT'S NEXT ?

We then help you by creating strong visual content. Our solid production skill sets give us the confidence to experiment, this might mean trying new things we dream up together.



## LAST WORDS

We will delight you with every step of the journey, this business and what we create for you is our passion, this is more than just a job for us. We've worked with the largest brands in the world to very small businesses, everyone is treated equally. Our mojo is simple: We're friendly, professional and honest, happy to work directly or through your chosen agency.



And final part is footer with studio information: address, phone, email and links.  
Add following links here:

- Facebook - [https://www.facebook.com/ph\\_olsen](https://www.facebook.com/ph_olsen)
- Twitter - [https://twitter.com/ph\\_olsen](https://twitter.com/ph_olsen)
- Instagram - [https://www.instagram.com/ph\\_olsen](https://www.instagram.com/ph_olsen)
- Youtube - [https://www.youtube.com/ph\\_olsen](https://www.youtube.com/ph_olsen)



CONTACT US, THERE'S NO  
TIME LIKE THE PRESENT

If you would like to talk to us about any upcoming projects please get in touch  
using the details below:

Address

Gregory Olsen Studio  
Unit 124 - 4293 Mountain Square  
Whistler, British Columbia, Canada  
VoN 1B4

Call us on  
+44 0207 435 2086

Email:  
[info@gregoryolsen.com](mailto:info@gregoryolsen.com)

Facebook: [www.facebook.com/ph\\_olsen](http://www.facebook.com/ph_olsen)

Twitter: [www.twitter.com/ph\\_olsen](http://www.twitter.com/ph_olsen)

Instagram: [www.instagram.com/ph\\_olsen](http://www.instagram.com/ph_olsen)

Youtube: [www.youtube.com/ph\\_olsen](http://www.youtube.com/ph_olsen)

## C. Work

Submenu should have several types of galleries. It's described below.

### C1. Portrait

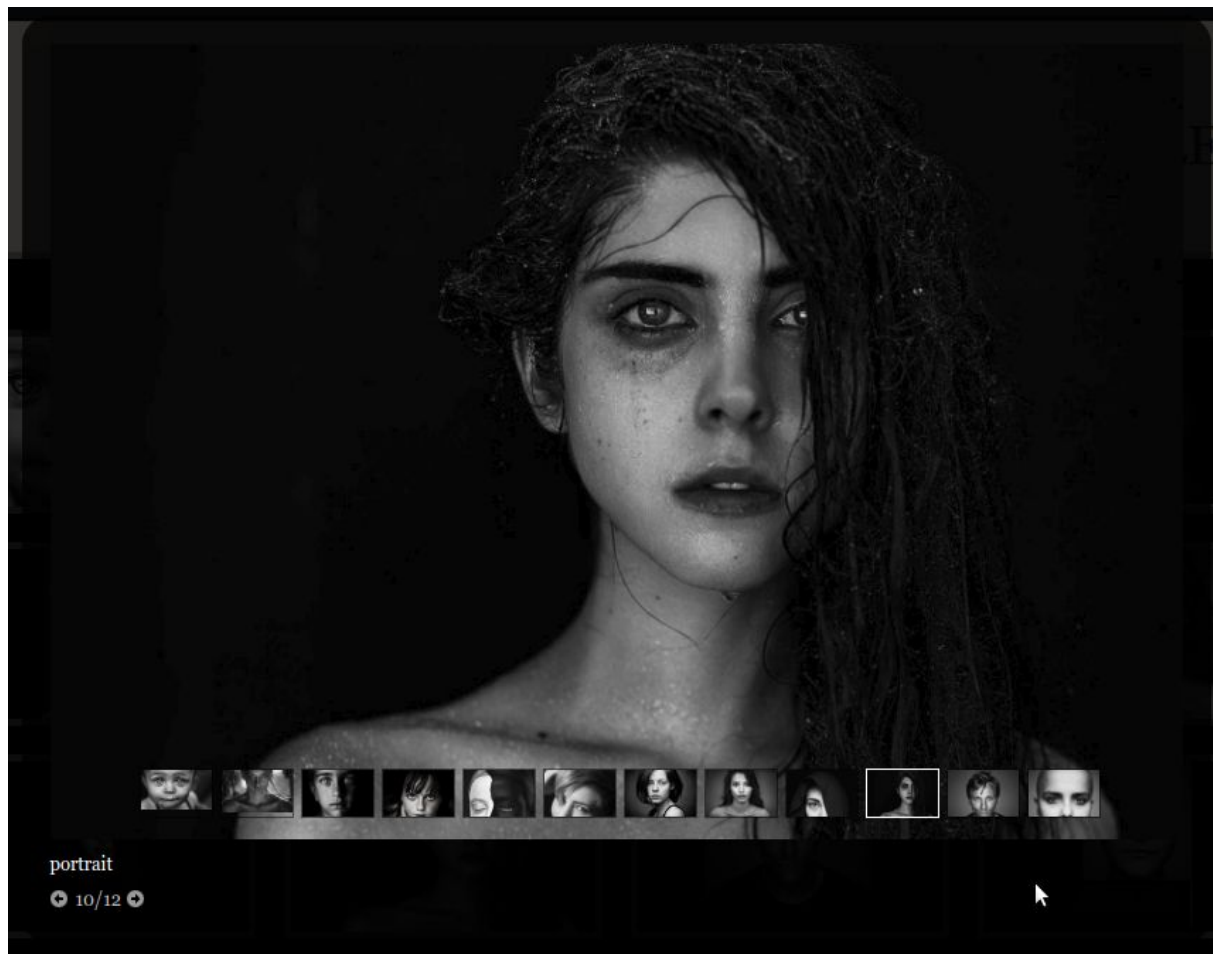
This page should contain photo gallery with portraits. Page title is Portrait Gallery.

There are 4 pages that contain 12 photos. Except 4th page - it contains only 4 photos. Preview photos should have 225px\*130px size, and natural size in multiple photos.

Each photo should have grey frame, and it should become white if cursor over. All preview photos should have tooltip with photo number (e.g. p5).

Multiple photos should be opened if clicked on each photo.

Also if cursor over need to show all preview photos from current page.



Add pagination below preview photos.

See correct photo order:



1.jpg  
97,1 kB



2.jpg  
36,0 kB



3.jpg  
30,9 kB



4.jpg  
54,5 kB



5.jpg  
267,4 kB



6.jpg  
68,3 kB



7.jpeg  
590,2 kB



9.jpg  
149,7 kB



10.jpeg  
121,1 kB



11.jpg  
28,2 kB



12.jpg  
61,0 kB



13.jpg  
549,4 kB



14.jpg  
50,8 kB



15.jpg  
237,5 kB



16.jpeg  
92,4 kB



17.jpg  
228,1 kB



18.jpeg  
100,6 kB



19.jpeg  
102,3 kB



20.jpg  
46,5 kB



21.jpg  
130,3 kB



22.jpg  
15,5 kB



23.jpeg  
92,7 kB



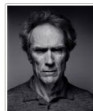
24.jpeg  
7,9 kB



25.jpg  
31,2 kB



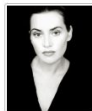
26.jpeg  
57,3 kB



27.jpg  
200,1 kB



28.jpeg  
215,6 kB



29.jpg  
25,4 kB



30.jpg  
22,0 kB



31.jpg  
221,1 kB



32.jpg  
135,3 kB



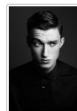
33.jpg  
58,9 kB



34.jpg  
158,2 kB



35.jpeg  
42,4 kB



36.jpg  
48,5 kB



37.jpg  
427,0 kB



38.jpg  
936,7 kB



39.jpg  
129,7 kB



40.jpg  
91,2 kB

The same rules should be done for Lifestyle, Travel and Motion tabs. See their photos in next chapters.

## C2. Lifestyle

This page should contain photo gallery with lifestyle photos. Page title is Lifestyle Gallery.

There are 5 pages that contain 12 photos. Preview protos should have 225px\*130px size, and natural size in multiple photos.

See correct photo order:







31.jpeg  
150,0 kB



32.jpg  
285,9 kB



33.jpeg  
87,0 kB



34.jpeg  
86,5 kB



35.jpg  
88,4 kB



36.png  
232,2 kB



37.jpg  
242,9 kB



38.jpg  
39,6 kB



39.jpg  
125,8 kB



40.jpg  
64,6 kB



41.jpeg  
391,1 kB



42.jpg  
275,3 kB



43.jpg  
403,4 kB



44.jpg  
187,8 kB



45.jpg  
323,1 kB



46.jpg  
328,4 kB



47.jpg  
272,9 kB



48.jpg  
268,4 kB



49.jpg  
368,0 kB



50.jpg  
902,5 kB



51.jpg  
327,0 kB



52.jpg  
445,1 kB



53.jpg  
365,4 kB



54.jpg  
384,7 kB



55.jpg  
411,0 kB



56.jpg  
364,4 kB



57.jpg  
224,3 kB



58.jpg  
286,0 kB



59.jpg  
320,9 kB



60.jpg  
745,8 kB

## C3. Travel

This page should contain photo gallery with travel photos. Page title is Travel Gallery.

There are 4 pages that contain 12 photos. Preview protos should have 225px\*130px size, and natural size in multiple photos.

See correct photo order:



1.jpeg  
185,7 kB



2.jpg  
56,0 kB



3.jpg  
28,3 kB



4.jpeg  
259,2 kB



5.jpg  
714,7 kB



6.jpeg  
78,8 kB



7.jpg  
244,2 kB



8.jpg  
291,3 kB



9.jpeg  
83,5 kB



10.jpeg  
295,5 kB



11.jpg  
91,0 kB



12.jpg  
301,5 kB



13.jpeg  
270,4 kB



14.jpg  
76,4 kB



15.jpeg  
251,8 kB



16.jpeg  
178,7 kB



17.jpeg  
156,1 kB



18.jpeg  
910,0 kB



19.jpg  
139,8 kB



20.jpeg  
268,0 kB



21.jpeg  
3,1 kB



22.jpeg  
164,5 kB



23.jpeg  
121,5 kB



24.jpeg  
102,8 kB



25.jpg  
95,3 kB



26.jpg  
155,0 kB



31.jpg  
893,7 kB



36.jpg  
505,4 kB



41.jpg  
423,2 kB



46.jpg  
315,1 kB



27.jpg  
407,3 kB



32.jpg  
444,0 kB



37.jpg  
895,3 kB



42.jpg  
318,3 kB



47.jpg  
389,0 kB



28.jpg  
119,4 kB



33.jpg  
324,9 kB



38.jpg  
491,3 kB



43.jpg  
602,4 kB



48.jpg  
424,5 kB



29.jpg  
91,9 kB



34.jpg  
593,6 kB



39.jpg  
521,7 kB



44.jpg  
292,7 kB



30.jpg  
99,6 kB



35.jpg  
622,4 kB



40.jpg  
422,8 kB



45.jpg  
221,4 kB

## C4. Motion

This page should contain photo gallery with motion photos. Page title is Motion Gallery.

There are 2 pages that contain 12 photos. Except 2th page - it contains only 6 photos. Preview protos should have 225px\*130px size, and natural size in multiple photos.

See correct photo order:



1.jpg  
44,0 kB



2.jpg  
136,7 kB



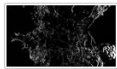
3.jpg  
123,1 kB



4.jpg  
206,7 kB



5.jpg  
1,1 MB



6.jpg  
61,8 kB



7.jpg  
213,7 kB



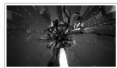
8.jpg  
290,4 kB



9.jpg  
103,8 kB



10.jpg  
327,6 kB



11.jpg  
58,8 kB



12.jpg  
338,2 kB



13.jpg  
702,0 kB



14.jpg  
62,9 kB

## D. Connect

Submenu should have information about Greg: his history, his clients etc. It's described below.

### D1. Bio & Press

This page is about Greg's life and his articles in press. Page title is Bio & Press.

Add Greg's photo here:



Add following text near with used formatting:

**Gregory Olsen** is a world renowned photographer, and creative entrepreneur devoted to inspiring the world to create their moments.

Greg has photographed personalities such as **Justin Bieber, Tom Hanks, and Jessica Alba**. He's been featured in **Fast Company, Huffington Post**, and **MTV**. Greg has traveled to over 60 countries and 7 continents and is the author of the travel photography book, PhotoTrekking. He has photographed global campaigns for international brands such as **Nike, Coca Cola and Adidas** and his work has been published in magazines such as **Conde Nast Traveler, Cosmopolitan, and Marie Claire**.

*In The Press - Fast Company and Huffington Post.*

## D2. Clients

This tab should lead user to page with list of all customers. Page title is Clients Gallery. See list with description below:

1. Devienna Anggraini



Picture should have link <http://www.dametals.com/>

2. Elizabeth Auffenberg



3. Max & Tara Axler



4. Ashley & Rich Baccari



5. BFYTBODY



Picture should have link <https://www.facebook.com/BFYTBODY/>

6. Laura Blanc



Picture should have link <http://lblanc.com>

7. Gwen Oulman Brennan



Picture should have link <http://www.larutanstudio.com/>

8. Madeline Cann



Picture should have link [https://risd.digication.com/madeline\\_cann/Welcome/published](https://risd.digication.com/madeline_cann/Welcome/published)



9. Pedro Castillo



10. Alex Ching



11. Kate Cleaves



Picture should have link <http://www.katecleaves.com>

12. Caleb Colpitts



Picture should have link <http://calebcolpitts.com/>

13. Jennaca Davies



Picture should have link <http://jennaca.com>

14. Emcor



Picture should have link <http://www.emcorgroup.com>

15. Yasmine Ghaemi



16. Emily Habansky



Picture should have link <http://emilyhabansky.blogspot.com/>

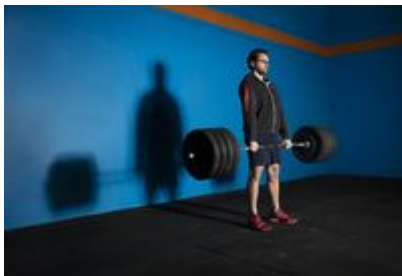
17. Yaungeun Han



18. Jennifer Harris



19. Kong Crossfit



Picture should have link <http://kongcrossfit.com/>

20. Nikki Thiess-Kusiak



21. Laser Performance



Picture should have link <http://laserperformance.com>

22. Leblon



Picture should have link <http://www.leblon.com/>

23. Patricia Leunis



24. Lilo Studio



Picture should have link <http://www.lilostudio.com>

25. Lauren Lucia



Picture should have link <https://www.facebook.com/LaurenLuciaDesigns>

26. Lucienne Von Doz



27. Ema Ishii



Picture should have link <http://www.saatchiart.com/ema024>

28. Maclaren



Picture should have link <http://www.maclarenbaby.com/>

29. MAM



Picture should have link <http://www.mambaby.com>

30. Marta Mattsson



Picture should have link <http://www.martamattsson.com>

See how it should be done:

# CLIENTS GALLERY



Devienna Anggraini



Elizabeth Auffenberg



Ashley & Rich Baccari



BFYTBODY



Laura Blanc



Gwen Oulman Brennan



Madeline Cann



Pedro Castillo



Kate Cleaves



Caleb Colpitts



Jennaca Davies



Max & Tara Axler



Yasmine Ghaemi



Emily Habansky



Yaungeun Han



Jennifer Harris

### D3. Philanthropy

This tab should lead user to page with Greg's article "How photographing changed my life." with his famous photo. Page title is Philanthropy.



Please add following article here with used formatting:

People who know me from school might know me as a shy boy. I've always been an introvert (and I still am), but now I finally see the positive qualities about being an introvert instead of being insecure about this all the time. A topic that I would like to share you more about.



I started shooting images at a young age, I think I was 13 years old and my interest for webdesign and making digital magazines in Word and Paint Shop Pro became my hobbies. That is also the reason why I'm currently dealing with RSI (pain in my right hand and arm thanks to the computer mouse..). For my self made websites I wanted to shoot images and I loved to capture photos of our cute puppy and our family walks in the nature. This is how I learned about my camera settings and how I developed my love for photography. Luckily my parents supported my creativity.

It really helped me to gain confidence to be myself through my work and meanwhile it was an escape from the real world. I could create everything I want and I noticed I was getting better by reading books and magazines about photography. People started talking positively about my photos and gave me compliments, something I really appreciate during my years as a shy teenager. I didn't feel secure about my self, but I did feel very good about my photography because I enjoyed it so much.

Soon I noticed that if I wanted to become a fashion and portrait photographer, I should have a lot more self confidence because as a photographer you are the one that makes the big decisions during the shoot and you have to control a whole team. It was absolutely not possible to be shy or quiet during a shoot, so in the next years I learned how to take control of the shoot by organising a lot of shoots. Actually, I already felt a 100% different with a camera in my hand. I became another person, I know it might sound crazy, but I still feel this. For example: when I'm at a birthday party with a lot of people I don't know I feel not very comfortable, but when I'm at a shoot with a lot of people I don't know, I actually feel pretty good about myself.

I noticed my photos became better during the shoots where I tried to step out of my comfort zone. This motivated me to organise more shoots and keep practicing the social skills of being a fashion photographer!

Fun fact, I asked clients and team members how they experienced working with me, and what they all said is that I'm very relaxed on the set and that I am a good listener, things that are very important if you work with clients.

*Alexandra Frida: "Liselotte has shot our last two campaigns and we have experienced Liselotte as professional, calm, focused and comfortable on set(..)"*

*Cluse Watches: "I really enjoyed working with Liselotte. What I really value is her professional approach and ability to listen to your needs as a client and her intention to promptly deliver materials that will completely meet your vision and ideas."*

## D4. Contact

This tab should lead user to feedback page.

Need to add Greg's photo + his message for customers.

Photo:



Message:

Hi friend! Greg here.

Would you do me a favor and keep your email as short and sweet as possible? The shorter the email, the quicker I'm able to respond. Life is short and I try not to spend my life typing away on a keyboard. None of us should, right? Thanks in advance!

If this is a business inquiry regarding photoshoots, speaking inquiries, The Purpose Hotel, etc., then take as long as you need to. Thanks!

Below - feedback form to sending letters for Greg's.

Firstname - obligatory, max size=48, alpha type.

Add placeholder here - Please enter your firstname  
and error message - Firstname is required.

Lastname - obligatory, max size=48, alpha type.  
Add placeholder here - Please enter your lastname  
and error message - Lastname is required.

Email - obligatory, max size=100, email type.  
Add placeholder here - Please enter your email  
and error message - Valid email is required.

Subject - obligatory, max size=48, alpha type.  
Add placeholder here - Please enter letter subject  
and error message - Subject is required.

Message - obligatory, max size=2048, alpha type.  
Add placeholder here - Message for me  
and error message - Please leave me a message.

Messages should be sent to [gregolsen.ph@gmail.com](mailto:gregolsen.ph@gmail.com) (password - greg\_olsen4).  
Letters content:

<message>

Please, contact <firstname> <lastname>: <email>

## E. Sessions

This tab contains three types of available sessions: Mini Studio Session, Mini Outdoor Session and Standard Session.

Page title is Our Sessions.

### Details about Mini Studio Session:



Start price - \$250 USD

Describing - Fee includes a 1-hour in-studio session, online watermarked gallery and design appointment.

Button - Book now

### Details about Mini Outdoor Session:



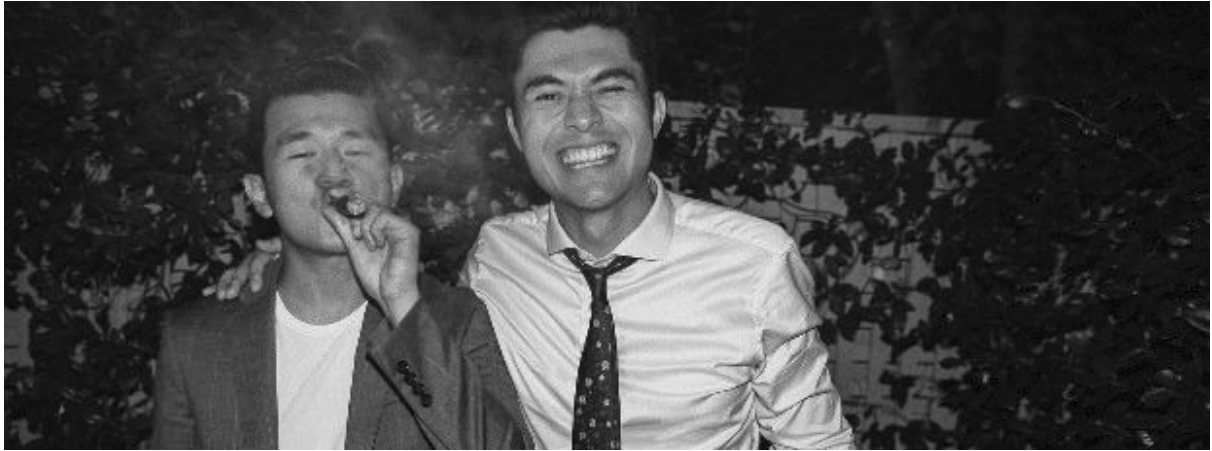
Start price - \$350 USD

Describing - Fee includes a 1-hour outdoor session, online watermarked gallery and design appointment.

We preselect various locations around the city and will confirm the meeting spot once you are scheduled.

Button - [Book now](#)

#### Details about Standard Session:



Start price - \$650 USD

Describing - A 3-hour creative session to execute your headshot needs.

Everyone can use that ONE shot - but getting more than one is way more fun. You won't even know what to choose for your LinkedIn, FB, profile, business card, website, etc. The uses are endless.

Button - [Book now](#)

## E1. Book

This page contains book information:

Photo + Start price + Additional subjects dropdown + Book button + Details + Back button

Page title is Book Session.

Additional subjects dropdown should have 10 values + none. It means user can choose quantity of people for photo session.

F.e. if user select mini studio photo session with 2 additional subject, so 3 people can take part in this session.

### Mini Studio Session



Details:

Fee includes a 1-hour in-studio session, online watermarked gallery and design appointment.

**Additional subjects: \$55**

Subjects include siblings, parents, pets, friends or colleagues. Parents count as one additional subject.

All prints and products are **sold separately**. Archival prints include the corresponding hi-res digital file. Digital files are not included in session fee, with books nor sold as a separate package.

**Mini Outdoor Session**



Details:

Fee includes a 1-hour outdoor session, online watermarked gallery and design appointment.



We preselect various locations around the city and will confirm the meeting spot once you are scheduled.

**Additional subjects: \$55**

Subjects include siblings, parents, pets, friends or colleagues. Parents count as one additional subject.

All prints and products are **sold separately**. Archival prints include the corresponding hi-res digital file. Digital files are not included in session fee, with books nor sold as a separate package.

**Standard Session**



Details:

A 3-hour creative session to execute your headshot needs.



Everyone can use that ONE shot - but getting more than one is way more fun. You won't even know what to choose for your Linkden, FB, profile, business card, website, etc. The uses are endless.

**Additional subjects: \$55**

Subjects include siblings, parents, pets, friends or colleagues. Parents count as one additional subject.

All prints and products are **sold separately**. Archival prints include the corresponding hi-res digital file. Digital files are not included in session fee, with books nor sold as a separate package.

## E2. Book Information

Page contains two info blocks: Session Information and Contact Information.

Page title is Book Information.

### Session information:

Photo + <session\_name> + Additional Subjects: <selected value from dropdown> + Total price

Total price calculation rule:

= start\_price + 55\*<selected value from dropdown>

### Contact information:

Email - obligatory, max size=100, alpha type.

Add placeholder here - Please enter your email  
and error message - Valid email is required.

Keep me up to date on news - checkbox, unchecked by default.

If user select this checkbox, please add input email to distribution group.

Firstname - obligatory, max size=48, alpha type.

Add placeholder here - Please enter your firstname  
and error message - Firstname is required.

Lastname - obligatory, max size=48, alpha type.

Add placeholder here - Please enter your lastname  
and error message - Lastname is required.

Company - optional, max size=48, alpha type.

Add placeholder here - Please enter your company

Address - obligatory, max size=100, alpha type.

Add placeholder here - Please enter your address  
and error message - Address is required.

Apartment - obligatory, max size=100, alpha type.

Add placeholder here - Please enter your apartment, suite, etc.  
and error message - Apartment is required.

City - obligatory, max size=48, alpha type.

Add placeholder here - Please enter your city  
and error message - City is required.

Country - obligatory, max size=48, alpha type.

Add placeholder here - Please enter your country

and error message - Country is required.

Postal code - obligatory, max size=10, alpha type.

Add placeholder here - Please enter your postal code

and error message - Postal code is required.

Phone - obligatory, max size=12, numeric type.

Add placeholder here - Please enter your phone

and error message - Phone is required.

Save this information for next time - checkbox, unchecked by default.

If user select this checkbox, please save his data for following book.

Continue to payment method button should lead to payment page.

## E3. Payment

This page has usual payment form

### Payment Method

Owner

CVV

Card Number

Expiration Date



Confirm

After success payment need to send email to user <input email on book info page> and to Greg's mail.

Letter content:

Hi,

<first name> <lastname> (<company>) client would like to have "<selested\_session\_name>" with <selected\_additional\_subjects> additional subjects.

His address: <address>, <apartment>, <city>, <country>, <postcal\_code>.

Greg's manager can contact with <first name> <lastname> (<company>) by <phone>.

Best Regards,  
Gregory Olsen Studio

## F. InstaOlsen

Add link to Greg's instegram: [https://www.instagram.com/ph\\_gr.olsen/](https://www.instagram.com/ph_gr.olsen/)