

# CREATIVE BRIEF

## DAVID STARKOPF PHOTOGRAPHY

This estimate includes the details for designing and building a creative and original website for David Starkopf Photography at <http://www.dstarphotos.com>. The bulk of the work will be in the design phase. Our design team will take the time to research the concepts in the photography and come up with creative ways in which the user's experience of and interaction with the website and can reinforce the ideas in the work, as well as the photographer's aesthetic. The website will become an example of the themes in the work, rather than merely presenting them. The design will be based on organic situations and human shapes in keeping with the look of the photographer's work itself, as well as a refined and professional point of view, which the photographer exhibits. The website will be a unique and surprising extension of David Starkopf's photography into cyberspace.

### EXAMPLES OF MAIN PAGE TYPES:

Home

Artist Statement

Portfolio

As well as individual event/session pages and individual photograph pages

Events

As well as a (protected) client login area

About/Bio/Resume

Links/Blog (?)

Contact

### TECHNICAL SPECIFICATIONS

Our web sites conform to current best practices and standards for professional quality web sites. They are optimized for the latest versions of Microsoft Internet Explorer, Safari, Chrome and Firefox, as well as HTML5 and the latest version of the Flash plug-in. They maintain a consistent appearance (to the extent practicable) on both Mac and Windows platforms.

### TARGET AUDIENCE

Prospective clients/employers

People in attendance at an event photographed by this photographer

Gallery owners

Press

Friends/Family