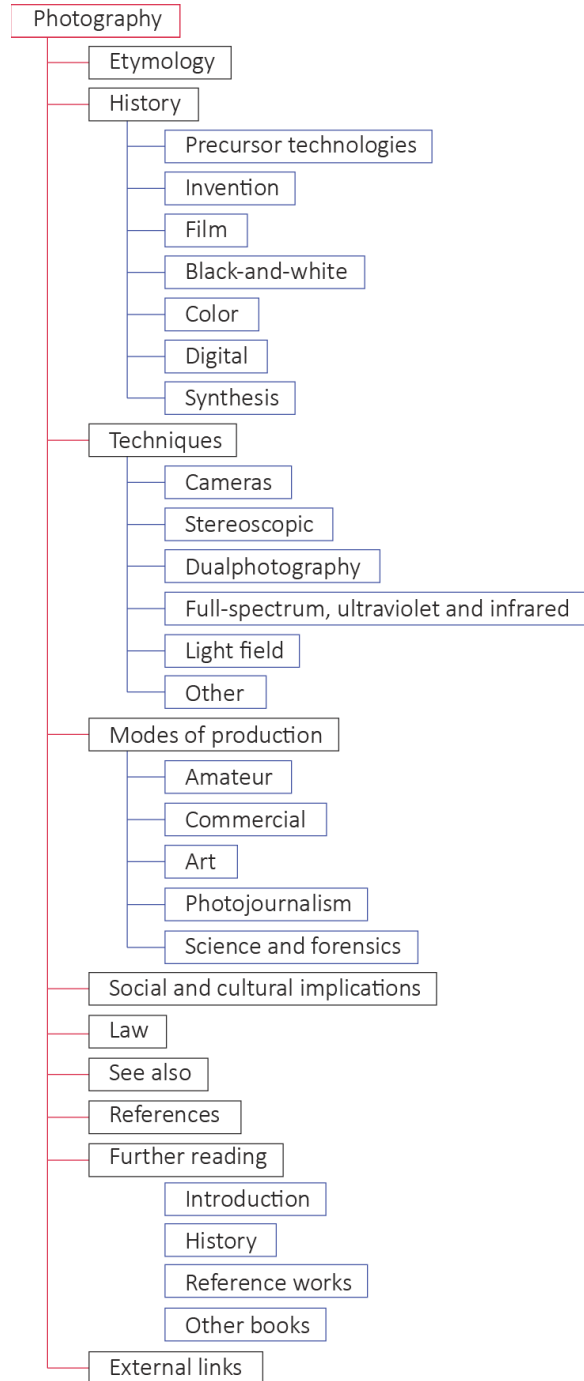


CCT260 A1 Information Architecture & Website Wireframes
Photography
=== Content Study ===

Contents from Wikipedia Photography

- 1 Etymology
- 2 History
 - 2.1 Precursor technologies
 - 2.2 Invention
 - 2.3 Film
 - 2.4 Black-and-white
 - 2.5 Color
 - 2.6 Digital
 - 2.7 Synthesis
- 3 Techniques
 - 3.1 Cameras
 - 3.2 Stereoscopic
 - 3.3 Dualphotography
 - 3.4 Full-spectrum, ultraviolet and infrared
 - 3.5 Light field
 - 3.6 Other
- 4 Modes of production
 - 4.1 Amateur
 - 4.2 Commercial
 - 4.3 Art
 - 4.4 Photojournalism
 - 4.5 Science and forensics
- 5 Social and cultural implications
- 6 Law
- 7 See also
- 8 References
- 9 Further reading
 - 9.1 Introduction
 - 9.2 History
 - 9.3 Reference works
 - 9.4 Other books
- 10 External links



=== Personas ===

"A persona is a fictional character that communicates the primary characteristics of a group of users, identified and selected as a key target through use of segmentation data, across the company in a usable and effective manner."

These personas represent 3 kinds of users that can become regular visitors of an informational website about photography. The college student represents people who have a direct connection with photography. They might be in the arts, taking photography classes, or have photography related projects. These people might visit the website often to read and learn. It is possible that this website becomes one of their main sources for studying photography. From this group, we might assume someone to be in the beginner to intermediate level. They have some knowledge in photography and are using this as a secondary source of learning.

The second persona represents people who will use photography for commercial purposes. This is most likely for marketing and advertising. A person can be like Jane who has a talent to share, a service to provide, or something to promote. A professional or freelance photographer might also visit this site out of interest. There are lots of sections that will interest users in this group. They might skip the introduction and want to get straight into the equipment and production. Business people will most likely already have a plan and a target audience. With the information on this website, they'll be able to produce real images and photos – evidential content that will attract more audiences.

The third persona represents a casual person, who might be interested in photography for fun or for personal reasons. They might be learning photography to be able to reproduce happy moments with their loved ones for remembrance. Rafael is a general user. The camera he uses is his iPad's. Many general picture takers will not use a specific professional camera. Nowadays it is most likely a smartphone or a regular point and shoot. These general users may not know a lot about photography. With this user group in mind, it is especially important to have simple titles such as those chosen for the main navigation. The information shouldn't be too overwhelming – information should be organized and introduced in such a way that general users will want to read and learn more about the topic as opposed to running away from it.

DANI MONTENEGRO

Age: 20
 Gender: Female
 Occupation: Full-time student
 at Sheridan College
 Program: Visual Arts
 Location: Oakville, Ontario



You don't take a photograph, you make it. I can't wait to learn and master the art of photography.

Goals:

- Dani has multiple projects in her photography class and aims to get high marks on them
- Dani hopes to become familiar with her new DSLR camera
- She wants to keep a portfolio of her work.

Challenges:

- Learning curve with the DSLR camera-overwhelming options
- Trouble in finding the most intuitive resource to learn photography

Objections:

- Too much reading, too little time
- Does this website cover everything I need to learn?

Bio:

Dani starts her days by waking up early for morning jogs. She believes it's a good way to get inspired. Dani is a full time visual arts student at Sheridan College. She spends most of her time in the campus studios with her friends. Dani also like to volunteer at the Art Gallery of Ontario.

Personality:

- Extrovert
- Hardworking
- Loves learning new things
- Creative

Hobbies:

- traveling
- sight-seeing
- vlogging
- graphic design
- photo editing

PHOTOGRAPHY

JANE DESANTIS

Age: 34
 Gender: Female
 Occupation: Hairstylist,
 Makeup Artist,
 Nail Technician
 Location: Toronto, Ontario



To see is to believe. I'd like to show the world my talent through my creations.

Bio:

Jane is a single mother of two boys, ages 4 and 12. She works hard to be able to provide for her children. She has a salon called Jane Beau and loves her job as a beautician. Jane hopes to be recognized as a successful business woman and would love to collaborate with popular YouTube beauty gurus.

Hobbies:

- Fashion
- Shopping
- Makeup, hairstyling
- Baking
- Watching beauty gurus on YouTube

Personality:

- Outgoing
- Fierce, confident

Goals:

- Create a professional portfolio of her work and skills.
- Promote her Beauty Salon online!
 Jane just set up a website for her salon and wants to fill it with pictures of satisfied customers.
- Jane wants to advertise her skills and gain a large following on Instagram with regular posts.

Challenges:

- Too busy working at the salon to learn detailed photography
- Needs information on what type of equipment to use
- Needs an assistant photographer and someone to help manage the social media accounts for her business.

Objections:

- "My time is precious."
- "I like to learn from the best."
- Jane is picky when choosing websites to learn things from - trusting the information.

PHOTOGRAPHY

RAFAEL GARCIA

Age: 64
Gender: Male
Location: Brampton, ON
Occupation: Retired
Vice Principal at St. Roch High School



I think it's time to keep in touch with my family through digital memories.

Bio:
Rafael lives in a retirement apartment in Brampton. Rafael likes to be active during group events, especially at family parties. Because his daughter and her two sons live in Alberta, he doesn't get to see them often. Rafael's daughter bought him and iPad for his last birthday so that they would be able to communicate online.

- Likes:**
- Enjoys watching hockey and basketball
 - Bird watching at the park
 - Loves when his grandsons visit
 - Reading newspapers and journals
 - Hangs out at his local library

- Personality:**
- Stubborn when it comes to technology
 - Good with kids

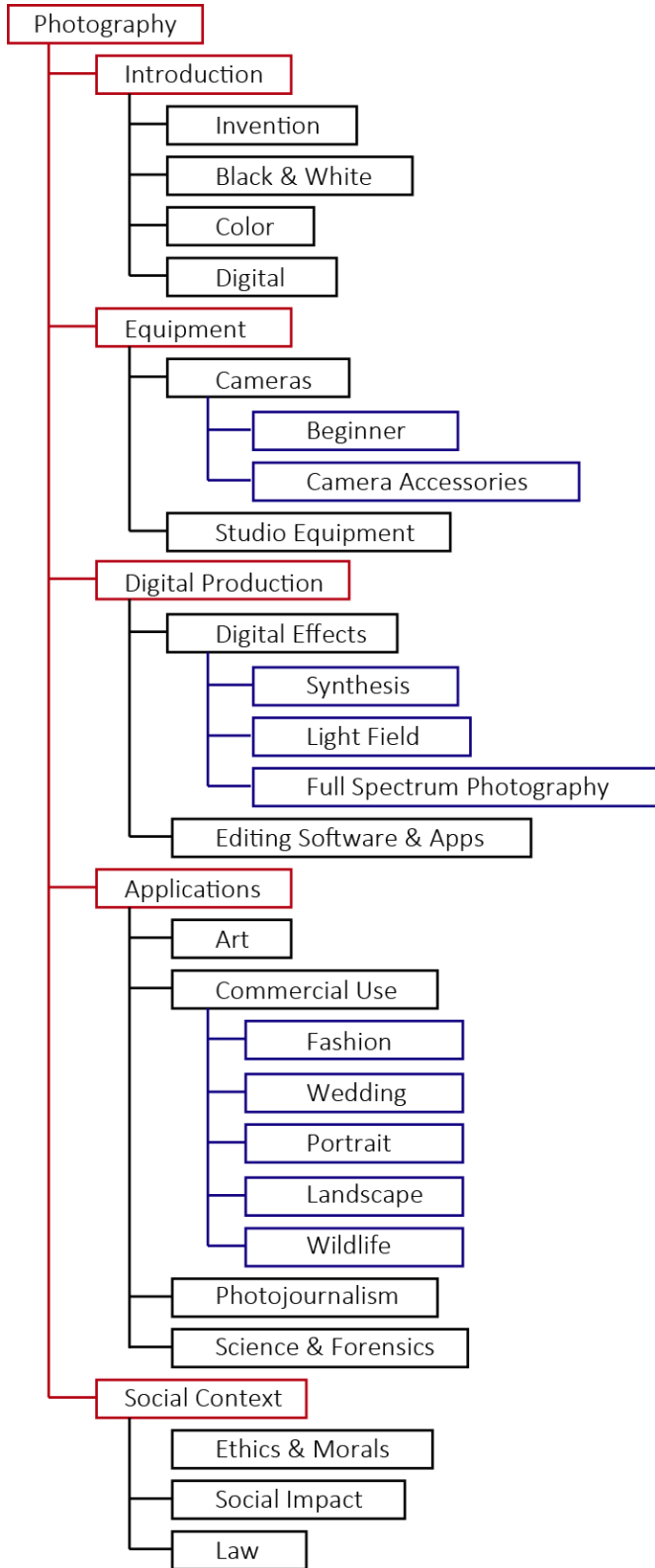
- Goals:**
- Use his iPad to take pictures at family events
 - Keep a collection of family photos with collages

- Challenges:**
- Not tech savvy
 - Shaky hands

- Objections:**
- Prefers reading hardcopies - books, paper manuals

PHOTOGRAPHY

=== New Information Architecture ===



Revised Information Architecture & Navigation

Structural Navigation:

Any path going from red to black, black to blue (Associated and Utility on next page)

- Photography
 - Introduction
 - Invention
 - Black & White
 - Color
 - Digital
 - Equipment
 - Cameras
 - Beginner
 - Camera Accessories
 - Studio Equipment
 - Digital Production
 - Digital Effects
 - Synthesis
 - Light Field
 - Full Spectrum Photography
 - Editing Software and Applications
 - Applications
 - Art
 - Commercial Use
 - Fashion
 - Wedding
 - Portrait
 - Landscape
 - Wildlife
 - Photojournalism
 - Science & Forensics
 - Social Context
 - Ethics & Morals
 - Social Impact
 - Law

=== Navigation & Wireframes ===

Structural navigation: Page hierarchy navigates down the node tree.

From Photography (Home) to a red item demonstrates structural navigation. The same goes for navigating from a red to a black item in the red item's category, and navigating to a blue child of a black item.

Associative navigation: Similar topics and content navigate across the node tree.

From the diagram, each item (topic) of the same color is associated with each other. For example, all red items (the global navigation) are under the topic of Photography. All black items under a single red item are associated with each other. All blue items under a black item are associated with each other.

Contextual navigation: There are embedded links (underlined, see Applications page design) in the text that lead to other websites with more information on the selected topics.

Related links: Any relevant links that lead to more information about a topic will appear at the bottom of each informational page. (See Applications page design).

Footer navigation: The footer is part of associative navigation and includes links to the *Terms of Use*, *Privacy Policy*, *Sitemap*, *Contact*, *About*, and social media links for *Facebook*, *Twitter*, and *Instagram*. It also claims that the information on the website is copyright protected - *A1 Photography © 2019*.

Utility navigation: These are extra tools that assist the website user.

Some utility links include are the Photography logo (goes to homepage), and a language selector near the top right corner. There are also links to the previous and next topics at the bottom of each page, according to the order of topics in the information architecture. The pictures will be clickable so the user can view more information about them – for example, a detailed caption.

=== Wireframe (Homepage) ===

PHOTOGRAPHY LOGO

LANGUAGE EN

SEARCH BAR

INTRODUCTION EQUIPMENT DIGITAL PRODUCTION APPLICATIONS SOCIAL CONTEXT

PHOTOGRAPHED IMAGES (CAROUSEL)

◻ ◻

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FB TW IG

=== Wireframe (Introduction Page) ===

PHOTOGRAPHY LOGO

fixed nav menu

INTRODUCTION EQUIPMENT DIGITAL PRODUCTION APPLICATIONS SOCIAL CONTEXT

floating subnav

Invention

Film

Black & White

Color

Introduction

SEARCH BAR

EN

Sample Image Placement

Sample caption

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

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Terms of Use Privacy Policy Sitemap Contact About


FB TW IG

PHOTOGRAPHY

Language - English




Search

INTRODUCTION EQUIPMENT DIGITAL PRODUCTION APPLICATIONS SOCIAL CONTEXT

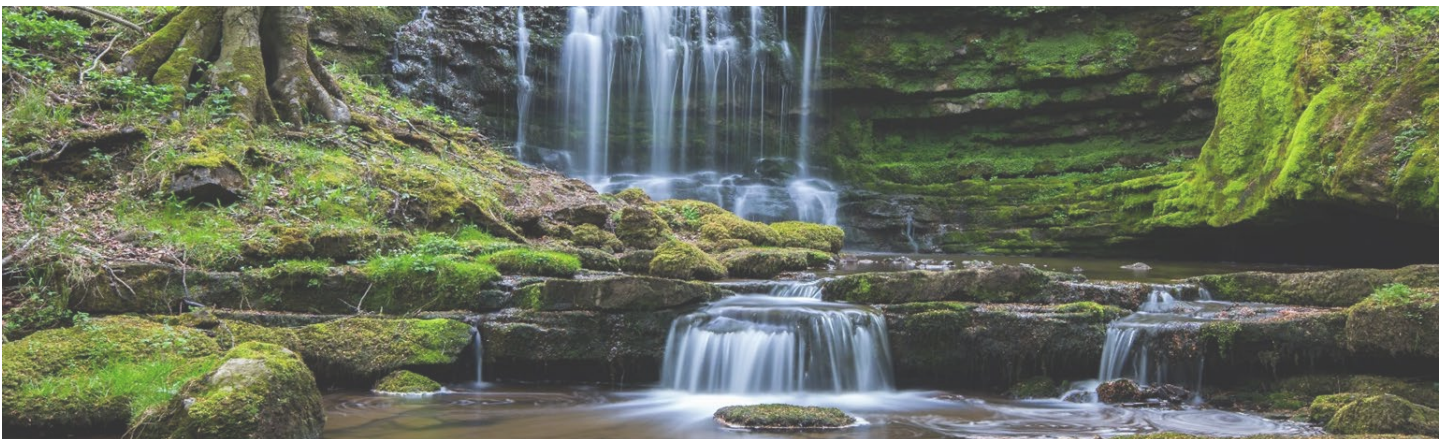


Photography is the art, application and practice of creating durable images by recording light or other electromagnetic radiation, either electronically by means of an image sensor, or chemically by means of a light-sensitive material such as photographic film. It is employed in many fields of science, manufacturing (e.g., photolithography), and business, as well as its more direct uses for art, film and video production, recreational purposes, hobby, and mass communication.

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A1 Photography © 2019   

Other Homepage Carousel Photos



Application

Search

EN

Art

Art

Photojournalism

Commercial Use

Fashion

Wedding

Portrait

Landscape

Wildlife

Science & Forensics

During the 20th century, both fine art photography and documentary photography became accepted by the English-speaking art world and the gallery system. In the United States, a handful of photographers, including Alfred Stieglitz, Edward Steichen, John Szarkowski, F. Holland Day, and Edward Weston, spent their lives advocating for photography as a fine art. At first, fine art photographers tried to imitate painting styles. This movement is called Pictorialism, often using soft focus for a dreamy, 'romantic' look. In reaction to that, Weston, Ansel Adams, and others formed the Group f/64 to advocate 'straight photography', the photograph as a (sharply focused) thing in itself and not an imitation of something else.



Classic Alfred Stieglitz photograph, *The Steerage* shows unique aesthetic of black-and-white photos.

The aesthetics of photography is a matter that continues to be discussed regularly, especially in artistic circles. Many artists argued that photography was the mechanical reproduction of an image. If photography is authentically art, then photography in the context of art would need redefinition, such as determining what component of a photograph makes it beautiful to the viewer. The controversy began with the earliest images "written with light"; Nicéphore Niépce, Louis Daguerre, and others among the very earliest photographers were met with acclaim, but some questioned if their work met the definitions and purposes of art.

Clive Bell in his classic essay *Art* states that only "significant form" can distinguish art from what is not art.

There must be some one quality without which a work of art cannot exist; possessing which, in the least degree, no work is altogether worthless. What is this quality? What quality is shared by all objects that provoke our aesthetic emotions? What quality is common to *St. Sophia* and the windows at *Chartres*, Mexican sculpture, a Persian bowl, Chinese carpets, Giotto's frescoes at *Padua*, and the masterpieces of Poussin, Piero della Francesca, and Cézanne? Only one answer seems possible – significant form. In each, lines and colors combined in a particular way, certain forms and relations of forms, stir our aesthetic emotions.[41]

On 7 February 2007, Sotheby's London sold the 2001 photograph *99 Cent II Diptychon* for an unprecedented \$3,346,456 to an anonymous bidder, making it the most expensive at the time.[42]

Conceptual photography turns a concept or idea into a photograph. Even though what is depicted in the photographs are real objects, the subject is strictly abstract.

Related links:

[Alfred Stieglitz](#)
[Abstract Art](#)
[Portrait](#)

Photojournalism

=== Process ===

The main navigation is divided into titles that most people would know. The titles are basic common photography words to make it easier for a user to navigate to a category. It is organized in a way that the main navigation titles are simple and direct according to what people would search for. First is introduction, which is about the background of photography, how photography was like back then. We also have equipment, which contains a section about cameras - the main tool associated with photography. It is important to include digital production as a main heading since this is another common topic in modern photography. Applications is its own heading to inform the user of the main uses of photography today - in professional settings such as for advertising and marketing.

The minimalist theme is a popular theme amongst modern websites. Its simplicity adds to usability/user experience. Choosing a minimal design helps to only include important content that is relevant to website visitors today. In photography, it could also relate to collecting raw photos as opposed to the editing part - the common thing to do nowadays is apply many filters. The washed out red adds a little bit of color to contrast the blacks, greys and whites.

In order to rebuild the information architecture, it was important to understand the existing IA of the Wikipedia Photography page to ensure the refactoring would make sense. What contextual information is covered under each existing heading and subheading? What is the original categorization of information and why might it have been organized this way? The new IA should be that the information fits reasonably under the new navigation titles and subtitles. What topics are similar have ideas? What topics can be separated or combined?

This part was difficult considering Wikipedia already organizes the information well with proper headings.

The new IA considers usability and user experience. The website is meant to be informational. The main audience and expected visitors of the site are people who might be interested in photography, whether they want to go in depth with photography. The site expects any visitor with any level of knowledge in photography.

The wireframes and mockups were created on Adobe Illustrator. Minimalism and simplicity were kept in mind while designing the visual structure. Below is the first mockup created during lab05. At that time I was thinking of a bold design – more vibrant colors. What inspired this was the idea of the red room for developing photographs. The first design is very “boxy”, with sharp corners. The final design goes for a lighter color scheme, turning down the opacity of the images and some elements – to give a desaturated or almost faded effect. This changed the whole look of the website. In my opinion, the desaturation makes it easier to look at. The font used is Calibri Light – reading is easier on the eyes.



ENGLISH

SEARCH

HISTORY TECHNIQUES PHOTOJOURNALISM CAMERAS PRODUCTION



Some General Info

Photography is the art, application and practice of creating durable images by recording light or other electromagnetic radiation, either electronically by means of an image sensor, or chemically by means of a light-sensitive material such as photographic film.

WIKIPEDIA LEGAL CONTACT

Wikipedia Photography

<https://en.wikipedia.org/wiki/Photography>

Designing Web Navigation – James Kalbach

<https://www.oreilly.com/library/view/designing-web-navigation/9780596528102/ch04.html>

Image References

(Persona 1) Dani Montenegro

<https://i.pinimg.com/originals/87/b7/62/87b76266e10e9f70c13b82a335ad6795.jpg>

(Persona 2) Rafael Garcia

<http://playboyph.com/uploads/articleContent/843867239EDDIE-banner.png>

(Persona 3) Jane Desantis

http://2.bp.blogspot.com/-AqxoRsm4MZg/Vh5yAOscXJI/AAAAAAB_uo/Cs5DegK7Uul/s1600/Karla%2BEstrada%2B2.jpg

(Homepage) Toronto Skyline

<https://wonderfulengineering.com/wp-content/uploads/2015/05/Tronto-wallpaper-8.jpg>

(Design Homepage) Nepal Mountains

http://www.hdfinewallpapers.com/HDWallpapers/Big/Mountain/Kangchenjunga_Popular_Mountain_in_Nepal_HD_Wallpapers.jpg

(Design Homepage) Forest Waterfalls

<https://wallup.net/wp-content/uploads/2016/02/183991-waterfall-nature-forest.jpg>

(Design Art Page) The Steerage – Alfred Stieglitz

https://upload.wikimedia.org/wikipedia/commons/e/ea/Alfred_Stieglitz_-_The_Steerage_-_Google_Art_Project.jpg