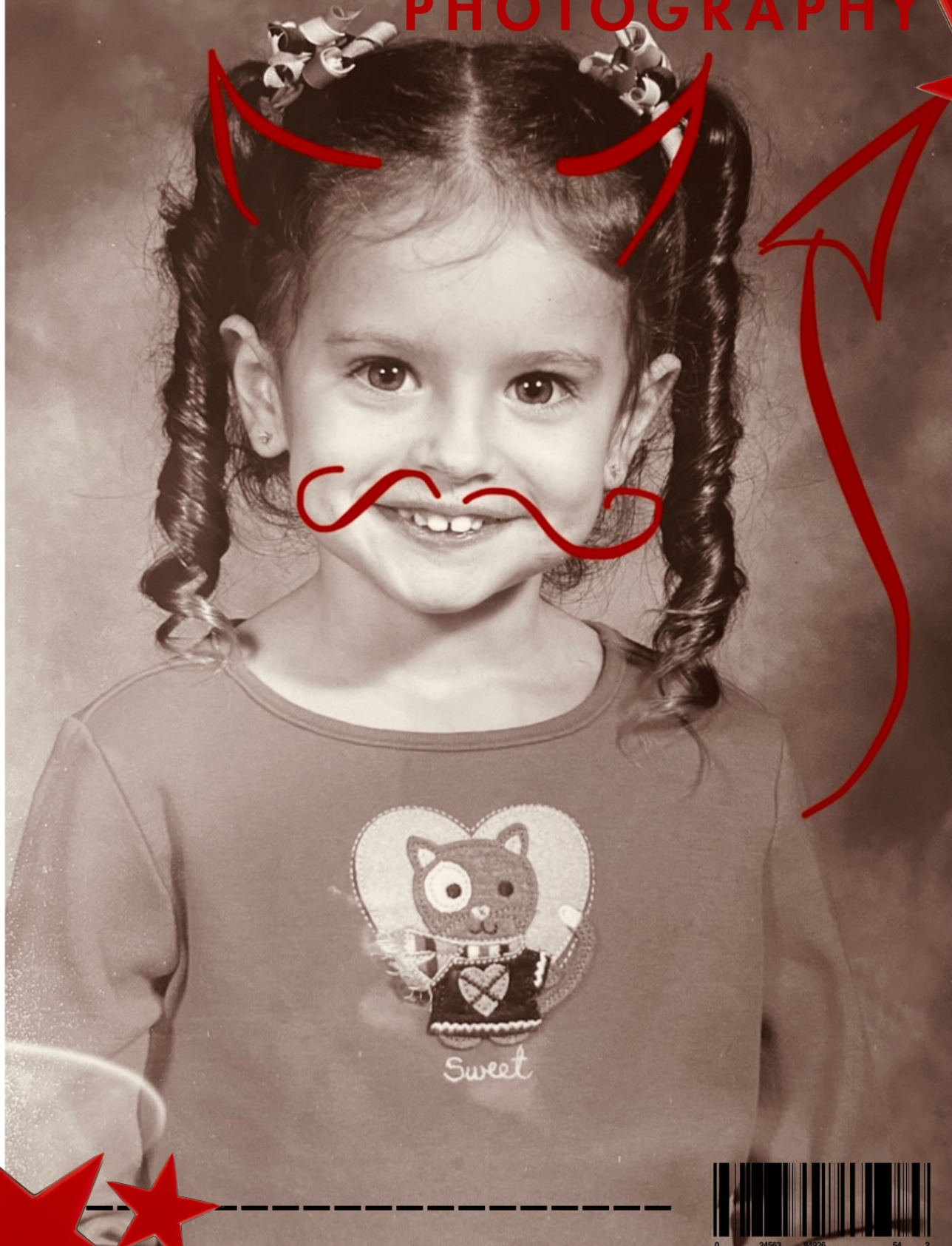


SOPHIA TAT

PHOTOGRAPHY



— Introduction: Whats My
Website's Traits?

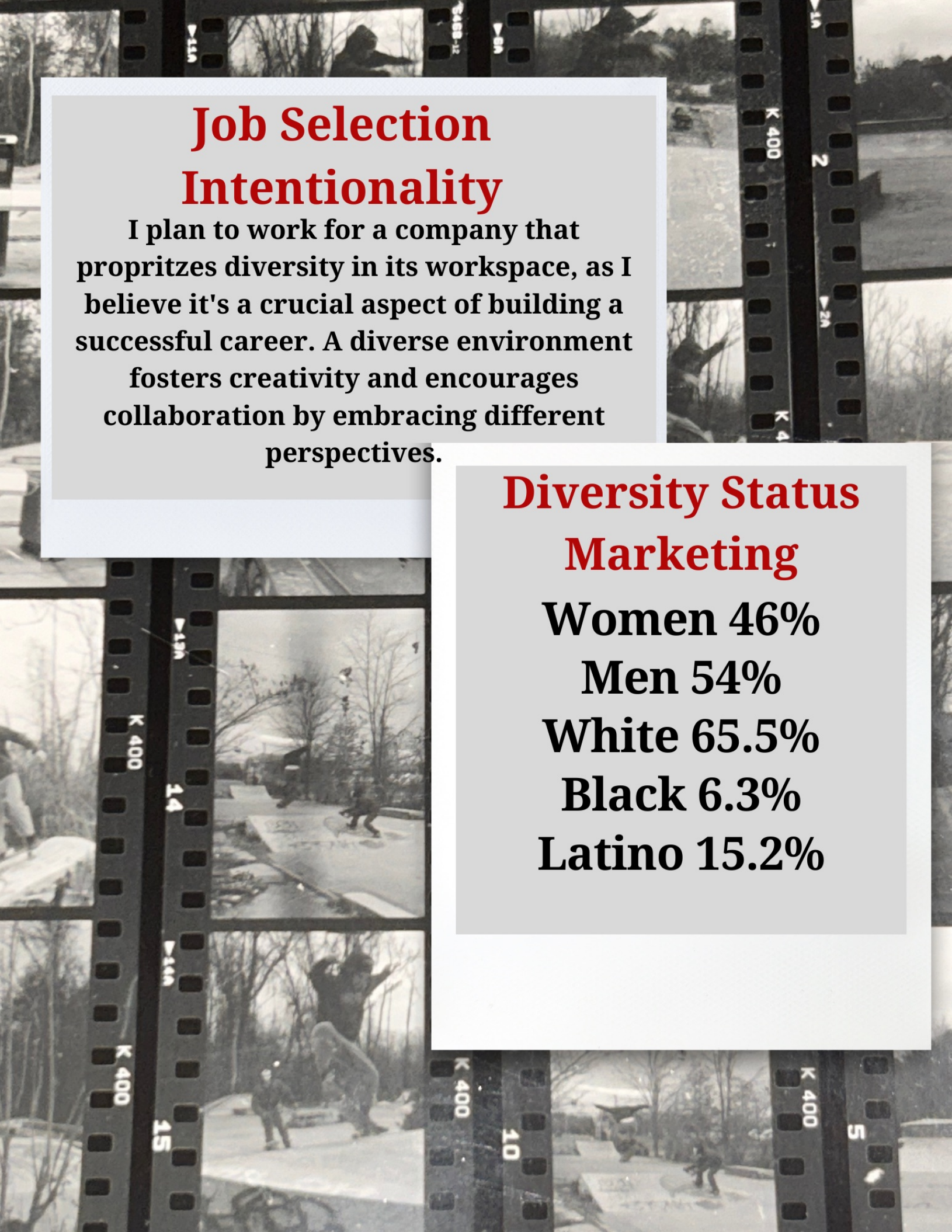
OVERVIEW

If my website was a person it would be supermodel, Alex Consani. She is my generation's "it girl". She has lead to the evolution of the modeling industry, being the first trans model to walk for brands like Victoria Secret, Versace, and many more.

The traits of my website are going to be confident, intelligent, creative, motivated and edgy. These are traits that I would use to describe myself, which I want to convey into my website to show the personality in my work. These characteristics will attract people of these similar traits and will lead me to having a successful career.

.



The background of the entire slide is a collage of black and white film strips. The film strips show various scenes of skateboarders performing tricks on ramps and rails. The film strips are arranged in a way that they appear to be overlapping and moving, with some frames showing a skateboarder in mid-air and others showing them on the ground. The film strips have sprocket holes and some text like 'K 400' and '14' is visible on them.

Job Selection Intentionality

I plan to work for a company that prioritizes diversity in its workspace, as I believe it's a crucial aspect of building a successful career. A diverse environment fosters creativity and encourages collaboration by embracing different perspectives.

Diversity Status Marketing

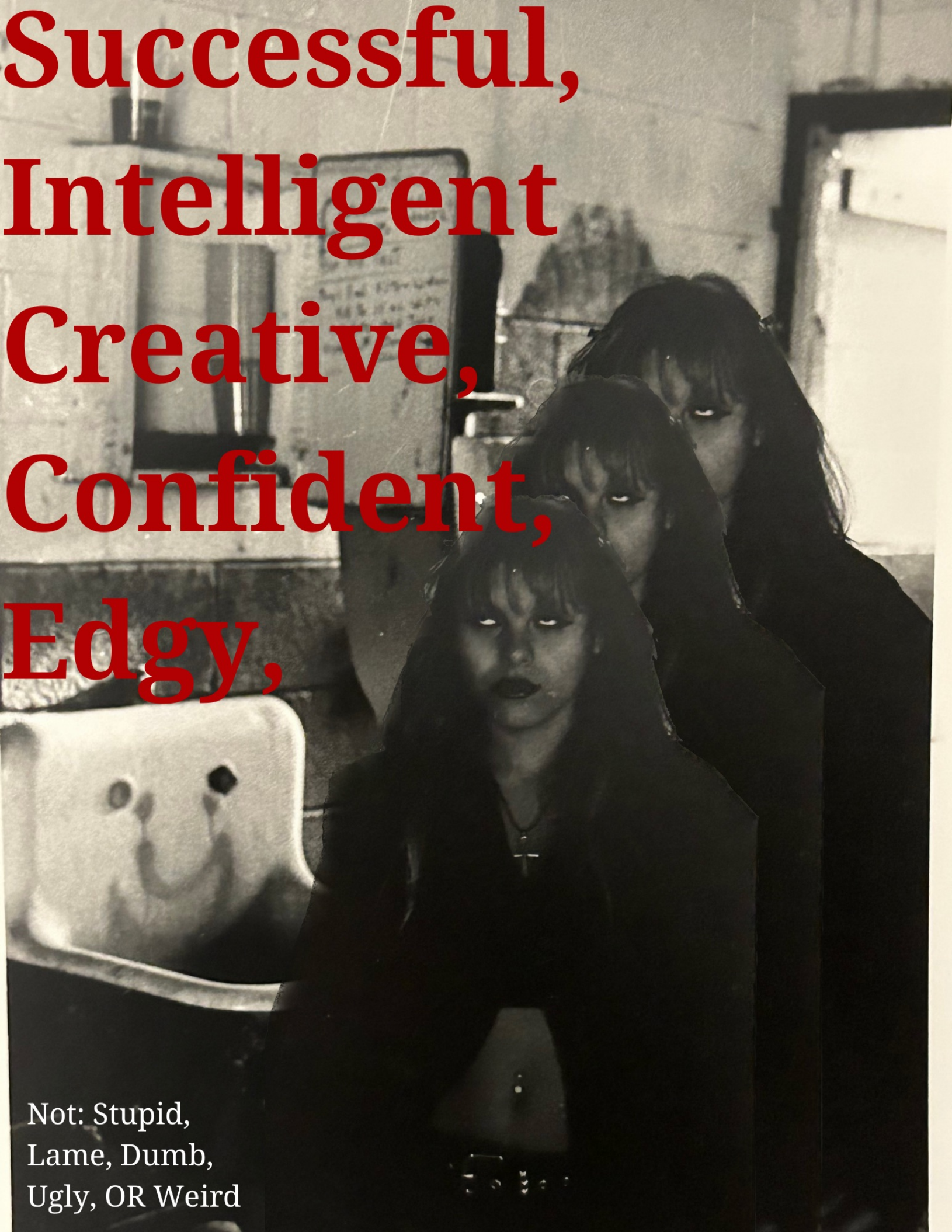
Women 46%

Men 54%

White 65.5%

Black 6.3%

Latino 15.2%

A black and white photograph of three women in a public restroom. They are all wearing dark clothing and have dark hair. The woman in the foreground is looking directly at the camera. The woman behind her is also looking at the camera. The woman in the background is looking slightly to the side. The background shows a public restroom with a sink and a mirror.

**Successful,
Intelligent
Creative,
Confident,
Edgy,**

Not: Stupid,
Lame, Dumb,
Ugly, OR Weird

PERSONALITY

My wesbite is going to stand inbetween being freindly and domincant. I want my website to be intimidating yet present to my audience that I am a friendly person. In real life people tell me I look really intimidating, but as soon as I open my mouth they realize I am a cool/friendly person. I want my website to be a reflection of who I am as a person.



dominant



friendly



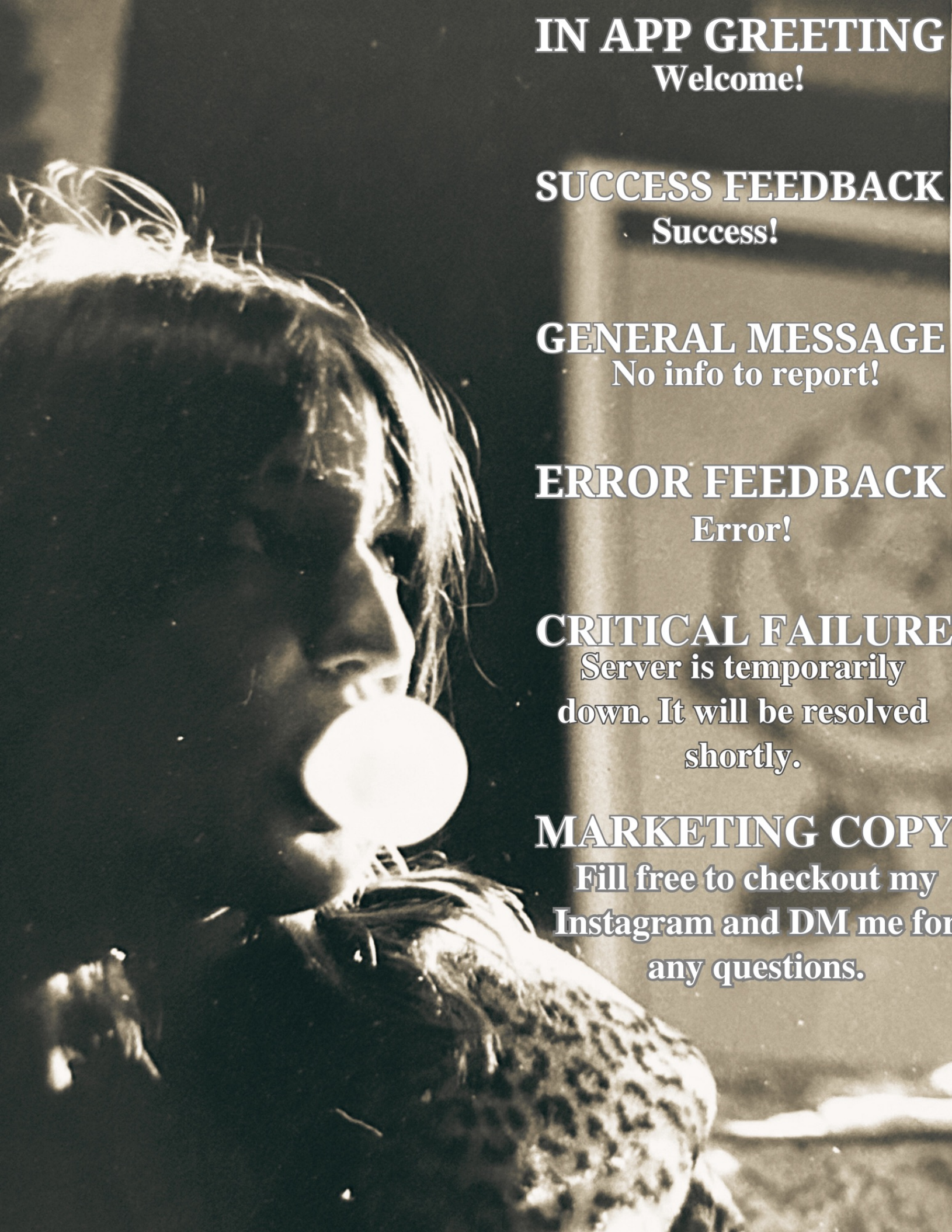
VOICE:

My website blends folksy vernacular with refined, erudite expression. The font I've chosen resembles Times New Roman, complemented by a black and white color scheme. My photography, videography, and other work have a and a down-to-earth, cool vibe. Whether it's a business or individual looking at my website, they'll find that I can cater to both professional and casual interests.



MOOD BOARD





IN APP GREETING

Welcome!

SUCCESS FEEDBACK

Success!

GENERAL MESSAGE

No info to report!

ERROR FEEDBACK

Error!

CRITICAL FAILURE

**Server is temporarily
down. It will be resolved
shortly.**

MARKETING COPY

**Fill free to checkout my
Instagram and DM me for
any questions.**

COLOR SCHEME



#000000



#FFFFFF



#B20607

*THIS COLOR PALETTE EVOKES, A CLASSY
AMBIANCE ALONG WITH A BOLD AND EDGY FEEL

TYPOGRAPHY

NOTO NASKH ARABIC

*THIS TYPOGRAPHY IS SOPHISTICATED
AND TRADITIONAL TO GIVE OFF A
PROFESSIONAL FEEL. I AM JUST
STICKING TO THIS FONT, I THINK THE
OTHER ONES ARE UGLY AND NOT
COOL!

GENERAL NOTES

*TITLES OF THE MENU WILL
BE IN BOLD. TITLES OF THE
PHOTOSHOOTS WILL BE IN
ITALIC.

ENGAGEMENT METHODS

I plan on creating a website that explains the meaning behind each photoshoot:

- Why I did this shoot**
- What was my inspiration**
- Where/When was this shoot**
- Who is in this shoot.**

Including these details will give a memorable experience when a viewer is looking at my website.