Title	Nicole Chan Intro to Web Development NYU School of Engineering Spring 2016
Project Statement / Goal	My final will be an online gallery for my photographic portfolio.
Your motivation, drive, and/or purpose	Over the past year I have developed more strongly as a visual artist. I use photography as a mechanism for social commentary and social change, and therefore increased visibility is crucial to maximizing impact. Therefore I want to create a website to host my work. Having an online portfolio is also vastly important to introduce people to my work, whether for an internship or commission or funding application.
Target Audience	Most of the people who view my work come as an extension from my social media presence. The biggest demographic is college students and young professionals. This is the group I want to tap into as potential investors or commissioners, given that they likely are unfamiliar with more established photographers. To appeal to my demographic, having a smooth and seamless portfolio viewing experience is key.

Competitive Analysis	For competitive analysis I have looked primarily at other photographic artists including Zhang Jingna, Kirsty Mitchell, Idris and Tony. These are professionals who have worked with commercial photography and also undertake personal fine art projects and/or works relating to social justice. The biggest challenge is to keep a consistent work style throughout the different genres.
Content Inventory	The main content is my photographic portfolio and the accompanying captions. Other important components are the project background and goals, so that people can literally read into the project and contact information so viewers can reach out and engage. However for the final I am focusing entirely on the visual content.
Technical Requirements /Functionality	The site must be able to support a large volume of high quality images. The front page should support a full screen image slideshow. Images must be resized for the web in order to reduce loading time. Social media icons are important as well, to engage people across platforms.
Creative Brief	The site must be very clean so it does not compete with the actual images. The color scheme will be monochromatic. As the project is targeted at young adults, having a very fresh and modern approach is important.
Future Iterations	I have not integrated the textual accompaniments, and will do as a larger objective.
Risks	The biggest risk is having a poorly designed website that detracts from the project effectiveness.