

Website Plan: Photographism

1. Site Name

Photographism

- **Reason for Selection:** The name combines “photography” and “graphic design,” reflecting the user’s passion for both fields. It represents a unique fusion of artistic elements and creativity, ideal for a professional photographer's business website.

2. Site Purpose

The **Photographism** website serves as a professional portfolio and business platform for showcasing photography services. It aims to attract potential clients by displaying high-quality images from various photography genres (e.g., portraits, events, landscapes) and providing an easy way for visitors to inquire about services.

- **Main services provided:** Portfolio, booking, photography consultations, and contact information.

3. Scenarios

- **Scenario 1:** A visitor wants to know what photography services are available for corporate events.
 - *Answer:* The site will provide detailed information about event photography services, including pricing, packages, and past examples.
- **Scenario 2:** A potential client is looking to book a portrait session for a special occasion.
 - *Answer:* The site will offer a contact form for easy inquiries and a section detailing available portrait packages and testimonials.

4. Color Schema

- **Primary Color:** Dark Blue (#0d3b66)
 - *Usage:* Main background color for the header, footer, and navigation bar.
- **Accent Color:** Soft Beige (#f1f1f1)
 - *Usage:* Background color for the body, forms, and sections of the portfolio gallery. It helps contrast with the dark blue for readability.
- **Call to Action Color:** Light Orange (#ff9f1c)
 - *Usage:* Buttons (e.g., "Book Now", "Contact Us") and icons to draw attention to key actions.

5. Typography

- **Primary Font:** "Roboto" (Google Fonts)
 - *Usage:* This font will be used for headings (h1, h2, h3) and body text. It's clean, modern, and easy to read, suitable for a professional site.
- **Secondary Font:** "Lora" (Google Fonts)
 - *Usage:* Used for accent or quote sections, such as testimonials or photography descriptions. This font adds a touch of elegance, fitting for a photography business.

6. Wireframe

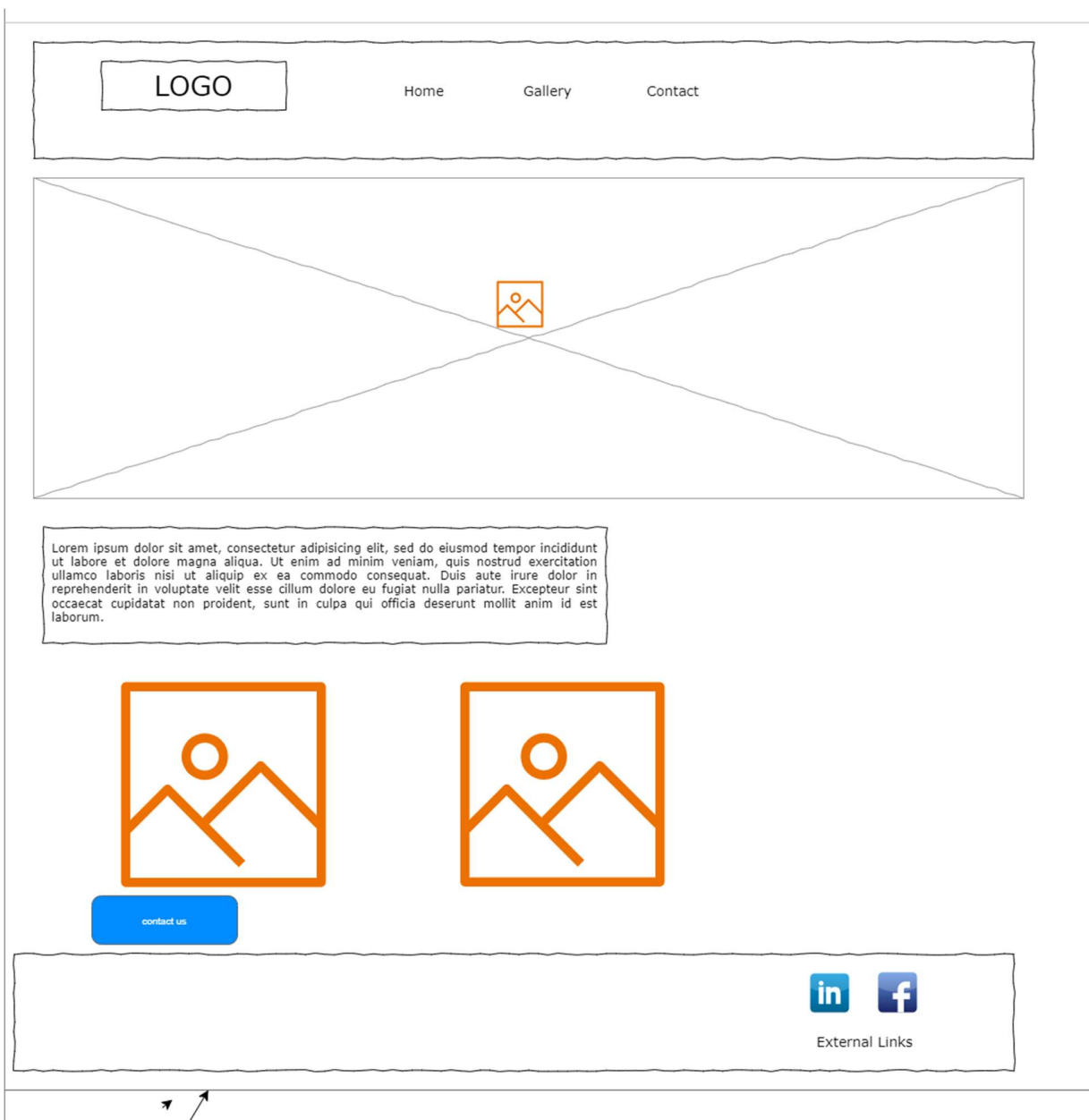


Figure 1 Desktop View:

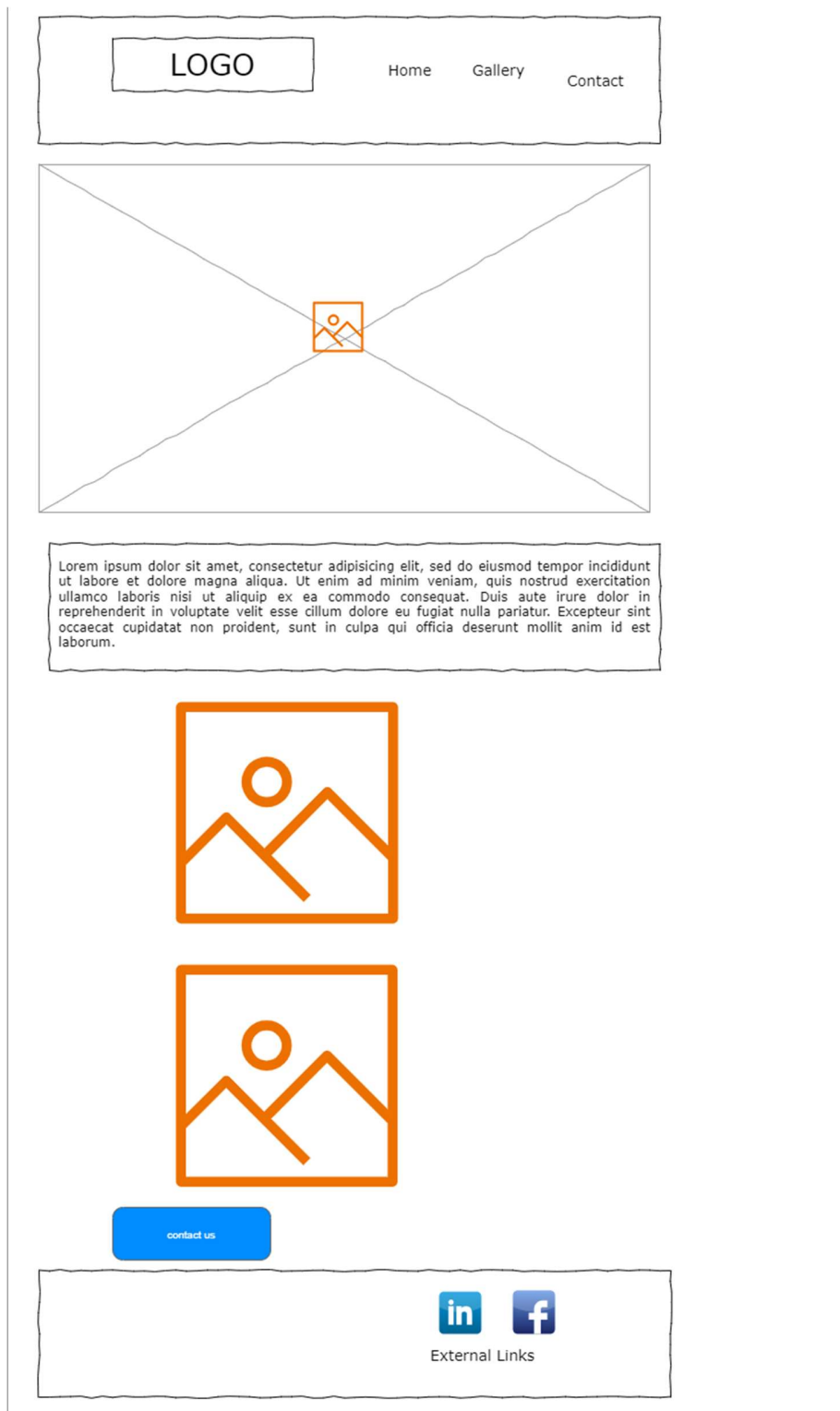


Figure 2 Mobile View