Final Project Proposal

CMST 385 – Martin Kim

Client and Topic

The detail of this proposal is for creating my freelance business of Fine Art Traveling Photos. The website will showcase my portfolio, mini biography, and business of selling photo prints.

Development Process + Engagement Development

I will make the website for myself, as I will research traveling photographer sites for inspiration. The website will make use of the strategic keywords using SEO tools. Google Analytics will demonstrate traffic, followers, device platforms, time length on site, geographical locations, and outreach which all good resources to take into consideration of business. Engagement aspect will be attraction through my personal photo collection and design elements for clients to be attracted to the photos.

Testing

The design testing will be conducted to test out the layout and most importantly the functionality in relation to the design. The testing will be done through two main popular browsers Google Chrome for Windows/Android and Safari for iOS devices. The site will be checked to fit multiple platforms from desktop to mobile.

Business and Website Description

My personal business showcases the photos from my travels and to make sales of enlarged prints for homes, offices, business, hotels, and companies. The intended audience will range from enthusiasts, corporate, and luxury clients ranging from pop artists, actors, and celebrities. The website will mainly be advertised in America but open to international clients. The main elements will consist of vibrant, clear, and high-resolution photos and descriptive texts of location and subject matter. I will not be using any content from other sources. The website will be updated every month by theme of location such as one month will feature Seattle, next month will feature Cancun, and etc.

Growth and Maintenance

I think the website will continue to grow and evolve over time starting with photos first and then eventually add in video blogs of my travels for documentaries and social media interaction with potential clients and fans of my work. The maintenance of the website could be easier to maintain by creating galleries, slideshows, and photo blogs and cycling images of new images when available, preferably monthly or couple months.

Organization

Webhosting

When creating and maintaining a photography website, there are a few factors to consider in terms of having a successful photography website. The hosting service must be able to provide high bandwidth for upload, download, and displaying multiple images in galleries and streaming slideshows.

Updates and maintenance can be streamlined and automated through the company’s end so self-maintenance will be seemingly obsolete, offering SEO technology, and SSL certificates providing secured data and legitimacy of being a ‘real’ functioning website along with accepting payments for e-commerce of sales.

The companies that are great options for my needs would be either Format or Squarespace as both are reputable in terms of performance, maintenance, and high rating reviews from consumers. The site will be coded with HTML5 and CSS. The domain will be [www.photosbymartin.com](http://www.photosbymartin.com)

Marketing

Marketing strategies will mainly be focused on line emphasizing the use of social media marketing platforms that are heavily based on the use of photographs such as Facebook, Instagram, Twitter, Flickr, and Pixieset. Such applications have the option to ‘share’ on each other’s platforms making advertising easy and streamline from computers to mobile devices. On-site advertising would be offering sample pieces for hotels, restaurants, and companies. Hosting public art galleries and exhibits.

Security

Security features will be applied for gallery downloads and e-commerce by providing security pin numbers and using online payment methods such as Stripe and other credit card services. Companies like Back Blaze will also provide redundancy and backup of images being stored as well in case of site crash and also through hosting services providing their own resources of backing up as well.