

## **Digital Art & Design**

### **Building Your Website**

#### **Pages You Need:**

*Homepage*

*Portfolio*

*Projects*

*Blog*

*About / Contact*

#### **What You Should Have on Each Page:**

##### **Homepage:**

- A Navigation Menu (with links to the other pages of your website)
- Your Name (Your Name + Photography)
- Only a few of your BEST photos (choose an appropriate layout)
- No music

##### **Portfolio:**

Unlike your homepage, you can show more of the skill and the breadth of your work. You still don't just dump all of your photos here, but, you have room to show more than the few that you put on your homepage.

##### **Projects:**

Make slideshows of your submissions from your in-class assignments on this page. This is where you show your growth, both to me, and maybe to your parents when you're trying to convince them to hook you up with a new camera ;).

##### **Blog:**

If you're going to be serious about photography, you're going to have to start marketing yourself. A blog is a good place to start with that. Remember, a blog is not a novel; it's a place space for you to show off your recent work while also showing off a bit of your personality in the process. And, it's a place for you to inform your clients how you can help them and why they need you.

It is not a place to rant, throw shade, or be negative. Save that for your unassociated, throwaway Instagram or Twitter accounts.

##### **About & Contact**

You don't need a biography. Briefly tell them who you are, and what you do (photographically speaking). A "thanks" for visiting your site never hurts either.

For the scope of my assignment, no address or phone number, but, if this was for real, then you'd want a number a potential client could get in touch with you at, and an address they could mail things to. For my assignment though, just include a contact form and your Dorman Gmail address.

**So, how do I Actually Build My Site?** [Check out this guide.](#) [Here's another.](#) [And here are some video tutorials.](#)

[Here are 15 tips for creating the perfect photography portfolio website](#)

[7 Deadly Mistakes You Might Be Making On Your Photography Website](#)

**In Terms of Content on the Blog & Projects Pages:**

The Website (Part II) assignment is where you'll fill in these sections. For now, have the pages built, and at least add some filler content in for now.

**In Regards to All Content on Your Page:**

**No stock photos. All photos should be yours.** This is a site showing off your photography skills. You may want to shoot some photos specifically to spice up your design, but regardless, the first thing you should do is remove the stock photos that come equipped with the layout you've chosen.

**Remember Changes Don't Go Live Until You Hit Publish.** This allows you to play with designs before you go live.

**Less is More.** What's true for photographic composition is true for web design as well. No weird fonts or bright font colors. Everything should be easy for visitors to your site. If it's not easy, they're gone. That's how the Web works these days...