

# Chul Lee

## Website Plan:

**Purpose:** Obtain commercial photography work and gallery exhibitions

**Audience:** Advertising Creative Directors & Art Directors, and Gallery Curators

**Message:**

- 1 - I am a serious professional with finely honed skills
- 2 - my work is aesthetically compelling and technically accomplished
- 3 - my photographs consider semiotic systems vis-a-vis organic environments

**Website will include:** Photographs demonstrating the above message points

**Website will not include:** My painting of my grandmother, even though it's really cool and I'd love for my family to see it

## Website Map:

