

# Wedding

## PHOTOGRAPHY

E-Learning 1 | IMD244 XA  
Week 3 Assignment 2  
The Premise and Treatment Document  
Mark Sambrook  
September 5, 2011.

### Premise Proposal:

The production of an e-learning tutorial covering the main functions and basic content requirements for successful wedding photography coverage, will greatly benefit the seasoned or novice photographer who is thinking about branching out into this sphere of commercial, ceremonial, and journalistic photography. It is the intended function of the tutorial to remove the mystery and precautionary concern usually attributed to this field of photography through guides and quizzes, and to maintain a well-informed photographer, ready to meet the challenges and demands for high quality original work, synonymous within the realms of wedding photography.



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### The Treatment:

#### Learner profile and definition:

The tutorial is designed for users with a good basic knowledge of film and/or digital photography. The target audience are adults of working age (18 +), either male or female, and with a basic understanding with a computer and the internet.

#### Steps required to reach program learning goals:

To complete the program and achieve the goals, the user will be taken through a number of stages which all end with a complimentary quiz. The quizzes will act as staging points and will include summarized content relative to all the points made during each stage, and are intended to reinforce the tutorial's message. Included in the tutorial will be a number of pertinent graphics, text, and audio media utilized as an aid in helping the user digest the material.

#### Learner objectives:

User will gain all necessary information on the legalities (insurance and copyright), the basic equipment needed, and the traditional ceremonial sequence of events. Each quiz must be completed before the user can move to the next stage. This will broaden the users knowledge and creativity, and prepare them for the following stage in the tutorial. On completion of the program, the user will of gained a solid knowledge foundation, with enhanced confidence to undertake a wedding photographic commission.

#### Project objectives:

To broaden user creativity and confidence through teaching the basics of traditional wedding photography, from equipment requirements to album production. Whilst gaining competency through knowledge, the user will also gain information on avoiding unnecessary mistakes in the field, and offer tips and suggestions to help them hone in on their skills.

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### Functions and features:

The program will be formatted in four sections, from the basic requirements (equipment and paperwork), the booking details and pricing suggestions. The traditional ceremony sequence (all photographic requirements), and the presentation (online or physical album). Each section will end with a complimentary quiz relative to the section covered.

### Outline of the program:

Home: The Wedding Photographer

Section 1: Suggested minimum equipment requirements and event paperwork

Section 1 Quiz

Section 2: Booking details and standard pricing policy

Section 2 Quiz

Section 3: Traditional photographic coverage sequence of events

Section 3 Quiz

Section 4: Presentation

Section 4 Quiz

Conclusion

Contact: Email form and links to relative web sites

### Content requirements:

Content will include a number of audio files (narrative, button sounds, ambient sounds, and background music).

Graphics, which will include a number of illustrations for decoration, and photographic images.

Interactive quizzes with feedback.

### Technical requirements:

PC running Windows XP, Vista, or Windows 7, Mac OS 10.x or higher.

800 X 600 resolution or better.

Cable, DSL, or T1 internet connection.

Firefox 2+, Safari 3+, or Internet Explorer 7+

2.0 GHz P4 processor (PC) or Intel Core Duo Processor (Mac)

1GB RAM or higher

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Technical requirements continued.....,

16 bit sound card and speakers

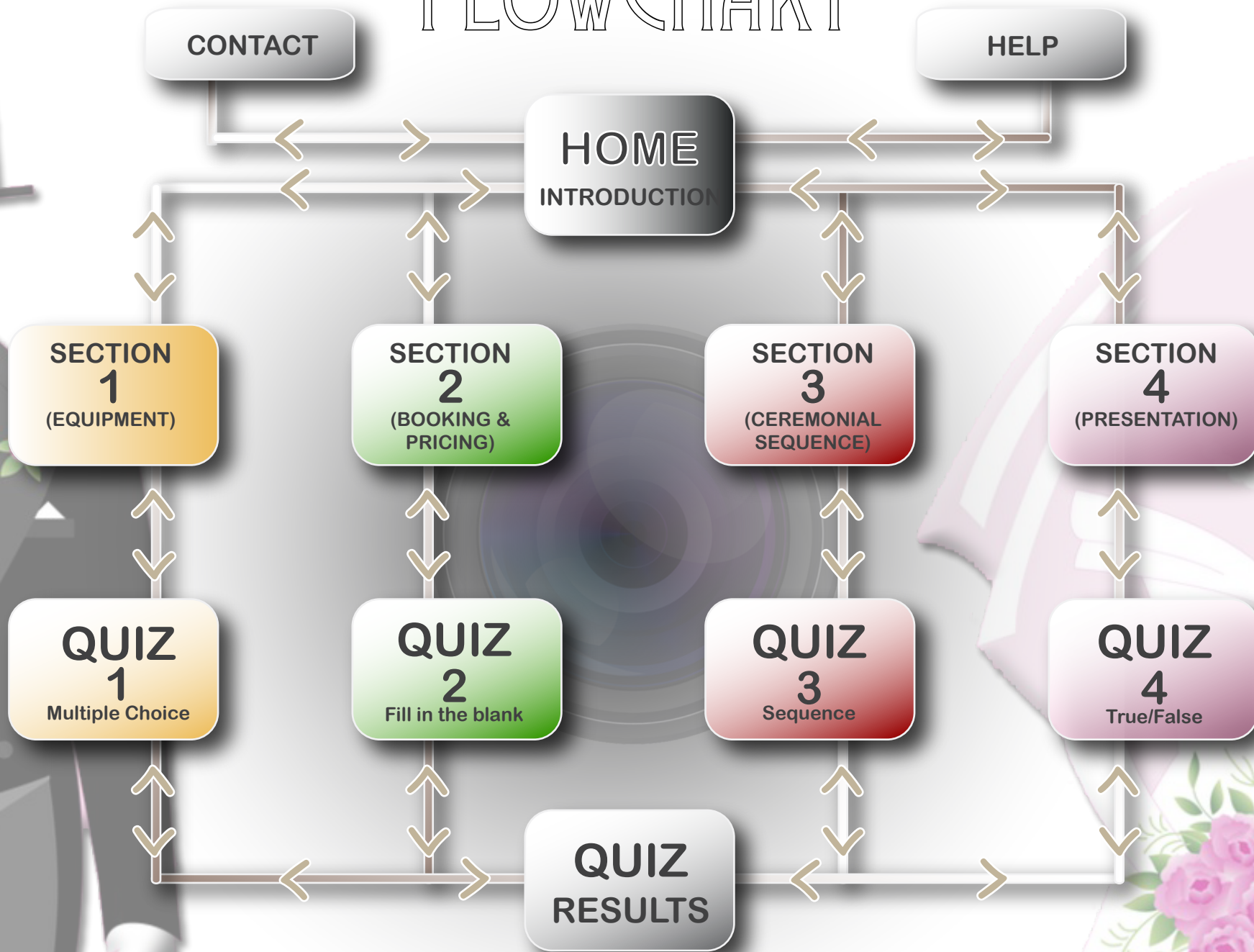
Screen colors True Color (32 bit) or higher

Keyboard and input device (mouse, tablet, touchpad, etc)

Flash Player 9 or higher installed



# FLOWCHART



WEDDING PHOTOGRAPHY

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### Content Inventory:

#### AUDIO:

Utilized appropriately on all buttons, some of the graphics, and as background music on certain lessons and all quizzes.

#### CERTIFICATES:

“Quiz results” pages will have links to the appropriate downloadable and/or printable certificate on completion of quiz, which will be graded along the following examples;

- 0 – 25%. Good try, please feel free to try again.
- 26 – 50%. Well done (Bronze certificate).
- 51 – 75%. Congratulations (Silver certificate).
- 76 – 100%. Certificate of Excellence (Gold certificate).

#### GRAPHICS:

Vector images reflecting lesson subject-matter (wedding accessories etc), and diagrams (lighting positions).

#### PHOTOGRAPHS:

As the project title suggests, there will be a number of wedding photography images on most of the lesson pages, and the inclusion of a (flash) slideshow.



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### PROGRAM METAPHOR:

Based on professional training and a number of years personal experience in the field, the subject matter “Wedding Photography” has been compacted into a short interactive training program that includes useful tips, diagrams, reference links, and quizzes. The lessons are a form of open architecture, and can be followed by the user at any point if they wish to. This form of flexible individual training is considered very user-friendly, and promotes an active learner-centered environment.

The program interface should reflect a bright and clean working environment with good use of negative space, so the focus is centered on the content. The lessons are set in logical form, in which the user can benefit from a complete source of useful tips, suggestions, and ideas. The navigation is intentionally simple and straightforward, which bears similarities to a traditional web page navigation. Structure within each page will be very similar throughout to aid with continuity and user familiarity.

The quizzes will be factual and very relative to the subject, yet hopefully entertaining and educating. Each will follow the previous lesson, and will offer the user any number of opportunities to gain full knowledge of the content with a high retention value.



# WIREFRAME

Home page (left) consists of four navigational buttons, (navigational to 4 main lesson themes) central logo, main area for introduction (text, audio, and images). Footer bar with contact link and copyright information. Overall page area will be 1024 x 768, and include a page title and a help link, also a main display area of 800 x 450 (16-9) ratio.

Quiz page (lower left) will be constant throughout all 4 quizzes, with the logo changing position onto the relative quiz number page. i.e. The logo has taken the first position on the top navigation bar while on the first quiz. Each quiz will also be colorcoded to reflect both the section of the lesson, and the relative quiz.

Result page (lower right) will bear great similarity to the Home page, but the content in the main area will be pertinent to the particular quiz undertaken. Each lesson and quiz should be completed in the logical flow, though the user can freely navigate from page to page. There is no specific pass/fail criteria, though feedback will be provided at the end of each completed quiz, along with a link to a downloadable graded certificate (bronze, silver, gold).



PRIMARY NAVIGATION

MAIN AREA

Copyright 2011 FOOTER Contact



PRIMARY NAVIGATION

MAIN AREA

Copyright 2011 FOOTER Contact



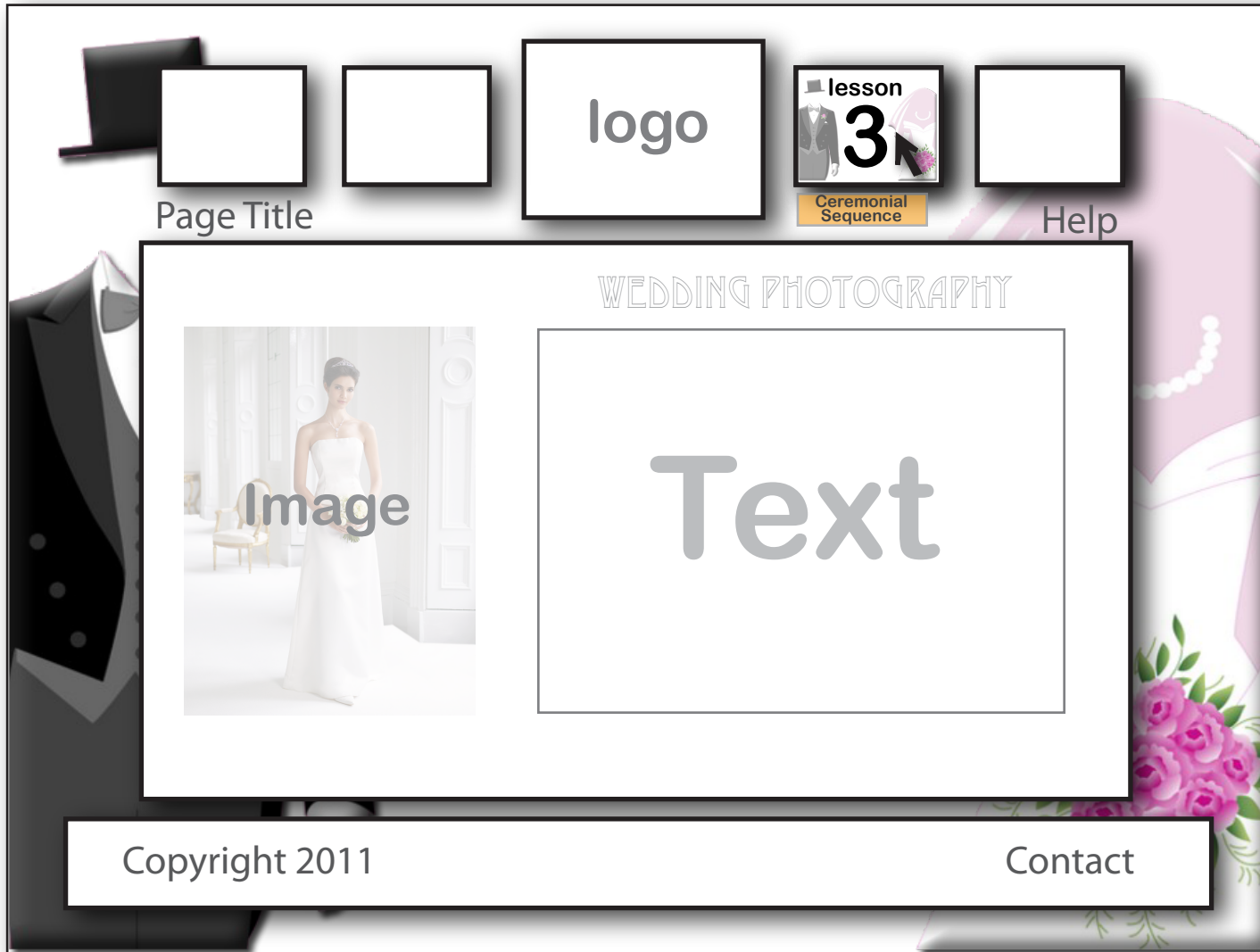
PRIMARY NAVIGATION

MAIN AREA

Copyright 2011 FOOTER Contact



# I N T E R F A C E



## PRIMARY NAVIGATION

4 navigational buttons (with titled captions when rolled over) linked to the lessons (equipment, booking, ceremony, and presentation). Logo is also linked back to the home page. Below the buttons are the page title (left) and a "help" link (right) which opens up the help page and links to further reading.

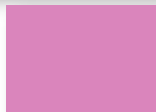
## MAIN AREA

Canvas size 800 x 450 px, will be the base for all other media (text, graphics, audio, and photographs) where all the lessons will take place. On quiz pages, this will display all questions and interactive media (hotspots, radio buttons, blank boxes, captions etc). Results pages will display all text results along with a link to achieved certificate. All header navigation, main area canvas, and footer will appear to float above the full size background, which will remain static with relative imagery.

## FOOTER

A navigational bar with a "Contact" link and copyright information.

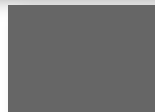
## COLOR:



HEX: DA85BC



F0DAE7



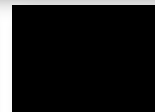
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Caption Backgrounds

## TYPOGRAPHY:

Large titles 48 pt "DESDEMONA regular" A B C D E F

Headings and navigation 18 pt "Arial Rounded MT Bold" A B C D E F a b c d e f

Text 12 pt "Verdana regular" A B C D E F a b c d e f 1 2 3 4 5 6 7 8 9 0

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Week 4 Assignment 1  
Usability Test Questions  
Mark Sambrook  
September 9, 2011.

### User Test Group

A cross-section of professional, amateur, or just the hobbyist photographer with a new interest in wedding photography. The ages will be very broad, with the main principle of maturity and responsibility being the main factors. Ideally, all testers will have at least a basic understanding of photography (either film or/and digital). They should also have some internet experience, and a basic understanding or experience with web-based tutorials.

The user persona's will be a small but universally direct cross-section of the target audience. As mentioned above, they will cover a broad age range, and have various photography skills and experience. They will all have an interest in broadening their skills into the field of wedding photography.

### Evaluation Questions

- What do you like about the concept of learning wedding photography online, at your own pace, through an elearning program, and what points would you expect to see in it?
- Compared to a printed book version, do you prefer the addition of other media (sound, graphics, and video) as part of the lesson, and is there any other area of media or content you would like to see as part of the program?
- The interface and lessons look similar to a web page, to help with the navigation and appearance. Do you find this style works and is acceptable for this type of lesson, or could you suggest improvements?

