

COLETTE GIRARD PHOTOGRAPHY – CLIENT BRIEF

CONTACT INFORMATION

Phone: 608-345-8023

Email: colettegirardphotography@gmail.com

Website: <http://colettegirardphotography.com/>

CLIENT BACKGROUND

Colette Girard is a 70-year-old psychotherapist and photography hobbyist. Her website is dedicated to her photography. She exhibits her artwork in Wisconsin art shows and fairs. Her work is influenced by Miksang. She creates prints and work that is infused into metals and placed into aluminum frames. She also created jewelry from her metal prints using a hydraulic press.

OBJECTIVES

Colette's primary objective is to have the ability to update and add content to her website herself. Currently, she submits images to a 3rd party who adds them to her website.

Additionally, she would like her website to have a clean, contemporary design that feels more spacious and includes larger, higher-quality imagery. She would also like her site to be responsive, specifically for mobile. She would like her site to encourage visitors to contact her to purchase her work, but she isn't interested in selling directly through her website.

Secondary objectives are to add an exhibition history, process page for the creation of her work, and updated branding in the form of a simple typographic logo treatment.

DELIVERABLES

A content management system that emphasizes maximum ability for Colette to add content herself with use of templates will be selected. A streamlined visual design to highlight the artwork and direct visitors to contact Colette via email to purchase her work will be created. The end product is a fully-functional and easily editable website. Training and supplemental educational materials will be delivered at the time of the redesign launch.

TARGET AUDIENCE

The target audience for Colette's website are people who have picked up her business card at art exhibits and art shows and other hobbyist artists. Her audience tends to be contemporary art fans, with newer, modern homes.

COMPETITORS

kshanjewels.com
marthafitzmier.com
hoverflystudio.com

These are fellow artists with contemporary websites who make similar or related work and whom Colette listed as aspirational website designs.

PROJECT TONE

The adjectives being targeted for this project are:

- clean
- contemporary
- focused
- modern
- professional
- accessible