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Programme of Study: Photography in the Arts
Module Code: ADAA5011

Website Research

Website Link: https://kelseyjade.myportfolio.com

Instagram link: https://www.instagram.com/kelseyjade_photography?utm_source=ig_web_button_share_sheet&igsh=ZDNlZDc0MzIxNw==

As a photographer, having a strong digital presence is important. A digital presence widens a photographer's audience, allowing them to show and promote their work to more people. In terms of my own practice, I hope to one day work as a freelance photographer. Therefore, I believe that putting effort into my digital presence now, and promoting my work, is beneficial in the longer term. Starting to build an Instagram portfolio now will hopefully help gain recognition and benefit my work in the future when I begin my career.

My Digital Presence

In terms of a digital presence, I have created a website and an Instagram account. At this stage in my practice, I feel these are the most important and effective ways of promoting my work. I believe having a website is important, as it is a professional tool which acts as an online gallery. The purpose of a website is to show clients, or potential clients, a portfolio of work so they can better understand the photographer's work and style. As a result, a website should be a professional and carefully curated gallery of best work.

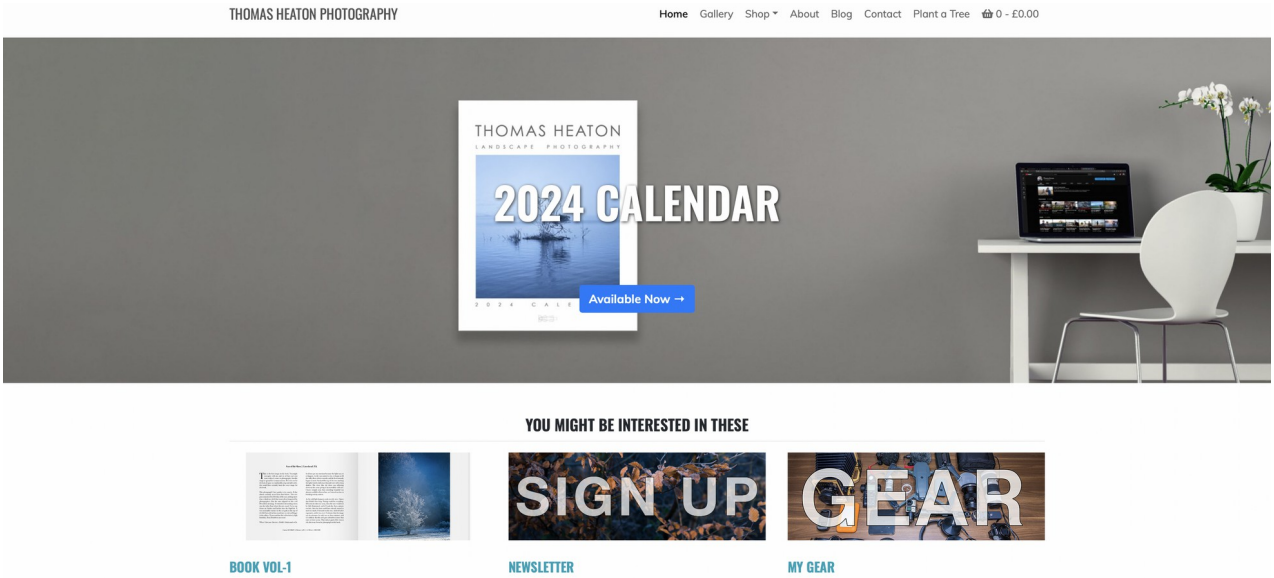
Instagram is a social media platform which allows users to engage with their followers, which I see as a benefit. I personally use Instagram as a more informal gallery. Whilst I am still selective about what I post on Instagram, as my content will impact my reputation, I post photos more frequently and I share work that may not necessarily be related to my professional practice. As a student photographer, I am still learning and discovering my own style. This means that my Instagram account does not follow one style of work. To combat this and organise my Instagram account, I post images in multiples of three to keep my account grid organised. For example, I may post three portrait images followed by three landscape images. In my opinion, posting in rows like this allows me to experiment with my photography and share my work in an organised way, without subscribing to one style so early in my photographic practice.

Website Research

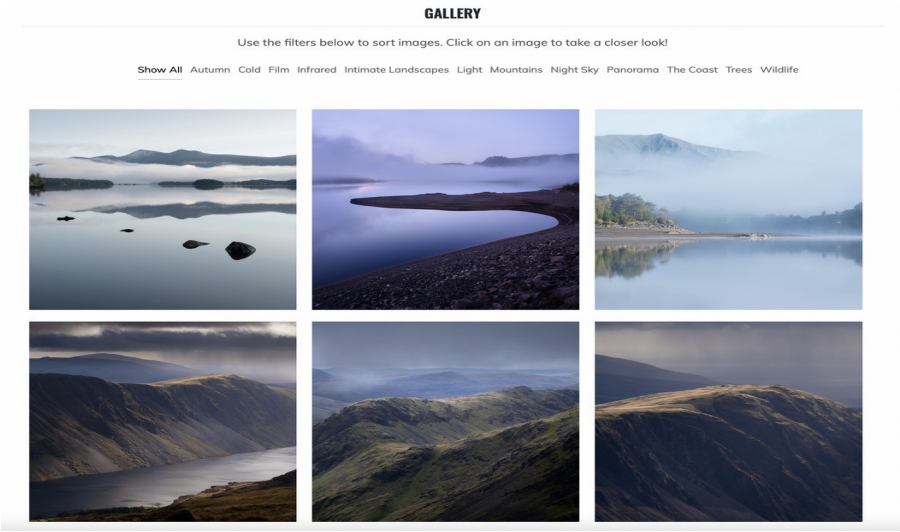
As I had already created a website for a module in the first year, I decided to look at my website and improve it before submitting it for this second year module. I looked at websites of other photographers I liked, noting key features I thought worked well and those which I didn't like.

The first website I looked at was landscape photographer Thomas Heaton's website. Immediately, he promotes work he is selling: his 2024 calendar and his book. Even without

knowledge of his work, making this the landing page and the first thing people will see on his website heavily suggests that Heaton's practice is his career. Rather than showing some of his work, immediately he is promoting his own merchandise. Looking at his drop down menu, after the home page comes his gallery of work. I think makes sense, because as a photographer showcasing work is the purpose of the website. Heaton has organised the images in his gallery in an interesting way; some images appear twice under different categories, as they fall into more than one category. For example, his photo *Low Waters | Thirlmere* appears under both categories 'Cold' and 'Intimate landscapes'. Next comes his shop, which as a professional photographer is logical as he wants to try to sell his work. In his 'about' section, Heaton uses a first person narrative and writes in a way that is very personal. He talks about how he first got into photography, his relationship with photography and his life outside of it. I like how personal Heaton's 'about' section is, which is furthered by his use of portraits of himself; I feel it gives a good overview of his personality and character. As a whole, Heaton's website is fairly minimalist. He uses a white background, black text, and the focus clearly lays more in his work. I personally like this, as I feel the website itself does not distract from his images.



Thomas Heaton's home/ landing page



Thomas Heaton's gallery

I got serious about photography when I was 16. I love being outside and I love the never ending challenge of trying to portray 'that feeling', you know, the warm evenings at twilight, the sense of isolation when you have a mountain to yourself, the sound of waves lapping the shore of an empty beach. My images are all about the outdoors and telling a story. To help tell this story I have created a Youtube channel, which has over 390,000 followers and 32 million+ views. It seems I share my values with a lot of other people.

Photography

I love it! I just love it. The camera has truly changed my life and opened up my world. I am very self conscious and an introvert. Travelling by myself or even going for a wander to explore an ancient woodland always made me feel a bit... well, a bit of a loner. As soon as I had a camera in my hand, my travels and my wanders had purpose! The camera was the missing piece of the puzzle. All of my anxieties about being out for no reason were gone. Of course I couldn't see it then, but I see now that I simply wanted to be outdoors and exploring.

From 2000 – 2003 I shot film and learnt how to develop in the darkroom. In 2006 I bought my first DSLR; the Canon 350D. This was one of the first DSLRs accessible to the average consumer. 11 years later and I migrated back to film with a 4×5 large format camera and I recently aquired a Hasselblad 501cm medium format 6×6 camera. I now shoot both film and digital and we all have a great relationship. If I have my camera and I am exploring somewhere new, camping out, hiking or simply ambling along my local beach then I am happy and at peace.

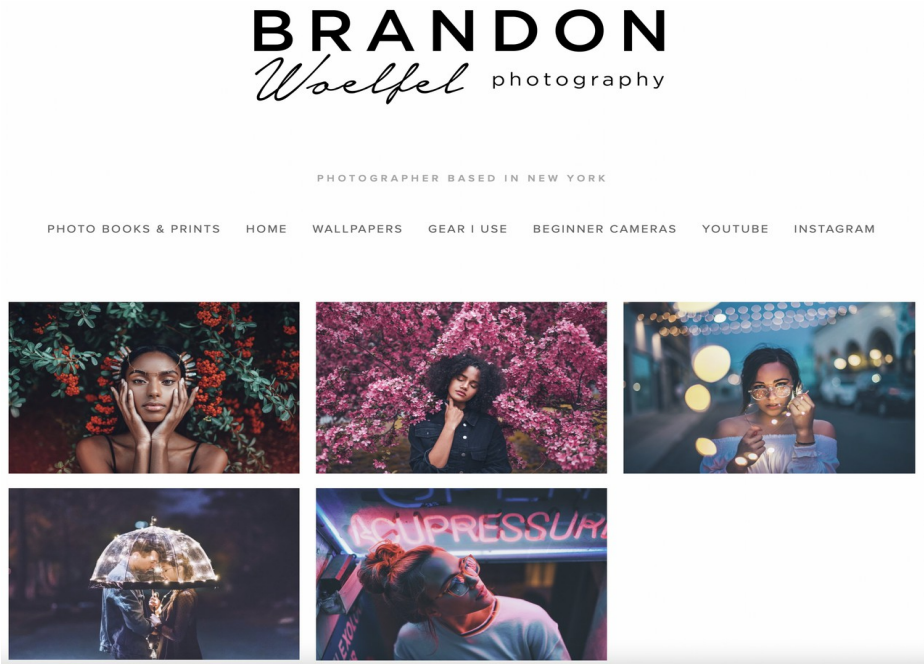
Life Outside of Travel & Photography

I live in the North East of England with my beautiful wife, Charlotte, and Monty the dog. I enjoy most things that can be done in the outdoors. Second to photography, another passion is rock climbing where I partake in 3 disciplines; sport, trad & bouldering. For those interested, I climb to a bouldering grade of f6c-f7a (on a good day), sport 6C and trad E1 lead (on a good day). I am also a keen mountain biker, which is a lot of fun and helps me keep fit. I used to be a keen fisherman, however due to time restraints I have not picked up a rod for a while. Needless to say I also enjoy camping, hiking and running. *Can you sense a theme?*

When I am not lost somewhere in the wilderness I like to spend time with Charlotte and Monty. We travel, eat, watch Only Fools & Horses together, go on long walks and enjoy the bliss of married life.

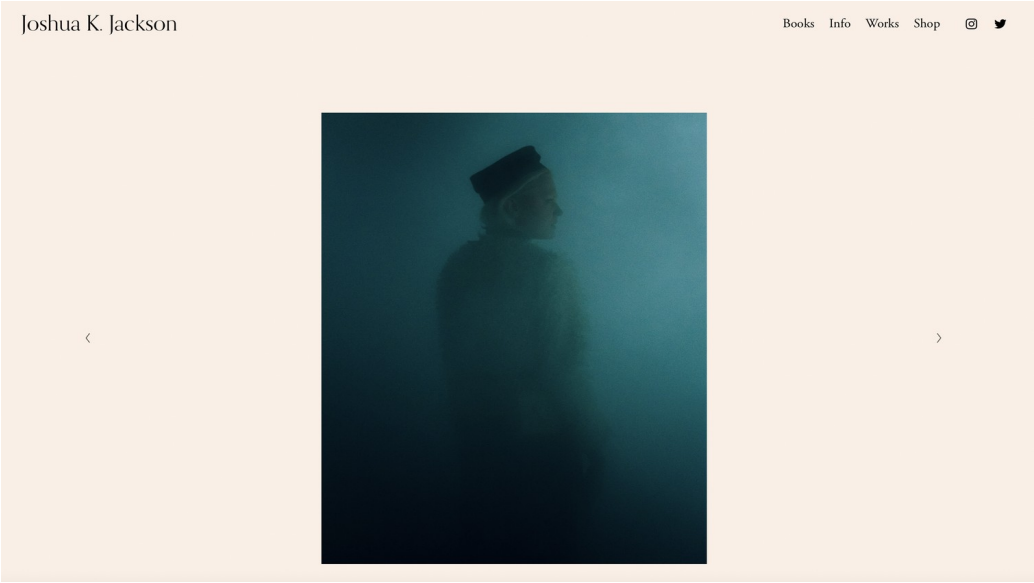
Thomas Heaton's 'About' page

The next photographer whose website I looked at was Brandon Woelfel, a portrait photographer. Going into Woelfel's website, the home page has his name in large font, almost as a logo. Beneath, he has five images. These images have no context, no title and do not appear to be from the same project. Instead, I feel like Woelfel has placed these five images on his landing page to give an overview of his work as a whole. Similarly to Heaton, Woelfel uses a white background with simple black text. I think this works especially well in his case, due to the colours in his portraits. I think anything besides a white background would really distract from his work. Looking at his menu, the first section he has is 'Photo books & Prints', presumably to promote what he is selling first, as Heaton does. However, upon clicking into this, the page does not exist. Next comes 'Home', which I personally think seems to be an odd choice, however I understand wanting to promote his books first. After this is 'Wallpapers', a section where Woelfel is selling images as phone wallpaper packs. I think this would have made sense to come after 'Photo books & Prints', as both are what he is selling, and putting the home page next ensures viewers see his products first. Next is a section I find very interesting, 'Gear I Use'. I think this is extremely informative, and seemingly a unique section to include. Woelfel also has a 'Beginner Cameras' section, where he has linked some cameras and some information about each of them. As he has a YouTube Channel and Instagram account, Woelfel has also linked each of these to his website, which is beneficial as he is redirecting anyone that views his website to his other platforms. What is different about Woelfel's website is the lack of galleries, and the fact he does not have an 'about' page. I think Woelfel's website would be much more effective if he included a page of galleries. However, he has provided a link to his Instagram account where he posts all of his work. In this way, Woelfel may be using Instagram as a gallery instead. I personally would have liked to have seen an 'about' page on Woelfel's website, as his website feels somewhat impersonal.



Brandon Woelfel's home page. Here you can see his menu bar with the pages on his website.

Portrait photographer Joshua K Jackson is another whose website I looked to for inspiration. Jackson has chosen a light cream colour for the background of his website, which I feel contrasts his dark and atmospheric photos well. Jackson's landing page is a simple page, with a single portrait image. Along the top of the website, we have his menu. The first tab is 'Books', which takes us to a page outlining his two published books with information about each, and an option to order his most recent. Next comes his 'Info' page, which includes a third person statement which very briefly outlines his work, and his career. This page also includes contact information, and a list of publications and exhibitions. This is definitely something I will consider when updating my website, as I feel that having a CV for work is very important. Under the 'Works' tab, Jackson has categorised his images into three pages, titled 'Selected Works', 'Modern Paradox' and 'Sleepless in Soho'. I like the way Jackson has a page for each of his projects. This is something I would like to do on my website, however I do not have any full projects as such, rather individual images. One thing I think Jackson could add to his website is a section of text explaining both of the projects, and the rationale behind them. Finally, Jackson has a 'Shop' section. I don't feel that this should necessarily be separate to his 'Books' section, as Jackson is selling both of his books. However, if he decides to stop selling his books the separate 'Books' section could act as an archive for all of the books he has published. What is interesting to me is that Jackson does not have an about page; his website very much focusses on his work, with no information about him as an individual. In my opinion, having an about section is useful as it shows your character, something I think is important. It allows viewers to match a face to a name and the associated work, arguably making it more memorable.



Joshua K Jackson's home/ landing page.

Joshua K. Jackson is a photographer living and working in London, UK. His photographs explore the complex and often paradoxical relationships between people and their environment, reflecting harmonies and tensions shaping the universal aspects of the human condition.

Jackson's work has been exhibited in the UK, USA and Europe. He has published two monographs with Setanta Books: Sleepless In Soho and Modern Paradox.

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Commercial Representation:

Tea & Water Pictures
hannah.vicary@teaandwaterpictures.co
+44 7854 969 337

Individual Publications:

Modern Paradox, Setanta Books, 2022
Sleepless In Soho, Setanta Books, 2020

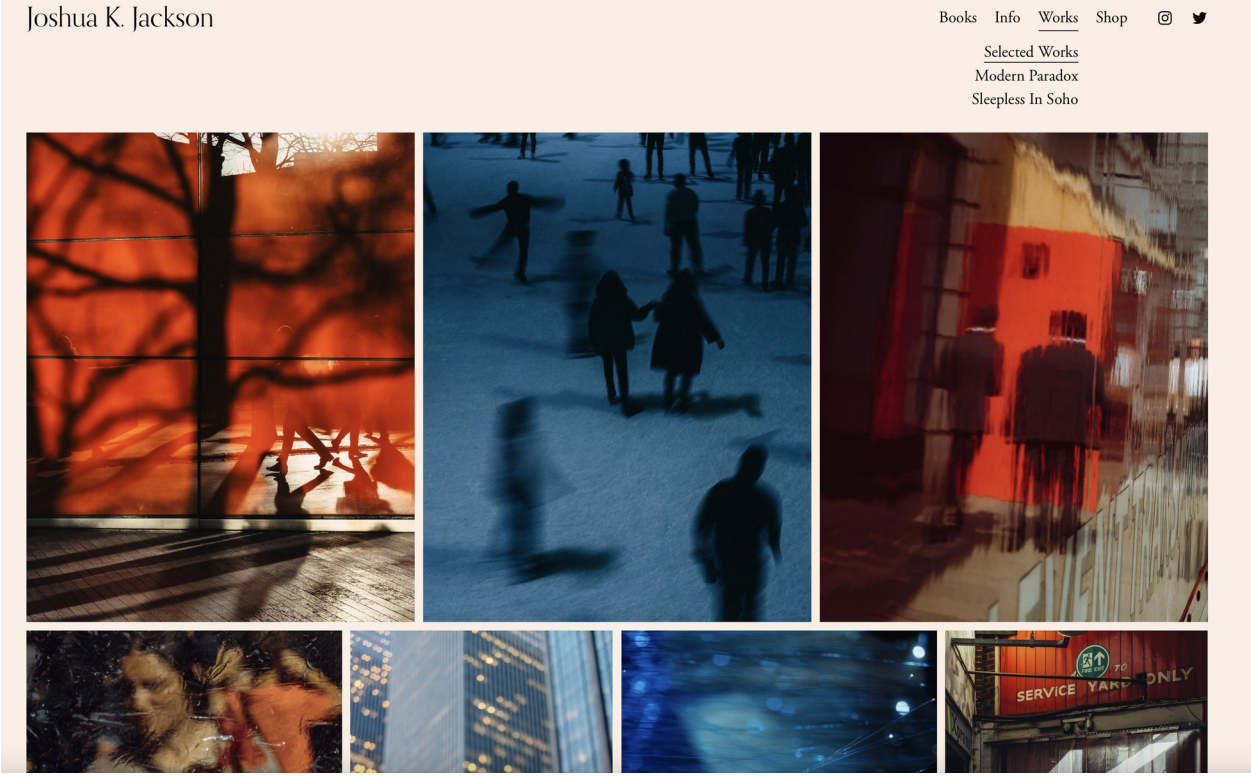
Group Publications:

Reclaim the Streets, Thames & Hudson, 2023
Streets of London, teNeues, 2019

Exhibitions / Work on Show:

CNCC, Beijing, 2023
Phototek Gallery, Esbjerg, 2023
Photo London, London, 2023
Pantera, San Francisco, 2023
Comp Stomp Studios, New York, 2023
MakersPlace, Paris, 2023
Photo London, London, 2022
Photobookcafe, London, 2022
Leica Camera, London, 2022
Blendpunkt, Graz, 2021
Photo London, London, 2021

Joshua K Jackson's 'info' page. I like the way Jackson has laid out his CV, I think this is very clear and to the point.

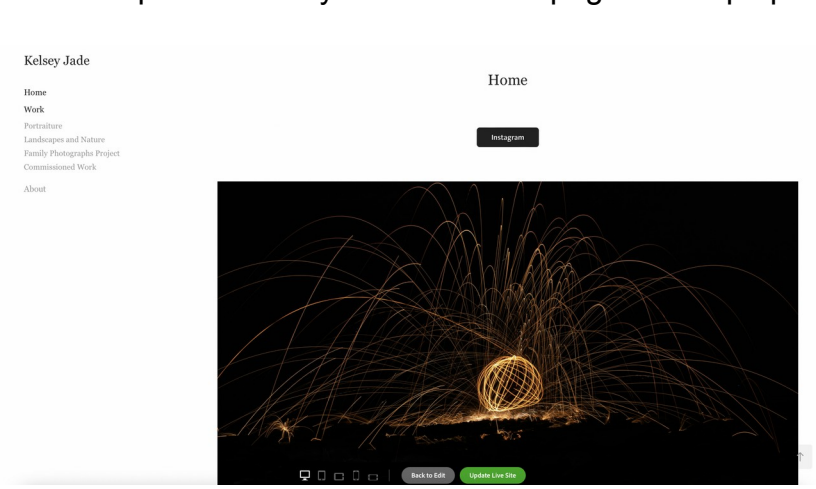


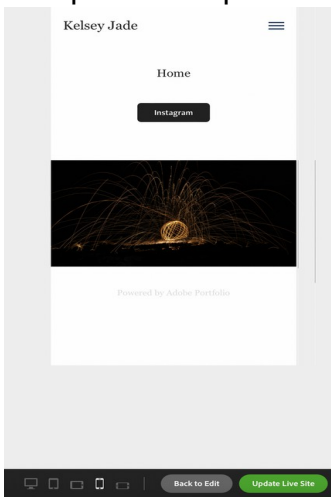
The first of Joshua K Jackson's galleries.

Creating my Website

When I first created my website last year, I decided to use Adobe Portfolio, which is included in a Lightroom package. For me personally, I felt this was the best option. I also considered using Wix, however since I have access to Adobe Portfolio I decided to use this as I didn't like the the pop up promoting Wix in the free version. In addition, speaking to some people that have used Wix I was told that it can run quite slowly, as the system builds the page in the background. Another benefit to using Adobe Portfolio was that I had the option to change my subdomain. I changed this to 'kelseyjade', as it is more simplistic than the original subdomain. Moreover, another benefit of Adobe Portfolio I really like is that when creating a website, it will show what the website will look like on a variety of devices, including a laptop, tablet or on mobile.

Below is a preview of my website home page on a laptop screen compared to a phone.





When re-evaluating my website, the first thing I looked at was the design. I decided to have a look at the templates again, however I decided to continue using the template I had already chosen. This is because whilst researching websites, I personally preferred the plain white backgrounds as I felt they worked well with the gallery of images on the site, acting like a virtual white wall gallery. In addition, during my tutorial with Paul, he had mentioned that he thinks the minimalist nature of my website works well as it does not distract from my work. I chose to use the font Georgia on my website, as I feel it is clear and easy to read without being too plain.

I decided to keep my landing page, or home page, very simple. This is because many of the websites I looked at while researching website design had plain and simple home pages. I have a button which is linked to my Instagram account, which I felt was important, as I want to link both my website and Instagram account. Beneath, I have one of my favourite photos.

The next page in my drop down menu is 'Work', a page of tiles to represent each of my galleries. I have included four galleries: 'Portraiture', 'Landscapes and Nature', 'Family Photographs Project' and 'Commissioned Work'. Originally, my website had eight gallery pages. However, after receiving feedback I understand this was too many galleries. When creating my website the first time, I felt I was being organised by splitting my work into so many categories. When re-evaluating my website, I understand that having many galleries full of so many images may be overwhelming. I needed to be much more selective with the images for my website. To condense my work, I removed my 'Animals and Nature' category, combining some of the best images under the 'Landscapes and Nature' page. I also combined my 'Portraiture' and 'Creative Portraiture' categories into one page. However, to keep some distinction I decided to create two photo grids in this page, the first with my more creative portraiture and the second with more basic portraits. In terms of images, I found it quite difficult to be selective in what should go on my website. I have taken so many photos that I like, however following Paul's feedback I chose only to add what is necessary to my practice. Although I like some of my other work, it does not necessarily fit with my professional practice.

My updated website has four galleries: 'Portraiture', 'Landscapes and Nature', 'Family Photographs Project' and 'Commissioned Work'. Since I first created my website, I feel my practice has developed and portraiture has become one of my strong suits, which is why I have decided to have this page at the top of my galleries. Despite this, I still very much enjoy working with landscape photography, so I felt it was fitting to also include this on my website. I chose to include my Family Photographs Project, as this is a project that I am proud of, and I felt including at least one whole project on a website was important. Finally, I have 'Commissioned Work', where I have included photographs from photoshoots I have volunteered to do, as work experience.

Beneath my galleries is my 'About page', where I have included my artist statement and a professional headshot. I felt adding a self portrait was important, as I think it gives my website a more personal feel. When writing my artist statement, I chose to write in first person, as I feel writing this way is more personal and will give any potential clients an insight to my character. Writing in the first person creates an immediate connection between a potential client and myself, whilst writing in the third person seems more detached and more biographical. Moreover, as the purpose of an artist statement is to give insight and help an audience understand artistic work, I felt it was only fitting to write in the first person.

References

Thomas Heaton's website:
https://thomasheaton.co.uk/

Brandon Woelfel's website:
https://www.brandonwoelfel.com/

Joshua K Jackson's website:
https://www.joshkjack.com