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Changemakers: Building your Personal Brand for Sustainable Employment.

Website

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Illustration Page

Figure 1: Lucca-Redcliffe .H “My Art Studio” (2022) Acrylic of canvas.

Website Link:

Website

Websites are a digital platform that present a selection of information provided to support the viewer and organisation/individual who created it. The term 'website' is defined as "A set of pages of information on the internet about a particular subject, published by a single person or organization". (Cambridge Dictionary, 2023). A website for an Artist is similar, as it is a site for the Artist to curate a digital platform that showcases their artwork, Galleries or exhibitions they have been involved with as well as their contact details. I plan to identify what creates a strong website, evaluate my web profile page and consider how I would approach producing my own artist website.

An artist's website is a platform where they curate an online portfolio of their artwork, as it is a personalised space that reflects the artist's vision. "A website can be like an artist's own gallery" (Hummel, 2021). This creates an opportunity for the artist to design a website that presents their artwork in a format that displays their work in a space where it can be viewed and shared. This can result in a positive response to their own practise as they are sharing their presence with the internet, therefore, galleries and other artists can locate their website and read into their background e.g., their artist statement and qualifications. Additionally, a website can be the source to start a conversation and grow an audience, because the artist can attach contact details and social media links, creating accessibility and communication with the artist.

In modern day society, technology and social media is commonly used as a source of communication and keeping up to date. When an artist invests into creating a website, the artist will be including themselves into the digital web, therefore, their status could grow in the artworld and be perceived as a professional. Since the pandemic, most galleries, museums and artists have decided to create digital versions of their exhibitions and collections of work. Artists who exhibit online will connect and communicate with the audience through their website and share their artwork through technology. Therefore, it will be accessible to most of the society and not just be seen in person. "Museums around the world...rendering their physical collections and galleries... creating a mass exodus to the digital as the only means to stay present in their constituents' lives" (Noehrer et al., 2021). Although the pandemic has settled and galleries have reopened, the use of social media and websites is still a current and crucial source to communicate with an audience and share information. Following with "Prompted museums to ... find ways forwards that rely on virtual rather than physical interactions" (Noehrer et al., 2021). Websites are an online presence for the viewer to interact with, by looking through an artist website, in a form of interacting and collecting contact information as well as social media links.

However, with operating a website comes the responsibility of maintaining it. To ensure that the site is up to date with recent artwork, artist statements etc, the artist must keep a consistent and regular routine with their art websites. Additionally, they must personalise the website to suit the artists specific aesthetic and be able to curate their site without restrictions. This is an important feature for the artists website because without personalising and altering the layout of the website, it could be perceived as basic or not

considered, creating further costs. Therefore, the artist would need to commit time and invest their own money to maintain an up-to-date website that compliments the artwork and reflects the artist.

The difference between a great and poorly executed website relies on the functionality, presentation and key information. If these are not correctly presented, this could create a negative opinion of the website. Evaluating and comparing two artist websites, will help me identify what strategies and features can influence my presentation for my profile page and what I could include for my future Artist website.

Artist Website No.1 – MISHA

Firstly, I located this website through their Instagram Profile, therefore, it's accessible to anyone who views their social media. The website is welcoming as the opening page presents a moving carousel displaying a selection of their artwork. This engages with the audience by creating a feeling of anticipation. The tool bar is easy to locate and presents a selection of options that include further information on the artist, such as an artist statement.

The page appears to be considered and specifically curated to suit their artwork, a neutral colour palette that does appear as basic, however, customised to make the presentation of their artwork become the key focus. The one issue I located was the lack of information from this artists website. There was a brief artist statement, however, most of their artwork was missing; titles, mediums used, dimensions etc.

The image quality of artwork appeared as professionally photographed and was a good scale, although I believe there was a lack of consideration of artwork chosen. The

presentation appeared as quantity over the quality, resulting with missing information. In conclusion, this artist website promotes the artist by sharing a variety of artworks, linked to his social media and did share his achievements with exhibitions and courses he has been involved with.

Artist Website No.2 – Grant Foster

Grant Foster's website is presented as a vibrant and eye-catching site, keeping the viewer engaged and interested with how he curated his website. The colour scheme matches and compliments the artist; therefore, this gives a reflection into who this artist is and what their aesthetics are. I assume Foster paid to customise his website as it has been curated and the URL is his name, not attaching any other website company names.

The consideration of his artwork presents a huge selection of clear and well shot photographs, including a variety of perspectives. The artwork has been photographed with close ups focusing on just the piece and photographs that share the scale, the artwork in an environment and it presents a clear perspective of the scale. Additionally, his artwork includes details, e.g., titles. The navigation of the website is clear, and it is easy to locate his CV and contact details, as well as exhibition shows.

However, there was no Artist Statement which does create a question of who Foster is and what is his practise. Additionally, I could not find any social media links to any of his social media accounts, therefore, limiting the contact with his audience and following.

In conclusion, both artist websites were considered and curated to compliment the artwork. The functionality of the websites worked well, such as the hyperlinks and it was simple to navigate through the site as the menu labelled the key features of information. They both

were up to date and included a space for the viewer to contact the artist. However, even though Misha had an artist statement, in my opinion I was unable to gather a clear consensus of who the artist was. Artist Statements are essential for the audience to gather an idea of who the artist is, an understanding of the context of their practise, as currently the viewer is left to speculate and produce their own idea of who that artist is.

For my Artist Profile Web page, I decided to incorporate features from the previous artist website analyses, therefore, I could create a page that informed the viewer my practise and the artwork I create. I also observed the current profiles and the layouts so I understand how my page could present itself.

The previous assignment included writing an artist statement and I decided for the profile page, I would evaluate my original artist statement by reflecting and considering how I perceive my practise now. Observing a selection of the profile pages that are apart of the Fine Art website, I decided to keep my statement in the third person, because I personally preferred my statement to be referring to me instead of myself talking in first person.

I additionally included a link to my social media to create an accessible route to also view my Instagram, promoting my social media. I noticed that majority of the profiles on the site included links to exhibitions that were connected and presented on this website, therefore, I added additional links to exhibitions I have been apart of. Therefore, viewers can observe my profile page as well as observing the exhibitions I have been involved with.

A skill I developed was the organisation and preparation of information I collected for my profile page. This can be seen through the photographs of my artwork. I decided to capture

a variety of artworks that would connect with my artist statement. As my practise focuses on self-portraiture, I included a selection of different perspectives of how I perceive my portrait. The previous artist website I analysed displayed their artwork in a professional layout. The photographs were clear and unpixellated images, so I decided I would use the available archive workshops to collect accurate photographs of my selected artwork using professional lighting and camera equipment, because a phone in my opinion, would have not captured the detail and accuracy that a camera could.



Photographing the artwork, image taken by H.Lucca-Redcliffe

These sessions were followed by editing the images to adjust the presentation of the photo, e.g., adjusting the saturation. I developed my digital skills throughout this process and my

confidence has grown with editing and taking photographs of my artwork in the future for my own advertisement.



Figure 2: Lucca-Redcliffe. H “My Art Studio” (2022) Acrylic on canvas

An example of one of my selected art works, photographed and edited for the profile page. I was influenced by the close-up photos that focus on the painting, that the previous artist websites presented. However, in the future I would consider including photographs of the artwork in an environment because it would be an interesting perspective of showing the scale of my artwork, as I was inspired by Grant Foster. Additionally,

In conclusion, I have identified how an artist website can promote the artist and their artwork, as well as understanding that a website would need regular updates to maintain an up-to-date profile of the artist. I would consider curating my own website for my art career because I have observed that websites are a form of locating information, sharing my other social media platforms and an opportunity to be contacted from other local artists and galleries. Additionally, I would connect my social media page, Instagram, to my profile page

and a potential website as I believe this would present my Instagram in a professional format.

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