

World Building Evaluation

Joe Bunyan

(ADAA5011)

Website link: <https://joebunyanphoto.com/>

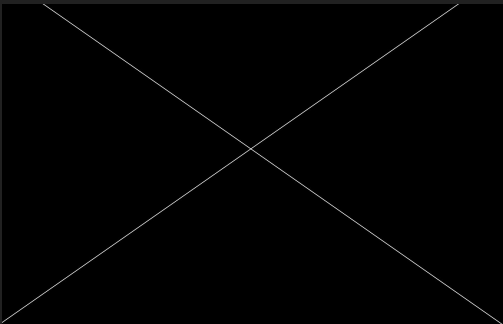
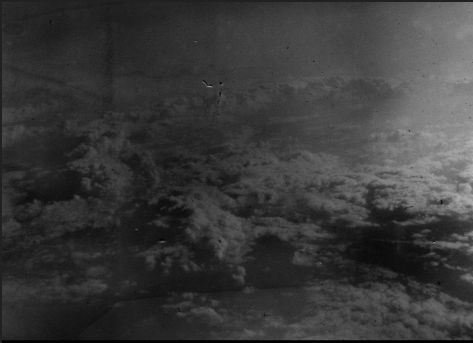
Instagram: <https://www.instagram.com/joebunyanphoto/>

Artists, website and social media research

Engagement with Literature Skills

<https://daisukekeyokota.com/>

Daisuke Yokota's website is very interesting interesting. In terms of attracting potential clients, it is terrible - there is no information about himself at all - the only button is "shop" which takes you to another website where you can buy his books. I think the anonymity seems to be part of his image, as I have noticed that he doesn't use any social media either. The only feature of the website is an endless feed of his work in no apparent order. Some of the images look like CCTV footage of him in his studio, others look like work-in-progress images, while only a handful look like something he would include in one of his books. I like that once you have scrolled past an image, if you try to scroll back and see it again it doesn't show you. This ties in with his work well as temporality is a recurring theme. This feature also forces the viewer to spend more time with each image because they can't view it once they scroll down to the next one. This confused me at first but now that I understand how the website works, I quite like this feature. What I would take from this website is that simplicity is good. Especially with peoples faltering attention spans nowadays, it's a good idea to keep the website simple. I will include information about myself, but I want to keep the overall layout quite minimal and not have too many pages. Just an about section with artist statement and a way to get in touch, and then a list of various projects I have done.



FANCYBROF DAIUSIN

NEWS

- 2025-04-05
4/5(土)～10(木)までのご購入の発送について-Regarding shipping of purchases made between 4/5(Sat.) and 4/10(Thu.)
- 2025-02-06 ZINES FAIR at CP+2025 に出展します
- 2024-09-10 KAI ART BOOKFAIR vol.3 に出展致します



植物、多摩川中流域、冬-Daisuke Yokota 横田大輔



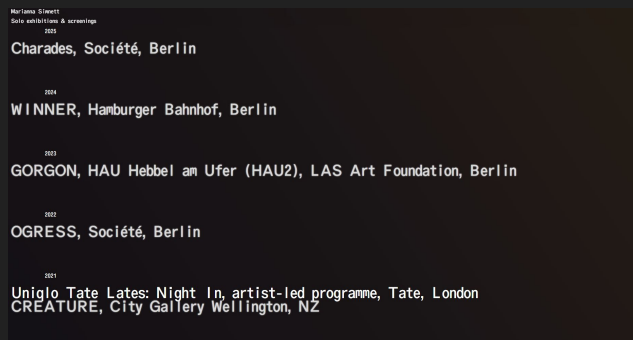
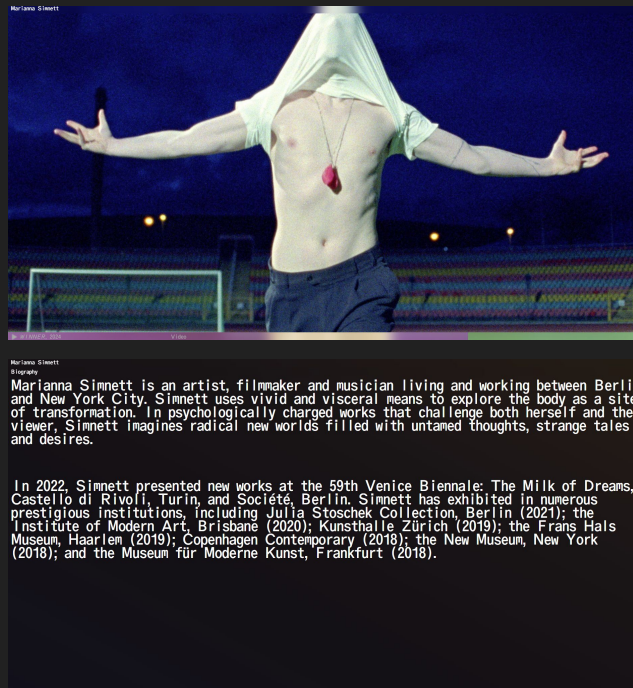
植物、多摩川中流域、冬 #1 SP Edition -Daisuke Yokota 横田大輔

<https://mariannasimnett.com/>

Marianna Simnett's website is also very minimal. The home page shows various works of hers which appear on the screen for a short amount of time and then switch to a different work. At the top of the page there is a drop down menu with various with options: work, exhibitions, biography, press, contact, newsletter, shop. All the information you need about this artist you can find and the website as a whole is very easy to navigate. I did find it interesting that the shop page has quite a different design to the rest of the website. The design in the shop is very bold and uses large images, whereas the rest of the website uses a lot of negative space and far smaller text. I really like the font used for this website - the kerning is terrible although this is obviously a graphic design decision and it doesn't hinder the reading whatsoever. I might steal her idea to have a picture fill the entire homepage screen – although I might keep mine to one image, I'm not really a fan of slideshows.

<https://www.instagram.com/mariannasimnett/>

For her instagram page she has a lot of old stories in her bio organised into projects she has done. Her bio is quite simple and has a link to her website – I will definitely put this in mine. She has the top three posts that appear pinned to the top - these posts have information about two upcoming projects (at time of writing). This is useful so that viewers immediately know what she is currently doing. In the next semester I will pin some work leading up to the end of year exhibition.



Free shipping on all
orders over 250 EUR!

Ossi Pisspanen's website is slightly more busy than the other two examples I have looked at, although it does have a clean finish. He has an about page and buttons that take you to all his relevant projects. When you click on one of his projects it uses the scroll down feature - I have included the phone view where the picture are take up the screen and are all in line, however on a computer the images are in varying sizes and sometimes overlap slightly. I think this layout work well, I'd image on a phone screen the aim is to make the images as bold as possible as they are being viewed on a far smaller screen.

I've noticed that a lot of the photographers websites that I look at are mostly black and white, so it's nice to see that he has gone for a more interesting colour palette. Sticking to two or three colours max seems to be a good idea - I think using anymore would ruin uniformity and be confusing to look at.



https://www.instagram.com/ossi_metaverse/

Pisspanen's Instagram is very good. You can see his style of photography through a range of commercial and personal work. The whole page feels very coherent. I imagine this is good for attracting clients. I need to consider the work on my page - I might remove some of my old work and build it up as I make more work.



Draft Artist Statement

Joe Bunyan is a photographer whose work explores the fleeting nature of possession in a society which continually consumes and discards. His fascination with objects stems from memories of time spent with a relative who struggled with hoarding. As a Welsh speaker, Bunyan uses his dual perspective to explore how value is constructed differently across cultures. This bilingual lens prompts his careful attention to how meaning shifts in translation. Working both digitally and in the darkroom, Bunyan's practice often allows for accidents which highlight the material nature of the medium. His work invites the viewer to reflect on the impermanence of material value and the growing disconnect between object and memory in a world increasingly defined by disposability.

Artist Statement Revision

Joe Bunyan is a photographer based in Swansea. His work explores the fleeting nature of possession in a society which continually consumes and discards. Working both digitally and in the darkroom, Bunyan's practice often allows for accidents which highlight the material nature of the medium. His work invites the viewer to reflect on the impermanence of material value and the growing disconnect between object and memory in a world increasingly defined by disposability.

As a Welsh speaker, Bunyan uses his dual perspective to explore how value is constructed differently across cultures. This bilingual lens prompts his careful attention to how meaning shifts in translation.

**I have moved the section talking about the welsh language into a second paragraph as gives the statement a more clear structure. I also removed the part where I mentioned a relative- as I didn't want to include that information on a public website.*

This statement will be out on an "About" page on my website, along with a link to my instagram account.

Website Builder - Cargo

After considering a number of website builders, I chose to use Cargo. While it is a paid service, I am able to use it for free as long as I am a student thanks to a university promo code. On Cargo, you have the option to build a website from scratch, although they also have a wide range of templates to start from - I really like the clean and minimal look of a lot of these.

Another feature of Cargo that influenced my decision, is the tab where you can edit the code manually. This means that, provided you are able to code it, you can add things to your website which the website builder page doesn't necessarily allow for. The reason this is good for me is that I would like my page to have a bilingual feature, where the user can choose either English (as default) or Welsh. Cargo doesn't have this feature, however people have pre-made code scripts for this, which you can embed into the code section. (I am yet to try this but hopefully I can get it to work).

Proposal

I've had a look through all the cargo templates and I like the look of this one - with a slideshow of images in the blank space. In the slide I will include a range of pictures from different projects so that people viewing the website will be able to gauge my practice. I'll make sure to curate these so that there is some cohesion across images.

Once I have added some of my photographs to the website I will see whether I like black text on a white background or vice versa - (I think I will keep the website black and white though- I noticed in a lot of the examples that websites with more complex colour palettes look too confusing, especially when the website is displaying colour images as well).

Where it says "Info" I will add buttons with Work/Gallery, About and Contact, and then buttons to my projects remain on the bottom.

In the Contact section I will add and an email address separate to my personal email.

In the About section I will have my artist statement and links to my social media.

Lorem Ipsum

Info

Projects: ❶ Fusce Deu Qua ❷ Aliqua Volutpa
Rex ❸ Nam Vitae Nislex ❹ Que ex Libero ❺
Pharetra Sodale ❻ Rex Quisque Deus ❼ Interdu
Ipsum ❽ Ante Lacinia Magus. Etcetera.

Applied Skills

Knowledge and Understanding Skills

Over the course of this project I have learned a range of new skills. In the following slides I go into details about what things I have done to build the website, but some of the key things I have learnt about and improved on are:

- Graphic design and layout: When designing the website, I have had to put myself in the perspective of a viewer and ask myself whether particular features are eye catching and user friendly. I have tried my best to make the website flow nicely and ultimately show the work in the best light. I find that websites with too many tabs or too much going on can divert my attention from the pictures. Building the website has also made me consider what sort of brand I want to create for myself
- Curation: I have gone through a lot of my work and cut it down to a really small percentage that I have included on the site. Realistically, people aren't going to be spending ages looking through the site, so I have tried to include only my best stuff.
- Audience engagement: I have considered target audiences and built the website according to these, including features that will hopefully stand out to the people I want to attract.
- AI skills: Prior to this project I had never really used AI properly, but it's been a massive help throughout. I have used it to guide me on making features that I wouldn't have know how to create otherwise. I also used it to help me with making the site more accessible as I explain on the search engine optimisation slide.

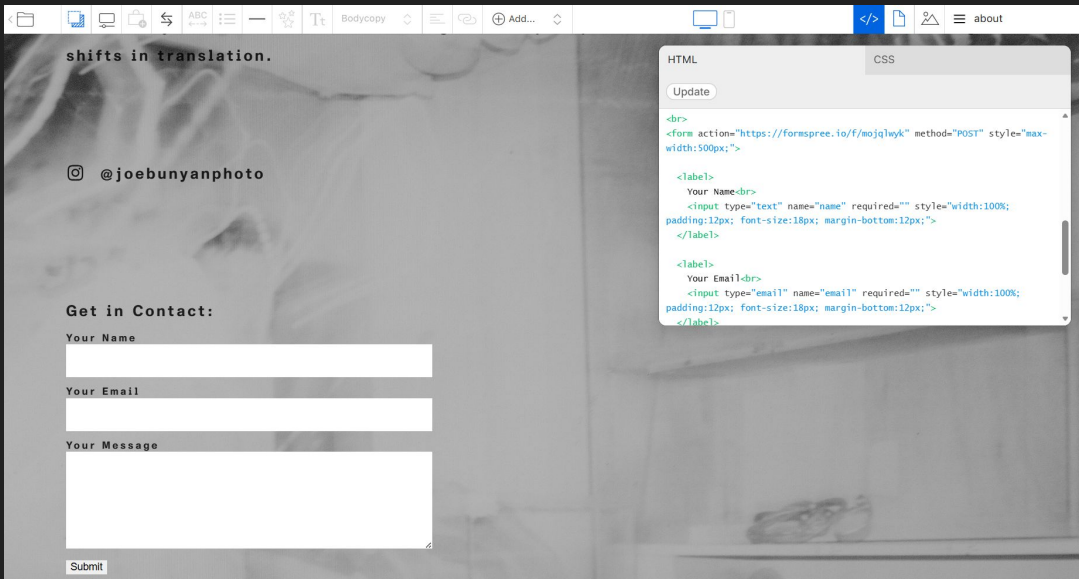
Website Building Skills



For the homepage, I stuck more or less to the template, just changing the font and adding a image on the wallpaper setting for a backdrop. I chose this image as it is quite muted, so doesn't interfere with the text or disrupt the minimal aesthetic.

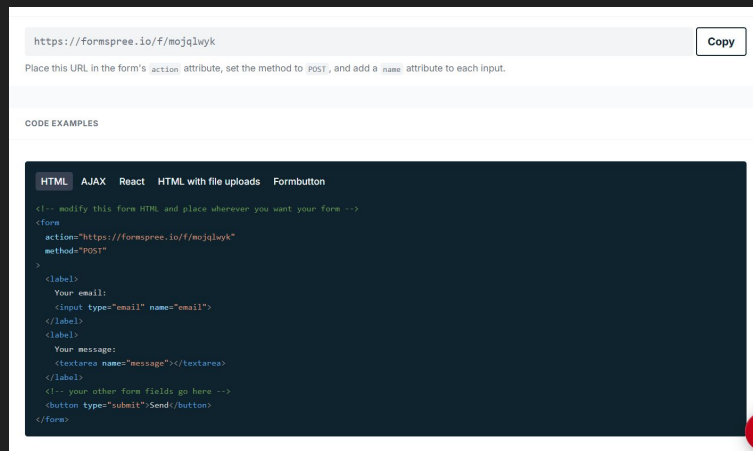
When I first started editing I found it really difficult and ended up essentially stripping the entire template and working from scratch. This wasn't really intentional - I just didn't understand how the 'pages' work, as there was already about seven of them on the template. So I just removed them all and started again.

I had expected it to be quite user friendly but had to watch a lot of youtube videos and consult chat gpt to understand how cargo works.



The next page I created was the ‘about’ page. I put a the a button for it in the top right hand corner of the home page by writing the word ‘about,’ then highlighted it and linked it to a separate page.

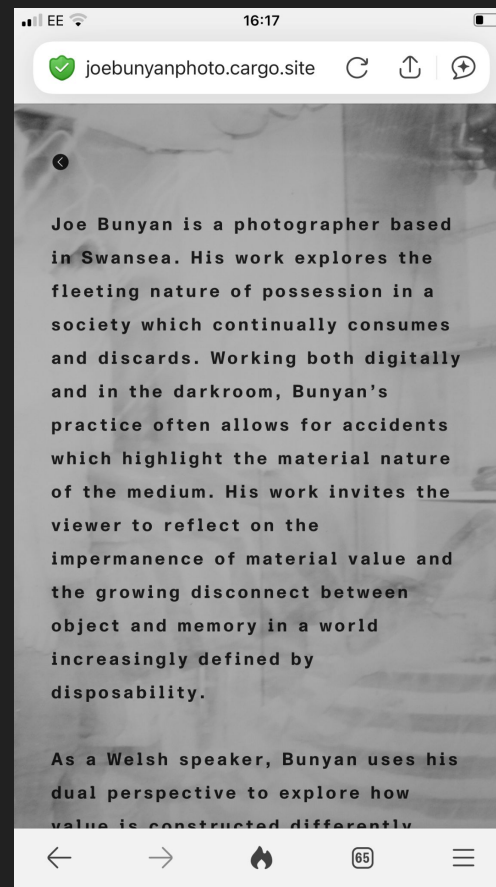
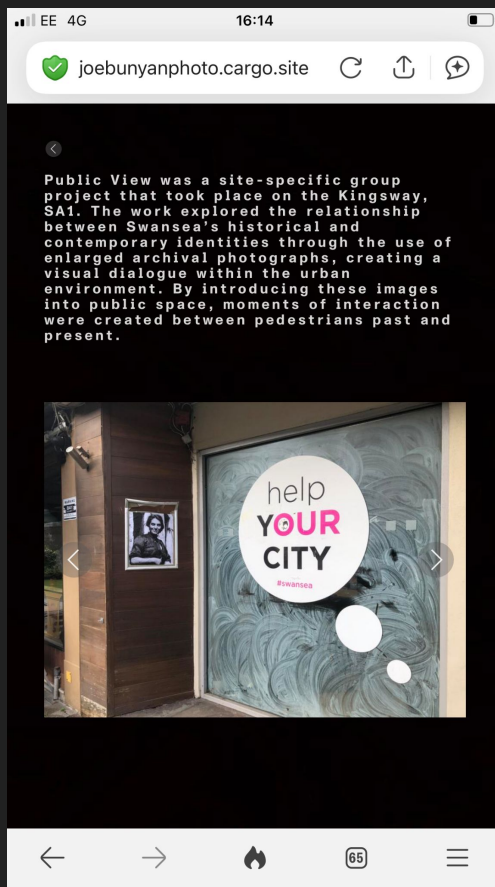
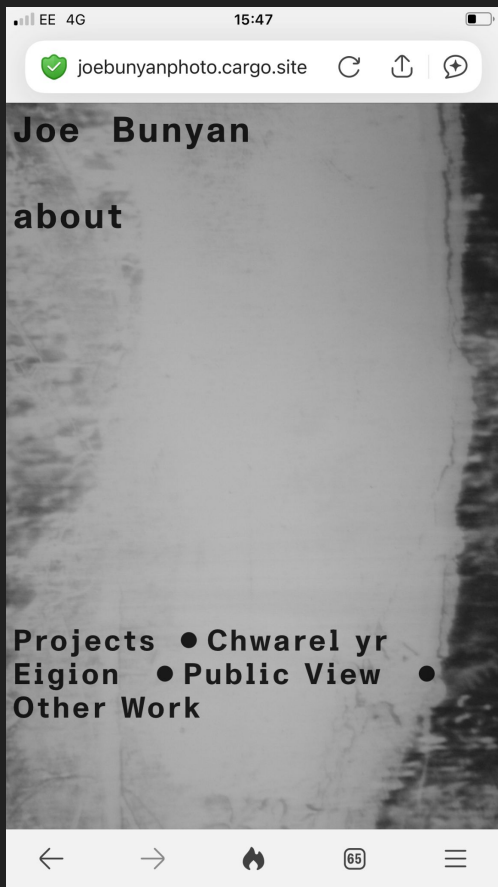
I included my artist statement, my instagram name and underneath created a contact form. I used a website called Formsprees to do this. It gives you a URL which sends the messages onto your email and also provides with HTML code to embed to create the form on your website. This was really handy as I wouldn’t of had a clue how to create a form like this otherwise.



This contact form is good for a number of reasons - firstly, it means I don’t have to put my email address on a public website. I think it looks professional, and is also very user friendly. If I had just put my email address underneath the instagram name, the viewer would have to open their emails, copy and paste the address and then write from there - whereas now they can simply write their message on the website, and it arrives in my inbox.

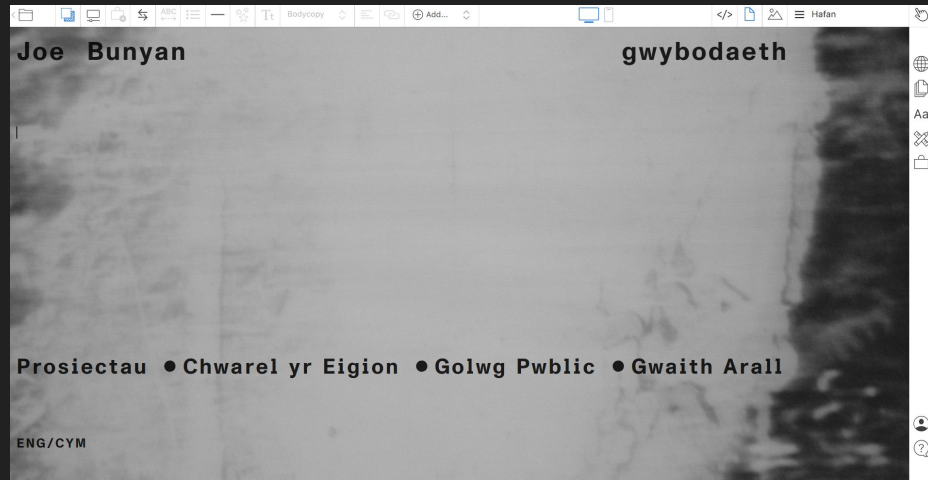
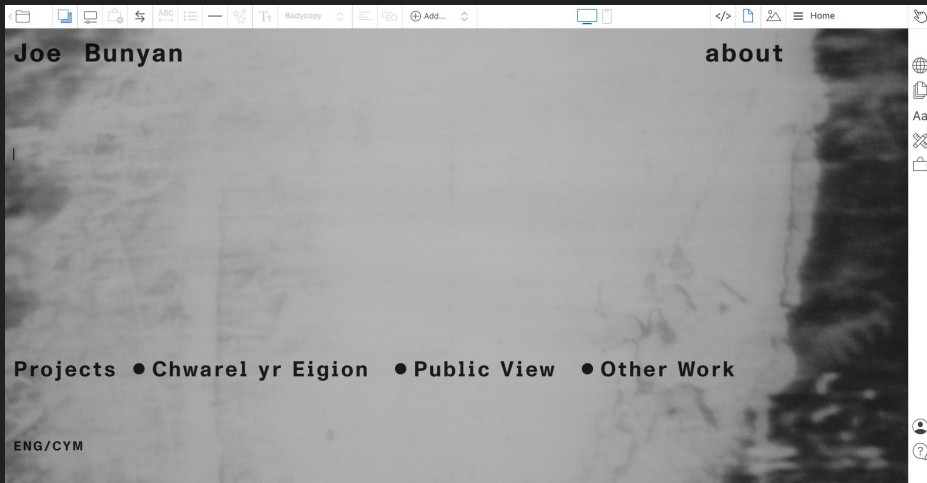
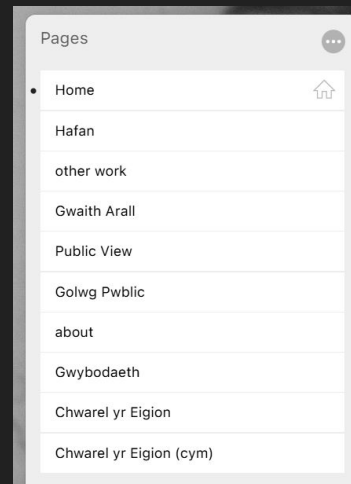
Phone Screen Viewing

Cargo has a good feature where you can edit the website as it would appear on a phone screen, here I've scaled everything so it fits well on a phone screen. This is especially important as lots of potential viewers might access the link to my website via my instagram bio - so will most likely be on their phones.



Dual Language Button

In the future I would like to work on some projects involving the welsh language - this feature might help me attract potential clients for this, helping my website stand out to a welsh speaking audience. I made this by duplicating every single page on the website, then editing the text on the duplicates. Then I included a toggle button on the bottom left of the home page. In the future, if I add a lot more pages to the website, I would consider having the toggle button on every page, but in its present state I think it is fine to only have the toggle on the home page. If a viewer is on, say, the about page and wants to switch language, all they have to do is click back and then click the toggle.



Search Results

I put 'Joe Bunyan Photography' into my browser to see what came up. Bizarrely, there is another Joe Bunyan who is also a photographer, which is unfortunate. His website was the first thing to come up. I also realised that a Weebly I had created during my a-levels was still up - so I logged into weebly and unpublished it. It hasn't seemed to have taken it off the internet, but when you click on the link it says 404 error. It is also further down when you search my name up which is good.



joebunyan.com

<https://www.joebunyan.com> › photography

[Photography – Joe Bunyan](#)

Damned (Channel 4) Hetty Feather (BBC)



weebly.com

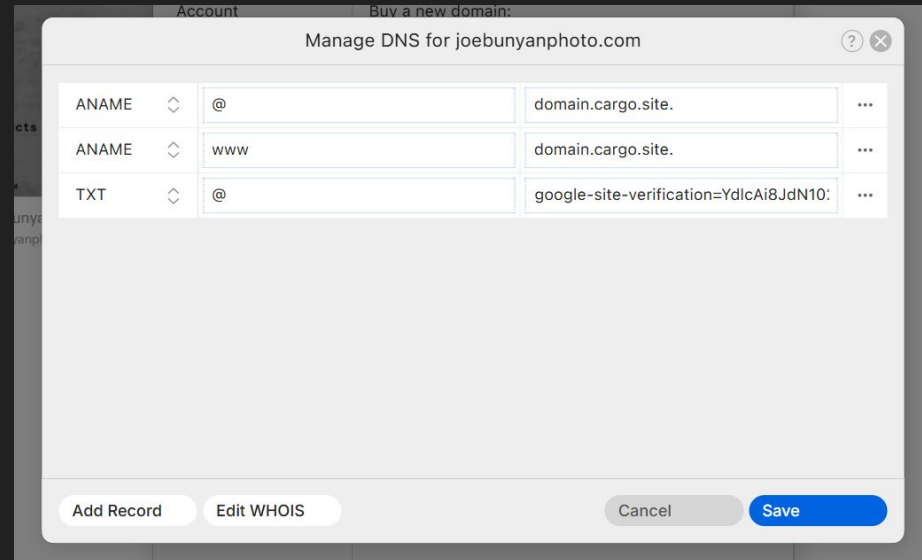
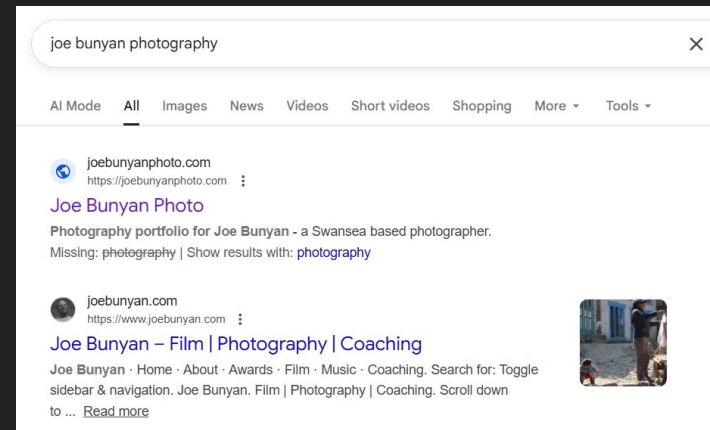
<https://joebunyan.weebly.com>

[JOE BUNYAN A LEVEL PHOTOGRAPHY - Home](#)

Powered by Create your own unique website with customizable templates.

Search Engine Optimisation

To help make the website show up at the top when you look up my name, I went onto google search console. First I had to verify myself as the owner of the website using a TXT code they gave me. Once I did this I could request indexing which helps get the website up on the browser quicker. I was surprised how quickly this worked - when I searched “Joe Bunyan Photography” my website came up first - above the other Joe. If you search just the name he still comes up first unfortunately. There are a few other things which chatgpt said would help such as adding where you are located in the bio sentence that appears.



Editing and Audience Engagement

Cognitive and Intellectual Skills



This screenshot is from my summer project. I thought about adding all of the images as a slide show but I didn't like the way this looked for this particular series. All of the textures in the images compliment each other very nicely, So I added them in as a grid. I only included nine images from the project - I think these will give the viewer a nice taste, then if they want to see more they can click on the link below the grid which will take them to the pdf of the entire project.

I used adobe acrobat to give me a URL for the pdf, then linked the text to the external URL.

For link to project pdf click here***

Site Specific project

On the page for the site specific project I used a slideshow to display the images. I included photos of prints on the wall, us installing the work and us holding the prints when we turned the exhibit into a performance. Cargo allows you to alter the time which an image stays on the screen for - I adjusted it to two seconds. I thought this was a good amount of time to catch the viewers attention, then if they want to look for longer they can use the back or forwards arrows on the side.

Public View was a site-specific group project that took place on the Kingsway, SA1. The work explored the relationship between Swansea's historical and contemporary identities through the use of enlarged archival photographs, creating a visual dialogue within the urban environment. By introducing these images into public space, moments of interaction were created between pedestrians past and present.



In the 'other work' page I have included some professional work I have done and a project I did a while ago. In the future I will make a separate page for professional work but for now I thought I'd just put these together in one page.



joebunyanphoto.com



Photos for Menter Iaith Abertawe: Angharad Jenkins and Huw Warren performing at All Saints Church, Mumbles.



Photographs from the series Golden Chicken.



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Catering to professional and lay audiences

Throughout building this website I have considered how the layout, features and image curation caters for both professionals and casual viewers. The clean and minimal design implies professionalism but is also easy to look at and makes the work stand out, rather than the web design. The imagery I have chosen I hope is eye catching, doesn't overwhelm the viewer and shows a broadness that potential clients might like. The website is very user friendly - I got my Nan to check out the website and she didn't have much difficulty navigating around it even though she doesn't really use the internet. The only thing I had to point out was that the projects and the word 'about' are buttons - but I think most people are tech savvy enough to figure this out. For people looking to get in touch, I have added my instagram into the about section so people could send me a text on there or use the contact form below it - all they need to do is put in their name, email and whatever their message is. The only thing I think I need to rework is the artist statement - I think it could do with less jargon and appeal to casual viewers more whilst still being conceptually engaging for professional audiences.

Practical Work Submission

(Practical Skills)

On my instagram I mostly follow photographers whose work I like, some galleries and photography book makers. Sometimes people follow you back which is good.

Some strengths of my website are the clean minimal look that keeps attention centered on the work, the dual language feature is good my target audience, the clear navigation make it accessible for everyone. Some things I still need to work on are making sure every page looks good on the iphone. I have tried to scale them and some I am fine with but, for example, the other work page shown a few slides before this looks a bit strange - I think the pictures are far too small - it requires zooming in, which ideally it shouldn't need to. Another issue with it is that while the view can get a sense of my practice through the work shown, the website doesn't clearly state what sort of photographer I am - but I don't really know this myself yet so I can amend this in the future when I have a more defined practice. My instagram has a similar problem - I don't have many posts yet, and the ones I do have seem a bit disjointed. So keeping a consistent style on my instagram page will be a priority as I make more work in the future.

Engagement with Taught and Studio Sessions; Professional Engagement

(Transferable skills for life and professional practice)

I think that I have attended every session, bar one that I missed accidentally. I have completed all the relevant tasks on time. My time management has been quite good throughout - I usually don't leave work as late as I have this project (I only started working on the website after the essay and site specific exhibition deadlines). But with two modules completed I have been able to give the website my full attention for the last fortnight or so.

In the run up to the final year show, I would like to focus more on networking and increasing my visibility, using social media as a tool to support this. This could be through engaging directly on Instagram, as well as sharing my work with people I meet in real-life (also including my instagram and website link on information plaques in exhibitions etc). Getting more followers on social media will hopefully help to increase interaction with my website, directing viewers and/or potential clients towards a more considered and curated presentation of my work. I would really like for the website to be my main way of displaying my work - I like the freedom you get to design it anyway you like, as opposed to instagram which feels very rigid in that regard and is full of unrelated content such as reels and adverts. Of course, this is hard to do now in a world dominated by social media so I must consider how I can maximise website interaction. For now I will try to do this by I would really like for the website to be my main way of displaying my work - I like the freedom you get to design it anyway you like, as opposed to instagram which feels very rigid in that regard and is full of random reels and adverts. Of course, this is hard to do now in a world dominated by social media so I must consider how I can maximise website interaction. For now I will try to do this by using social media as a tool to initiate contacts, then hopefully get them exploring my work through the website.