World Building (ADAA5011)

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RESEARCH AND EVALUATION

https://a2222097.myportfolio.com/

https://www.instagram.com/serenas_sports_photography/

https://www.facebook.com/profile.php?id=100085432284679

https://serenakillenphotog.wixsite.com/serena-killen-photog

The success of a website depends on its profiles and editing processes, which should prioritize delivering refined and professional content. This requires meticulous research of other practitioners' works to establish a strong connection with the audience, ensuring clear and consistent communication across different media platforms. An effective website design entails analysing successful artists' online presence to understand how they showcase their work and engage their audience. For instance, Lucy Beddall's website Beddall, L. (2024) is a great example of a well-coordinated and easily navigable marketing platform that reflects a dedication to maintaining high standards of creative practice.

Similarly, David Popa's website Popa, D. (no date) establishes a seamless connection to Popa's Instagram page, showcasing professional content that allows viewers to engage with videos and explore the documentation of his site-specific works. While some websites, such as Adrian Dennis's sports photography website, may be user-friendly, they may not do justice to the photos displayed.

Conversely, Riley Sports Photography's website Williams, I. (no date) presents a more professional appearance, offering easily accessible information and incorporating watermarks to protect images from unauthorized copying. Notably, the inclusion of a copyright warning on their website reflects a commitment to maintaining high standards of creative practice and protecting their intellectual property. Overall, a comprehensive approach to website design enhances the user experience and reflects a dedication to maintaining high standards of creative practice.

When planning to create a website, it’s important to think about colour and font theory. Designers consider these elements as they can impact how customers perceive and interact with visual content. Colours have the power to provoke emotions for example warm tones like red can be associated with love, while blue

can suggest calmness, as shown in figure 1.

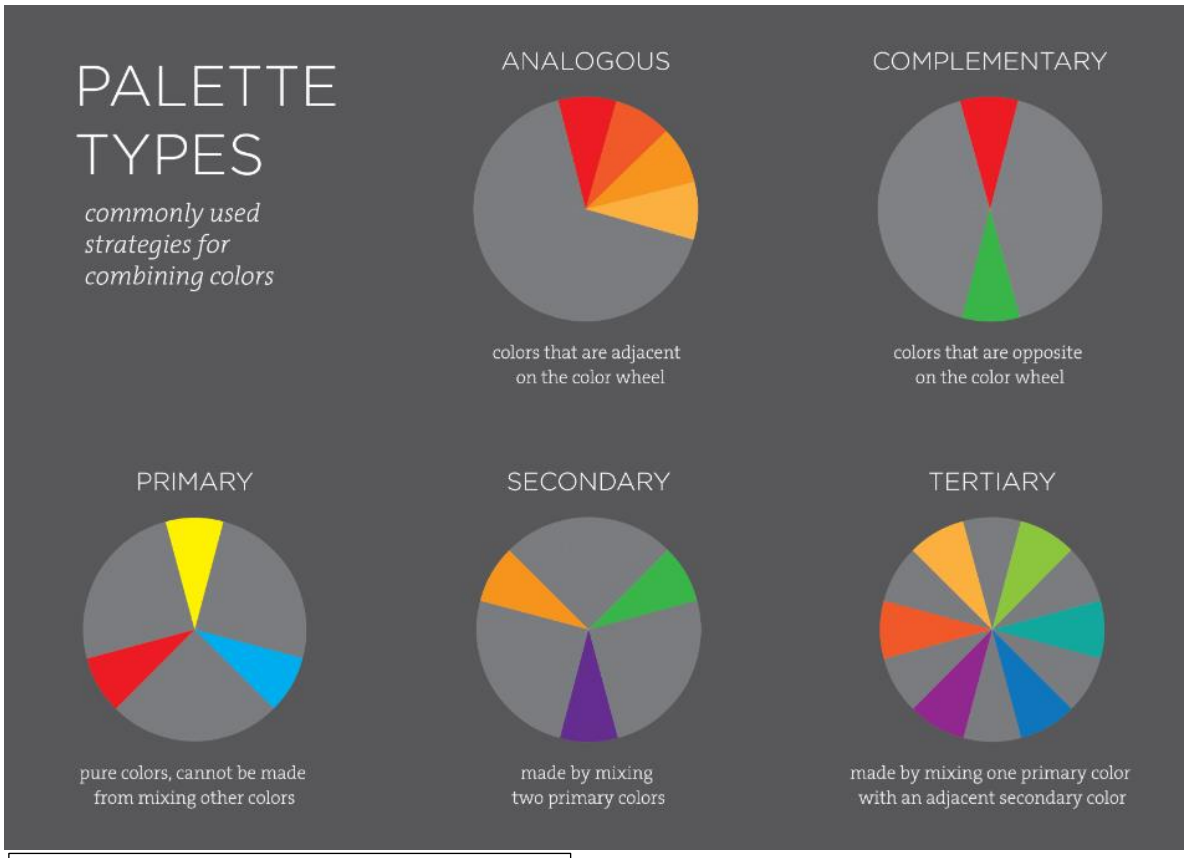


Figure 1

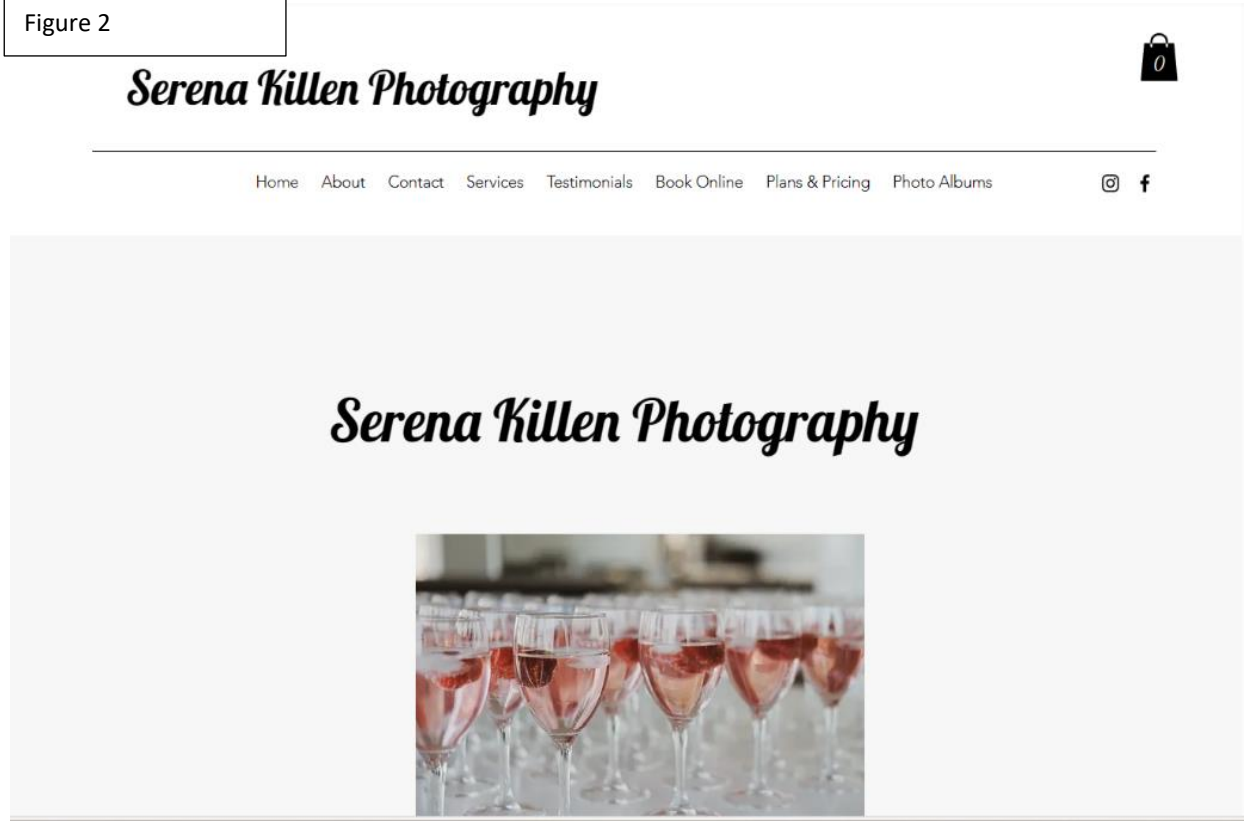
Using colour pallets can enhance brand identity and readability to the viewer. Another critical aspect that needs to be considered is fonts, as this also play a vital role in branding. Specific font different associations or representation, so it's essential to choose the right one. By considering these elements, you can significantly enhance the user experience and make it more engaging and vibrant Mehl, R. (2019).

This research has identified specific elements to add to a website and factors to consider while creating a seamless user experience across all platforms. After careful consideration, it was decided to update the profile picture across all social media platforms to ensure that users can easily identify the connection between the platforms.

In general, this has provided a solid base layer as a photographer with a diverse range of photography specialities. It may be worth considering renaming any social media platforms that don't align with the website's branding. In Figure 2 you can see the image that has been used across all media platforms this is to allow the viewer to identify who the artist is the website itself has gone through many changes.

Figure 2

In figure 2, the artists image is presented across all media platforms to help viewers identify the artist.



Refinement was carried out to achieve a polished and professional appearance. As depicted in Figure 3 and 4, the previous website exhibited an confusing layout and incorporated unnecessary features like online booking, services, and pricing plans. These have now been eliminated to enhance the website's overall flow and aesthetic appeal. The design has been carefully reconsidered and revitalized, culminating in a sleek and sophisticated appearance.

Figure 4

Figure 5

In Figure 5, the original bio seems to be focused on wedding photography and family portraits instead of representing the diversity of photography services offered. Therefore, the bio has now been updated to better showcase the wide range of photography services available.

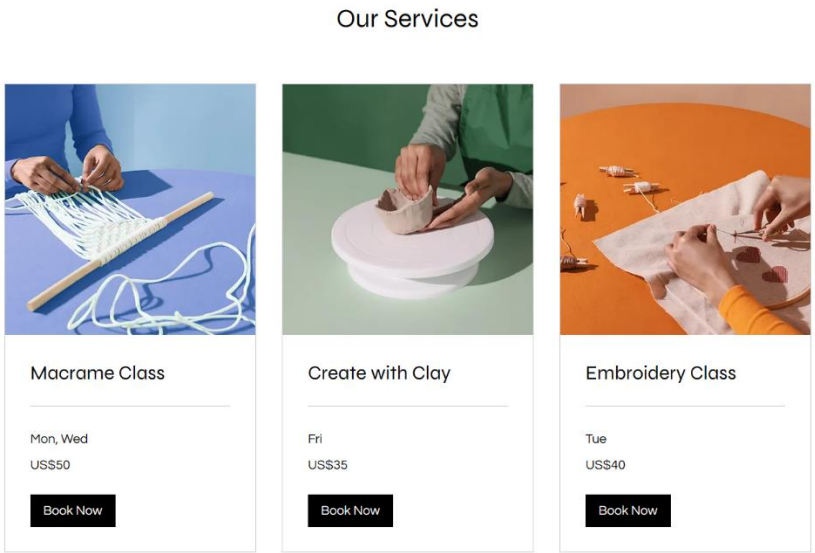
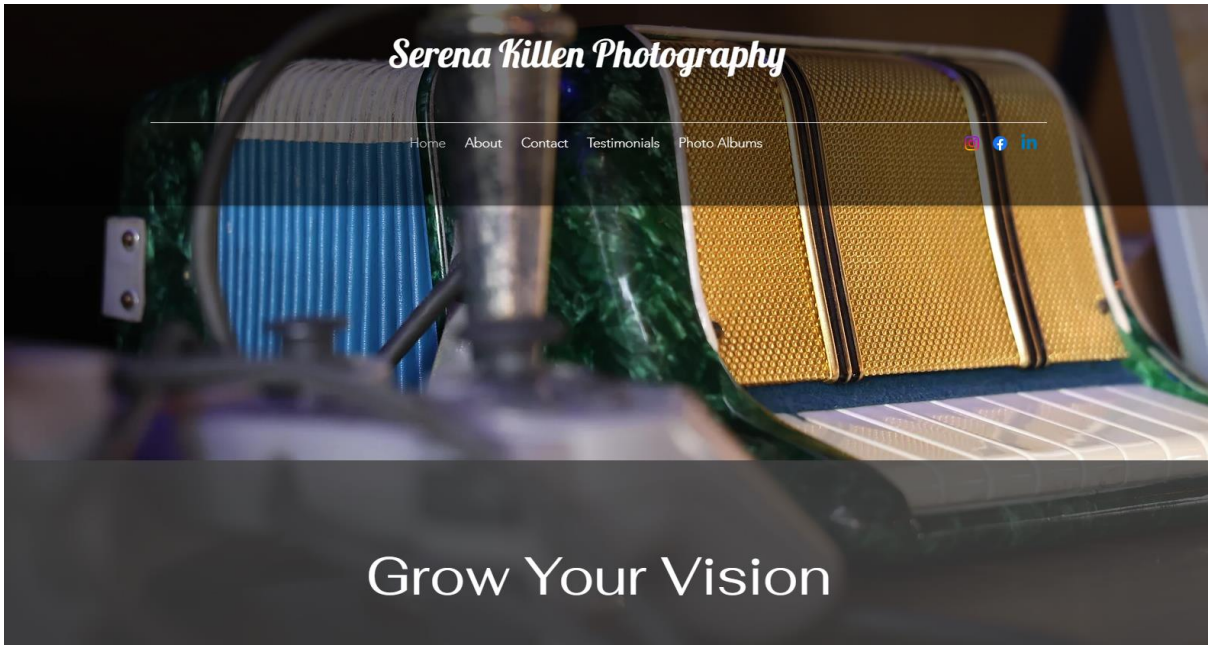
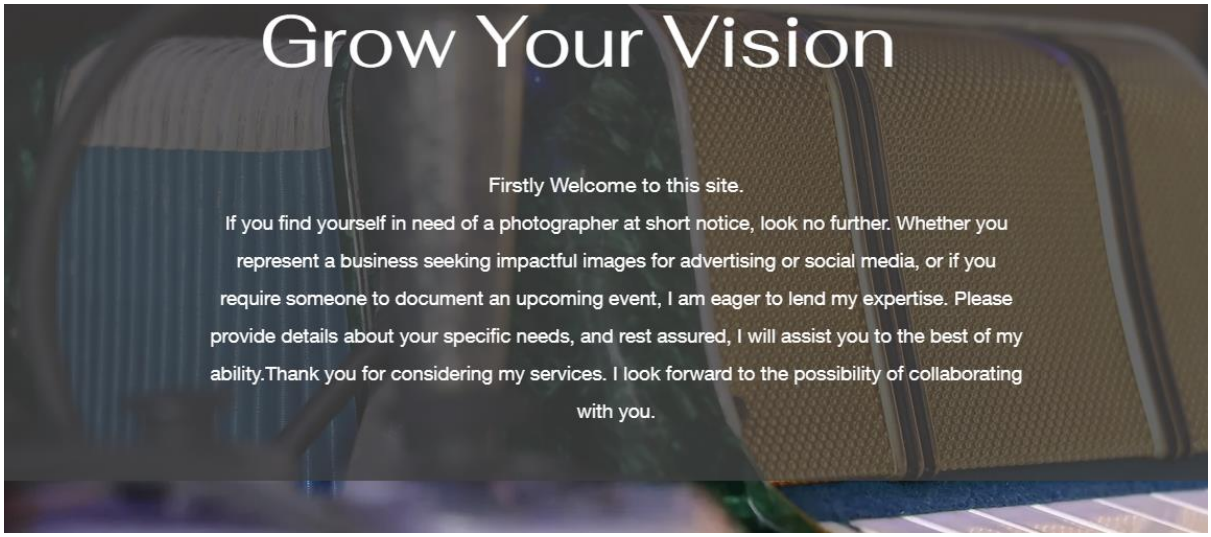


Figure 6

Figure 6 displayed the original service section of the website, which has since been removed. However, this feature can be reintroduced later if necessary. As depicted in the figure, it included a "book now" option, availability dates, and pricing. Although such a feature may be common in other professions, it is not necessarily essential for a photographer. During a lecture, the website was critiqued, and some of the initial ideas were confirmed. As a result, the decision was made to start anew by completely removing and replacing everything with a more professional feel. You can observe the difference in Figure 6.

The following figures 7 and 8 show the new website design, which has a cleaner layout than before and is easy to navigate. However, the portfolio section and albums are yet to be added to the website. Currently, I am awaiting permission from people to use their images as there was no prior discussion about it. Hopefully, all these additions can be made later.





Figures 7 and 8

Figure 9 below, shows the new foundation of the updated website. This serves as a starting point for further editing and can be modified at any time. The aim is to add more to the testimonial section, which will allow potential customers with a better understanding of the work that has been created.

Bibliography

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Popa, D. (no date) *David Popa*. Available at: https://www.davidpopaart.com/ (Accessed: 06 January 2024).

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Mehl, R. (2019) *Infographic: 3 basic principles of color theory for designers, CreativeLive Blog*. Available at: https://www.creativelive.com/blog/color-theory-fundamentals/ (Accessed: 08 January 2024).