

Queens College
Art Department / Photography & Imaging
PHOTO 377
Senior Photography Thesis
Prof. Greco

Assignment #6 – Website

Objective:

The objective of this assignment is to create a professional website for yourself as a photographer that will display your work and information. You will explore the process of building a professional website to showcase your photography portfolio and develop an online presence. This assignment aims to familiarize students with website building tools and strategies to effectively display their artistic work online.

Instructions:

Step 1: Find Some Inspiration:

- Look through the websites of some of your favorite photographers or artists. Make note of what you like/dislike about them. Bring 3 examples to class.

Step 2: Define Purpose and Audience:

- Students will determine the purpose of their website. Are they showcasing their portfolio for potential clients, seeking gallery representation, or selling prints? Identify the target audience. Is your intention to be a commercial or a fine art photographer?

Step 3: Select Website Building Platform:

- Consider templates designed for photographers. Document the reasons for selecting the specific platform. Below are three most common for photographers but you can use any method you are familiar with. If you want to use a method beyond the three below please speak with me.
- Choose a website builder:
 - Wix - <https://www.wix.com/>
 - Squarespace - <https://www.squarespace.com/>
 - WordPress - <https://wordpress.com/>

Step 4: Watch Website Builder Tutorials:

- Once you have decided on a particular template builder learn how they work. Remember you have a free subscription to LinkedIn Learning which has many tutorials on Wix, Squarespace, and WordPress. Login to LinkedIn Learning <http://lynda.qc.cuny.edu/>.
 - Wix - <https://support.wix.com/en/creating-your-site-1759984> or Wix on LinkedIn Learning [here](#)
 - Squarespace - <https://support.squarespace.com/hc/en-us/categories/200290487> or Squarespace on LinkedIn Learning [here](#)
 - WordPress - <https://wordpress.com/go/category/tutorials/> or Wordpress on LinkedIn Learning [here](#)

Step 5: Choose a Domain Name:

- Select a domain name that reflects your brand or personal identity. Justify your choice based on relevance and memorability. Check if available. If your chosen web builder can register your domain name, do it with them. If not register your domain name with [Bluhost.com](https://www.bluhost.com).

Step 6: Design the Website:

- Create a website with the following sections:
 - Homepage with a compelling introduction and possibly a gallery/slideshow of the best work.
 - Portfolio/Gallery section featuring categorized galleries of various photography portfolios.
 - About Page providing artist statement, narrative bio, and CV.
 - Contact Page offering contact information and a form for inquiries including any social media handles.
 - Optional: News section for sharing insights, stories behind the art, or updates about your work.

Step 7: Load Your Content:

- Populate the website with high-quality, high-resolution images and other content. Emphasize consistency in branding and style across the website.

Step 8: Search Engine Optimization (SEO):

- Implement SEO by using relevant keywords, titles, and descriptions on each page to improve search engine visibility.

Step 9: Ensure User-Friendliness:

- Ensure your website is user-friendly and responsive across different devices (e.g., desktop, tablet, mobile). Justify the design choices to enhance user experience.

Step 10: Regular Updates and Maintenance:

- Remember the importance of regularly updating your website with new work and maintaining a blog or news section to engage your audience.

Submission Guidelines:

- Submit the link to the live website along with a document detailing the website building process, explaining design choices, and the rationale behind them as a shared link.

Important Note: This assignment requires students to create a professional website showcasing their photography. Ensure that the submission is well-documented, demonstrating thoughtful design choices and strategies for effective digital presence. Good luck!