Audience

The audience targeted in this site will be people who enjoy looking at western photography and/or those who are looking for a photographer to take western style pictures of them, their family, friends, animals, etc.

Content

This site will be designed using colors that are easy on the viewer’s eyes. The most important and descriptive part of the site will be the photographs, which will be taken by me. There will be a background information page and a way to contact me.

Design

The layout of the site will be fairly simple and pleasing to the eye. Neutral colors will be used on every page, with an occasional splash of exciting color, such as turquoise. The colors will complement each other and the photographs. The site will be organized, clean and classy.

Color, Graphics and Text

The background color of every page will be a beige color with dark brown tables. The graphics on each page will be turquoise. I will be using photoshop to help with the image quality of the graphics. The text will be simple and off-white color and in a sans serif font.

Computer Technologies

I will be using notepad to write the html code and the text and graphics will all be edited and worked with in Photoshop.

Interaction/Communication

At the top of every page, there will be links to go to the home page or other pages on the site. An contact link will be provided on the home page.
Scrolling will not be necessary on any of the pages and the white border around the “LD Photography” and the links will not be there. They will be a solid brown just like the background.
Small icons of photos will be over here. The viewer will click to enlarge the photo they want to see and it will be shown on the right.

Enlarged photo will be shown here.