

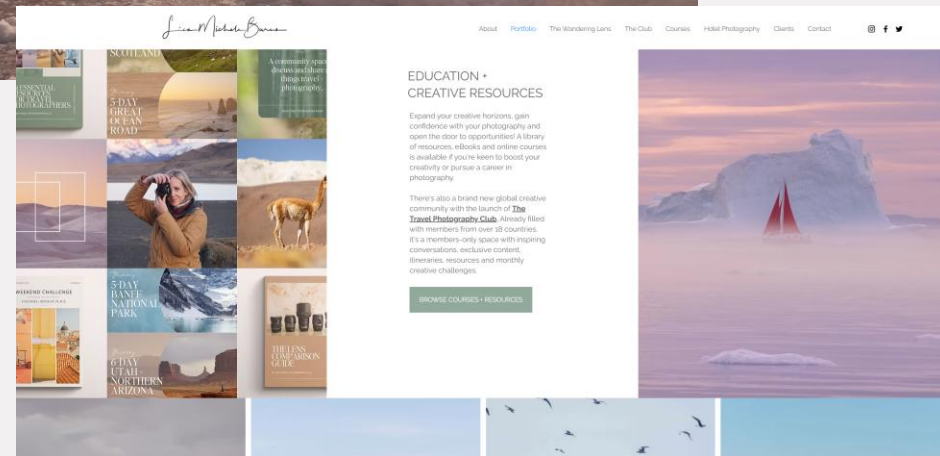
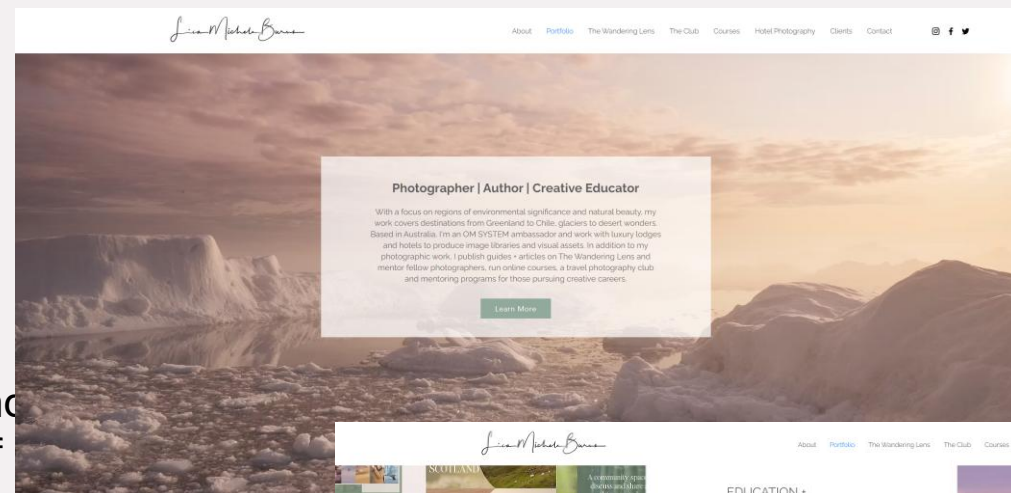
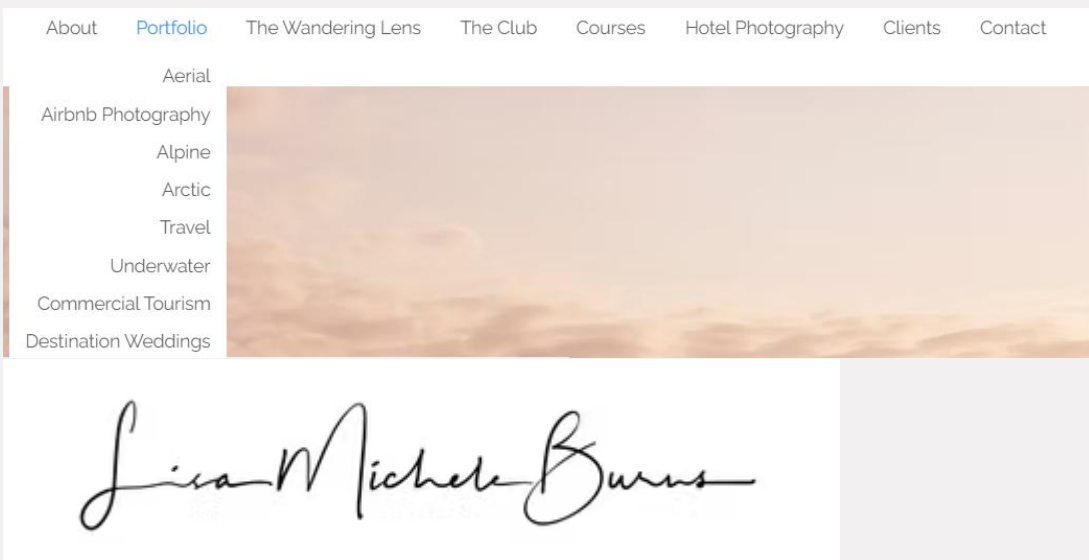
Student Name: Ollie Cook
Student number: 2305752
Programme of Study: Photography in the Arts
Tutor: Paul Duerinckx
Module: ADAA5011
Assignment Title: World Building

Website Link: <https://olliecookphotography.wixsite.com/newwaycaptures>

Research

lisamicheleburns.com

Overall, this website is too busy. From the moment the website opens, there is an overwhelming amount of information, and it becomes difficult to navigate the website. The way the portfolio tab is laid out isn't clear and clicking on the tab takes you to the home page instead of the portfolio, you must hover the tab and then select a part of her portfolio to see it. After looking through her entire website I realised that on the home page, the viewer can scroll to see a collection of different works but the way it is laid out doesn't make that clear and its easily missed.



There are also 3 tabs that take you to completely different websites which feels like too much to have on the top of the pages along with all the other tabs. Lisa Michele Burns is also written at the top of the page, but it is written in a font that is hard to read/understand

Research

jessdugan.com

The front page consists of images of Jess' work being displayed, rotating through a selection of images with their Instagram and email clearly linked at the bottom, and their name along with a button to enter the site, displayed largely in the centre of the page. Once opened, 6 projects are clearly displayed with their titles below them, each one acting as a button to open the full project and 6 tabs lining the side of the page with another 6 being slightly smaller to appear less cluttered. But there is a lot of unused space on the right-hand side that makes the website feel empty.

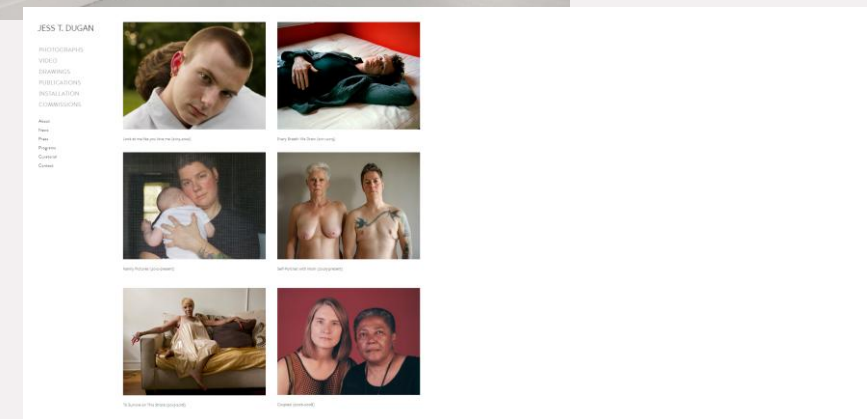
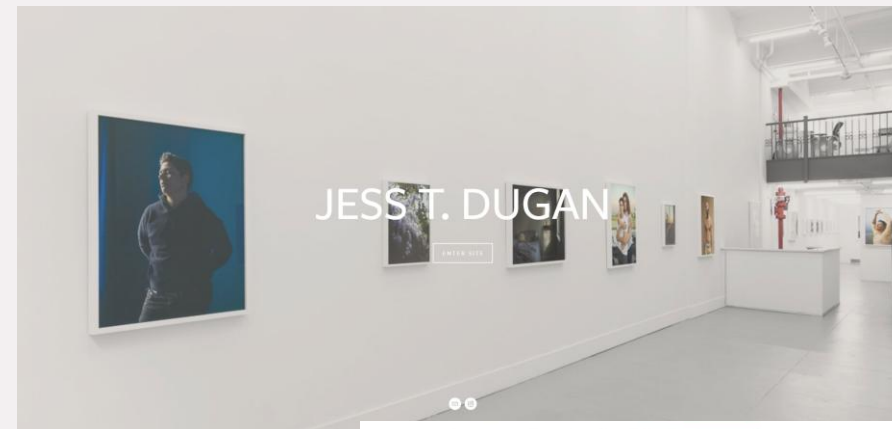
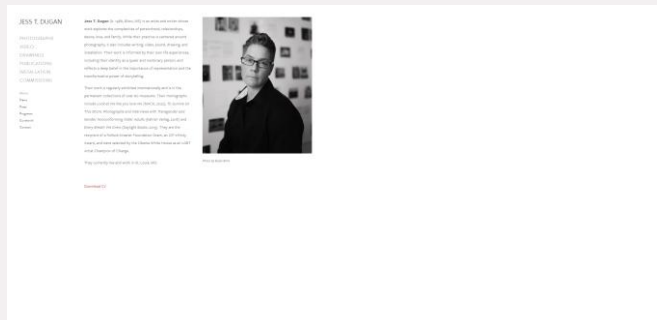
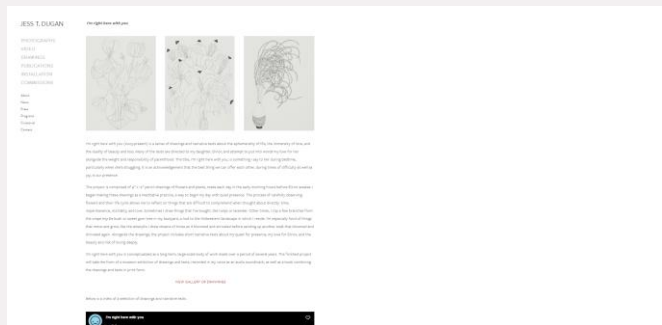


JESS T. DUGAN

Menu



Look at me like you love me (2015-2022)

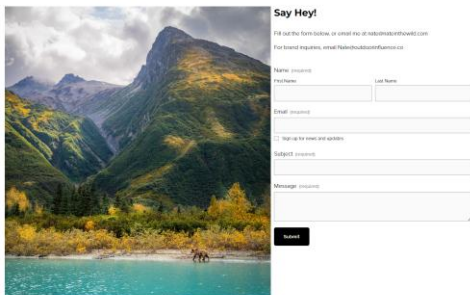
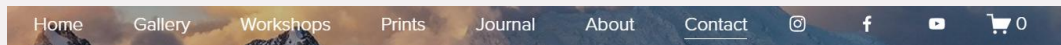


Jess' website is straight to the point without cluttering the screen and contains relevant information on each page, not discussing things that are not relevant. But there is also a lot of empty space, Jess seems to only focus on filling on side of the screen, this is to make sure the website also fits on a phone screen, but it creates a space that feels unfinished.

Research

nateluebbe.com

The website opens with a rotation of the photographer's images and the image doesn't quite fit the screen so it can be seen that there is more to scroll to. Further down the page is more images but there are still, one per section, and each image is used as a redirect to different pages, but there is also the option to use the tabs at the top of the page. The pages aren't cluttered or empty, Nate utilises the space on the screen without over filling it.



LANDSCAPE



WILDLIFE



COMMERCIAL

Nate's logo in the top left represents his work without being difficult to read and understand.

His website is simple, he hasn't cluttered the pages or used complicated navigation, it is clear how to navigate the pages as well as the tabs but it's still full. There aren't pages full of empty space and when there is empty space, it is used carefully to draw attention to different sections and doesn't feel unfinished.

Research

Include and Avoid

<u>Include</u>	<u>Avoid</u>
Stationary Tabs	Too busy and/ or Bright
Simple home page	Too much empty space
Easy navigation	Cluttered pages
Readable fonts	Unbalanced pages
Balance	Irrelevant information
Logo	

Research

Include

Stationary Tabs:

When scrolling through a website, some websites will have the tab bar disappear and then reappear when the user scrolls back up but personally, I think this makes the website more inconvenient to navigate. So, I want to have a stationary tab bar, this means that regardless if where on the page the user is, the tab bar will remain there, making it easier to use.

Simple Home Page:

While looking through example websites, some had home pages that felt too cluttered and/ or too difficult to navigate, I want to avoid this, therefore, I will keep the amount of information on the homepage to a minimum, using only my name, social media, and image(s)

Easy Navigation:

Navigation is important for websites, but many are too difficult to navigate, and information is missed, and potential employers may miss crucial information, images, statements etc so I need to make sure navigation is simple, easy and straight forward

Readable Fonts:

Readability is very important in a website, one website I looked at wasn't readable and it put me off looking through their website and if its unreadable, potential employers wont waste their time trying to read it when there are so many other photographers with just as much talent, so I want to ensure my fonts are readable and the text isn't too small.

Balance:

I want to make sure each page is balanced, having one page full of images and/ or information and another being almost empty makes the website look unfinished and unprofessional. I want to ensure my pages are well balanced with each other.

Logo:

Instead of having my name simply in the corner of my screen, I want a logo of sort that represents me and my work.

Research

Avoid

Too Busy and/ or Bright:

Some websites can have an overwhelming number of tabs, information, images etc which can ruin the look of a website. I want my website to reflect my work which isn't overwhelming or too bright. Having bright colours fill the pages doesn't represent my work or myself as a photographer so I want to avoid bright colours.

Too Much Empty Space:

Having too much empty space looks unfinished and unprofessional, so I want to ensure that I avoid unnecessary empty spaces as much as possible without cluttering the page by balancing the information and images on that page.

Cluttered Pages:

On the other side of that same idea, I want to avoid pages full of information and images that creates an unpleasant feeling and overwhelms the users. A lot of things can be split across multiple pages rather than one.

Unbalanced Pages:

While I will split information and images across more than one page, this can result in some pages being full and cluttered and other being empty and unprofessional. To avoid this, I will make sure I divide the pages evenly.

Irrelevant Information:

Throughout lessons we've learnt what information is and isn't relevant for our websites, some things that I thought should've been included in our websites, aren't needed and clutter the websites more than needed so I need to make sure I avoid irrelevant information.

Artist Statement

First Draft

What is contemporary?

Ollie Cook is a contemporary photographer based in Swansea, South Wales. Currently pursuing a degree in photography in the arts at Swansea college of art, Cooks work surrounds the ideas of memories, death and using art as a way of expression. They take advantage of their time at university to delve into a wider range of themes and genres including landscape, portraiture, street photography and more. Cook has showcased their work in the university's end-of-year exhibition and has experience in framing and mounting their pieces, as well as creating an artist zine. Cook has a passion for film photography and aims to focus more on working with film and in the darkroom in the coming years.

Not relevant in relation to my current work.

Don't mention the university as much, discuss the topics outside the context of university.

Include:

Name, materials/ medium, experience, based/ where from, interests/ concerns, what kind of artist you are, voice - 1st/ 3rd person, influence, personality, commercial/ client based work or personal, maintaining education – keep it brief, what is my current practise about, 150-200 words.

Artist Statement

Final Draft

Ollie Cook is a contemporary photographer based in Swansea, South Wales. Currently pursuing a degree in photography in the arts at Swansea college of art, Cooks work surrounds the ideas of memories, death and using art as a way of expression.

They take advantage of their free time to delve into a wider range of themes and genres including landscape, portraiture, street photography and more. Cook has showcased their work in a year-end and site-specific exhibition, and has experience in framing and mounting their pieces. They have a passion for film photography and aim to focus more on working with film and in the darkroom in the coming years. Cook uses photography as a form of discussion regarding different topics, taking influence from artists such as Cindy Sherman when representing identity. These topics change often as Cook touches on topics that currently interest them, but identity is a big part of their work.

Social Media

Instagram, X, & Bluesky

There are multiple reasons for an artist to have/ be on social media, some of the reasons include the following:

- Building a network of like-minded artists and valuable industry connections, serving as a direct link to galleries, educational institutions, agencies, picture editors, buyers and more.
 - Showcasing work including progression and highlight specific events like exhibitions or achievements such as commissions residencies and shows.
 - Drive traffic to your website.
- And more.

There are a lot of social media accounts but I decided to chose 3 social medias to create an account and actively update because keeping a website as well as 3 social media accounts is already a lot to keep on top of so adding more creates unnecessary work. Before I could choose the 3 social media accounts I would make, I had to find the different social media options and created a list.

Instagram, Facebook, Threads, X/ Twitter, Bluesky, Mastodon, LinkedIn, Behance, Deviant Art, TikTok, YouTube, The Dots, Dribble, Discord, Twitch, Vero, and Viewbug.

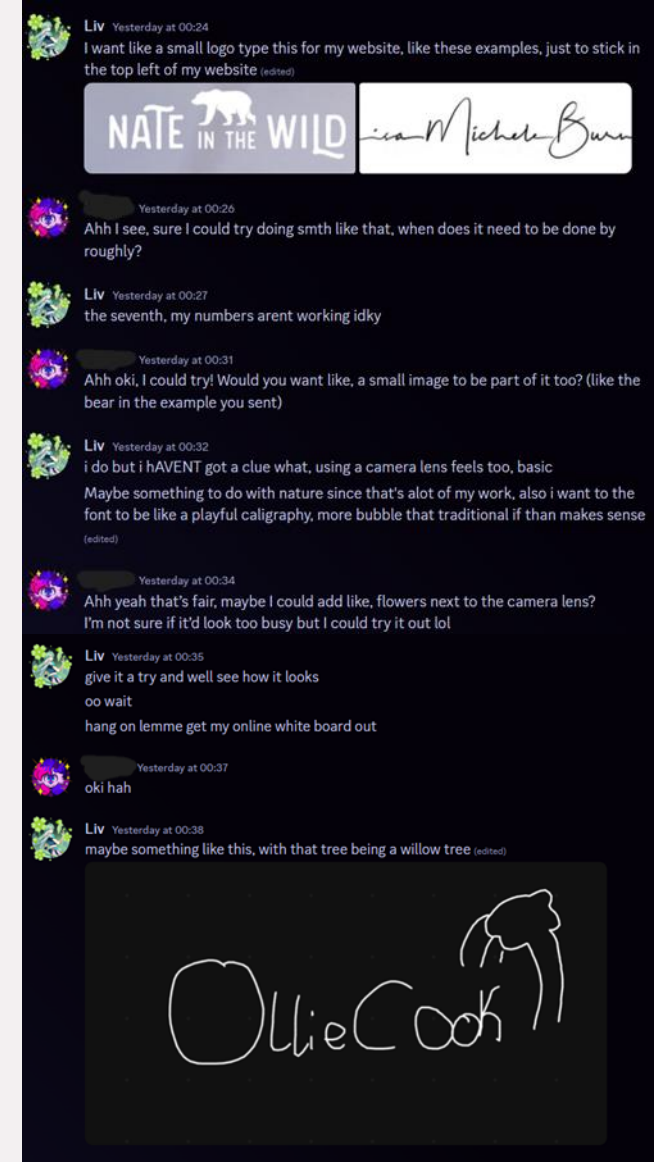
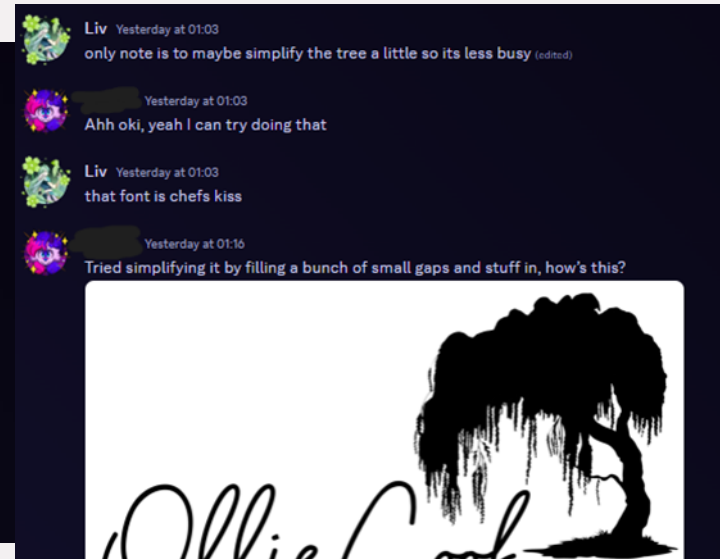
The first one I chose was Instagram since I have had a photography account on Instagram since 2019, so I updated it with new work and made sure it reflected my work now before moving on. I also created an account on x, I decided to use X because there is much wider audience that use this app, and by using the correct hashtags and interacting with the right people, it can help your work reach much wider audiences. But I also chose BlueSky, X competitor, I didn't choose threads, X other competitor, because it is a very controversial app when discussing data, what data the collect and how they use it, so I chose BlueSky instead. I chose BlueSky because it is very similar to X/ Twitter, but the algorithm is much better for artists and getting discovered. With the new feature of X premium, A majority of posts get muted/ shadow banned therefore not allowing users to connect with other artists or get discovered but with BlueSky, this isn't a problem, making it a lot easier to connect and be discovered by others. A majority of users on BlueSky are also artists, moving to this app due to X/ Twitter algorithm issues which means people looking to discover art may have an account just to look for art.

When created my accounts, I made sure to stay consistent, using the same username, same profile picture and header, same posts and same pinned post on X/ Twitter and BlueSky.

Creating a Website

Logo

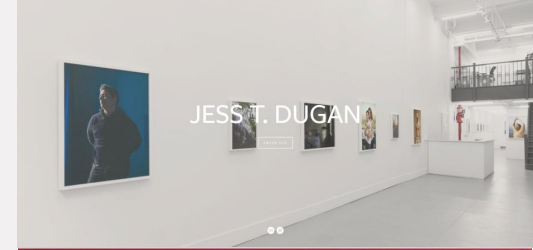
A lot of websites have their name or a logo of some kind in the menu/ tab bar, so I wanted to have something similar that represented my work, I spoke to a friend of mine who does art and takes commissions and commissioned them to create a logo for me. A lot of my work stems from personal experiences and emotions so I wanted to use a font that represented me as a person rather than my work, so I spoke to my friend, and we settled on a font that was similar to calligraphy but more playful and bubble rather than a traditional calligraphy font. We also spoke about adding some form of an image next to my name like the bear in the “Nate in the Wild” Logo and I wanted something related to nature since a lot of my work seemed to relate to nature and I settled on a willow tree hanging on my name since it represented my work as well as myself as a photographer. After a lot of discussion, They created it and I gave some feedback and they sent the final draft and one I gave them the go ahead, they sent the transparent png for me to use.



Creating a Website

Home Page

I built my website on wix because I already have a website on this website creator, so I want to update my website rather than start a new one and because it is a website that I am familiar with and know how to use since I have created a total of 6 websites on wix from college. For the home page of my site, I took inspiration from Jess Dugan's site, using one image to fill the screen with my name and a button that opens the site. I used an image from the recent end-of-year exhibition since it is some of my most recent and best work that represents how I work as a photographer, using colour and more abstract techniques. I chose this image specifically because I believe it is one of the best images from the project and it reflects me and my work the most. I made the size of the image the same as the size of my screen so when viewed, it would fill the screen to lesson how much empty space was on the screen, only being able to scroll to the rest of the image since I made it slightly bigger than my screen so ensure it would fill a desktop screen. I used the same font that my friend used for the logo, but I coloured it white to make it stand out more. I added a white border around the "enter site" button to make it clear it was a button, but both my name and the button takes the user to the first page to make navigation easier and simpler. Wix also has a mode to edit the mobile version of the site, and it works photography, to the desktop version of the website. I changed the size of the text to fit the screen and changed the image to a different one that would better fit the screen shape but still displayed some of my work that represented my work. While a lot of my work is based around nature, I also do a lot of candid and street photography, so my mobile website represents that, and I made sure the image would take up the space on a screen, so I asked a few people with different phones to open the website to see how it filled the screen.



Creating a Website

Header & Footer

Header:

For the header, I wanted to have both my name/ logo and a menu to create easy navigation, so I added the logo my friend had created for me and sized it to fill the space without it being too small or too big, avoiding the cluttered or unfinished feeling some of the websites I looked at had. Then I added a menu to help navigate to the different pages without needing to be on the site entrance, I used one of the menu options that wix already had that fit the theme of the website and changed the font to better fit the font of the logo on the other side of the header. I left the header blank for most of it to avoid cluttering the top of each page. I also locked the header so it would always be at the top of the screen when scrolling to make navigation slightly easier



Footer:

I wanted a simplified version of the header for the footer that contained my socials, Instagram and X, as well as my name without the tree to make it look emptier since an empty footer is best since it closes each page and the less information that is there, the easier it is to remember it.

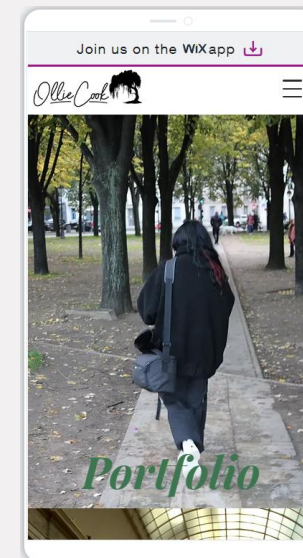
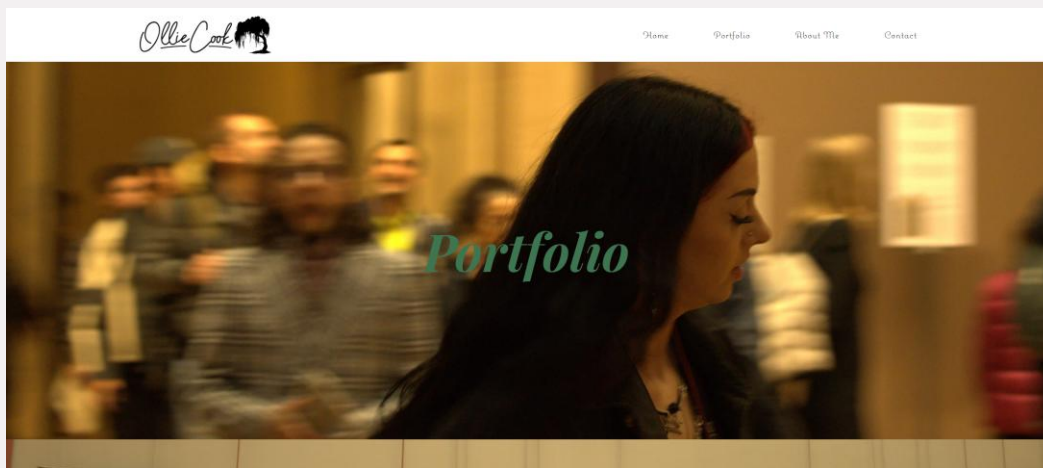


Creating a Website

Site Entrance

For the site entrance, I took inspiration from Nate Luebbe's website and added a photo with a button for each page. I chose 3 images for the 3 pages and imported them onto the website, cropping them all to almost fit a screen, being slightly smaller to show the next image to make it clear that there's more if the user scrolls. Then I added buttons to each image, one for the portfolio, about me, and contact. I used a more traditional font to stand out compared to the more playful font I had used so far. I then used a green colour because it not only stood out against the images but also reflected the nature aspect of my work. I removed this page from the menu bar in the header since these images will be displayed in my portfolio and its only use is to direct users to different pages while giving them an insight of my work.

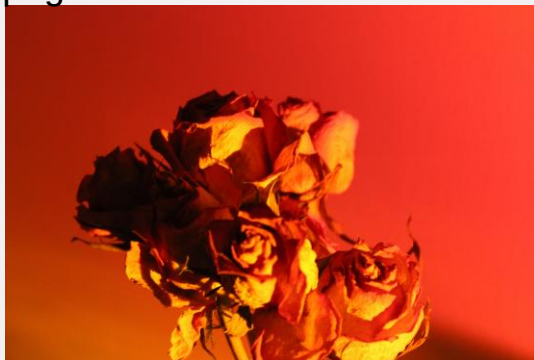
Since this part of the website is only used to direct users and give them an insight of my work, I once again edited the mobile version to use different images than the desktop version. I chose 3 images that better fit a portrait viewing of the website and cropped them in the same way as the desktop version, being slightly smaller than the screen to show the next image to make it clear that there's more if the user scrolls. I moved the buttons to the bottom of each image instead of the centre which made them a lot easier to read.



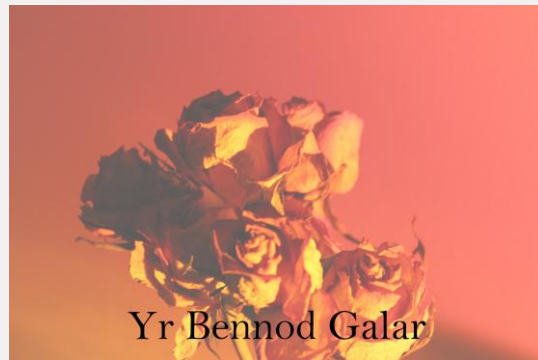
Creating a Website

Portfolio

For the portfolio, I wanted a page showcasing a thumbnail for each project, representing the overall project. Upon hovering the thumbnail, the image would slightly fade, revealing the project's name. Clicking on a thumbnail would direct the users to the corresponding project page. Unfortunately, wix doesn't have any buttons that do this, so I had to create it myself. I used the image button which allowed me to import images and use them as buttons, when editing these buttons, I could use a different image for *Regular*, *Hover*, & *Clicked*. I made the *regular* and *clicked* the same image, the thumbnail, and I used Photoshop to lower the opacity of the image and add the title, then I imported it to the *hover* and added a dissolve effect. This created the illusion that the image was fading, and the title was fading in. I then repeated this for all the project thumbnails. I then linked every image to a different page. I lined up all the thumbnails on the page and lowered one side to make it less symmetrical. For the mobile version of the website, I kept the same thumbnails and a similar layout, only making the images smaller so they fit neatly onto the page.



Yr Bennod Galar



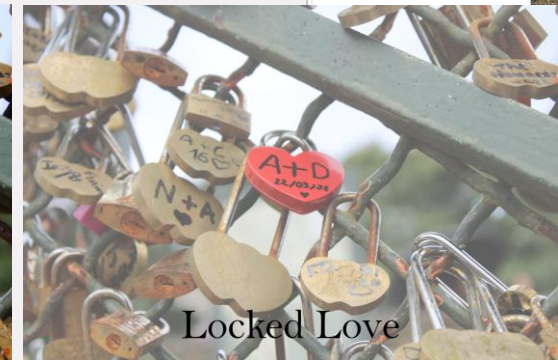
Locked Love



Exsistant



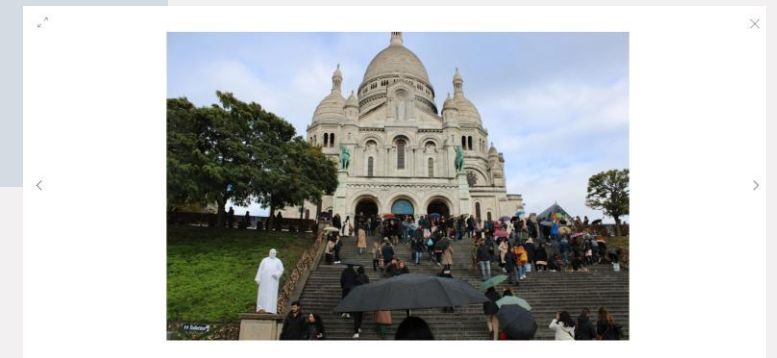
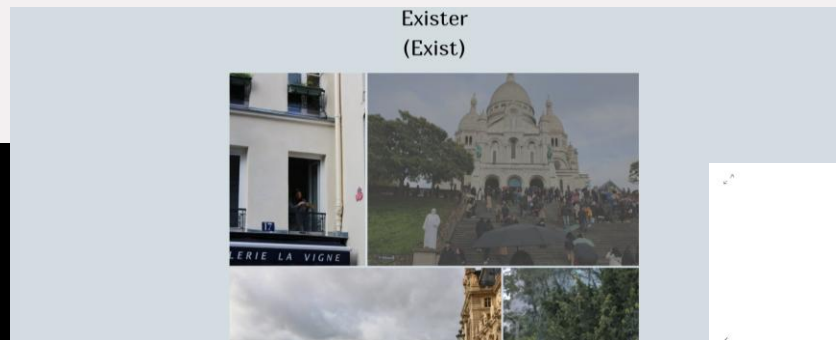
Art Viewing Art



Evaluation

Portfolio

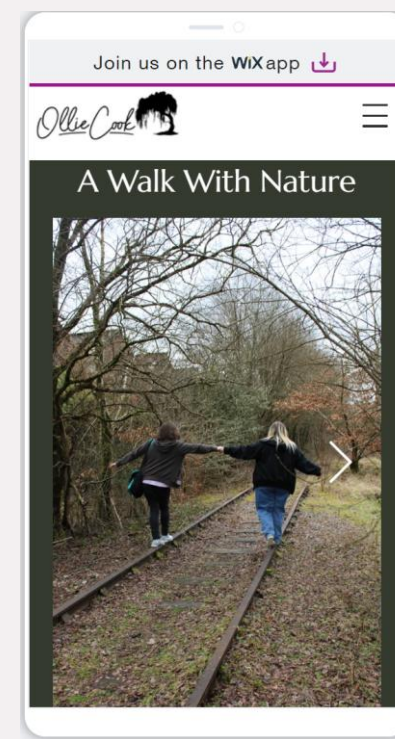
For the pages containing the different project images, I used one of the wix galleries available. I added use, the relevant images and then reordered them, so they flowed nicely together. With the gallery I chose, when users hovered over the images, a heart would show options, but it had no use, so I removed it and made sure that when the photos were clicked, they would open up bigger on the screen without taking the users to a new tab. Once I sized the gallery on the page to make it a balance between empty and cluttered, I changed the background colour to fit the theme of the project and added the title, using fonts and colours that represented the project and stood out against the background colour. For each page, the fonts and background colours would vary as well as the size of the gallery. Some projects had a lot fewer images than others and looked empty and unfinished at the size of the first gallery so I made some of them slightly smaller so they would become longer and look more finished. The page for *Exister* was more difficult to organise because a lot of the images were the same size and I didn't like how perfectly they sat next to each other so I used one of the other layout options but it would cut out parts of the image that were done on purpose but when cut out and then included when the images were opened, looked like mistakes or framing issues so I had to reorganise the page a few times. I also added a button at the bottom of the page to make sure that it was easy to navigate straight back to the portfolio page so continue to other pages. I changed the colour of it on a few pages since the background colours of each page contrasted with each other. While doing this I also decided to add a button to every page, except the home page since there was nothing to scroll, this button would take the user back to the top of the page, creating more easy navigation.



Evaluation

Portfolio

The mobile version of the website didn't have the space to use the same gallery as the desktop version, so I used a carousel gallery instead, with thumbnails displaying the current image as well as the next 2 images. Everything else on the page remained the same, only downsizing to fit the page correctly. Some of the images didn't fit correctly on the carousel so I changed some of the settings to make sure each image fit correctly. Unfortunately, the back to top button wasn't working on the mobile editor so I had to remove it but a majority of the pages were so short they didn't need the button.



Creating a Website

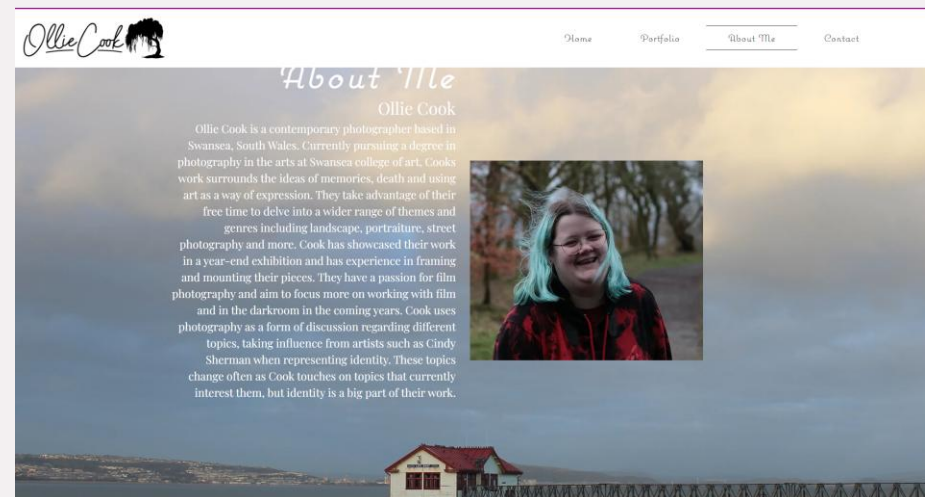
About Me

For the background, I didn't want it to be white since most of the page would be empty, so I used one of my images that isn't too busy or distracting as the background. I originally used a different image of the same location, but the text wasn't readable since the top needed to be black to be seen and the bottom needed to be white to be seen so I changed the image. I added an about me title and made it the same font as the menu to add consistency on the website, but I made the rest of the text the same font as the buttons on the site entrance to continue the consistency but make it more readable since the other font was more difficult to read when there is lots of text. I laid out the text next to an image of myself and lined it all up to make it central and added space at the bottom of the page to show more of the image to create a border of sorts to the page. The text is also white because it is easier to read in white since black clashes with the grey in the background. For the mobile version of the website, I made the page longer. Fitting everything the same with on both mobile and desktop would make either an empty desktop page or a cluttered mobile page, so I ordered them differently. I placed the image at the bottom of the screen and then lined up everything else about up, making the text smaller so it didn't take up so much space vertically. I used that image of myself because I didn't want to use an image of me and my camera or a simple headshot since that felt too cliché and I don't typically use the studio. This image is good quality and shows me in my element, at a site I photographed, smiling. I feel that this image represents me through my work the best.

About Me

Ollie Cook

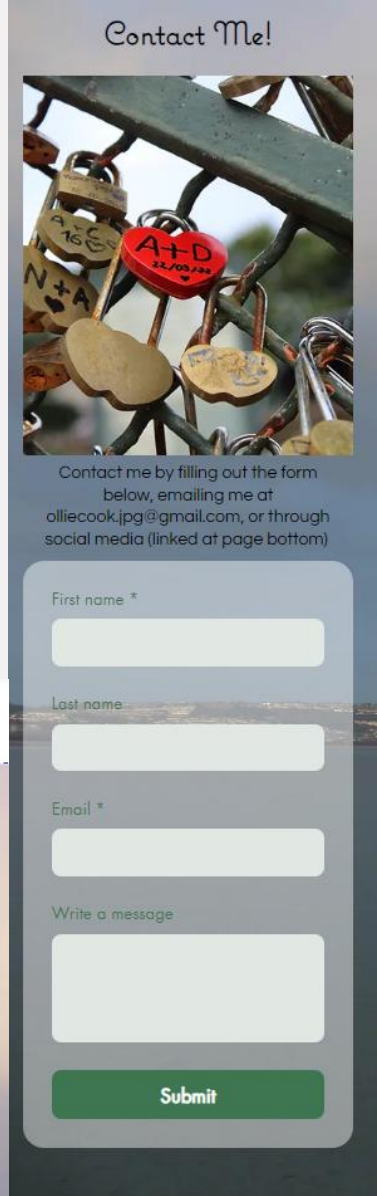
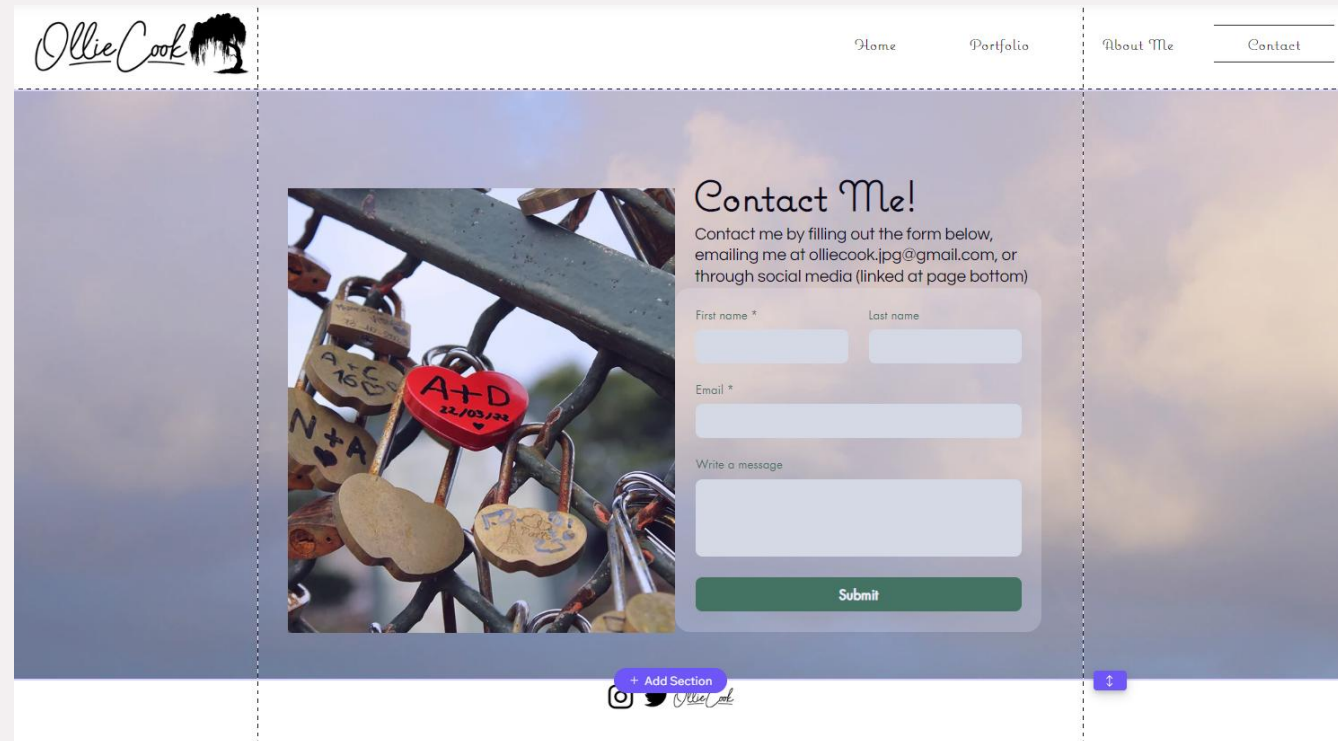
Ollie Cook is a contemporary photographer based in Swansea, South Wales. Currently pursuing a degree in photography in the arts at Swansea college of art, Cooks work surrounds the ideas of memories, death and using art as a way of expression. They take advantage of their free time to delve into a wider range of themes and genres including landscape, portraiture, street photography and more. Cook has showcased their work in a year-end exhibition and has experience in framing and mounting their pieces. They have a passion for film photography and aim to focus more on working with film and in the darkroom in the coming years. Cook uses photography as a form of discussion regarding different topics, taking influence from artists such as Cindy Sherman when representing identity. These topics change often as Cook touches on topics that currently interest them, but identity is a big part of their work.



Creating a Website

Contact

I wanted to keep the contact page simple since it needed to be straight to the point otherwise potential employers may turn away and move to someone else if contacting me is too difficult. I added a contact form at the bottom which is an option given by wix, I used one of their forms already created and edited it slightly to make it more readable and remove information I wouldn't need. Above that I added a title and ways I can be contacted. I also added an image to fill the space more and used the same background from the about me page to make the page feel more finished. For the mobile version, I followed the same order on the about me page, stacking the text and image on top of each other to take up less space vertically.



Evaluation

Throughout this project, I have been able to stick to the list I created, the list containing what I should include on my website and what I should avoid. I made sure I was making the website usable, a lot of things can lead to a website being unusable and turning people away from their work, these things include of fonts, navigation, clarity, representation of the person as a photographer etc. If a potential employer or someone else doesn't see individuality or personality in an artist's work, it may turn them away and cause them to lose interest. By creating and using an include and avoid list, I was able to make sure that my website reflected me as a photographer as well as continue to be usable and easy to navigate without feeling unfinished or full of irrelevant information.

When creating the mobile version of the website, I had to zoom into images to make them fit a portrait screen correctly but that resulted in a major decrease in the quality of the images, so I had to use different images that were originally portrait to have better quality images. This resulted in 2 different websites, while the fundamentals of the website remains the same, the websites were still different in ways that I didn't want.

To Improve this, I could use images with better qualities which would mean I could zoom into them and not lose as much of the quality meaning I could use the same images on both desktop and mobile, creating 2 identical websites apart from the layouts since everything needs to be smaller on mobile to fit the screen.

Even though the desktop and mobile version of the websites were slightly different, I still editing both versions, making the website compatible with both computers and phones which helps with the accessibility of the website meaning more people can view and explore it. A lot of websites either aren't compatible with phones or are compatible but there is low effort, and it is clear when exploring but I tried to avoid both when editing the mobile version. I took time to edit the mobile version without trying to make it an exact copy of the desktop version and I believe this allowed me to create a website for mobile that didn't feel incompatible or rushed and low effort.

Evaluation

While creating the pages that contains my portfolio, I noticed that I didn't have many projects, a lot of my work were standalones without other images to accompany them and I didn't want to have pages for a single image which meant that I had very few pages displaying my work in a portfolio layout. This creates an idea that I haven't got much work to be displayed and therefore I have less experience.

I need to start planning and shooting full projects rather than single shots, this will allow me to fill my website with a lot more projects and display my experience and let viewers know that I have experience and how my work typically turns out.

While creating my website, I stuck to fonts, colours and images that not only reflected my work but also me as a photographer. I showed part of my personality through different fonts and works which helps users understand a part of who I am but also my work and style.

I used wix to create my website and it has many different versions, 5 to be exact, 4 of them being pay to use and one being free. I used the free version of wix, but this had a lot of limitations which include the following. A small storage, limiting how many images that can be uploaded and used on the website, only being allowed 500mb of images meaning I had to lower the quality of a lot of images. Limited resources, a lot of the tools and premade options wix had been behind a pay wall meaning I had to get more creative with how I made and set up my website, but it also meant there was a lot I couldn't add the website no matter how I tried.

In the future I will transfer everything on my website to a new creator. I plan do research into different website creating options and hosting websites and see which best suit my needs before rebuilding my website on there to make sure I have full access to everything I need to create a website that reflects and represents my work and myself.

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Burns, L.M. (n.d.) *Lisa Michele Burns - The Wandering Lens*, Lisa Michele Burns. Available at: <https://www.lisamicheleburns.com> (Accessed: 2nd January 2025).

Dugan, J. (n.d.) *Jess T. Dugan - Artist*, Jess Dugan. Available at: <https://www.jessdugan.com> (Accessed: 2nd January 2025).

Luebbe, N. (n.d.) *Nate Luebbe - Professional Photographer*, Nate Luebbe. Available at: <https://www.nateluebbe.com> (Accessed: 2nd January 2025).