A tutorial site on how to easily photograph a stunning portrait.

By Fujio Emura

Background

- This tutorial is useful because… the website provides a step by step tutorial on how to photograph stunning portraits using only natural light. The content will be divided into three categories: Before shooting, while shooting and after shooting. The site will also include photos to show items that are needed to be prepared, post production after photographing, as well as some sample imageries.

Design objectives & strategy

- The goal of the design is to… provide a clear guidance without complication.

- The design shows people how to navigate the website smoothly.

- The minimal design and images will make the tours easier to navigate and seek what the viewers' needs.

Site audience

- This tutorial site will help people who are new to photography and are seeking to learn new information.

- Visitors who are experienced and want to learn new tips.

- Visitors include men and women of all age and race.

- Visitors who are interested in photography, especially in portraiture.
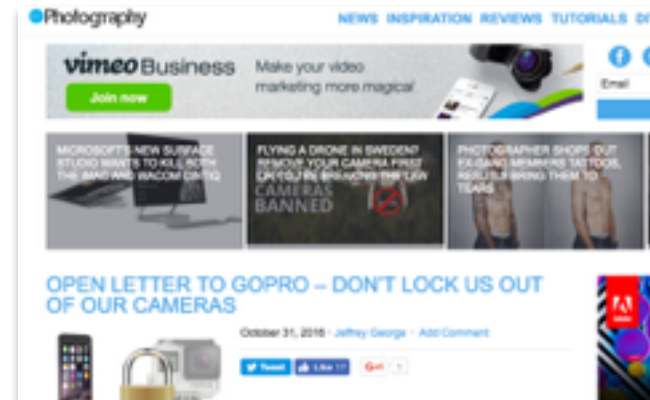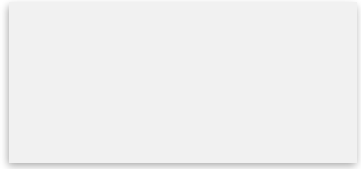
Competitors

improvephotography.com

https://fstoppers.com

strobist.blogspot.net
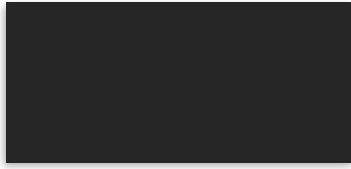

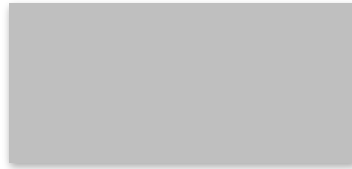www.diyphotography.net

Colors and textures
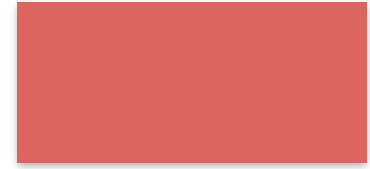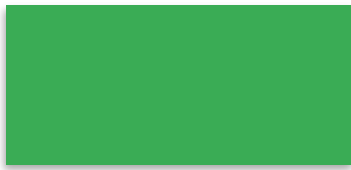
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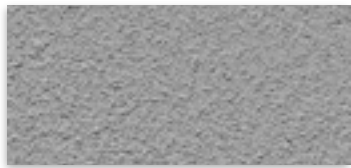Words

Words

Words

Words

Links & Hover

Links & Hover

Links & Hover

Texture

Texture

Texture

Keywords

Site should be

- Clean
- Minimal
- Elegant
- Thought - provoking
- Modern
- Delicate
- Friendly
- Easy
- Functional
- Intelligent

Site shouldn't be

- Busy
- Cluttered
- Futuristic
- Loud
- Groovy
- Digital
- Technical
- Vulgar
- Aggressive
- Challenging

Content for the site

The content of the website includes…

- photos
- bullent points guide
- links to shop
- clear guidance
- navigation
- contact information
- other helpful websites
- links to amazing portrait photographers