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[www.alyssarichardson.com](http://www.alyssarichardson.com)

Alyssa Richardson Photography

## Site Overview

Portfolio website to Show the skill and talents to a larger audience and to provide access to my blog. To create a place for future clients and employer to see my work and view my portfolio/resume.

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# Site Objectives

## What do you want to say?

I want to tell and show people my photography in hopes that I will get a job or an interest in my photography. I want to inform people what I offer. In the future I will add my graphic design work and portfolio to the website as well. I want it to be obvious when you enter the site that I am a photographer and not to leave people wondering where they are.

## Who do you want to say it to?

Future employers, clients, anyone who happens across my page, family members. The portfolio is for anyone who is interested in my photography, or just wants to look at it. Family members will most likely look at my blog to see what's going on with me, and in my life. The Photography section will also double as a portfolio for future clients who would like to hire me.

## How do you want to say it?

I will make it obvious with lots of photos and images. I do not want them to be confused as to where they are. There will be opening paragraphs explaining where they are and what the site is about.

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# User scenarios

## Scenario 1

Future Client

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A future client will start off my looking at home page and finding out what kind of photography I specialize in. From there they will move on to my portfolio and spend some time deciding if they like my style and if they could see my photography in their home.

After spending some time on the portfolio they would go to the contact if they decided they wanted to hire me.

## Scenario 2

Person with an interest in photography

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They would most likely start on my blog because chances are they found a link to my blog through someone else photography blog. From their they will spend time browsing and then move on to my about to find out more about who I am and what im inspiration is. Lastly the will go to my portfolio to see what other work I have done. They most likely will not visit my contact information because they were just looking, unless they want to ask me questions.

## Scenario 3

Family

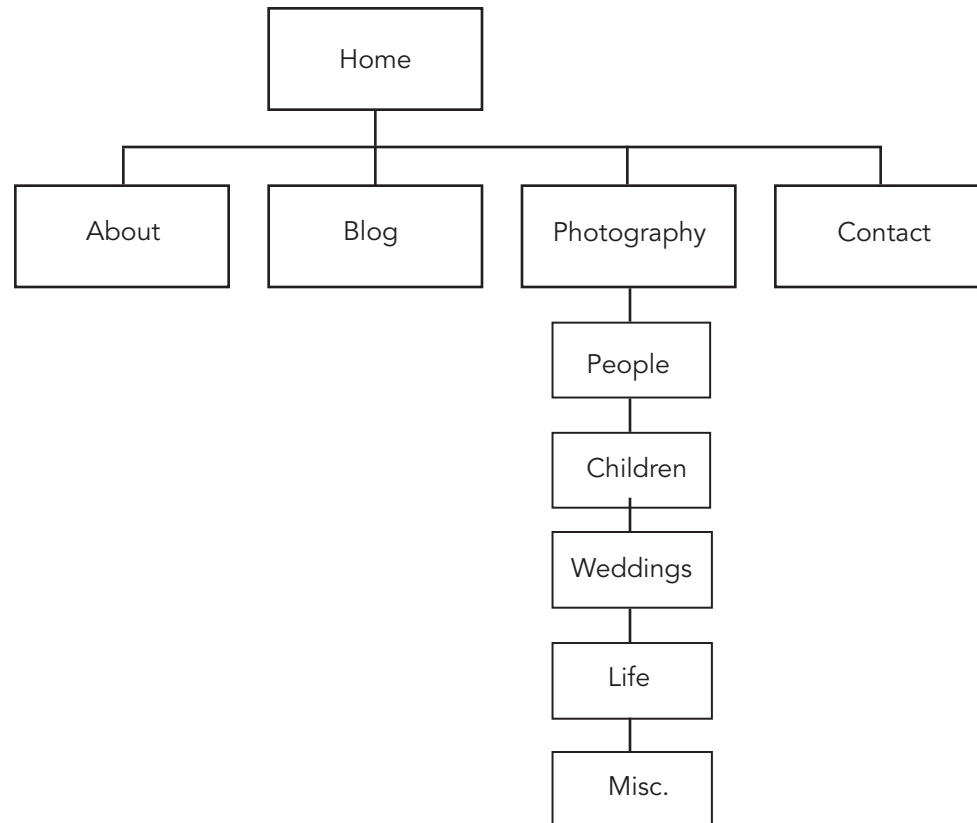
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Family members will only visit my blog most likely because for one they can already get a hold of my anytime they want to and since I live far away they would like to keep up with whats going on in my life.

# Site Map

## Description:

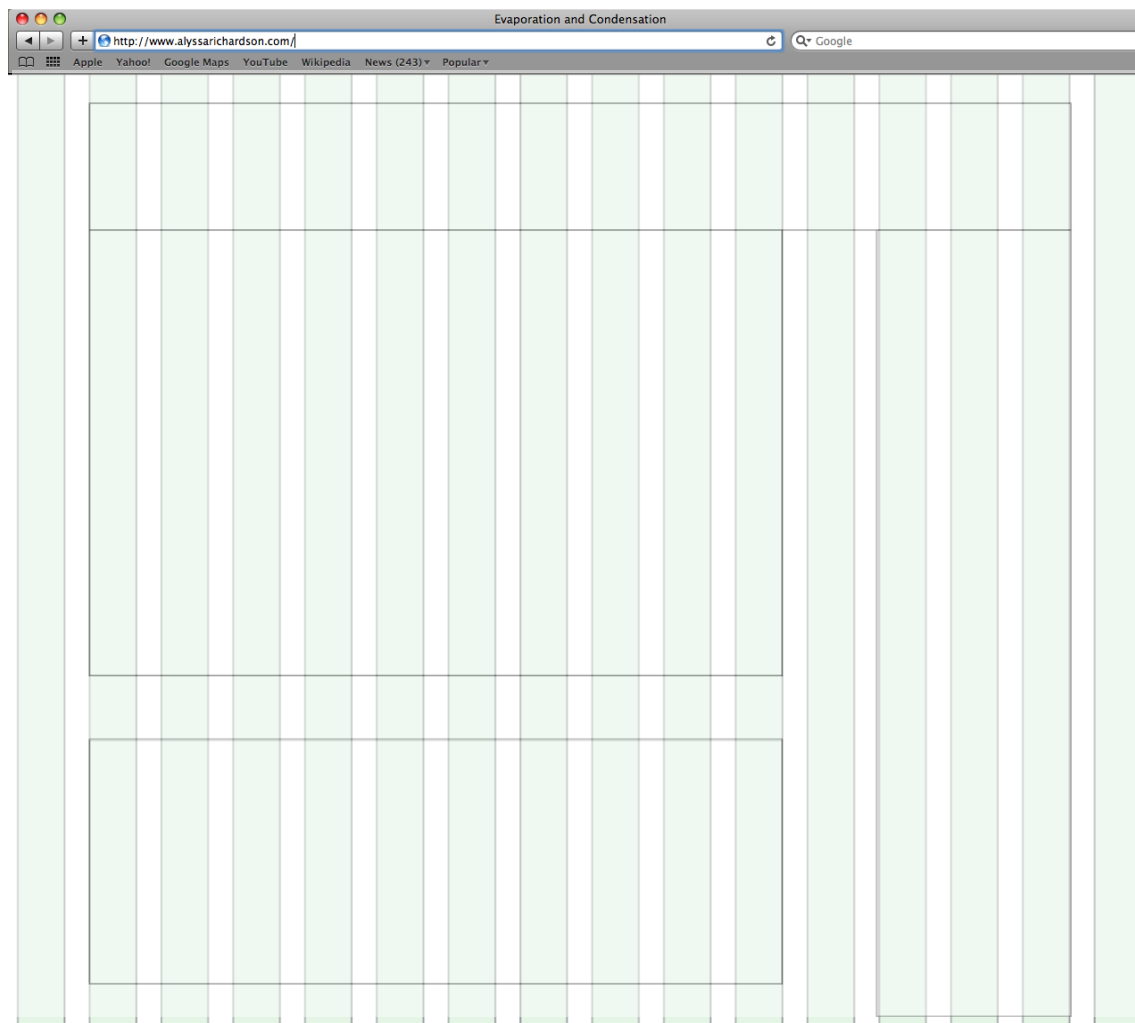
My website has 5 main pages including my home page. The only page with sub pages is my photography page. It includes the categories of my photography.



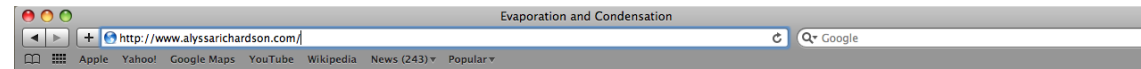
## 16 Column Grid

### When To Use:

A 16 column grid is used throughout the website. 40px column with 10px gutter on each side.



# Wire Frame Master A



Width: 820px

Header

Width: 580px

Content

Width: 160px

Sidebar

Width  
80px

Width: 580px

## When To Use:

This wire frame is used for every page in my website except for the blog.

Some pages do not need the second div as seen because it does not need a background color. The two divs labeled "Width: 580px" are inside the content div. I made these separate divs because I needed to keep the background color, if there is any other way to keep the color without use of the divs go ahead.

The space on both sides of the wire frame and above are margins 70px on the sides and 10px on the top.

The entire wrapper is auto centered. So that no matter what size browser you have it will remain centered.

# Mock-Up Home

Height: auto

Width: 580px

Padding:

Top: 20px

Right: 20px

Bottom: 20px

Left: 20px

Margin:

Bottom: 60px

Left: 70px

Background Color:

#DEE2D1

## Description:

Image must be no wider than 540px and be landscape

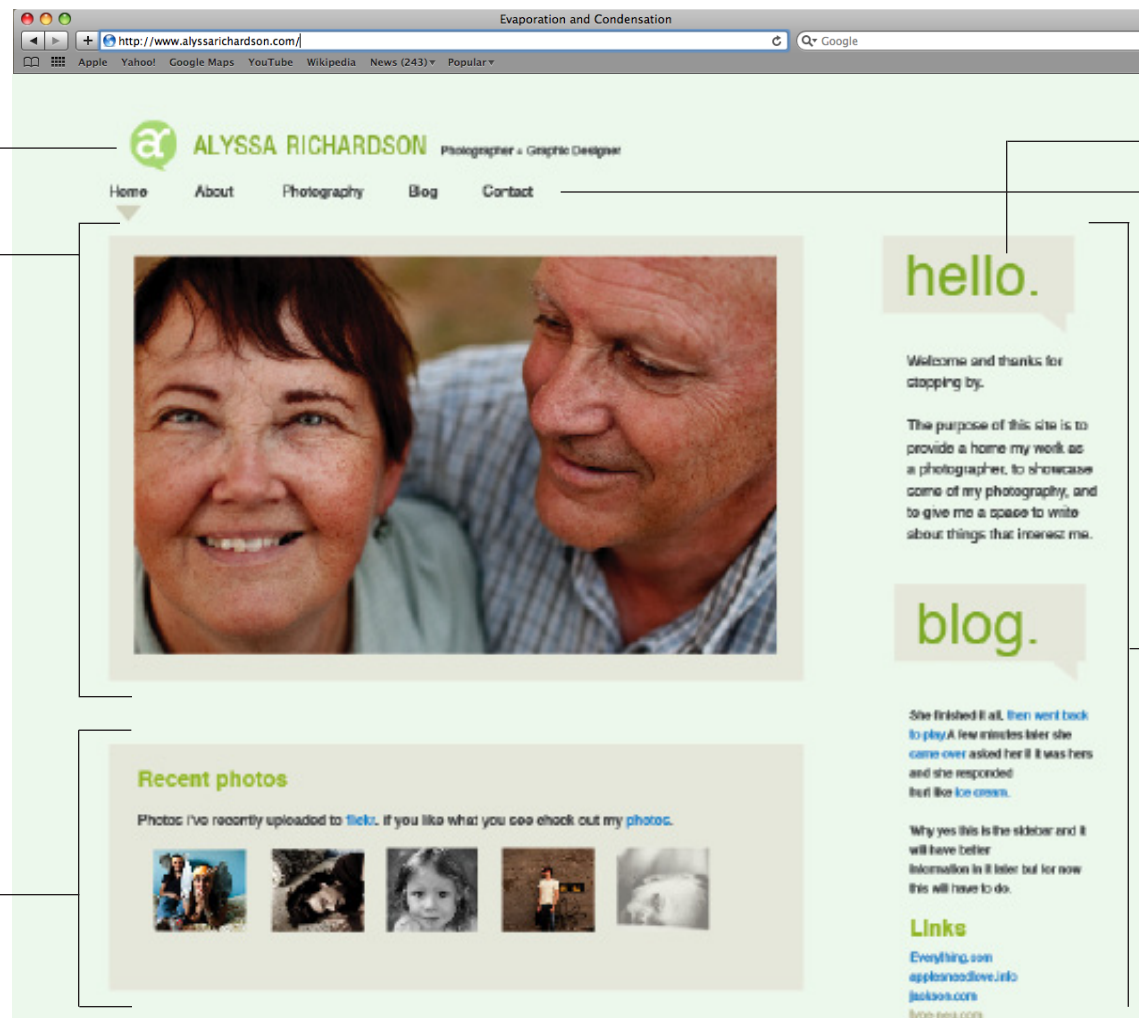
Both the photo and flickr feed are in separate divs inside of the content div so they can have their own background. The flickr photos will automatically update when I add new photos to my flickr account. The side bar will have a welcome statement and underneath will be a feed from my blog. It will be a list of my most recent blog entries, which is clicked on will take you to that entry in my blog.

The "hello" and "blog" speech bubbles are images.

Image

Height: 60px

Width: 500px



Image

Width: 160px

Height: 90px

Unordered list- In line

Height: 100px

Width: 820px

Padding:

Top: 10px

Right: 40px

Margin:

Left: 70px

Height: auto

Width: 160px

Margin:

Left: 80px

Right: 70px

Bottom: 60px

# Mock-Up About

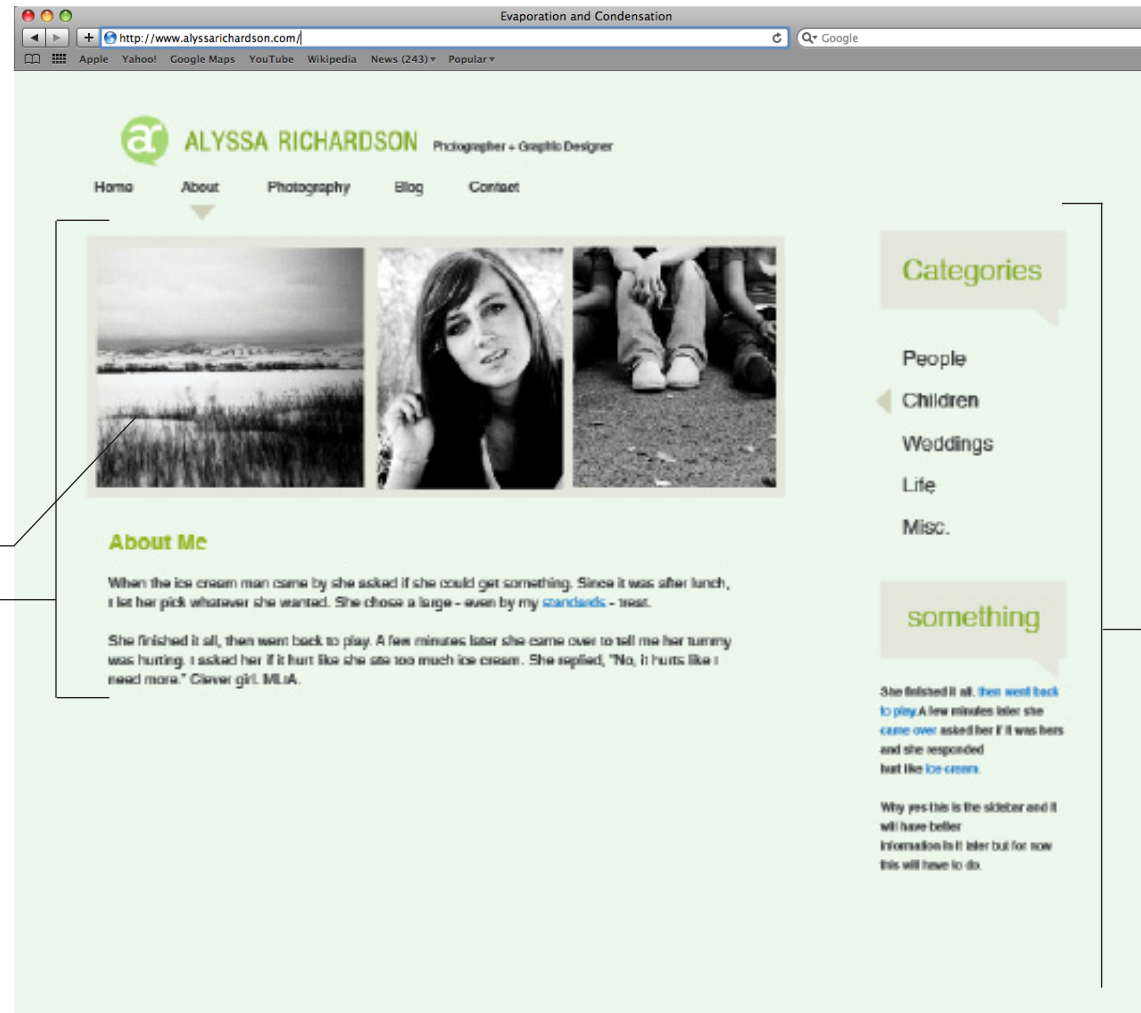
Height: auto  
 Width: 580px  
 Padding:  
 Top: 20px  
 Right: 20px  
 Bottom: 20px  
 Left: 20px  
 Margin:  
 Bottom: 40px  
 Left: 70px

Image:  
 Width: 580px  
 Padding:  
 Top: -20px  
 Right: -20px  
 Left: -20px

## Description:

Image already has border on it no need to make it with a background. The image has no padding so I gave it negative. I'm not sure if the image needs it's own div but it's ok if it does. Again the height is auto I only want it to go as far as the information.

The side bar information will stay the same on "About & Contact"



Height: auto  
 Width: 160px  
 Margin:  
 Left: 80px  
 Right: 70px  
 Bottom: 60px

# Mock-Up Photography

Height: auto  
 Width: 580px  
 Padding:  
 Top: 20px  
 Right: 60px  
 Bottom: 20px  
 Left: 60px  
 Margin:  
 Bottom: 60px  
 Left: 70px

Background Color:  
 #DEE2D1

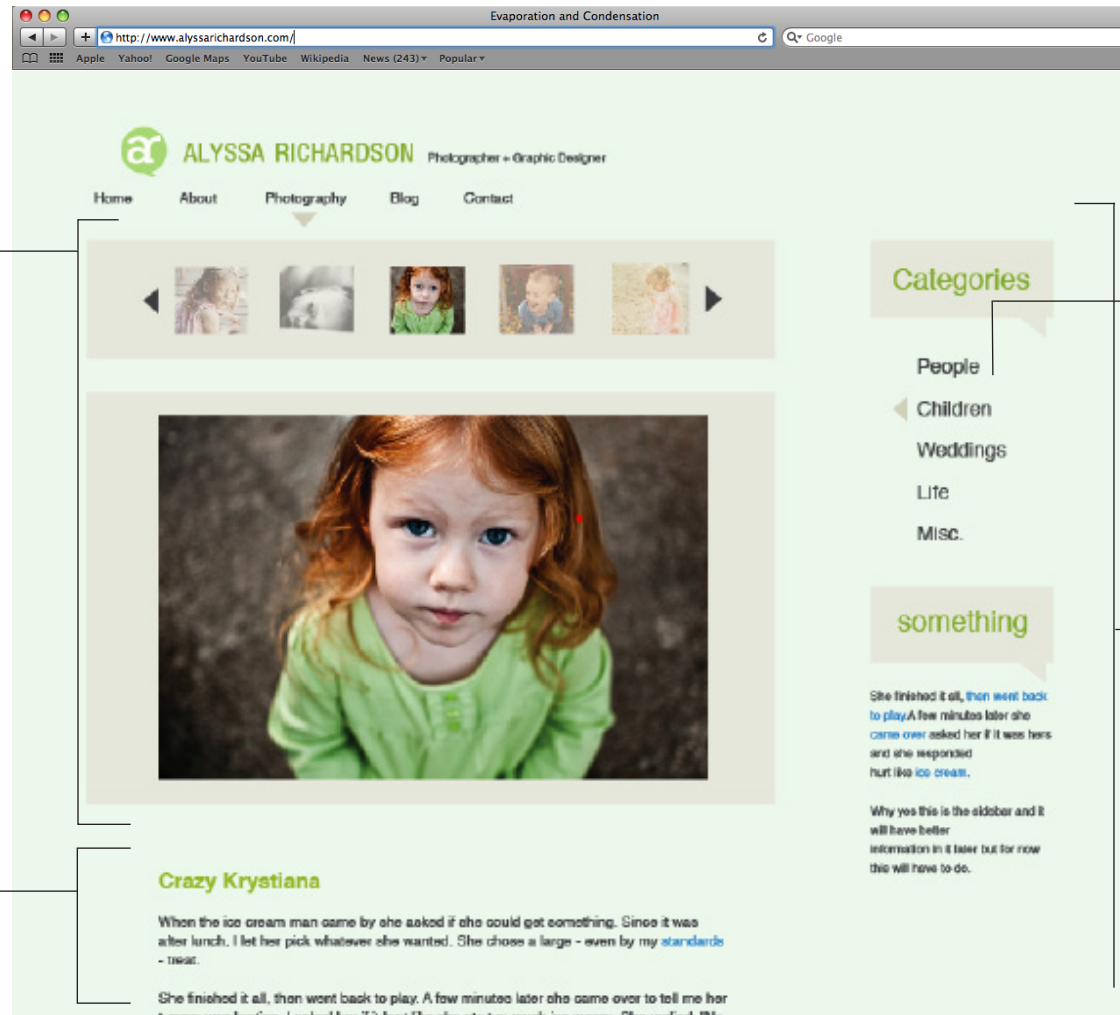
No background on bottom div

## Description:

Image must be no wider and no taller than 540px

Both the image and choices will be center

Both the photo Selection are in separate divs inside of the content div so they can have their own background. The Selection photos will scroll along when you click on the arrows to choose the next photo.



This will change which section of pictures you are viewing. You can tell what you are viewing my where the arrow is. The padding will be an extra 20px on the left to make room for the arrow. The arrow will also appear on the catogorie you are hovering over to tell you which one you are on.

Height: auto  
 Width: 160px  
 Margin:  
 Left: 80px  
 Right: 70px  
 Bottom: 60px

# Mock-Up Contact

Height: auto

Width: 580px

Padding:

Top: 20px

Right: 20px

Bottom: 20px

Left: 20px

Margin:

Bottom: 60px

Left: 70px

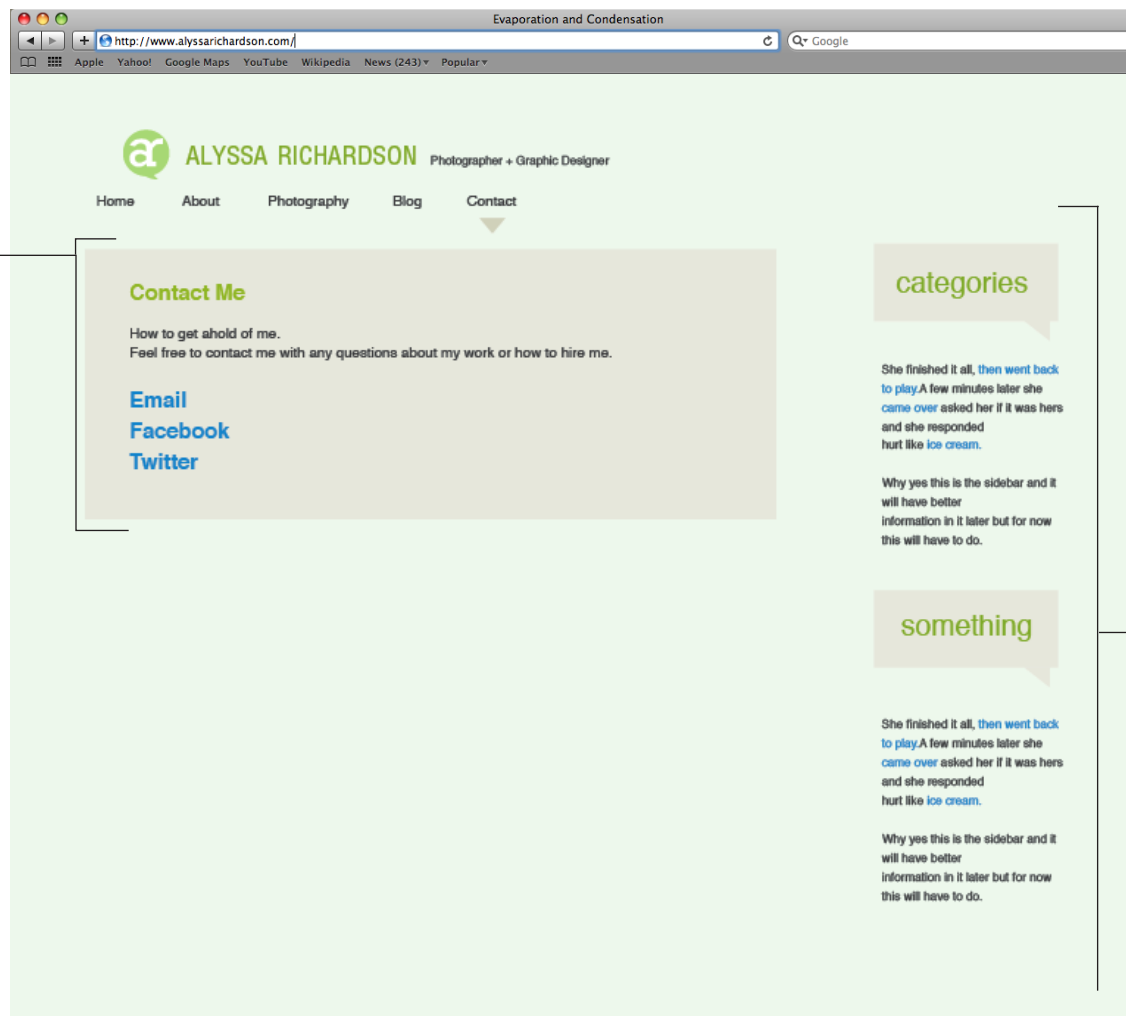
Background Color:

#DEE2D1



## Description:

The contact links are the subheads just made into links. Same as most of the others, very simple page.



Height: auto

Width: 160px

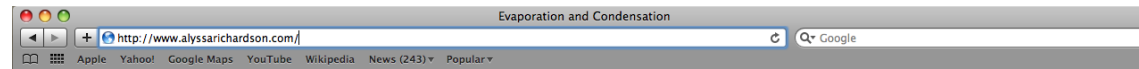
Margin:

Left: 80px

Right: 70px

Bottom: 60px

## Wire Frame Master B



Width: 820px

Header

### When To Use:

This wire frame is used for the blog. The only difference between this wire frame is the placement of the sidebar. The blog will fit inside the 580px content div. Inside the sidebar will be the categories and archive information.

The entire wrapper is auto centered. So that no matter what size browser you have it will remain centered.

Width: 580px

Content

Width: 160px

Sidebar

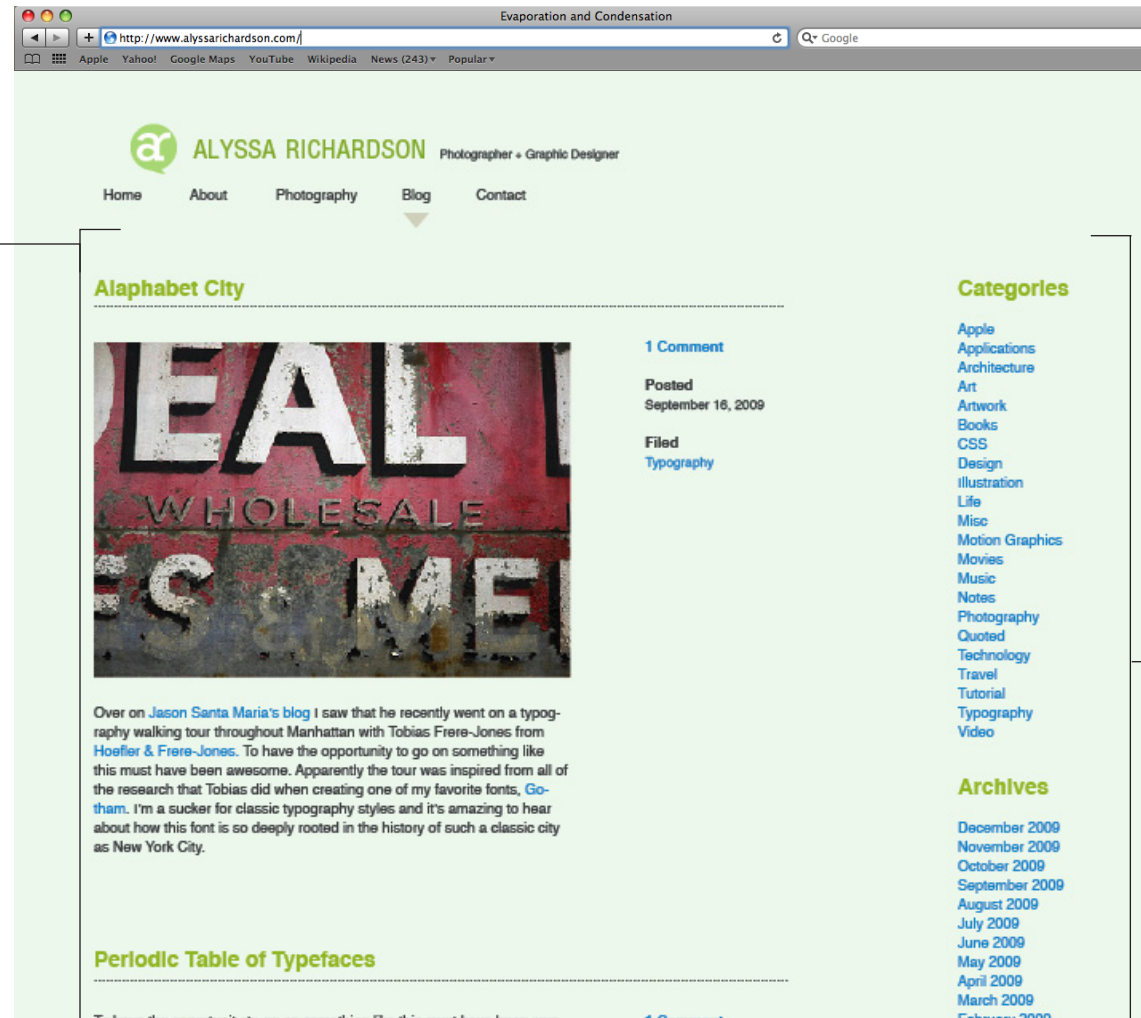
Width  
140px

# Mock-Up Blog

Height: auto  
 Width: 580px  
 Padding:  
   Top: 20px  
   Bottom: 20px  
 Margin:  
   Bottom: 80px  
   Left: 70px

## Description:

Each blog entry is separated by 80px.  
 All the meta data is located to the right of each entry in a column the is 60 px from the entry. Images must be no more then 400 wide. Title has a dotted line underneath it.



Height: auto  
 Width: 160px  
 Margin:  
   Left: 140px  
   Right: 10px  
   Bottom: 60px

# Color Palette



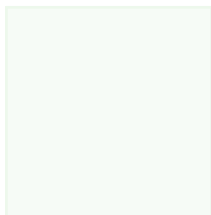
Hex Value  
#1083CB



Hex Value  
#A4A77D



Hex Value  
#8FB624



Hex Value  
#E5F8E7



Hex Value  
#3C3C3E

Link color.

The only time this does not apply is in the Navigation and the Sub Navigation.

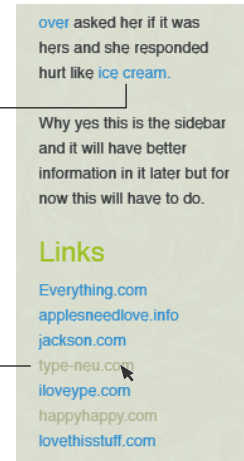
Used for Visited links and Hover.

Used for Sub Heads and emphasis.

Used for background.

Used for body copy

Also used for directional arrows when they would not show up on the color behind them — 



over asked her if it was hers and she responded hurt like ice cream.

Why yes this is the sidebar and it will have better information in it later but for now this will have to do.

## Links

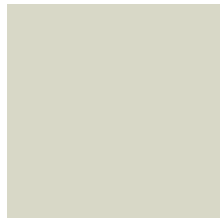
Everything.com  
applesneedlove.info  
jackson.com  
type-neu.com  
iloveype.com  
happyhappy.com  
lovethisstuff.com

## About Me


When the ice cream ma I let her pick whatever s

She finished it all, then v was hurting. I asked her need more." Clever girl.

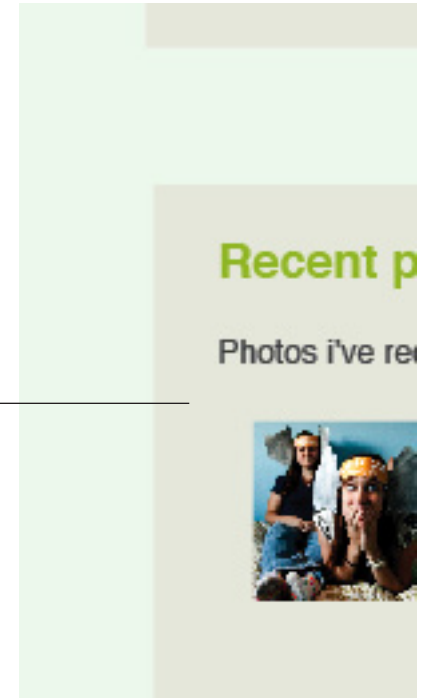
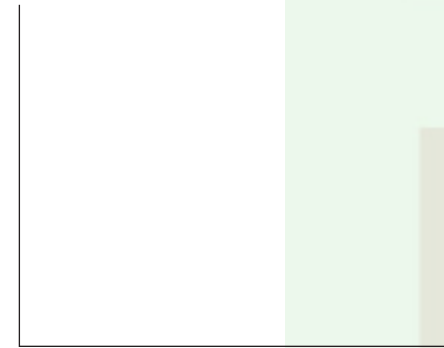
## Color Palette (cont.)



Hex Value  
#DEE2D1

Used for directional arrows — 

Used for div background color



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## Typography

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v

1 2 3 4 5 6 7 8 9

Helvetica

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v**

**1 2 3 4 5 6 7 8 9**

Helvetica Bold

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*

*a b c d e f g h i j k l m n o p q r s t u v*

*1 2 3 4 5 6 7 8 9*

Helvetica Oblique

### Description:

Helvetica is the main body copy and if not available on their computer Tahoma will be used, then any sans serif font. Regular helvetica is used most often. Bold is used for subheads. Oblique is used for emphasis, and when needed in body copy.

## Typography (Cont.)

### Headers (H1)

All sub heads are this green  
 Helvetica 18pt  
 Bold  
 Padding of 20px on top

### Recent photos

### Headers (H1)

All sub heads are this green  
 Helvetica 18pt  
 Bold  
 Padding of 20px on top

### Subheads (H2)

All sub heads are dark grey  
 Helvetica 17pt

### People Children Weddings

### Subheads (H2)

All sub heads are dark grey  
 Helvetica 17pt

### Body Copy

All body copy is dark grey  
 Helvetica 12pt  
 Padding of 10px on top  
 Also used for Navigation

The purpose of this site is to provide a home my work as a photographer, to showcase some of my photography, and to give me a space to write about

### Body Copy

All body copy is dark grey  
 Helvetica 12pt  
 Padding of 10px on top  
 Also used for Navigation

## Description:

There are only three main types of text used H1, H2 and body copy. H1 is most important and describes what is on the page so search engines can find what the page is about easily. all types can be links, they will be blue. H2 will not be blue even though they will be links. you can tell they are links because an arrow will point to them when you hover over them. The body copy is used for everything besides the subheads and the headers. such as informations on all sidebars and meta information.

# Blog Typography

## Description:

There is a 60px padding at the bottom of each blog entry before the comment information is shown.

The Leave a comment box size is 200px tall and 400px wide.

Images are no larger than 400px wide

## Title

Helvetica bold 12pt

## Image

400px wide

## Subhead

Helvetica 14pt

All caps

Tracking 40

## Block quote

Helvetica Oblique 14pt

Padding left & right 40 px

## Body

Helvetica 12pt

## Title

Helvetica bold 12pt

## Comments

The comments will be separated by a dotted line. The same dotted line use at the top of the blog. There is a 40px padding. The name and date are the same format as the meta tag information

**Alphabet City**

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**BRAND NEW INFORMATION**

Over on [Jason Santa Maria's blog](#) I saw that he recently went on a typography walking tour throughout Manhattan with Tobias Frere-Jones from [Hoefler & Frere-Jones](#). To have the opportunity to go on something like this must have been awesome. Apparently the tour was inspired from all of the research that Tobias did when creating one of my favorite fonts, [Gotham](#). I'm a sucker for classic typography styles and it's amazing to hear about how this font is so deeply rooted in the history of such a classic city as New York City.

*"sic typography styles and it's amazing to hear about how this font is so deeply rooted in the history of such a classic city as New York City. This is a block quote about how amazing this article was. If you can't stand the heat get out of the kitchen."*

To have the opportunity to go on something like this must have been awesome. Apparently the tour was inspired from all of the research that Tobias did when creating one of my favorite fonts, [Gotham](#). I'm a sucker for classic typography styles and it's amazing to hear about how this font is so deeply rooted in the history of such a classic city as New York City.

**1 Comment**

Posted  
September 16, 2009

Filed  
[Typography](#)

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**2 Comments**

If you don't connect with the characters or the language, then no don't finish it. And it's not about where the journey ultimately leads to. It's just about being on the journey. (I honestly don't remember how it ends—that's just the feeling I remember being left with.)

[Derek Hanton](#)  
September 16, 2009

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On The Road is one of my favorite books of all time. (In fact, the last paragraph is one of my favorite pieces of writing ever.) I'd stick it out if you can—I think it will be worth it.

[Amy](#)  
September 11, 2009

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**Leave a comment**

Name

Email

**>>Submit**

## meta tag information

Helvetica bold 11pt

Helvetica 11pt

Meta tag information is the same except for the titles (posted and Filed) are bold and the information below is normal.

## Name & Date

Helvetica 11pt

# Images

## Description:

Besides all my portfolio images the only main images used will be my header information, directional arrows and the hello speech bubbles. There are not many images used in my site so it is limited. Most navigation is just plain text.

The Speech bubble only appears in the sidebar used to call out information  
160px wide



Logo is used in the header  
500px wide  
(Actual size)



Directional arrows are used for navigation



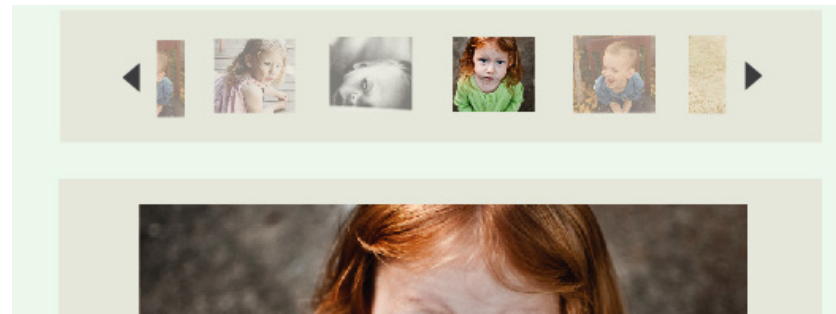
# Functionality

## Description:

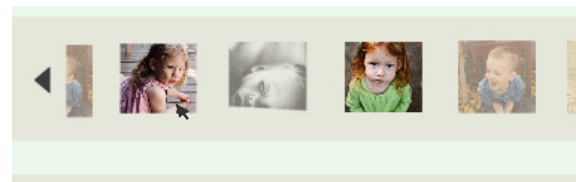
This is a simple gallery. The navigation is at top while the image you are currently viewing is below. The image you are on will always move to the middle and be full color while the images you are not clicked on will be de saturated 50%.



When you click on the arrows the pictures on the top will change



When you hover over another image it will change to full color also.



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## Functionality ( Cont.)

### Description:

When you click on the image you just hovered over it will change the large image below to on the one you just clicked on.

