
PROJECT PROPOSAL

Prepared for: Wedding Belles

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Summary

The designer will be creating a dynamic Web site for wedding photographers Blaize Saddlewyke and Gloria Stitz, and their company "Wedding Belles." The site will comprise of a base for the photographers to advertize their professional work to a broad community, and offer present clients (and their relations/friends) a place to view and order their wedding photography reprints.

Proposal

The Web site will open with a simple '*Home*' page that will allow the user to navigate globally around the whole Web site. Navigational pages will include information "*About*" the photographers and their services, samples of their work (javascript slideshows), and a "*Contact*" page where potential clients can ask questions, make provisional bookings, or request visitations etc. For present clients, there will be a registration page "*Customer Log-in*," where they can individually log onto and view the full collection of their recent wedding ceremony images. The relative login name and password will be initiated by the photographers and passed onto the specific client. This will open a direct link to the database that will allow for the client, their relatives and/or friends to view the photographs and make orders of the various images – specifying sizes, numbers, mounted, and/or framed etc.

Benefits

The benefits of such a site to both the professionals and their clients is the site will cover a full selection of wedding photography styles on one site. The costs will be shared between the two professional photographers that can theoretically offer twice the work load on one physical Web site. The subject matter (traditional and journalistic wedding photography), though broad, is categorized into one single entity "Wedding Photography," which should make web searches more direct, and attract more customers. The benefit to the customer is the ability to find a broad professional class of Wedding photographers in one single site, with a choice that covers the whole spectrum of the wedding photography package. For present clients there is the additional benefit of their own individual page created displaying their full wedding coverage, that they, and their family/friends can login and view and order individual reprints, or complete albums.

Conclusion

The development of this web site will be approached from a designer with a wealth of experience in both the Web Design and Photographic genres. The creative flow will be a match with the clients needs in mind and the technical possibilities that a dynamic Web site can offer. The use of scripting languages such as PHP, MySQL and database driven content, should provide for a fast, efficient, and reliable dynamic Web site that will enhance both the Photographers and Designers professionalism and credibility.



Storyboards

The color combination for the Web site has been reduced down to just four main hues, with the background being predominantly white. This choice offers considerable negative space, a requirement by the photographers to frame (display) their work adequately, and it additionally offers site recognition with the traditional color of weddings (white) and its sense of purity.

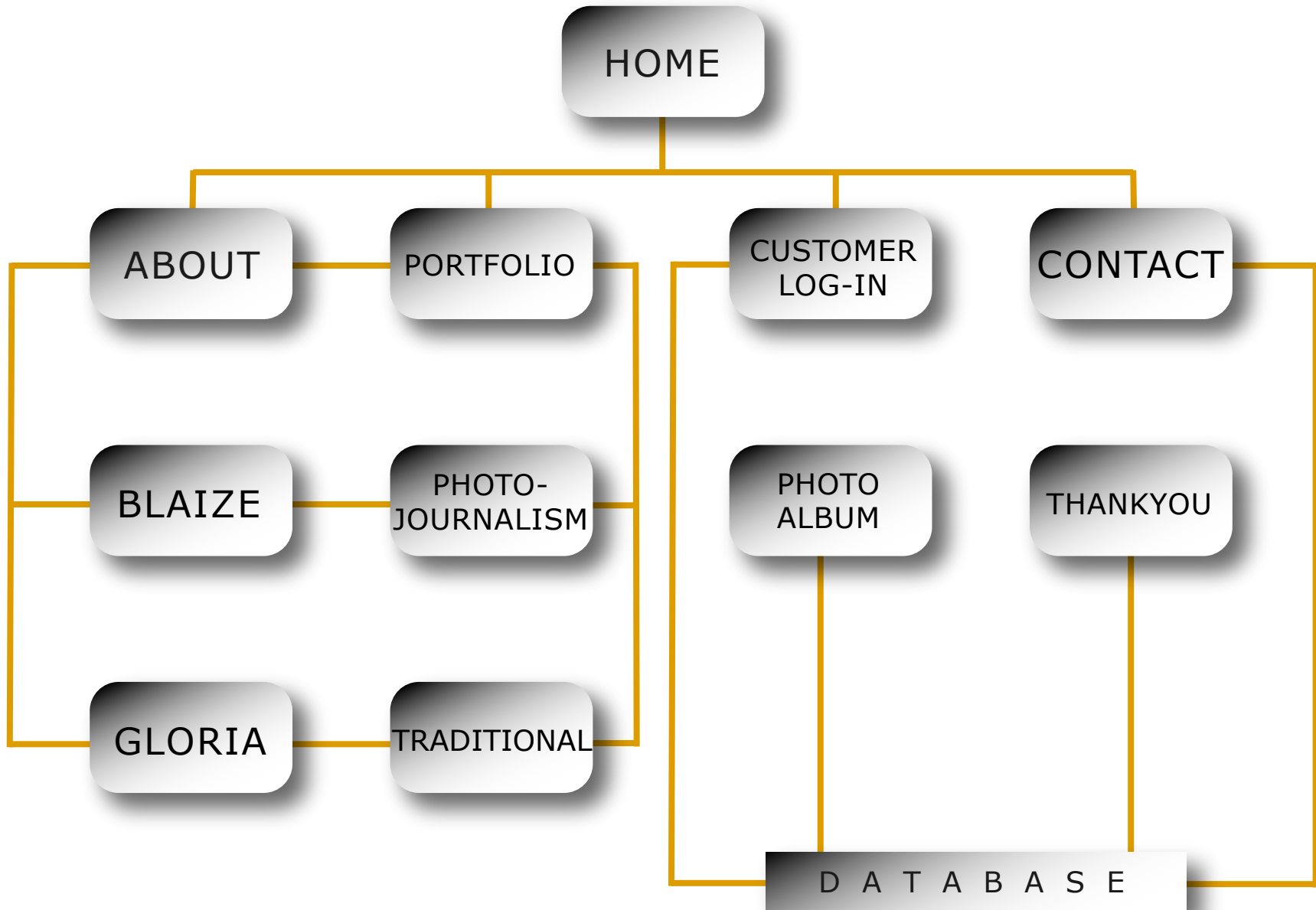
All text will be either in black or in gray (two of the other main colors) which will offer a clean clarity of all typographical information. The main body of text will be the browser-friendly sans-serif "Verdana," with all its clear readability and legibility. A "Harrington" font will be utilized for the more graphical headings within the design. As this text is not compatible with all OS and Web browsers, this text will be converted into PNG files.

The remaining color will be a bold gold color, which not only represents the Wedding bands (rings), but is also a symbol of wealth, prosperity, and wisdom. The color will appear as the company name "Wedding Belles Photography," and as borders around some images, text blocks, underlines etc.

There will be a wealth of imagery throughout the site, which will include a selection of color, black and white, and graphical images. Many photographs (provided by the photographers) will be displayed as slideshows, while others as stand-alone images, or as background imagery.



Wedding Belle Navigational Chart



IMD331 Project Style Guide



HEADER

Wedding Bells Photography

FONT VERDANA: Main text (12pt) and global/secondary navigation (12 - 18pt)
FONT Harrington: All heading and page title text (18 - 36pt)

HOME

Button Link

GLOBAL NAVIGATION

HOME

Button Hover

COLOR SWATCH



#FFFFFF
R-255
G-255
B-255



#666666
R-102
G-102
B-102



#000000
R-0
G-0
B-0

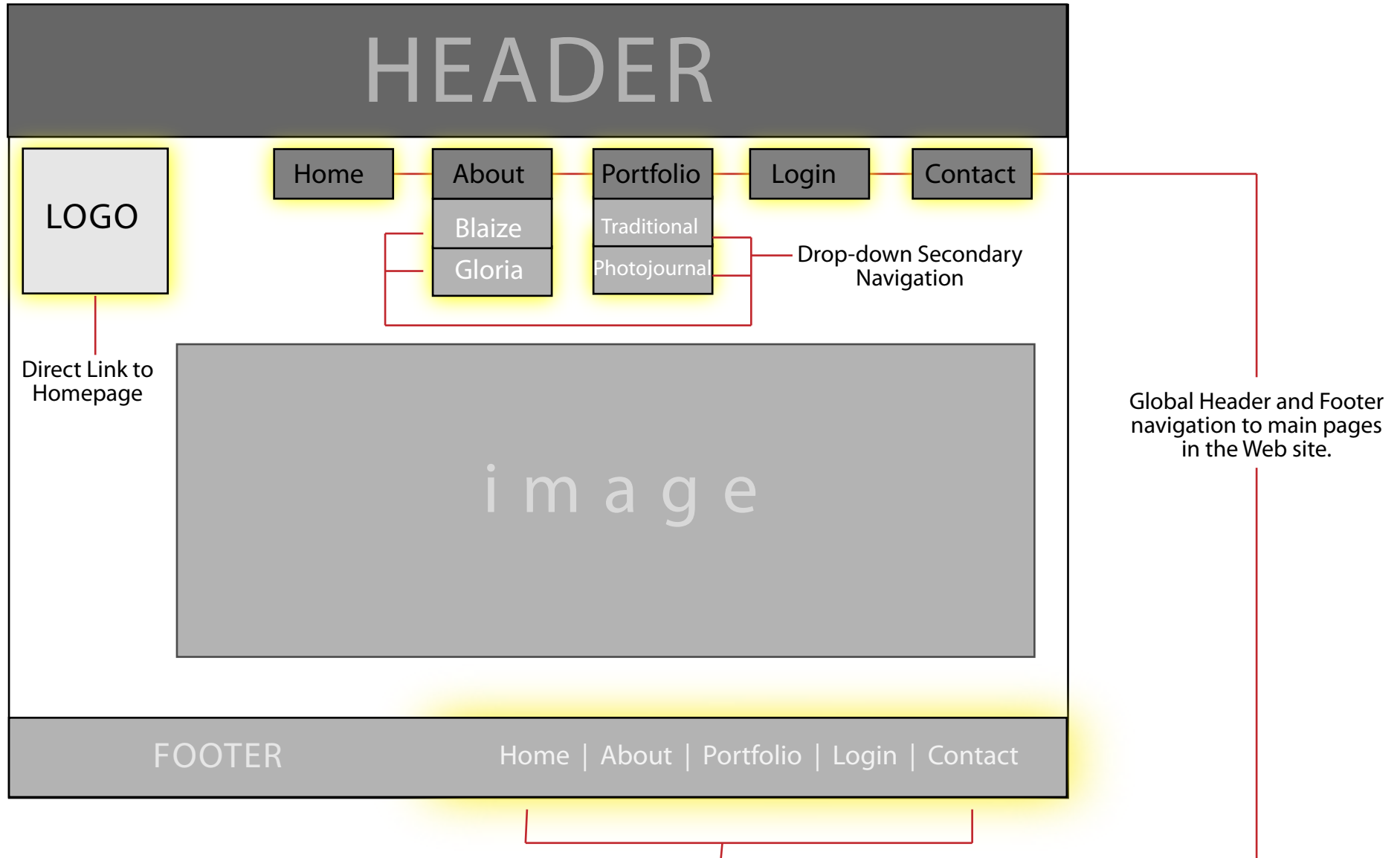


#DD9C00
R-221
G-156
B-0



Homepage

This is the first page that all users will see when they arrive on the Web site. All other navigable pages and links are accessible from this home page, and it can be re-opened either from the "Home" button in the global header and footer navigation, also by clicking on the "Logo" image.



Home page will utilize minimum information and highly optimized low resolution imagery to maximize browser speed. Global navigation in both "Header" and "Footer" will be accessible on all pages in the Web site. Drop-down secondary navigation will be viewable and clickable when the users mouse moves over the relative (About & Portfolio) header-global navigation buttons. Footer will be a "floating" Footer to enable accessibility and viewability on all browsers, regardless of Web page height.

Portfolio page

Portfolio page will offer one of two specific styles of wedding photography (Traditional or Photojournalism), chosen when user hovers over "Portfolio" button, which immediately displays a drop down menu with both style buttons. Which ever style the user chooses will open up a new page that will display a selection of thumbnails which when the user hovers over, will show the larger version of that image in the larger 'image' area.

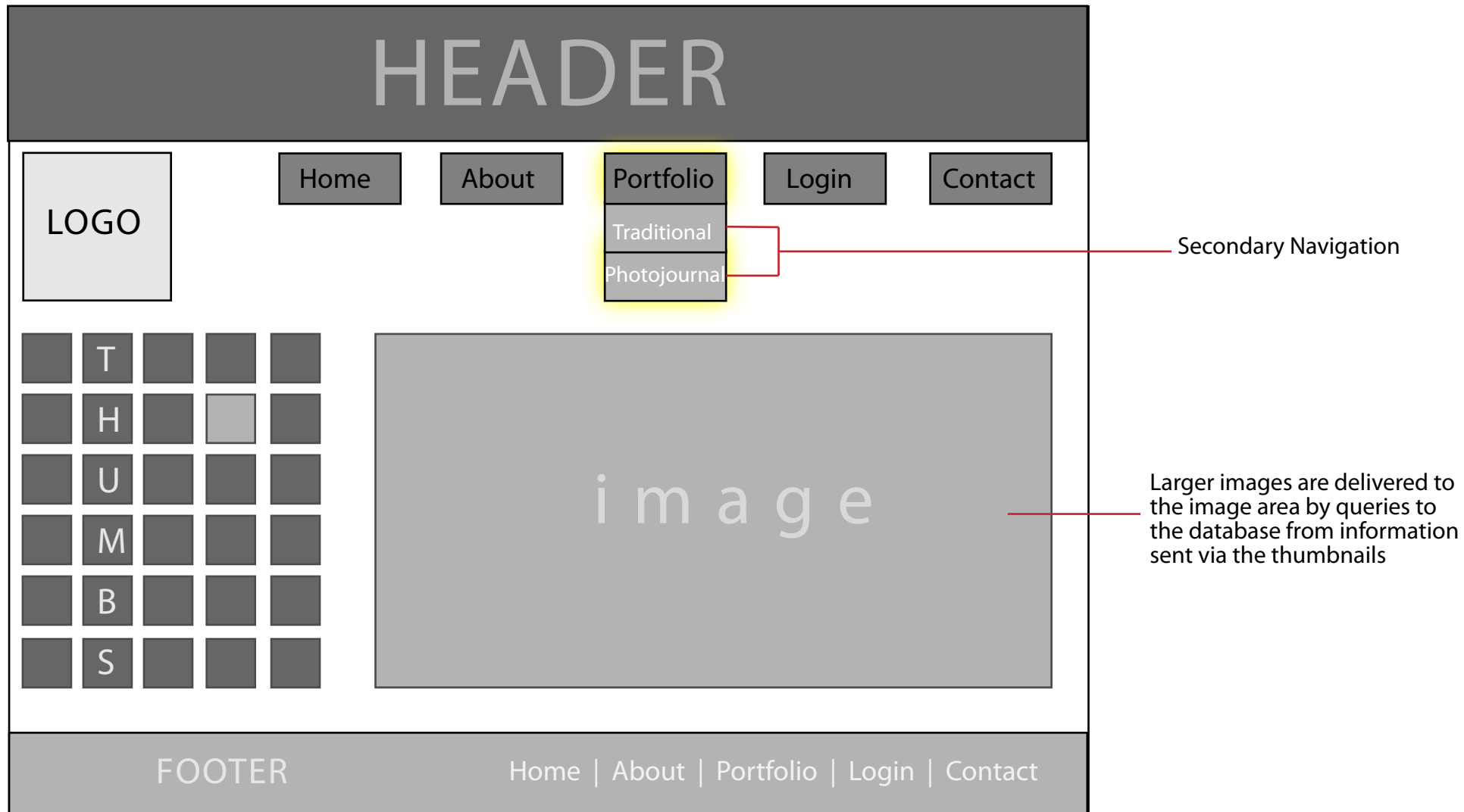


Image display is from a personal portfolio of the specific photographer working in a specific style. The purpose of using the database to deliver the images is for both speed and quality, where the memory size of so many images could slow-down the delivery speed to the users browser if using traditional HTML methods, the database would quickly respond to the users mouse control over the thumbs.

Login page

Current users can login directly to the wedding image page/s for viewing and/or ordering images/albums. New users must first register prior to be giving access to the wedding album/package pages. They must complete all the information required, and are offered a space for any additional requirements/questions. When new users successfully create an account, they receive a "Thank you" message stating the success of their account, along with all the relative "login" information they provided.

HEADER

Home | About | Portfolio | **Login** | Contact

LOGO

New Users: Please register your information below to login and view new and old wedding albums

First name

Last name

User name

Email

Comments

Current Users

Username

Password

Current users can login directly to their wedding images

New users are encouraged to create new accounts in order to view the image slideshows of their previous wedding, and to order/purchase images

FOOTER Home | About | Portfolio | Login | Contact

The informational form uses PHP validation and data entry. The forms purpose is for registration of the users personal information and creating a unique customer identification. Their data will be logged into the system and will direct them to all work undertaken for them for viewing and/or purchasing orders.

Login page

New users registration and confirmation message. Once new user follows directions received in their email they will be able to login to their new account.

HEADER

Home About Portfolio Login Contact

LOGO

Thank you for registsering with Wedding Belles Photography: Your information has been received and a confirmation email will arrive in your email shortly, with instructions on confirming your account.

First name: *****
Last name: *****
User name: *****
Email: *****@***.***

Please copy your recorded information above for future viewing and ordering your wedding images/albums

Current Users

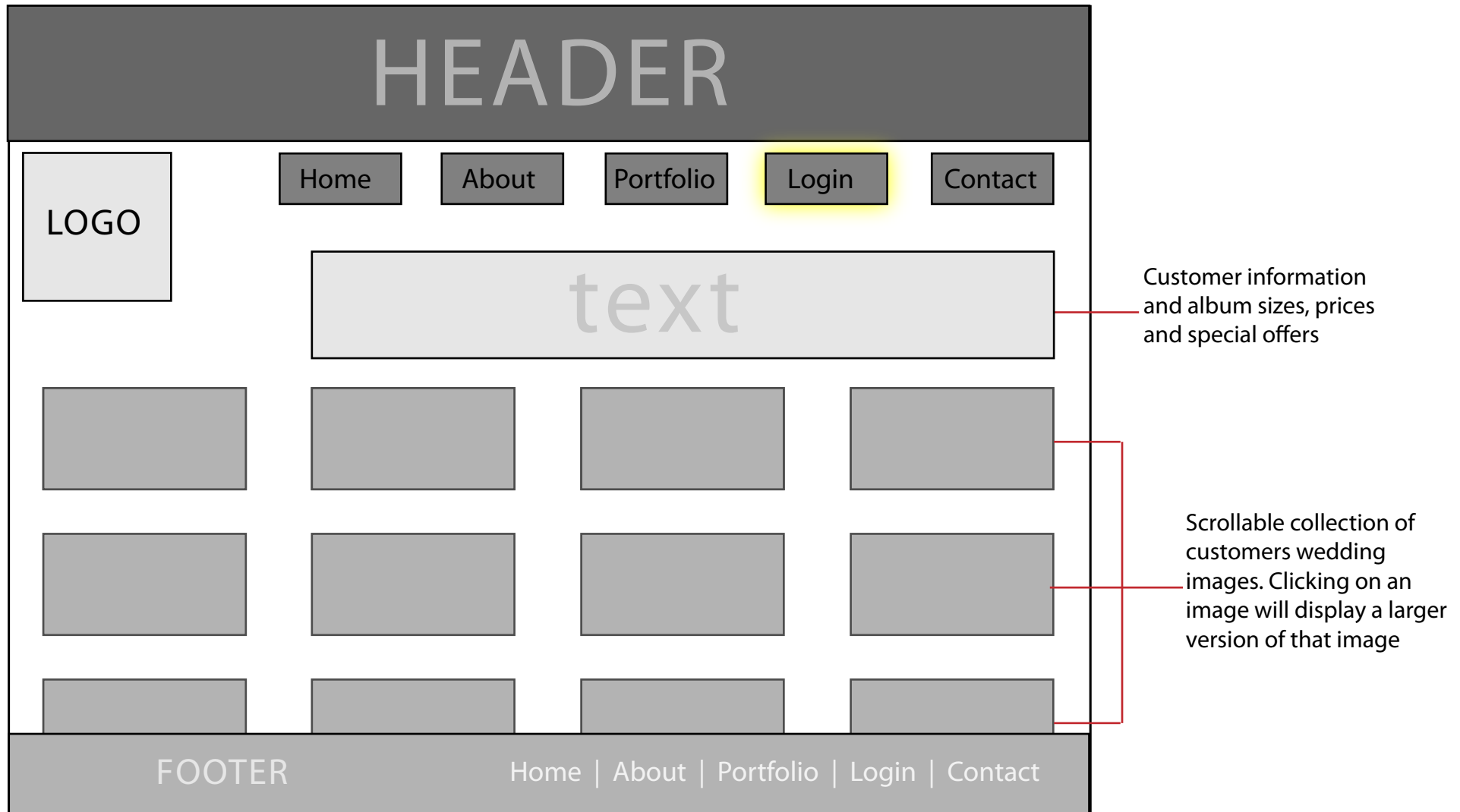
Username
Password

Confirmation Message and user information

FOOTER Home | About | Portfolio | Login | Contact

Login page

Customers personal page displaying all images previously taken at their wedding ceremony. Here the customer can view all images at their leisure, and direct their family/relations/friends to the album with the intention of ordering/purchasing prints/albums etc.



This page will be database driven and displays all the finished images taken at the customers wedding ceremony. The thumbnail images link to a larger version (that is displayed when the thumbnail is clicked on), along with the image reference number and information.

Contact page This page is provided for all users to contact the photographers to make provisional bookings, ask any questions in relation to the services provided, or to address any concerns about the service.

Page accessed by clicking on the "Contact" buttons

The "Contact" form uses PHP validation in the text boxes, and also includes radio buttons (where one is chosen). There is ample space provided in the "Comments" box which allows for a considerable amount of customer requirements regarding the provisional booking of a wedding photographer. Bookings will be confirmed when a contract has been entered into by both the customer and the photographer (not included on the Web site).