



World Building - ADAA5011

Tasha Roberts: 2317127

[Link to website](#)

[Link to Instagram page](#)

To start this project, I have been looking at websites and ideas that I like and to help me start building a website. Some of the websites that I have looked at are here:

The first example is Amy Lombard, she is an American artist who specialises in editorial clients and her work is very bright and colourful. I like this website as it is very striking with the images being very colourful.

Info



AMY LOMBARD IS A PHOTOGRAPHER & DIRECTOR BASED IN NY

As a documentary photographer, her work largely examines the phenomenons, interests, and personalities that make up American culture. Her bold and colorful work has landed her editorial clients from the New York Times, Wall Street Journal, and the Washington Post to companies like Puma, Google, HBO and more. She's been featured in PDN's 30 photographers to watch, and the Magenta Foundation's annual Flash Forward.

Her home base is in New York – though she works out of LA, London and Europe frequently.

For editorial inquiries:
amy@amylombard.com | 6103087750

All commercial inquiries: DMB Represents
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Amy Lombard



Highlights
Reportage
Personalities
Food & Drink
Motion
Fashion
Commercial
All

Info

Fig.1

Frida Fabbrini - I really like this website because it's simple yet so effective at showing off the photography. The black background makes the colors in the images pop, and it draws your attention straight to the work without any distractions. It feels clean and professional but still creative. The navigation is super straightforward, with tabs like "Work," "About," "Shop," and "Contact" right at the top. It's easy to explore, which is something I want for my own site to make it simple for people to find what they're looking for. I also like how the social media icons are included. It's a great way to connect with more people and guide them to other platforms where they can see even more of the work. This website has given me a lot of inspiration for my own. I love how it keeps the focus on the photography while still being functional and easy to use.

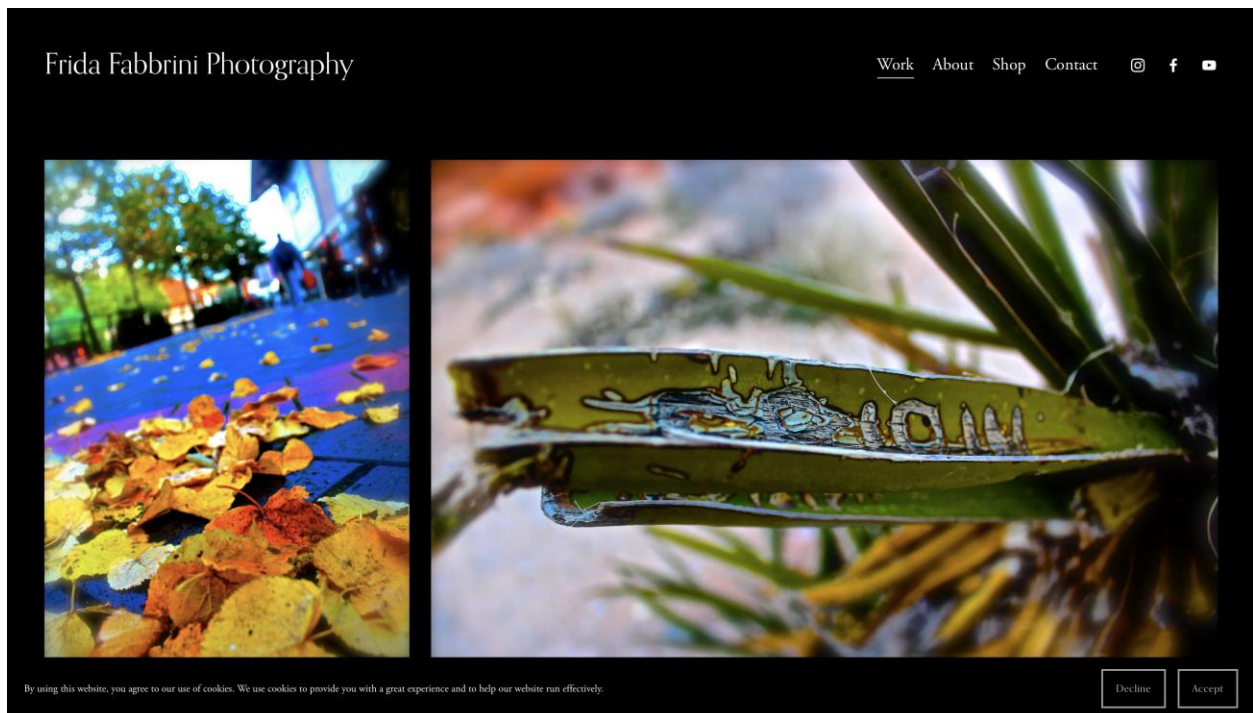


Fig.2

Sam Todd's website effectively showcases his sports photography with a minimalist design that places the focus on his dynamic images. The layout is sleek, allowing the photos to speak for themselves. It's easy to navigate, with sections that highlight different aspects of his work, giving viewers a clear sense of his style and expertise. The site reflects his professional approach while maintaining a creative and engaging atmosphere, making it an enjoyable experience as I photograph sports such as triatholons.

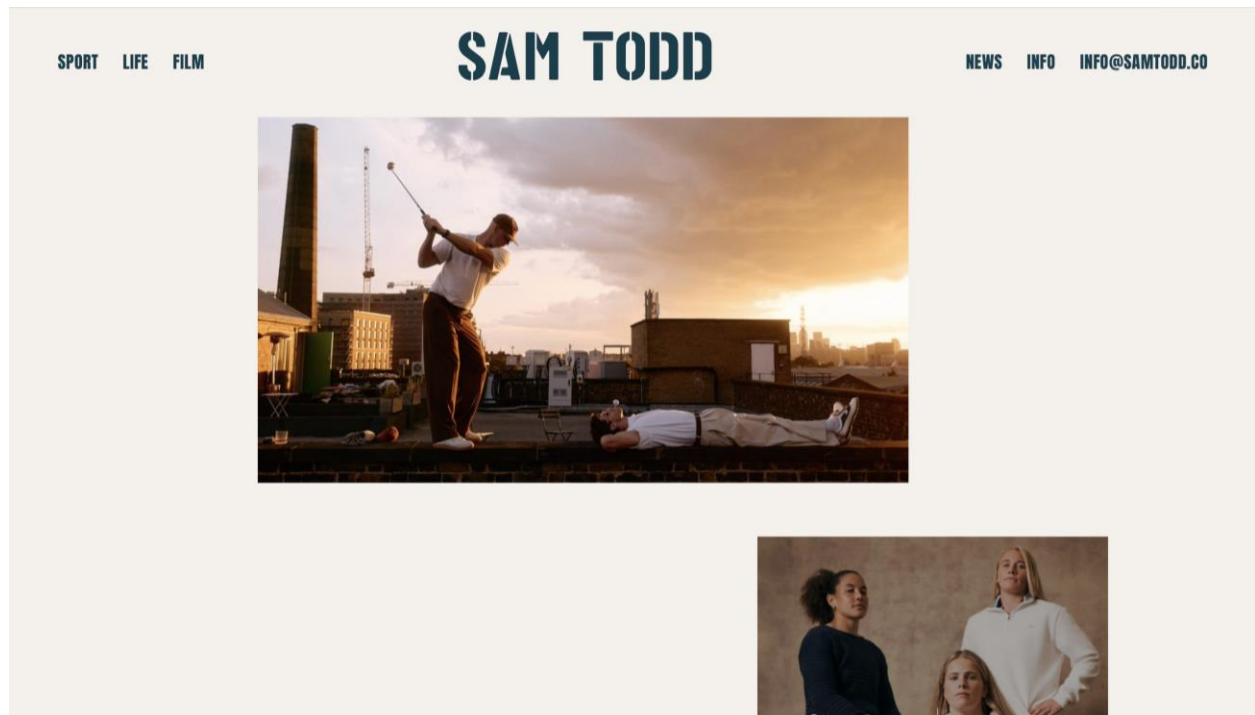


fig.3

Creating my website was a process that allowed me to present my photography in a professional and engaging way. Using Wix as my platform, I was able to bring together a diverse range of photographic work, showcasing different styles and projects. While looking at the examples that I have shown some are simple and some are more out there. I think the example by Amy Lambard is something I would like my website to look like, I thought it best to do something more simple to start off with and when my work expand and i have a set path in which I want my work to go i can then redesign it to suit my work better.

The site includes several key sections, each designed to enhance the visitor's experience and provide a comprehensive view of my work. The galleries feature curated collections of my photography, such as sport, weddings, landscape and some projects from university. These collections highlight the variety in my practice, from documentary-style images to experimental and conceptual pieces.



In addition to the galleries, I created an "About Me" page to share my artistic journey and background. This page serves as a personal introduction, offering insight into what I do. I also included an exhibitions page, detailing the shows and collaborations I've been a part of, which helps to establish my professional presence. Finally, a contact page provides visitors with an easy way to connect with me and explore my social media profiles.

I took a headshot for my website to make my online presence feel more authentic and professional. It's a way to showcase myself as a real person, not just a portfolio of work. A headshot helps create a connection with visitors, whether they're potential clients or collaborators. It makes the website feel more approachable, showing that I'm invested in presenting myself clearly and professionally.

My website is simply called 'Tasha Roberts Photography' I kept it simple as my Instagram was also already called Tasha Roberts Photography. I tried to come up with some new ideas for names but they just didn't fit.

Exhibitions

The Glory Of Glowing Glass (2024) - St James' Church, Swansea.

EPHEMERA (2024) - UWTSO, Swansea College of Art.

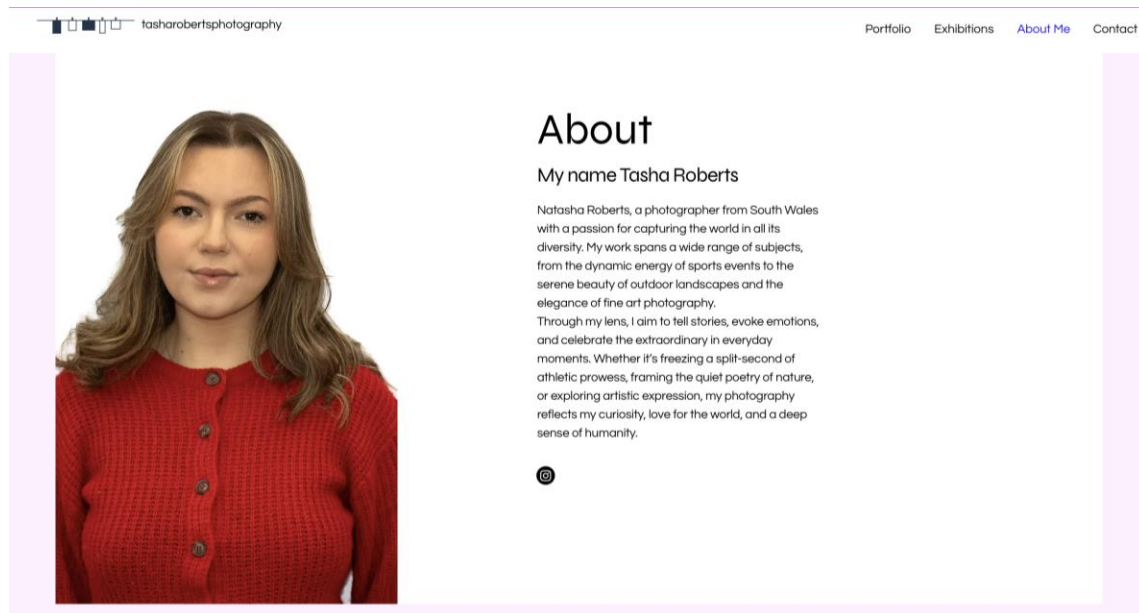
First Name

Last Name

Email *

Message

Send



Using Wix made the process straightforward with its drag and drop editor and wide choice of customisable templates. This allowed me to focus more on the content and less on the technical aspects of web design.

Overall, I'm pleased with the outcome. The website not only serves as a platform to showcase my photography but also reflects my personality and vision. Moving forward, I plan to expand the site as my portfolio grows, and start to get a set theme for my work, potentially adding a blog to document my ongoing projects and insights. At some point in the future I aim to buy a domain name for my website as currently I don't have one. When I get further into my career, it will be more important to have a domain name so that my website is easier to find and access via Google. Although I like the current layout of my website, I feel as though it could have more character to it. Including more designs, and a more interesting way of placing my work. All can be improved when I have got a more clear understanding of the approach I want to take in my journey as a photographer which in the next year I aim to do.

bibliography

Figure one - Amy Lombard. 2024. Available at: <https://www.amylombard.com>

Figure two - Photography, F.F. 2022. *Frida Fabbrini Photography*. Available at: <https://www.fridafabbrini.com>

Figure three - *Sam Todd - Photographer*. [no date]. Available at: <https://www.samtodd.co>.