

# AMY CRAWLEY AUTHOR INT MEDIA PRESENTATION

All my work for this class can be found at my wordpress blog : <http://amy-crawley1.wordpress.com/>



# MY MEDIA OBJECTS AND WHERE TO FROM HERE PLUS ACCESSING MY TARGET AUDIENCES

In the time we have had for this class I have explored my own family photography business and highlighted what I'd like to do to further my business after I complete my year of study this year. I'd hopefully like to undertake the Bachelor of Arts (Photography) and a Teaching Degree to become a Highschool Photography teacher, I've also explored different publishing platforms which I haven't seen before and discovered the great tool of blogging. While I still study and have a job I wish to still have my own photography business to offer to clients which will be focusing on Family/Kid's portrait photography. In Design Web class with Chris Seater I focused on the research of other family photographers and how their websites were layed out, what I wanted for my own website and how to create a interesting and eye catching website for my target audience. In this class I have been focusing on planning and development of my business and publishing platforms to expand my businesses' audience. My target audience is Melbourne families, who are looking for memorable, natural and interesting portraits. I will engage with the web in the following ways : Blog, Website, Mailing list and Facebook group.

# JOURNAL FROM WEB DESIGN CLASS WITH CHRIS



**Colour -**

- Colour can elicit strong responses from an audience even though a reaction may be quite subconscious, we are often quite up aware of the influential and persuasive effects of colour

This slide is part of a presentation. It features a dark background with a pattern of small white dots. On the left, there is a white-bordered image of a smartphone displaying a photograph of a young child. The text is in a white serif font.



**Colour - Target Audience**

- There are several colour modes that apply to

This slide continues the presentation. It has the same dark background with white dots. The text is in a white serif font. The slide is partially cut off at the bottom.

**List of Objectives:**

- define what kind of photography I would like to do and have on my website.
- establish my target audience for my photography website.
- create a site map and determine what kind of features I'd like to include in my photography website.
- research websites that inspire me.

**List of Objectives:**

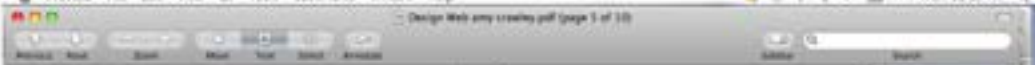
- Having a clear / easy to read website.
- How do I create an interesting website for the viewer.

**Assignment Criteria -**

- approach to the brief
- research written approach and documentation.
- presentation of site map
- creative storyboards / navigation / information

**Who Am I?**

Amy Crawley, I'm a family portrait photographer. I like to show the 'natural' personalities in my images and make them look as 'natural' as possible, capturing images that they will treasure always.



**This is me**

Hello I'm Amy Crawley, I'm a Melbourne based photographer. I've grown up loving photography from the age of 13, everyday I would have a camera in my hand taking images of the people around me. I've always loved portrait photography. I love showing reality in an image and capturing emotions. I'm a family / kids portrait photographer. I will capture your family showing your true personalities, in a 'natural' setting in your own home or a location of your choice.

(This is what I will include on my about me page of my website)



**Site Map**







# INSPIRATIONAL WEBSITES AND REFERENCES

## My photography website inspiration

Apr  
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International:

Chris Gloag Photography – [www.chrisgloag.com](http://www.chrisgloag.com) - [studio@chrisgloag.com](mailto:studio@chrisgloag.com) - 047759344495. Chris Gloag is a portrait and lifestyle photographer working in London, specialising in creating photography for advertising, corporate and editorial clients. I really like Chris' website, it looks clean and simple and that is the approach I'd like to take with my website. Although he is a different type of photographer than me, I still think his style of website will suit mine. But maybe with some more interesting colour platte choices. I don't like how Chris' logo isn't very visible on every page of his website, this would have help to make me remember him better as a 'brand' name.



Kelly Ryden – <http://www.kellyruden.com> – [kellyryden@gmail.com](mailto:kellyryden@gmail.com). Kelly is a self thought newborn photographer from America. I like the colour platte of this website, it's simple nature and also the way in which all the images have been layed out and the 'feel' of the over all design. I don't like the 'muted' green colour platte choice.



Heather Mosher Photography – <http://www.heathermosher.com>. Heather Mosher is a children, newborn, maternatiy and family photographer based in New Jersey and New York. I realy like the use of the images automatically changing like a 'slideshow' in the centre of the page, and the websites simple layout. I don't like where the logo is possioned and I think it might need to be a little bit larger to be able to see it clearly.



Heather Mosher Photography – <http://www.heathermosher.com>. Heather Mosher is a children, newborn, maternity and family photographer based in New Jersey and New York. I really like the use of the images automatically changing like a 'slideshow' in the centre of the page, and the website's simple layout. I don't like where the logo is positioned and I think it might need to be a little bit larger to be able to see it clearly.

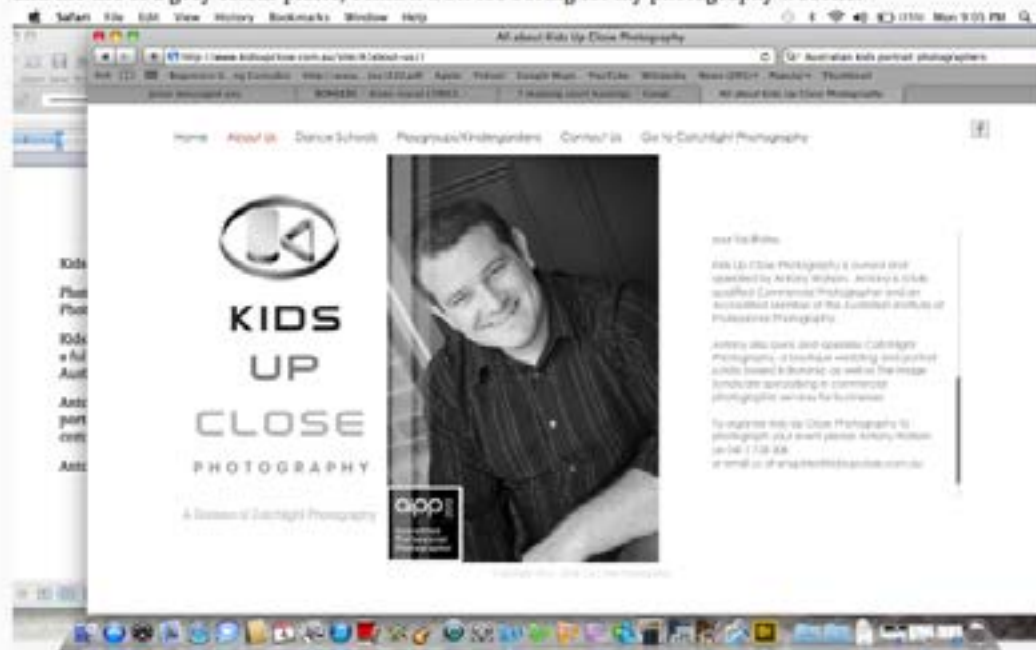


Australian:

Kids Up Close Photography – <http://www.kidsupclose.com.au>, Kids Up Close is an photography company which specialises in family and children photography. I like the clean and simple layout of this website which has been used

Australian:

Kids Up Close Photography – <http://www.kidsupclose.com.au>, Kids Up Close is an photography company which specialises in family and children photography. I like the clean and simple layout of this website which has been used and I'd like to use this kind of layout for my own photography website. I don't like the 'Kids Up Close Photography' logo and the use of a grey colour platte, I find it a bit too boring for my photography website.



Jinky Art Photography – <http://www.jinkyart.com.au>, Jinky Art is a photography company which focuses on taking images of children for clients based in Australia. I like how this website opens on its first page with a movie about their

Jinky Art Photography – <http://www.jinkyart.com.au>. Jinky Art is a photography company which focuses on taking images of children for clients based in Australia. I like how this website opens on its first page with a movie about their photo session. I don't like the font used in the logo, it seems a bit difficult for me to understand, i also don't like the colours used in the logo, i find them a bit disstracting.



Simone Hanckel – <http://www.simonehanckel.com.au>. Simone is a family portrait photographer based in Australia. I don't like the use of black and white as the website's colour choices. Yet I do like the websites simple design.

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# MY TARGET AUDIENCE

## ***My Target Audience – what type of Photography I'd like to do and who my website will be targeted at***

May  
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I would like to be a Family/ Children Portrait Photographer. I would like my website to target Mum's and Dad's of young children to want to hire me as their family portrait photographer. I love working with children and find it easy to get a really natural looking image which the whole family enjoys. Here is some images taken by me that represent what kind of photos I take of children and their families.



# INTERACTIVE THINGS ON MY WEBSITE

## ***Interactive – In my Website.***

I'd like to have the option of being able to contact me directly on my website which sends me a text when a client has a question or would like to contact me. I'd also like to link my photography facebook to my website.

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# CREATIVE BRIEF TARGET AUD

Amy Crawley Photogra... Following New Post Army

## **Creative Brief – Family / Children Portrait Photography: Target Audience**

May 7 EDIT

**What am I communicating?**

I would like to be a family / children portrait photographer, capturing client's families and children at their homes making them very natural, intimate and expressing each of the individuals true emotions and their personality in the images. The need to capture memories that last for people's entire lives will require a regular update over a number of years, this may generate more business for me with regular clients and establishing a relationship with a client.

**Who am I talking to?**

I'm talking to all Melbourne families, who are looking for memorable, natural and interesting portraits. I personally find sitting a child or family in front of a black or white backdrop boring and over done, So I like to take images of the family just going about their business as normal at their home to capture the true personalities of each person, this also helps with children because they can get scared or uncomfortable in a different/new place, so having the photo shoot at their home can help them relax and produce better quality images.

**What is their relationship with the category and the product itself?**

The images are for the clients themselves, memories which they will have forever, this also works to my advantage because people change and grow older over time and they always like to update their photos and memories of each other which means I can have regular clients over different parts of their lives.

**What is the key insight into the target audience?**

My target audience in this case are looking to find a professional photographer who offer a bit more than your usual white and black backdrop in a studio photography and are looking for natural and personal images which they will remember always. My audience is Melbourne families.

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My target audience in this case are looking to find a professional photographer who offer a bit more than your usual white and black backdrop in a studio photography and are looking for natural and personal images which they will remember always. My audience is Melbourne families.

**What is the single minded proposition?**

Natural / Personal Family and Children Portrait Photography for Melbourne Families.

**Why should they believe us?**

I plan on having a website, folio of images, session information and a blog where they can see information not only about me and my photography but exactly what goes on in their photo session and they see examples of my images provided to other clients. This is provided so the client's will believe I am the correct choice of photographer for their family portraits and they understand the quality and a natural photography style I've been talking about.

**How should we talk to them?**

I think having information on my website, photography face book, photography blog, car stickers, try getting published in the local newspaper or newsletter, having family photography booklets, flyers, adds and business cards would be a great start to getting my information out there for Melbourne families to see and hopefully one day setting up my own photography store.

**What is it that we must include?**

I must include relevant information that would appeal to my target audience / clients. I have to get them excited and interested in what I have to offer and include things that are different to other photographers.

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**What are some 'creative starters'?**

I think creating my website, blog, flyers and mini folios / books is a good way to start building up information to get out to my target audience.

# INTERESTING LINKS TO BUSINESS MANAGEMENT AND MARKETING WEBSITES

## ***Interesting sites about Photography Business Management and Marketing***

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<http://rising.blackstar.com/writing-your-photography-marketing-plan-determining-target-targets.html>

<http://myphotobusiness.wordpress.com/2011/01/28/make-steadier-income-by-narrowing-your-market-and-creating-longterm-relationships/>

<http://www.thephotographyparlour.com/2010/04/marketing-monday-targeting-your-marketing-by-lisa-fcllows/976>

<http://wsj.miniplan.com/spv/1654/4.cfm>

<http://morethanbranding.com/2012/07/18/single-minded-proposition/>

# ISSUU FAMILY PORTRAIT FOLIO



A screenshot of a social media post from Amy Crawley Photography. The post is titled "ISSUU.COM FAMILY PORTRAIT FOLIO AND EXPLORATION OF ISSUU.COM". The text of the post reads: "Here is a link to my family portrait folio i uploaded today." followed by the URL "http://issuu.com/amycrawleyphotography/docs/familyportraitfolio". The post concludes with: "I had never heard about ISSUU.com before and found making portfolio's online really interesting and usefull this way I can show clients my work quickly and easily." The interface includes a header with the user's name "Amy Crawley Photogra...", a "Following" status, and navigation options like "New Post" and "Army". A date badge for "May 13" and an "EDIT" button are also visible.

Amy Crawley Photogra... Following

New Post Army

## **ISSUU.COM FAMILY PORTRAIT FOLIO AND EXPLORATION OF ISSUU.COM**

Here is a link to my family portrait folio i uploaded today.

<http://issuu.com/amycrawleyphotography/docs/familyportraitfolio>

I had never heard about ISSUU.com before and found making portfolio's online really interesting and usefull this way I can show clients my work quickly and easily.

May 13

EDIT

# MY ISSUU FOLIO



EDIT PUBLICATION

Info

Share

Add to

Like

2/5



Related publications



# PUBLISHING PLATFORMS RESEARCH

I also explored these other publishing platforms:

**BLURB:**



**INKLING HABITAT:**



### INKLING HABITAT:



### CALAMEO:



### THEMEFY:



### BLOXP:



### HYPERINK:



# CLASS WORK ACTIVITY COMMENTING ON STUDENTS BLOGS AND ISSUU FOLIOS

## **Week 14 class work**

[http://issuu.com/mr-burns/docs/upload\\_thingo?mode=window&viewMode=singlePage](http://issuu.com/mr-burns/docs/upload_thingo?mode=window&viewMode=singlePage)

<http://jamoore9000.wordpress.com/>

- Really nice use of lighting for both Jarred's Natural and Commercial Portraits in his ISSUU folio.
- I like his simple layout of images.
- I think Jarred has a good variety of portraits for his ISSUU folio and shows examples of his Natural looking portraits with a well balanced amount of Commercial looking portraits with that.

Great work Jarred 🙌

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EDIT

# LINKEDIN.COM ACCOUNT

## LinkedIn.com Account and researching contacts

In today's Author Int Media Class I made a LinkedIn.com account and researched different Melbourne Art Director's and other Family photographers I'd like to hopefully make some contact with in the future.

[http://www.linkedin.com/profile/view?id=256201396&trk=tab\\_pro](http://www.linkedin.com/profile/view?id=256201396&trk=tab_pro)



LINK TO MY LINKEDIN.COM PROFILE

<http://www.linkedin.com/pub/amy-crawley/71/974/844>



# HYPERLINKS ON MY LINKEDIN ACCOUNT TO LINK BACK TO MY BLOG AND FOLIO

I have also added hyperlinks on my linkedin.com profile back to this blog and to my professional photography blog/website.







**Amy Crawley**

Manager at Amy Crawley Photography  
Melbourne Area, Australia | Photography

Current **Manager at Amy Crawley Photography**  
Education RMIT University  
Beaconhills College  
Connections **0 connections**

Amy Crawley's Experience

**Manager**

**Amy Crawley Photography**

January 2012 – Present (1 year 6 months)

Amy Crawley's Education

**RMIT University**

Certificate Four of Photo Imaging, Diploma of Photo Imaging  
2012 – 2013

**Beaconhills College**

2006 – 2011

Amy Crawley's Additional Information

+ Contact Amy Crawley

+ Add Amy Crawley to your network

**Name Search:**

Search for people you know from over 225 million professionals already on LinkedIn.

First Name  Last Name

Example: **Amy Crawley**

Find a different Amy Crawley:

**Amy Crawley, Account Manager- Enterprise Hardware**  
Greater Boston Area

**Amy Crawley, Project Manager at translate plus**  
London, United Kingdom

**Amy Shaffer Crawley, Project Coordinator at American Management Association**  
Greater New York City Area

**Amy Crawley, Sales Account Executive at Gannett**  
Waco, Texas Area

**Amy Crawley, Owner, Amy A. Crawley Fine Art & Moonroom Crafts**  
Greater Boston Area

[More professionals named Amy Crawley -](#)

Ads By LinkedIn Members

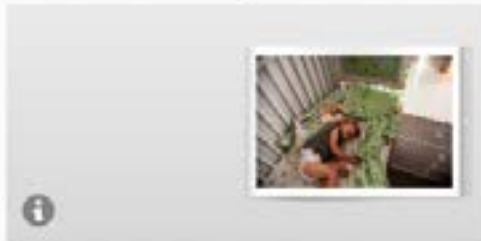
Female Managers

# ISSUU FOLIO EMBED ON MY WORD PRESS BLOG AND MY ISSUU FOLIO CREATIVE BRIEF

## **Issuu Portfolio Embed to My Blog and ISSUU Portfolio Discussion/Creative Brief**

May  
27

EDIT



**Creative Brief – Family / Children Portrait Photography ISSUU Folio**  
What am I communicating?

I would like to be a family / children portrait photographer, capturing client's families and children at their homes making them very natural, intimate and expressing each of the individuals true emotions and their personality in the images. The need to capture memories that last for people's entire lives will require a regular update over a number of years, this may generate more business for me with regular clients and establishing a relationship with a client. This ISSUU portfolio that I have created shows my clients what they can expect from me for their family/children portrait photography.

Who am I talking to?

I'm talking to all Melbourne families, who are looking for memorable, natural and interesting portraits. I personally find sitting a child or family in front of a black or white backdrop boring and over done, So I like to take images of the family just going about their business as normal at their home to capture the true personalities of each person, this also helps with children because they can get scared or uncomfortable in a different/new place , so having the photo shoot at their home can help them relax and produce better quality images.

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Why should they believe us?

I plan on having a website, folio of images, session information and a blog where they can see information not only about me and my photography but exactly what goes on in their photo session and they see examples of my images provided to other clients. This is provided so the client's will believe I am the correct choice of photographer for their family portraits and they understand the quality and a natural photography style I've been talking about.

How should we talk to them?

I think having information on my website, photography face book, photography blog, car stickers, try getting published in the local newspaper or newsletter, having family photography booklets, flyers, adds and business cards would be a great start to getting my information out there for Melbourne families to see and hopefully one day setting up my own photography store.

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# EMAIL BANNER FOR MY BUSINESS

Amy Crawley Photogra... Following New Post Army

## Email Banner and Email Mailing list

I created a email banner in INDESIGN to use for promotions for my family/kids photography business.

Jun 3 EDIT



The email banner features a central photograph of a young child in a blue hoodie holding a large, colorful lollipop. The text is arranged around the photo in a playful, hand-drawn style. At the top, it says 'FAMILY PHOTO SHOOT SPECIAL'. To the right of the photo is a list of services: '2 hour photo session', '100's of images', '100 of images', and 'professional prints of images & frame'. Below the photo, it says 'All for \$200', 'Photographer: Amy Crawley', and 'Call 0478089915 for bookings'.

**FAMILY PHOTO SHOOT SPECIAL**

- 2 hour photo session
- 100's of images
- 100 of images
- professional prints of images & frame

**All for \$200**

**Photographer: Amy Crawley**


Call 0478089915 for bookings



# EMAIL MAILING LIST AND MAILCHIMP ACCOUNT

Amy Crawley Photogra... Following New Post Amy

I researched a email mailing list website called mailchimp.com and made an account! to start a mailing list for my business, sending out new promotions and newsletters to clients about my latest offers and news.



The screenshot shows the MailChimp interface. At the top, there's a navigation bar with 'MailChimp' logo and links for 'Dashboard', 'Campaigns', 'Lists', 'Reports', 'Administration', and 'Account'. Below this, the 'Lists' section is active, displaying a list of email lists. The first list is 'Amy Crawley Photography Newsletter' with 0 subscribers. Below the list, there's a 'Create Forms' section with buttons for 'New Embedded Form', 'New Popover Form', and 'New Signup Form'. At the bottom, there's a 'Forms & Payment Details' section with a 'Signup Form' dropdown and a link to 'View More To Find More Great Forms That Make Your Site Stand Out!'. The browser's taskbar is visible at the bottom of the screenshot.

here is my email banner pdf!  
[Email banner pdf](#)