

Same brand as the first template assignment

I want to use all my available content and information with better interactive elements.

I want this to be something I could use as a website for my brand.

About the client



AMKphotography

- Lifestyle photographer based north of Madison
- Capturing not only photos but also memories and emotions

Key people

Abigail Kennedy
(608) 697-3017
abrogail2005@gmail.com

The brand



Brand personality

- Friendly
- Casual
- Authentic

#CCC2B1

Soft Amber

#405742

Gray Asparagus

#A9B592

Schist

#4B593E

Tom Thumb



Target Audience

Arianna S.

18 years old
Student
Graduated with Photographer

“I wanted to get my senior photos taken before I moved houses and Abigail made that wish come true. She was generous and creative with the session, and really captured the essence of my personality on top of glorifying the property.”

Kacey B.

26 years old
Mother
Long time Client

“I have had the honor of using AMKphotography for many stages of my life and my family. From engagement to maternity and even experimental solo photos. Abigail has always been so patient and creative during our shoots. I can't wait to continue using her services for all my family needs.”

Goals

Objective

AMKphotography is looking to enhance the brand presence, improve user experience, and showcase the photography portfolio more effectively.

the goal of this project is to create a visually compelling and user-friendly platform that enhances and streamlines client engagement. This new design will prioritize ease of navigation and mobile responsiveness

Creative direction

concept

Timeless portraits that capture life, emotions, and memories

TO - DO

- ☐ link socials
- ☐ slideshow galleries
- ☐ testimonials
- ☐ about me section
- ☐ booking/contact
- ☐ Add a task...



<https://fonts.google.com/specimen/Roboto>

Roboto - Google Fonts

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While



<https://fonts.google.com/specimen/Birthstone>

Birthstone - Google Fonts

The Birthstone Family is a set of fonts that are not only diverse but perfectly compatible to interchange styles in a single block of text. There are 3 precious



<https://fonts.google.com/specimen/Dosis>

Dosis - Google Fonts

Dosis is a rounded sans-serif type family. It started with the Extra Light style, useful only at size 36pt or upm and the Extended Latin character set included