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World Building

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In the contemporary art landscape, establishing a digital footprint is crucial for emerging artists. This document discusses the strategies adopted in my personal website and social media presence. My website serves as the primary platform for my photographic portfolio, while my social media presence supports engagement with a broader audience. The primary goal of my online presence is to create a professional platform that displays my artwork, creative growth, and achievements. Through my social media account, I aim to connect with fellow artists, potential clients, and art enthusiasts, thereby fostering a community around my work. Moreover, I have chosen to set up a presence on Instagram to reach a wider audience. The reason for choosing this platform was that it is heavily visual, making it ideal for showcasing photography. Furthermore, it offers significant opportunities for interaction through comments, likes, shares, and direct messages. It is one of many that helps connect artists with other artists and potential clients with artists in a more informal setting.

Throughout my research, I explored various artists who use online platforms to effectively highlight their work. Artists like Peter McKinnon and Lara Jade inspired my approach to creating cohesive visual aesthetics and simple navigation on my website. McKinnon's striking but also contrasting images inspired me when creating my own website. Furthermore, Jade's gallery style portfolio with a simple colour pallet was an aspect I wanted to incorporate into my own.

LARA JADE



Lara Jade (Figure 1).



Peter McKinnon (Figure 2)

When choosing what host website, I wanted to use in order to create my portfolio, I tried a few different ones. Firstly, I tried Wordpress where I found the process to be difficult to understand. I decided to then try Wix where I found more success. The final website is fully composed and created on Wix. The following images display my website. It displays the simplicity that I was hoping to achieve in an effective design. However, these images also display the change in my creative decisions and the aspects that I don't like. Some include:

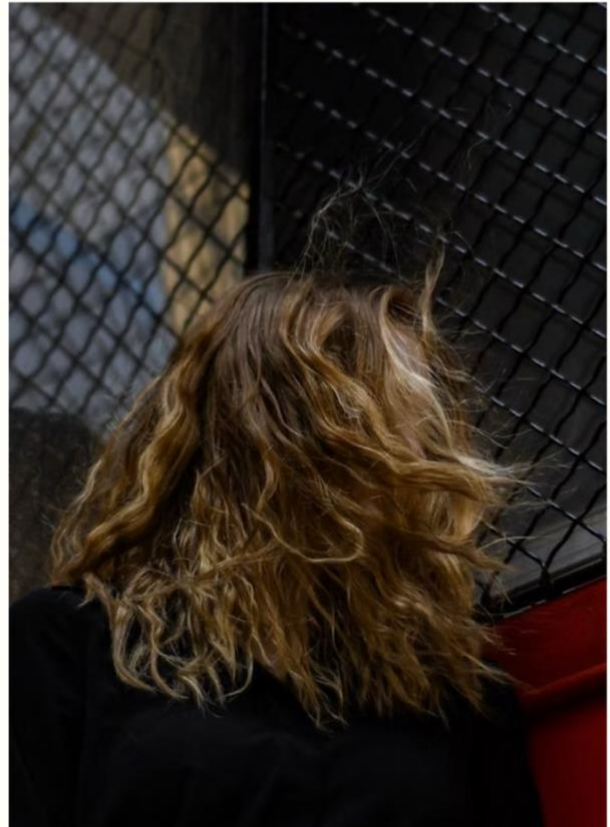
My Portfolio

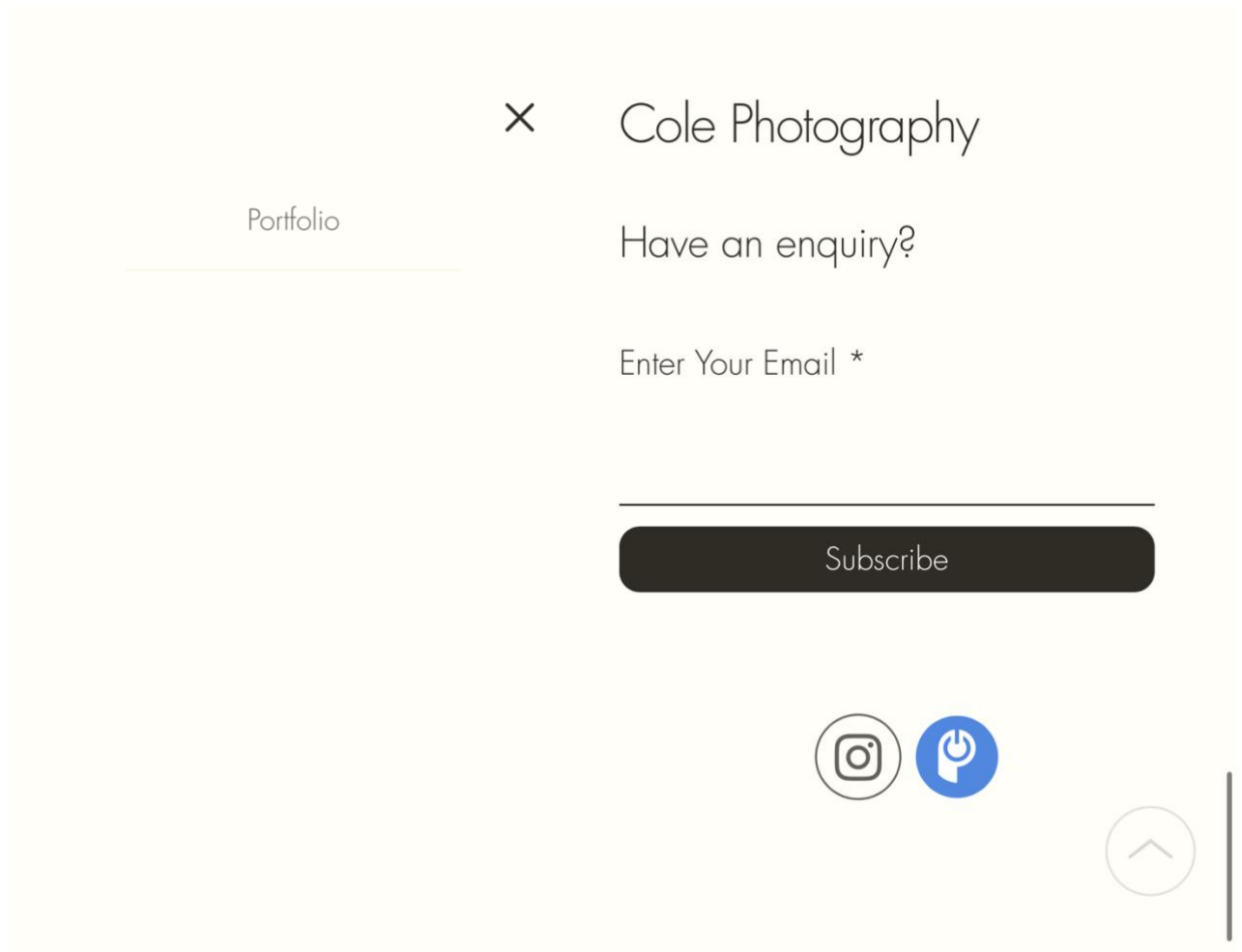


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The name of the website was covered by the social media icons. Also, the images were often cropped off the page along with text. These are certain aspects that I found difficult to handle due to the unpredictability of the website builder. I found the link to the portfolio in the menu would take you to the homepage rather than the full portfolio. Furthermore, the enquiry button said 'Subscribe' rather than 'Enquire.' These are all things I would be changing when redesigning my website. To add, I would change the way in which the images are displayed. Striking images along with motion would be more on brand for me and it is the inspiration I had from McKinnon's site.

While creating my online presence, I found that defining a consistent artistic voice across my website and social media took time and experimentation and will further need experimentation until I know what my brand is.

Establishing a professional online presence is an essential aspect of my development as an emerging artist. The strategies developed for my website and social media profiles serve as foundational tools for my future artistic endeavours. My website needs a lot of work in order to be comprehensible and suited to my personal brand- whatever that may be.

Bibliography

Figure 1. L. Jade. 2025. [Website Address](#)

Figure 2. P. McKinnon. 2025. [Website Address](#)