



World Building

(ADAA5011)

Esme Littlechild: 2103253

Link to Website: <https://ezme.photography/>

SITE DESIGN FRIENDLY FOR ALL DEVICES

FONT

DESIGN TEMPLATE

DIMENSIONS

MEDIUM

YEAR OF THE PIECE

COLOUR



Aesthetics

- The visual appeal of the website is crucial it should be easy to navigate, eye catching and link to the themes in your work as well as expressing your individuality.

LOGO

TITLE

image quality/ Art work details

- having high quality images creates a professional level to the website. Lighting is an important factor here as well as a clear description and details of the images.

PRICE (IF BEING SOLD)

DISCOURAGE IMAGE THEFT

DISCRIPTION OF NARRATIVE BEHIND IMAGE

Domain

- having a recognisable domain that is similar to that of other social media platforms creates a brand for yourself that is distinguishable. Also a unique name will optimize the website in googles search engine.

WHAT IS NEEDED FOR A SUCCESSFUL WEBSITE?

BIOGRAPHY/ CV

Consideration of the audience

- When creating the website it is important to know who the target market are. Unlike Instagram for example a website is a more professional platform as well as aimed for a different generation and demographic. Websites are mainly used by those looking to buy your work, hire you or do research about you.

HOME PAGE/ GALLERY

Included information

SHOP/PORTFOLIO

Research

- Researching other artists websites before making you own allows you to develop your ideas. Through understanding the themes others use it can identify the qualities that make an appealing artist website. Through this process you can also see what you dislike and like about others and use it as a template to navigate making your website.



ARTIST STATEMENT

- Fundamentally the content of the website is its purpose, so by having a clear layout for each page of the website will keep it organised. Also, having link to different social medias is a way to expand your presence as well as this a website allows you to sell your work and portray more of who you are as an artist.

CONTACT PAGE/ SOCIAL MEDIA LINKS



ESME LITTLECHILD

Creating a domain research

On other social media platforms such as Instagram my username is esme.littlechild, this is just my first and last name which arguably is unique and in terms of optimizing my domain in google search my name will be at the top. However, I haven’t yet experimented with different possibilities and themes that I could create a username or domain around, this could make my name more memorable and create a new persona as an artist into my work. Some artists may choose this to keep themselves anonymous such as Banksy however some do it to create a more obscure name for themselves especially if you have a more common name, it can be a competitive industry as having a distinguishable name relates to engagement and popularity when google ranks its results.

Weegee

During the 1930s and 40s Arthur Fellig was a photographer and photojournalist in New York where he worked for New York times as well as being a freelance press photographer, he was soon known by his pseudonym Weegee. Known for his black and white imagery of New York street life he became prolific in history in his attributes to forensic photography and capturing crime, his apparent ability to sense crime often meant he would arrive to the scene well ahead of the police or the event taking place itself. Observers thought that this ability seemed supernatural and related it to being possessed, here he was correlated to the Ouija board. He embraced this narrative and played on the word Ouija to create a simplified version, Weegee. Additionally, when starting out in press photography he worked in the dark rooms at New York times where his job was squeegee boy, over time however his nickname changed to Mr. Squeegee which eventually morphed into Weegee. Both these narratives though his career contribute together to creating his nickname. Arguably the new name created more status and popularity as observers were the ones who helped generate the name, they are now more likely to remember and recognise him by it. He emphasised this by signing fan mail as ‘Weegee the famous’(Onabanjo,2022). This showed that his passion and drive to be re branded under a new name was something he reinforced. This is important as changing your name and brand can lose audience engagement if the new name isn’t advertised or enforced. It can be a big risk if not done correctly, as well as this all-other social media would need to be in sync with the changes so there is no confusion. If I do choose to change my username, I will keep this in mind and ensure that I have analysed the way I have branded myself and what effects it can have on my current audience accessing my work.

Onabanjo, O. (2022). Weegee (Arthur Fellig) | MoMA. [online] The Museum of Modern Art. Available at: <https://www.moma.org/artists/1842>. Accessed at : 23rd of December 2023



*Weegee (Arthur Fellig),
<https://www.moma.org/artists/1842>*

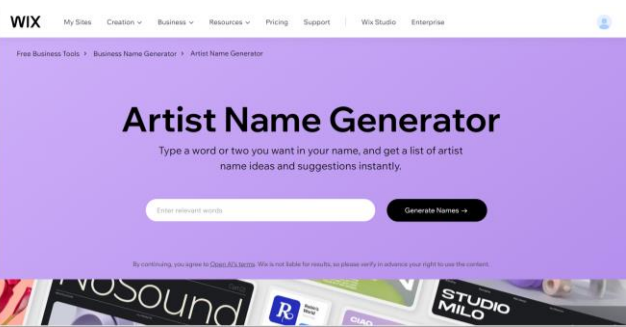
Pseudonym:

‘A pseudonym is a name that someone, usually a writer, uses instead of his or her real name.’ (Collins dictionary)
Through researching pseudonyms, I found they were very popular among a range of industries including actors, singers, authors, social activists, politicians, fashion designers, athletes and criminals. The reasons for this is to either hide and protect their original identities or to change their name to make them more marketable. However, there can be many risks in doing so such as copyright, with this in mind when deciding my domain and username I need to research into other brands that have the same name and how I navigate my own branding to avoid any legal repercussions. At this stage however I am just starting off my artist carrier, I feel that when I begin to use my website to sell my work etc these legal issues may become apparent, by knowing this know I can be prepared.

Creating a domain

Inspired by my research into Weege I wanted to experiment with different ways of creating a new domain and username. Having considered my practice and possible nicknames that could come out of my methodology of working I found that due to it being early on in my career I am yet to develop a significant way of photographing that I am known by. I believe that with time this will evolve as I find my style and specific themes in my work. Although I would still like to explore creating a domain a different way, so I have researched into domain generators to see if I am influenced at all in changing my username and domain.

Wix Business name generator:
<https://www.wix.com/tools/business-name-generator>

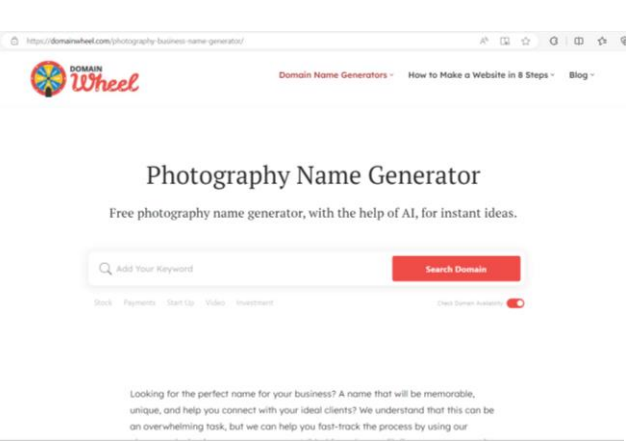


1) I firstly entered Esme Littlechild to see if there were any new variations. Some results included:

- Esmepix
- Snapxpress
- Artista
- Littlechild Lense
- EsmeCapture
- DreamLens
- Lumino



Domain wheel:
<https://domainwheel.com/>



2) I then tried a new website which also allowed me to see which domains were available to use for my website if I did decide to choose one. I typed in Esme Photography to see what it would come up with:

Best Domains for esme photography			
esmedesigns.co	View Details	esme-photographyservices.org	View Details
esme-photographyllc.co	View Details	esmephotographyblog.org	View Details
globalesmephotography24.com	View Details	esme-weddingphotollc.com	View Details
youresme-weddingphoto.com	View Details	esmeweddingphotography.net	View Details
esme-photo.net	View Details	esme-photography.co	View Details
globalesmephoto.org	View Details	esmyphotography.com	View Details
esmeimages.net	View Details	allesme-photographyservices.com	View Details
esme-photography.org	View Details	esmegallery.co	View Details



I found Wix to be helpful in terms of being specialised in creating artist names meaning they relate to the practice. As well as this it allows you to further navigate you name through its industry tool, where there were multiple photography options. Some examples of photography included wedding, architecture, nature, street, commercial, beauty, horse, family, portrait, sports, editorial, real estate etc, with such a wide range it was highly accessible to a range of photography practices. I didn't want to over complicate my name, so I just used photography as my industry and generated some names. Once the names were generated, I found the language linked to camera terminology a interesting way to create list of names. Out of these names Esmepix and EsmeCapture were my favourite as they still incorporated my name but also aspects of photography. I disliked Littlechild Lense and found that my last name did not have the effect I was hoping for, at this point I've decided that I no longer want to have my last name contributing to my username or domain.

Domain wheel was less specified and focuses more on the accessibility of having a certain domain. Taking on what I'd learnt from using Wix I decided to use the key words 'esme photography' in which the results created a varied range to choose from. Although I did find that this method was beneficial in allowing me to see what domains are free to use and analyse the structure of the domain with domain extensions. The results were very inspiring, some included esme-photography.co and esmyphotography.com. By adding photography in, it makes it more accessible on the search engines to find me when someone is researching photography. As well as this I found the playfulness of adapting the spelling of my name is an interesting way to create individuality and branding of my practice. Some that I didn't like as much were esmedesigns.co and globalesmephotography24.com, I found that they didn't sound very professional and the first didn't relate to photography.

Artist research and domains

Through analysing and generating new domains and names I have begun to gather lots of ideas. Furthering this I have started to investigate a range of photographers and see what they have decided to call their domains and distinguish any themes in what makes them so successful.

Eugene Richards

<https://eugenerichards.com/>

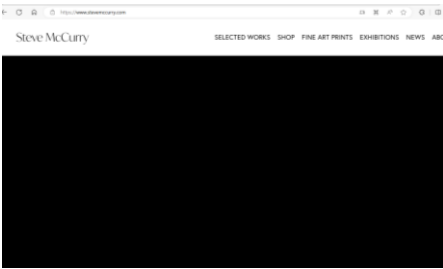
Martin Parr

<https://www.martinparr.com/>



Steve Mccury

<https://www.stevemccurry.com/>

Lara luis

<https://www.laraluisphotography.com/>

Nick Hedges

<http://www.nickhedgesphotography.co.uk/>



Through researching these photographers' domains, it is clear to see that more well-known famous photographers just use their names, whereas less known photographers who often do commissions and freelance photography use 'photography' in their domain. I believe this allows the search engines to share your website higher up on the feed, with well-known artists they are highly established on the web and their name alone puts their website at the top of the feed. Reflecting on this and my position in my career I felt that it would boost my engagement by using photography within my domain when viewers are seeking photographers my name will be more likely to come up.

Furthermore, reflecting on Weegees pseudonym I have started to think of possible ways I can alter my name to create a more unique and diverse spelling that brands me apart from others. After reflecting on my photography career and establishing that my methodology isn't supported enough to be named by I have decided to investigate more person nicknames. For example, my family and friends often refer to me as Essie which is an alternative twist on my first name. However, I decided to put this word into google where I found that it was a very popular cosmetic brand, by choosing Essie.photography as my domain I could possibly be buried under the scale of essie's popularity. I the thought about using ezme as it is still recognisable as my real name and when typed into google no brands or companies appear. So with this I have decided to use the domain ezme.photography.



Analysis of artists websites

For this lecture we were told to do some independent research and find some websites to share to the class that analyse features we like and dislike about them. By discussing this in class I gathered a lot of inspiration from other artists my peers had chosen. In choosing my artists I wanted to use a wide range of practices, genders, status and popularity and positions in their photography careers.

Alec Soth:

<https://alecsoth.com/photography/>

I added Soth as a website that I didn’t like as much, this was because I felt it wasn’t eye catching and was hard to follow.

Alec Soth Projects Calendar About Contact

[A Pound of Pictures] gathers together a number of superlative photographs. He's delivered his most personal body of work in at least a decade, and that risk-taking openness feels encouragingly contagious. [Collette Soler](#)

Following along with Soth as his photographic journey has unfolded over the years is not unlike keeping in touch with a friend who is excited to let you in on their latest discovery. Whether you are an ardent photo enthusiast... or just interested in photography in general... I don't think you'll be disappointed by this work. [The Washington Post](#)

As viewers invest works with meaning... and as we respond to these pictures with reveries of our own, we make them larger, heavier, though not with need so much as with metaphor or memory... The joy of A Pound of Pictures is that it allows Soth, and us, to create meaning for these works beyond what is given. [The Atlantic](#)

'Alec Soth [is] the great road-tripping witness of American life ... A Pound of Pictures free-associates ... Connections and themes emerge. One is a sense of people searching among vastland wildflowers for something unknown.' [The Guardian](#)

[A Pound of Pictures] captures the ordinariness of American life and elevates it to something poetic.' [Artforum](#)

'Soth has been one of the great visual chroniclers of the American condition... But his new project, A Pound of Pictures, takes a turn inward. Here, America as Soth finds it seems less as a subject than as a vehicle to examine the photographic medium itself, and his relationship to it. [The Paris Review](#)

'Soth creates sonnets, elegies and odes to American life that engage both intuition and the imagination in equal measure ... A Pound of Pictures is a window into both our world and Soth's process itself.' [Artforum](#)

[A]n expansive lyrical contemplation of the nature of photography itself and of the innate human impulse to document our own lives.' [LO](#)



A Pound of Pictures at Sean Kelly, New York, January 14-February 29, 2022 Recent Press: [Collector Daily](#) [Vogue](#) [Artforum](#) [MoMA](#) [Artforum](#) [The Atlantic](#) [The Guardian](#) [This is Tomorrow](#) [The Art Newspaper](#) [Stern](#) [The New York Times](#) [The New Yorker](#) Photo credit: [Conner Smith](#)

Alec Soth: A Pound of Pictures

A Pound of Pictures by Alec Soth will be released by MACK in January 2022 shown with exhibitions at Sean Kelly (below) in New York, Weinstein

Starting with the homepage he has filled it with a images, videos, quotes about him and his work but it feels slightly overwhelming, however I like the minimalism of the design and the chronological flow of his home page.

Alec Soth Projects Calendar About Contact

A Pound of Pictures

I Know How Furiously Your Heart Is Beating

Songbook

Broken Manual

Last Days of W

Paris / Minnesota

NIAGARA

Sleeping by the Mississippi

Dog Days, Bogotá

Looking for Love

Under his projects category I feel that the writing all blends, this could be to do with the spacing and font as it looks like the lines lead onto each other, this is too disrupting for me and distracts me too much. Although one significant visual adjustment he makes in presenting these images is using the images physical form (a book) as the cover of the project. By doing this I feel it creates further narrative and personality into his work. Additionally, it is a good marketing strategy to show that these images are in a physical form and can be purchased.

Broken Manual

Broken Manual: Steidl, 2010

Gallery / Index



Emily Gardner:

<https://emohly.photography/>

Emily is a recent graduate, so I feel compared to Soth the amount of information and work is more like how my website will be. Additionally, as an artist herself her work inspires me so by seeing how she presents it in a website with themes similar to my own allows me to visualise ways to design mine. Her headings are also clear and her title commissions with all different practices in her work shows a wide range of her skills, this is something I would like to enhance in the future through experimentation and finding who I am as an artist. Furthermore, she has multiple artist statements used for different bodies of work which I believe shows her versatile practice that also shows the evolution of her and her work. Also, her CV is attached which as artist early in her career it creates potential collaborative or job opportunities for her, this is something I hope to add once I’ve created a substantial amount of work. I also found the logo for her website really stood out with the colour contrast and design; this is something I

hope to add into mine. Upon reflection of choosing my domain I have noticed she has chosen the same style of adjusting the spelling of her first name and then .photography. This suggests that it is a successful method to use, it also allows me to research into her other socials to see how she brands herself by this, in which she uses the same domain for her username on Instagram, however her title is Emily Gardner.

→

→

→

https://emohly.photography



ARTWORKS

SUBDERMAL PLASTICITY: HISTORIES OF CONTRACEPTION

SUBDERMAL PLASTICITY: RESEARCH FILES

THEATRE OF HYSTERIA

EKLEPSIS

EKLEPSIS II

FLOS PAVONIS

MS.X

COMMISSIONS

EXHIBITIONS

WRITINGS

About

CV







Subdermal Plasticity: Histories of Contraception, draws from my own embodied experience of having Nexplanon implants inserted, removed and re-inserted over the course of the last eight years.

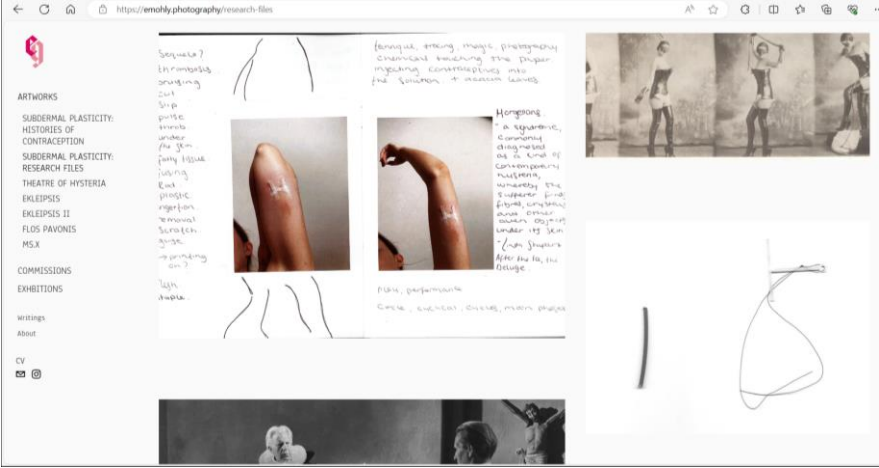
The work looks to navigate my own relationship to hormonal contraception and both the pleasures and disappointments its use can entail. Reflecting also, on the social and technological evolution of contraception, from the use of acacia leaves, pomegranate seeds, and wool in ancient Egyptian and Greek cultures to the introduction of hormono-releasing vaginal rings in the twenty-first century.

(Image: Vaginal Ring 2022)

PREV / NEXT

Emily Gardner:

<https://emohly.photography/>

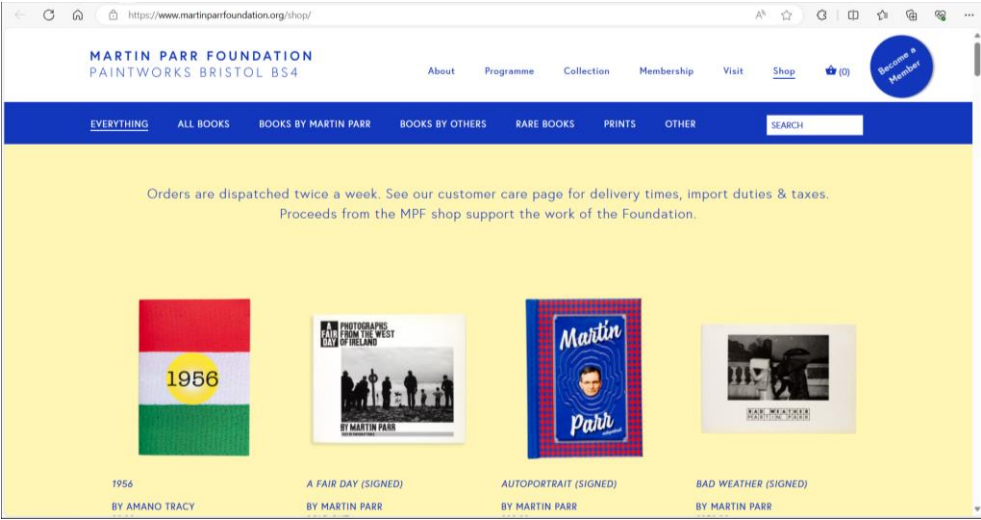
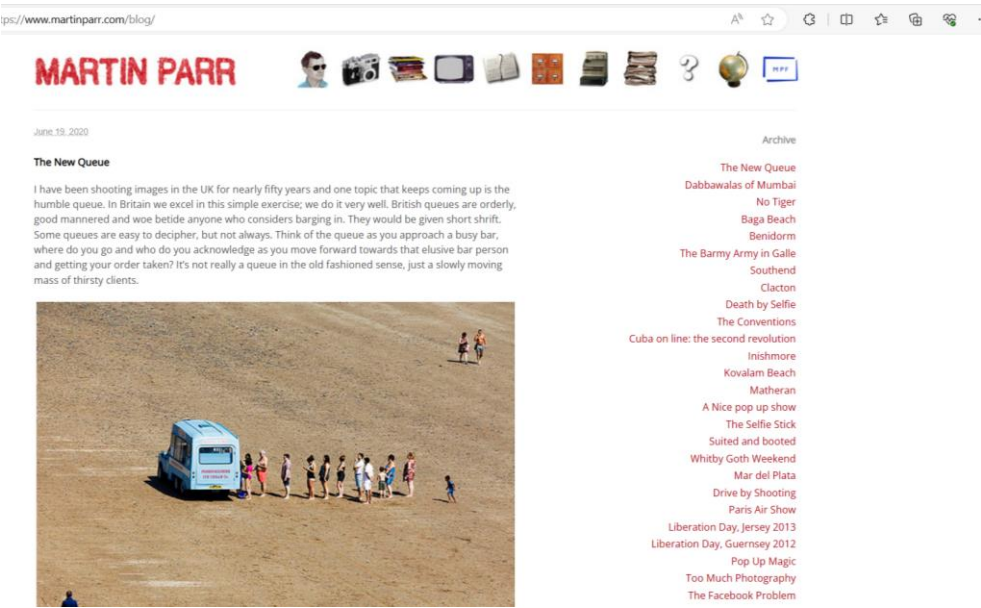


Emily also presents her artworks in just images with no writing to explain the narrative behind them. However, she does include scanned in images of her physical work with notes and illustrations. I really enjoy this method as it feels personal and authentic with her handwriting and it's as if we are visually exploring the progression of this project with her. It also allows the page to feel more experimental and a collation of her ideas with historic images and definitions. Next semester when working in a book to document my work, Emily has inspired me to scan them into my website in a professional and high-quality way where it shows a level of individuality and my thought process. Although arguably Vivian Ross Smith in a guest lecture mentioned keeping the website to just final bodies of work and to use Instagram to show the experimentation and developmental side. This suggests that her use of sketches and images from secondary sources that inspired her perhaps don't belong on the website as some of the images aren't hers and the sketches show more development than the project itself.

Martin Parr:

<https://www.martinparr.com/blog/>

Parr is a famous documentary photographer who has an impressive archive and long-lived photography career. As a fan of his work, I really enjoy how his website portrays his personality and themes within his practice. Additionally, the design is simple in colour and composition it doesn't take attention away from the content, the logos used for the categories are a nice addition to this. Parr's website is unique to him and creates a sense of nostalgia with the logos having an animated and outdated effect. This correlates with his work as his images show social stereotypes with his most famous work focused on the 80s to the early 2000s. I find his effort to match the website to his practice inspiring as it creates a theme and brand around him which he is known for. Due to his long career, there is a lot of information where he even has an intro written in third person about him. He also has a lot of headings for his books, films, blog and shop which are important to market. I was especially interested in his shop as it is a business within itself, with the opportunity to become a member. By doing this Parr reaches a wide range of audiences through his work being physical and digital in different forms to buy, generationally these hit different demographics. This is important to consider when trying to optimise my profile as an artist in which my aims are to explore this and potentially open a shop on my website once I've generated a selection of prints.



Evaluation of artist research:

Through analysing different artist websites, I found a common theme in keeping the design simple and minimalistic there were no bright colours and patterns it was kept bland in the effort to not take attention away from the work and image themselves. Also, each artist used different designs that I both saw the positive and negative in, Emily Gardners website for example was my biggest inspiration that has given me a strong guide for creating my website. Moreover, I enjoy the use of a logo to also brand yourself Parr explored this also in which the logos resembled this style of photography which I feel makes the website recognisably his. Alec Soth also showed the use of playing on physical and digital that I enjoyed through book covers opening projects, suggesting it's an archive or has a narrative through it. As a documentary photographer the ability to do this would be displaying my images within a deeper meaning. Due to not owning a body of work in a book yet I will return to these uses of graphic design later in my practice. However, in other elements of his web design I didn't like the layout and font as it distracted me too much.

Making a logo

Inspired by Emily Gardner's website I decided to create a logo to incorporate into mine. A logo uses graphic design tools in visually branding your work and making it more specialised to yourself as well as recognisable to others. Here I used Canva as it allows me to use templates and designs to find logos that I can then edit and personalise here are some examples. I started by searching for logos related to photography and the customised their text, colour etc to make it my own. I eventually found a template and edited it in different ways to play with colour themes and what looks best, in which the red background with white text looked well suited for the website. In future I would like to make the logo from scratch through photoshop as I believe this would be a good skill to have and it will be custom made for my website only.



Building a website research

For a website you need 3 things:

1. A registered domain name.
2. A hosting service (this is where the finished website will be stored).
3. A coded set of templates or custom website to put content in.

To create a website, you can either build your own from scratch (which needs programming knowledge) or you can use one of the many web builders that are available online for a relatively small regular fee such as SquareSpace, Wix and Wordpress. I will be using a web builder as this is my first attempt at a website and having templates and the ability to design easier the coding will give me more options and I can focus more on the content. In the future however I would like to build my website from scratch and learn the programming knowledge.

When choosing one of these web builders, it is important to consider:

1. Monthly costs.
2. How easy is it to set up.
3. How easy it is to manage once set up.
4. How many templates have they got.
5. What is their support like.

SqaureSpace:

<https://www.squarespace.com/>

Pros:

- Average cost per month at £12, but no details of hosting (ie, space allocated or CPU performance).
- Drag and drop builder is easy to use.
- Good Support.

Cons:

- Limited templates - 20 in the Art & Design Category.
- No pop-ups or banners included.
- No options for customising any elements of the design.
- Drag and drop builder causes problems with page load time.

Wix:

<https://www.wix.com/>

Pros:

- Relatively Cheap £4.50 per month, no details of hosting.
- Drag and drop builder is easy to use.

Cons:

- Site will have adverts, even on paid plan
- Few templates - only 6 in total
- Some of the useful functions (like a mobile bar, site search and analytics, not available until you pay more
- Drag and drop builder causes problems with page load time

Wordpress:

<https://wordpress.com/>

Pros:

- Relatively cheap - £3 per month, which included a domain name and monthly hosting.
- Lots of templates 36 in Portfolio and 18 in Art & Design.
- Themed builder - which means most of the template is done for you and you do not to change anything
- Initial setup is simple.
- Good support.
- Good space allocation (6GB).

Cons:

- Ongoing management can be tricky the more you add to the site.
- Admin interface is not the simplest to use.
- Plug-in only available on higher level monthly packages.

Overall, Wordpress comes out better as it is better value for money and offers more. As well as this I have owned a blog on Wordpress before and am familiar with the site.

Additionally, they have plenty of templates to help guide me through website design and it avoids drag and drop builders. This is because there is a list of metrics used to rank a completed website, one being the ratio of code to the text and images. Here any of the drag and drop type web builders have a very poor score for this and it can affect how a search engine ranks your site. This is important as I want my website to reach a wide audience and be accessible. However, in the future as stated before I have a strong interest to either learn to programme or have a custom website created by a developer. I feel this will make my website more professional and high quality which will help raise my status as a photographer. However, there are pros and cons to this which I'll have to consider in the future.

Pros:

- Custom design.
- Higher quality hosting (more space, better processors).
- Good Support.

Cons:

- Cost - there is normally a build cost and a monthly hosting fee - on average a portfolio site is £300 to build, and hosting can be £10 to £20 per month.
- Time - it takes longer to build a custom sit.

My social media presence

My social media currently just exists on Instagram where I have a photography account, kept separate to my personal account. Having two accounts keeps my photography page professional and focused on my practice. On this account I have highlights that share other artists work as this collaborative approach is the route to making connections in the future, additionally by sharing work that inspires me and that I enjoy it shows my followers certain influences in my practice, and the probability they themselves enjoy viewing this is high as their interests already align with mine if they are following me. Additionally, I share exhibitions that I recommend visiting to my followers to help inspire them in other people's work, this also creates dialogue and a chance for my viewers to contact me about my experience. My final highlight shows progression in my first-year undergraduate exhibition in which shows a more experimental side compared to my feed which solely are final images. Arguably Vivian (<https://www.instagram.com/vrossmith/>) spoke to us in a guest lecture about the importance of posting the process of the work within the feed and posting often which is something I need to develop more on. By posting more it keeps you alive on peoples feeds where your engagement will grow as well as your practice will develop and influence others. Bellow I have analysed my own Instagram account.

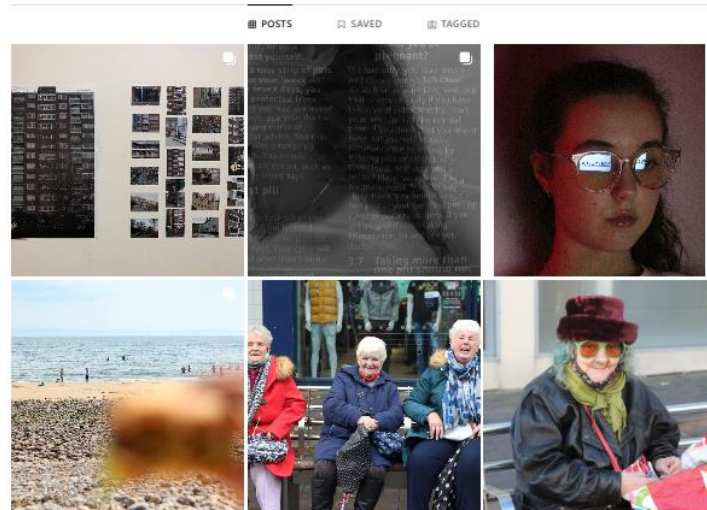
A profile picture is an important symbolisation of your page. Having an image that relates to the themes of the page is important for example In this image I can be seen holding a camera.



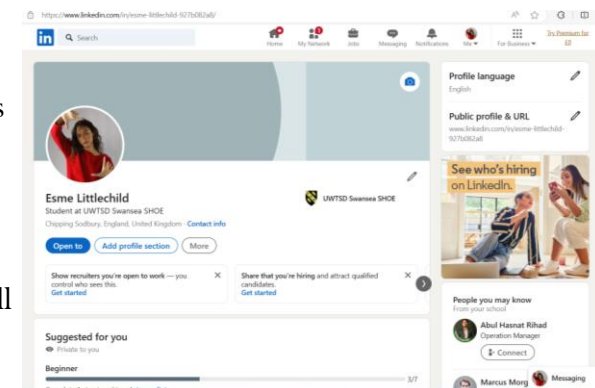
Having your account public is very important in allowing people to see your work. Additionally, consideration and control of who you follow is important as this data can be accessed by everyone, and if you were to follow an unrelated page to your practice it could suggest unprofessionalism. Additionally, only following photographers and pages that inspire my work are more favourable and it keeps your feed subjected to your practice. By doing this on my page it creates a social platform that its sole purpose is to inspire me. Initially I followed back close friends who had decided to follow the account, however I decided to unfollow them as it merged my personal and professional life too much. Arguably I do not control who follows me as you should always promote people to follow, and it leads to more engagement as well as not disrupting my feed.

The Bio is the first introduction viewers get to your page so having a clear definition of the key facts in your practice are important. Firstly, I use my full name under the title to establish my form of identity, I then made my account into a business account, this is helpful as it shows engagement insights and shows the viewer that this is a professional portfolio. Then I stated that I'm an undergraduate in photojournalism with a link to the university, this both shows viewers where you are based and the institution, I am part of. In which my work the reflects onto them. And finally, the link to my website allows viewers to move quickly to my other platforms and promotes people to have a look.

A major flaw in my social media presence can be seen in my lack of posts, however when I do post I use hashtags to gain viewers attraction to my page.



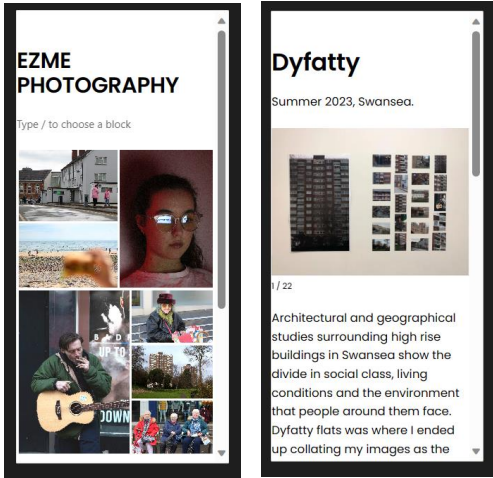
Due to Instagram being my only platform I feel that expanding my social media presence will be beneficial along with my website. An artist website behaves very differently to an Instagram page and attracts a different demographic in which I feel Linked in meets them both in the middle. Linked in is especially useful for gallery communication and residencies where you are often approached with collaboration and job opportunities. With this current stage in my career, I feel linked in is an important addition to my social media presence as it will give me opportunities post graduate and help me find a job.



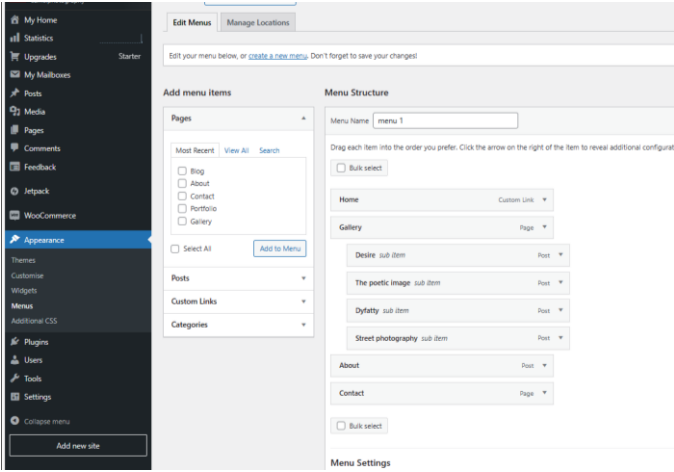
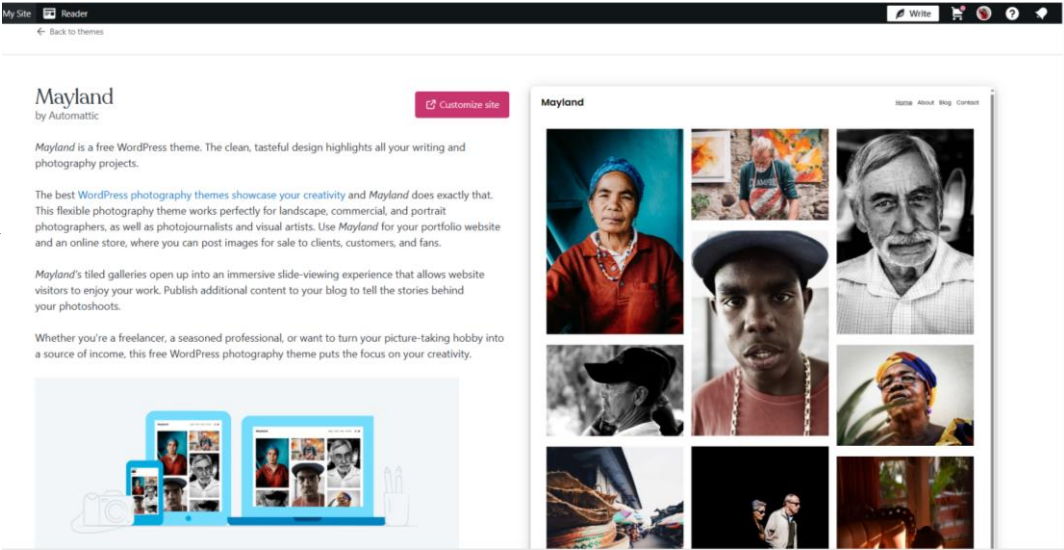
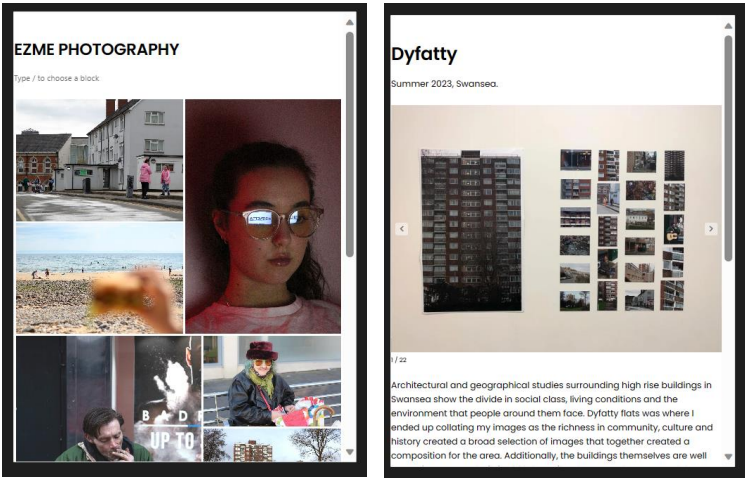
My website

Once I created my account in Wordpress I started by paying for the starter plan which allowed both a custom domain and a hosting page. I decided to pay a year's worth of this as I believe my website is crucial in my presence as a photographer, especially now when I am starting to establish myself and my practice. I then decided to use the template Mayland as it resembled the minimalism, I explored in my artist website research, here I learnt that bright colours and playful design can take away attention from the context of the website itself. Once activated I researched into how to use the site to its full abilities where I was heavily inspired by a YouTube video (<https://www.youtube.com/watch?v=YUhBPcMUfvA&t=177s>) where I was introduced to Peter Mckinnon's Photography Website. Here I then followed the website as his home page was something I found visually aesthetic and professional with the use of a subtle parallax effect. However, as stated in the cons of my Wordpress research the inability to access plugins at a reasonable price meant this home page was unachievable. Learning from this I decided to stick to a simpler approach and carry on with Mayland. Alongside this a beginner video on YouTube (<https://www.youtube.com/watch?v=kYY88h5J86A>) showed me how to start making categories, which then allowed me to start adding in my own work and customising the template, this included adding my logo as my social icon for the website. Here I also added in my social platforms to my contact page to establish social connections between my work and to encourage people to follow me. Wordpress was also very supportive in creating an option to see the website displayed on a phone tablet and desktop. This is an important consideration as it can distort the layout and design. As seen bellow this is the website in different forms.

Phone



Tablet



By having a minimalistic design, it has meant that my website is consistent and presented well on different devices. Especially with my home screen being just a collage of my work it's important that it stays in a consistent form. Additionally, it being accessible on a range of devices will optimise viewers. By adding dimensions of each image beneath it shows the scale of the images that cant be seen digitally.

Evaluation

In conclusion the ability to create a website is a very beneficial skill to have and essential in promoting your work and gaining a larger following as well as more opportunities. A website creates a professional digital presence for your work to be documented, it also allows you to sell you work which is a feature I am hoping to add soon. Digitalisation has meant the accessibility of viewing your work online has replaced the physical where to market yourself it is important to have a high-quality website. Through this process I also learned the importance of branding myself with a logo and a unique domain name, this made my website more unique as well as appearing higher in search engines. Although with more time I would like to develop my logo in photoshop to explore custom design techniques.

When developing my website, I was inspired by Alec Soth, Martin parr and Emily Gardner as these successful websites kept a minimalistic theme that didn't distract you from the content. I particularly idealised Gardner's website due to the similarities we share as artists and stage we are in our career, here she utilises the website with commissions and a CV to attract clients and employers. This is an important consideration for me to further develop into my website and build my portfolio. When creating my website, I made a conscious decision to keep it simple and to ensure the content took main priority. The freedom and adjustability of a website means that with the foundations of a website that I have built I can now develop my digital skills in further advancing the design. Additionally, I am keen to programme my own website in the next year where the website I have just created will be a starting template for me to use. Although, with Wordpress I did find that the ability to add in effects and make more website more aesthetic came at a high cost with the plugins being expensive. Moreover, I created this website as a starting point, as my career progresses the website will also in terms of the scale of content, design and ability to add in commissions and a CV into my practice as I am at the very start of my career. If I were to make the website again, I think I would find ways to make my homepage more interesting as it is the welcoming screen and needs to be able to attract viewers. I also found that by adding dimensions into my website for each image allowed a sense of scale that is often unknown in digital images, this will also benefit my practice when I begin to sell work.

My social media presence has also grown drastically as I went from just using Instagram to now having a more professionally established platform in the form of a website and a linked in. This opens more opportunities to be recognised by galleries, clients and employers seeking interest in my work, Linked in allows companies and businesses to find me in a more direct way, my next step is to develop my Linked in page with content. Furthermore, the progression of my social media presence means I am accessible to a range of demographics as my Instagram and Linked in maybe suited to a younger generation however my website doesn't need the viewer to download and sign up to an app and is easy to navigate. Additionally, reflecting on my social media presence I became aware of my need to post more consistently and share the development of my practice on my Instagram as well as my presence with images of myself, in which I have added a recent post of a studio portrait. Also analysing my bio to ensure it is coherent and provides information for my viewers to gage who I am as an artist is important, by also filtering through who I follow and how this can affect my professional practice is important as merging private and professional life together can create a more personal account.

Overall, the making of the website has been fundamental in the digitalisation of my practice and social media presence. Through learning a range of digital skills and researching thoroughly into other artist websites as well as different web builders' advantages and disadvantages I was able to make coherent decisions and choice on the website's features. Although I believe my website is not as developed as I would've liked it to be I feel it portrays my current beginning into the photography world, as I generate more projects, I will be able to fill my website more and learn ways to develop my design skills.