Student Self-Evaluation

Module - World Building

This document helps facilitate the assessment of the module listed above.

Please evaluate your project or projects under each heading using the guidelines provided. Add visuals as necessary to support your evaluation. Consider each section in relation to your submitted website/social media outcomes, and your process and engagement with the timetabled sessions.

Name - Steve Allison (2416675)

Website Address - www.steveallison.art

Part One: Engagement with Literature Skills (10%)

Artist, Website and Social Media Research

Include **at least 3 artist websites**. Discuss and evaluate in relation to how successfully they communicate the artists' work and what you can take and learn from in relation to your own web presence.

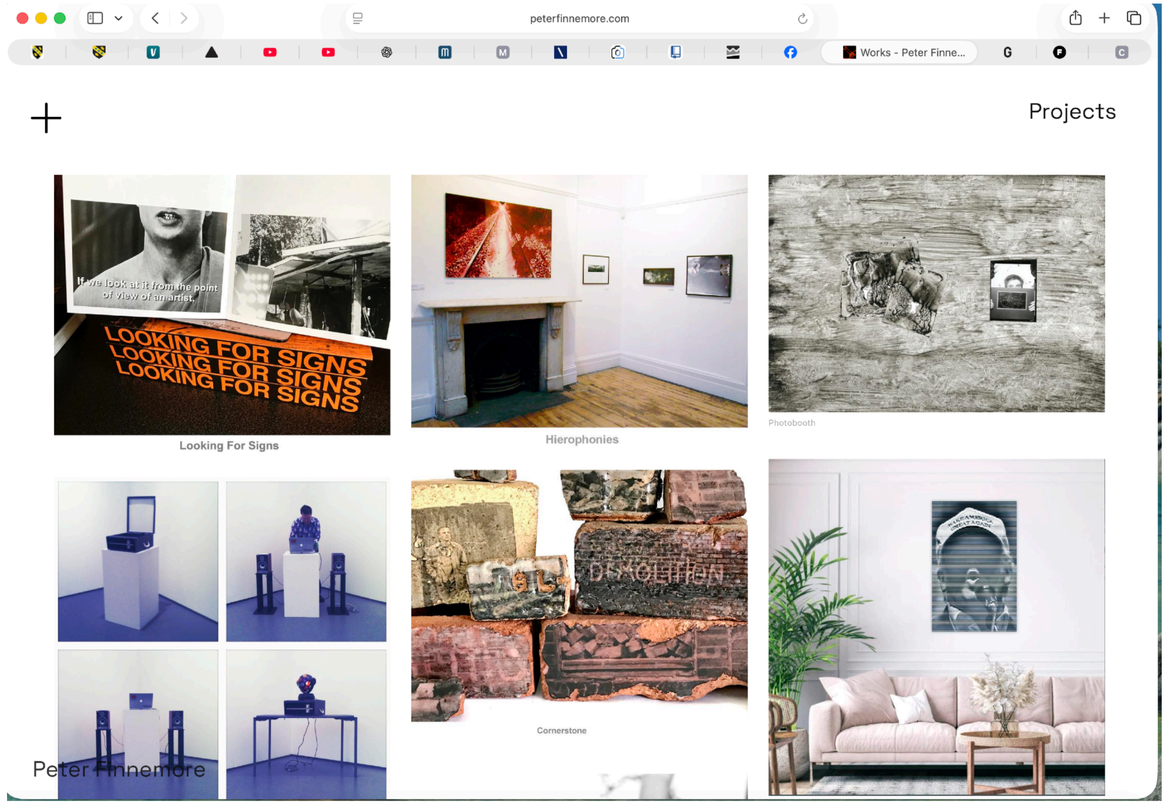
Choose the same or different artists and discuss how they use social media to brand their work.

Consider structure (style, clarity, pattern etc.), content (image, text, multimedia etc.), navigation, responsiveness (across computer, phone, tablet etc.) and statement.

Use visuals and include links to the sites discussed.

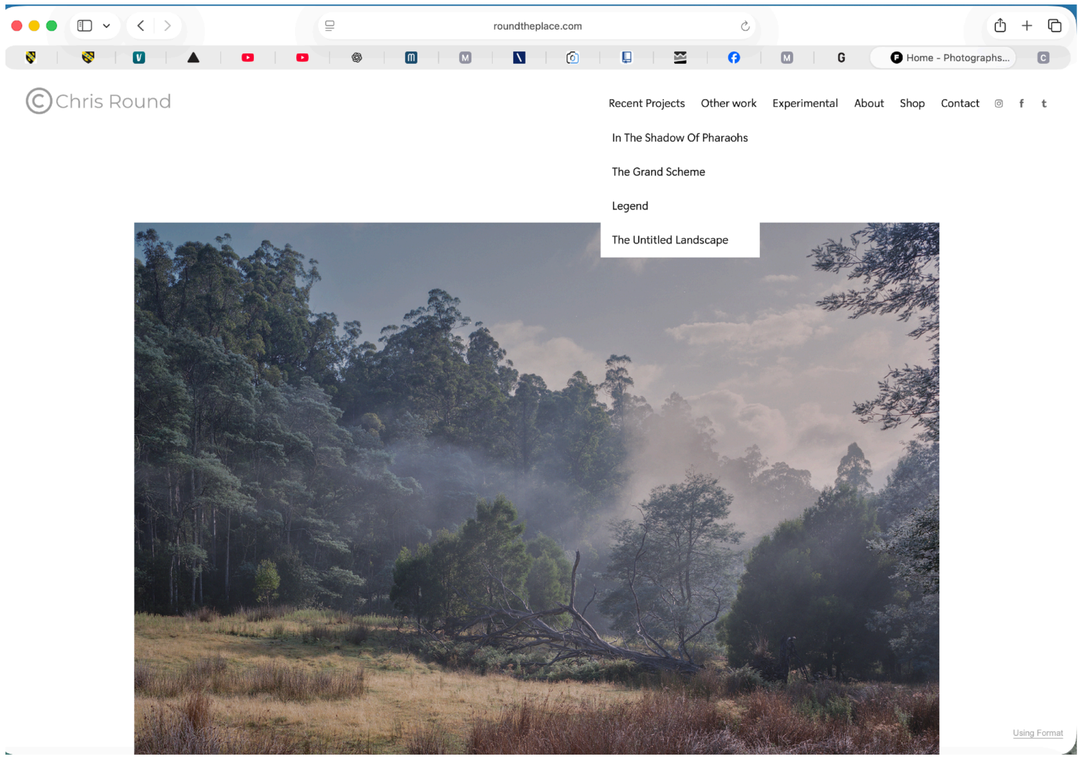
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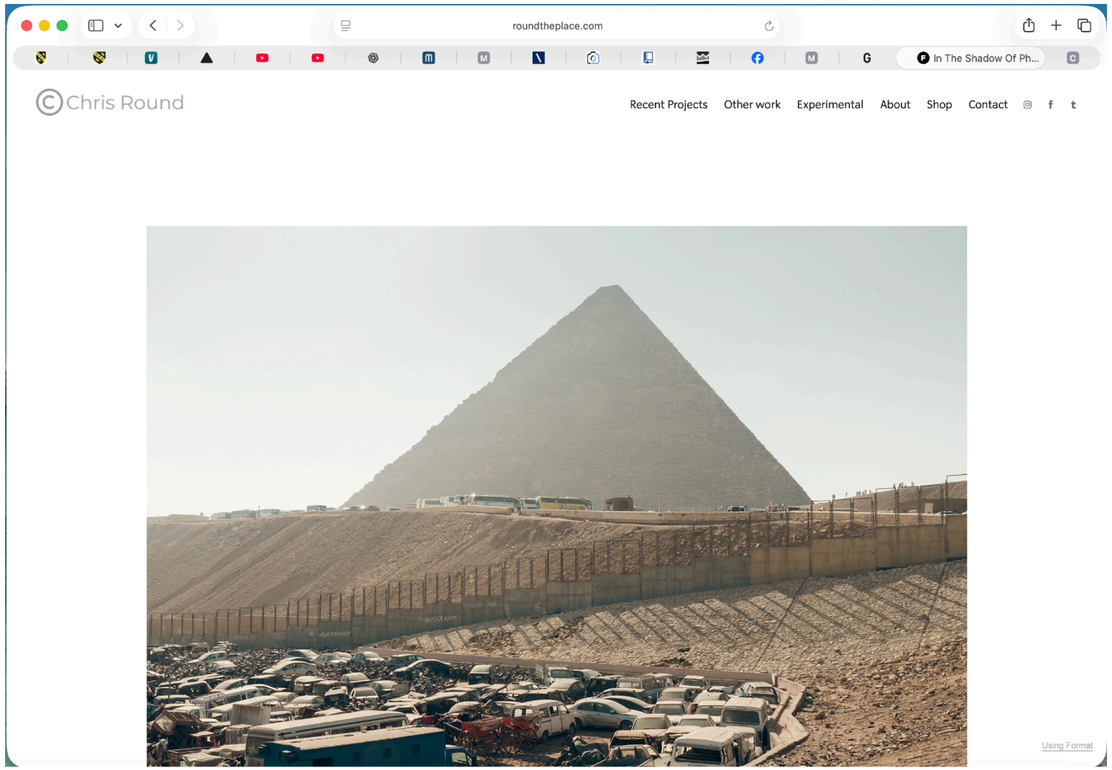
The start of the process for me was to look at sites of artists whose work I engage with, to see if I liked the way they present their work and if there were any ideas I could use. The first site I looked at was Peter Finnimore's, www.peterfinnemore.com. Once you get into the site, it works well and is easy to navigate. It displays the work and descriptions of the work very effectively. Other than the home page, the site works on a mobile device. The images in the projects enlarge when clicked and all the images in the project can be scrolled through. I did however find the home page slightly problematic as it has a single image, which is effectively an advert for an exhibition. There is a single "+" on the page which can be difficult to see. The home page does not work on a mobile phone as it cuts off the writing. He uses social media to promote his exhibitions and books. He also uses Instagram to show his videos.



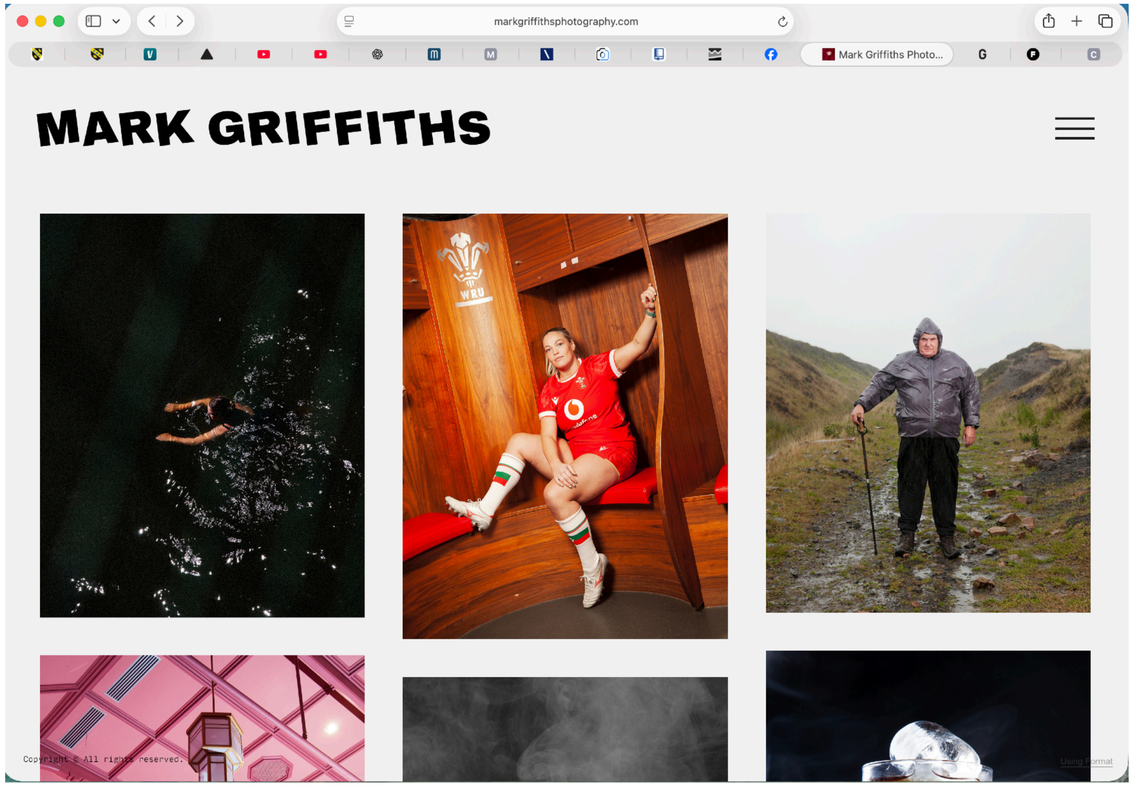


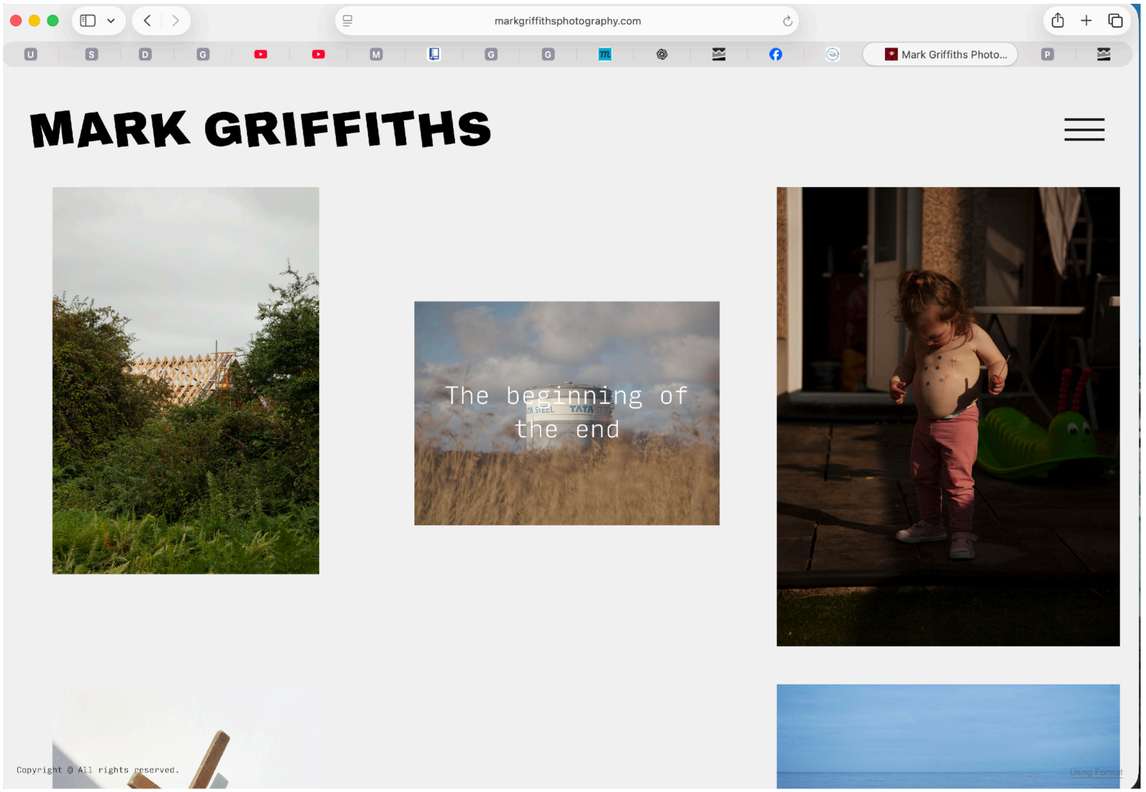
The next site I looked at was by a photographer called Chris Round, www.roundtheplace.com. I liked the clean look of the white background, which I feel suits the work well. The menu is easy to navigate, and the projects are well presented with good descriptions. I did find the images took time to load and broke the flow when scrolling through. This is possibly because the images have not been correctly sized for web use. Another small criticism is there are possibly too many images on the home page making me want to stop looking halfway down and click on another link. His Instagram page has a similar look and feel to the website. He tags the images effectively as well.





The third site that influenced my ideas was Mark Griffiths', www.markgriffithsphotography.com. I was impressed with his site when he came to give us a talk about his web presence. Mark has combined his personal projects and his commercial work on his site. The site has a consistent look and feel throughout and has a clean look with the images on a white background. The site is easy to navigate and shows the projects with clear descriptions. I did however find some of the projects were text heavy and some of the images were slow to load. Each image opens when clicked but only that particular image. The images for the rest of the project are not scrollable. His Instagram replicates the look and feel of his website. He uses social media to show new work and to give details of the processes of projects.





Part Two: Knowledge and Understanding Skills (20%)

Applied Skills

In this section, students should discuss and evaluate the application of existing and newly acquired skills, and knowledge to their outcomes.

How have you ensured consistency of design on your site; how have you linked your social media exposure to your more personalised web 'voice'?

Approx. 200-300 words.

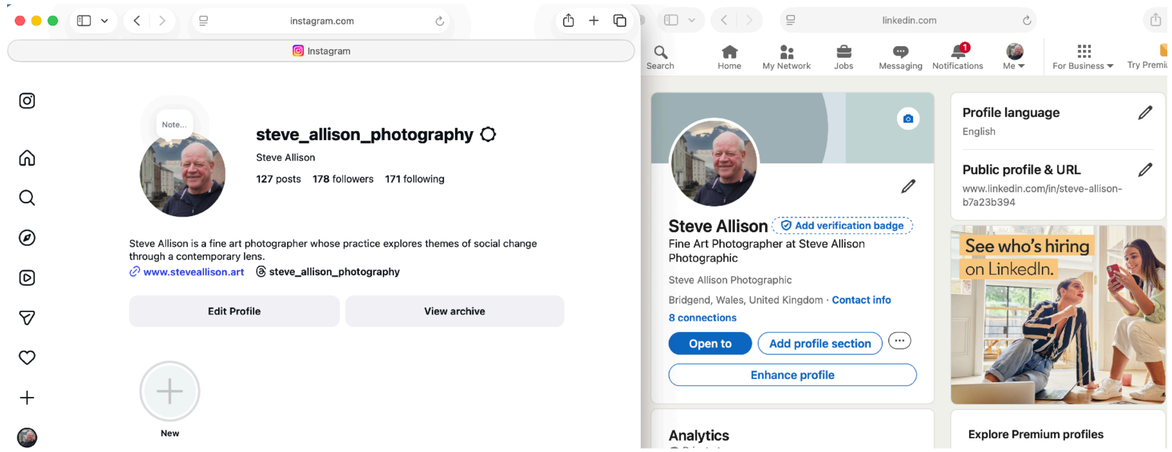
Response:

This module has been particularly valuable in encouraging me to look at and analyse websites properly, rather than simply glancing at them. The lectures and guest talks offered a much deeper understanding of what a website is for and how it functions. I found it especially useful to study other websites - not only for inspiration, but also to understand why certain design choices were ineffective.

Early in the process, I decided I wanted a white background and a clean, uncluttered layout. I wanted the site to feel professional rather than playful, as I felt this approach suited my work. The design and layout proved more challenging than I expected, so I chose to use a template rather than build something entirely from scratch.

I wanted the menu to be clear, easy to read, and visible on every page. I kept it minimalist, avoiding unnecessary links. The homepage includes a small selection of images with clear links to both my projects and my commercial work. Each gallery on the projects page follows the same structure and contains the same number of images for continuity. The commercial galleries share the same visual style, but I reversed the layout to distinguish them from the current project work.

I have not been a regular social media user in the past, but I am now beginning to see its value. I changed the name of my Instagram account to clearly reflect my name and photographic practice, added a link to my website, and updated the profile image to match. I also set up a LinkedIn account, recognising the importance of visibility within the art world, and again linked my website and used the same profile image for consistency. I am beginning to see the vale of hashtags and expanding my circle of followers in the art world. I am considering creating a Facebook page for my photography, although I am cautious about copyright issues and will weigh up the benefits before proceeding.



Part Three: Cognitive and Intellectual Skills (20 %)

Editing and Audience Engagement

Discuss the process of editing your work for web use: selection, placement into specific galleries, different approaches to website and social media, sequencing, scale etc.

How are you presenting yourself to both a professional and a lay audience?

Use visuals as necessary.

Approx. 200-300 words

Response:

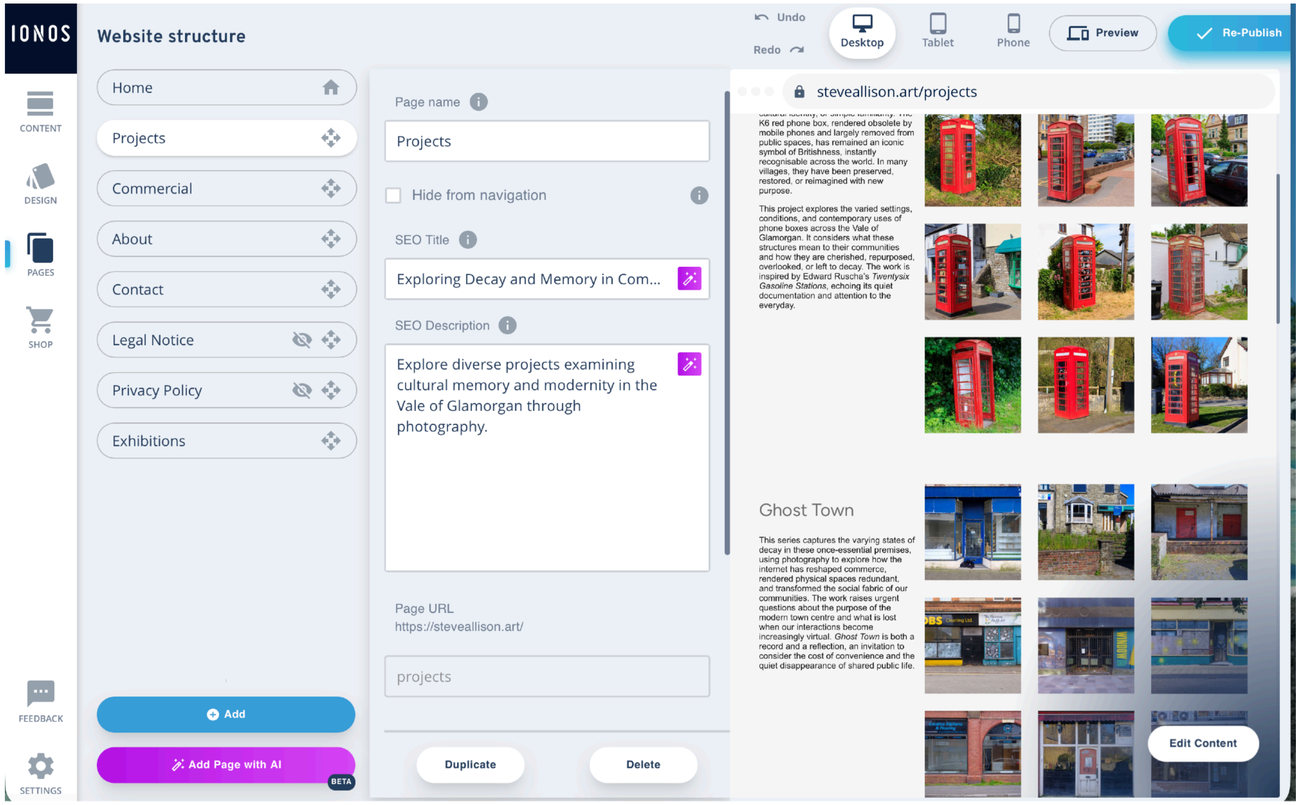
I decided to create a single projects page rather than separate pages for each project. I felt it would be easier for viewers to scroll through the work and pause at whatever catches their eye, rather than clicking through multiple links. Each project has its own gallery with a curated selection of twelve images, enough to give a strong sense of the work without presenting the entire body. I chose images with the most visual impact to encourage viewers to explore further. Every project includes a title and a concise description placed beside the images so the viewer can immediately understand the theme and intent.

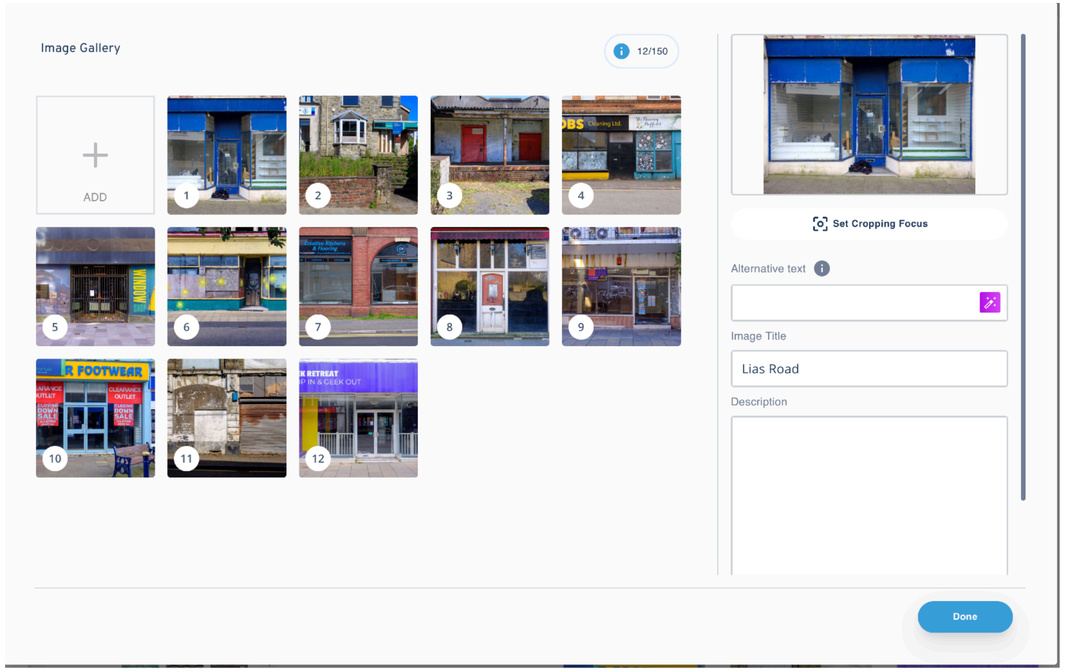
To ensure fast loading, I downsized the images so they remain visually strong on screen while keeping file sizes small. Clicking any image opens a larger, scrollable gallery, most with captions, set against a black background with white borders to evoke the feeling of turning pages in a book.

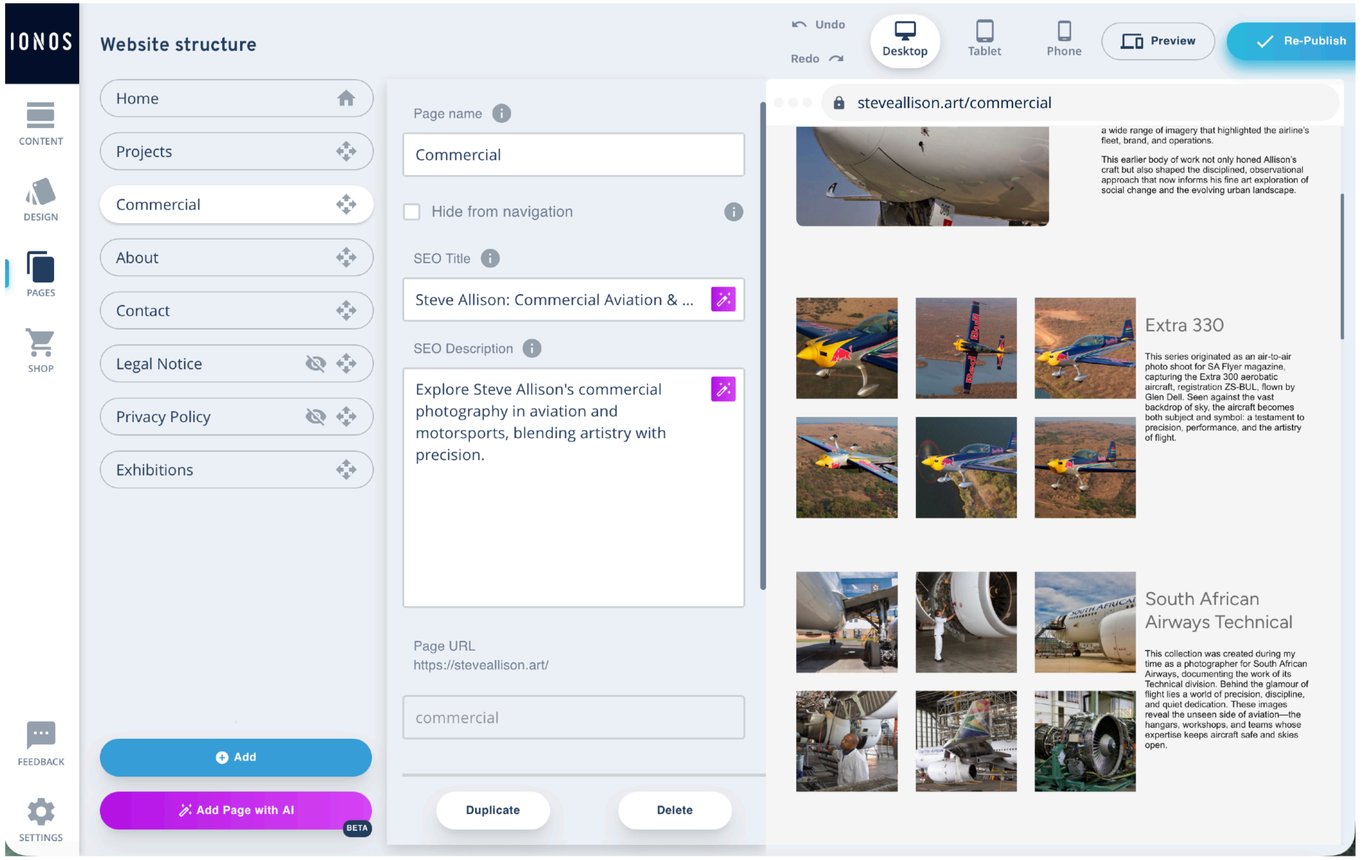
The commercial galleries follow the same structure, though each contains six images. They also include a title and description, but the layout is mirrored, with the text positioned to the right of the images. This creates a clear distinction between commercial and project work while maintaining a consistent overall design.

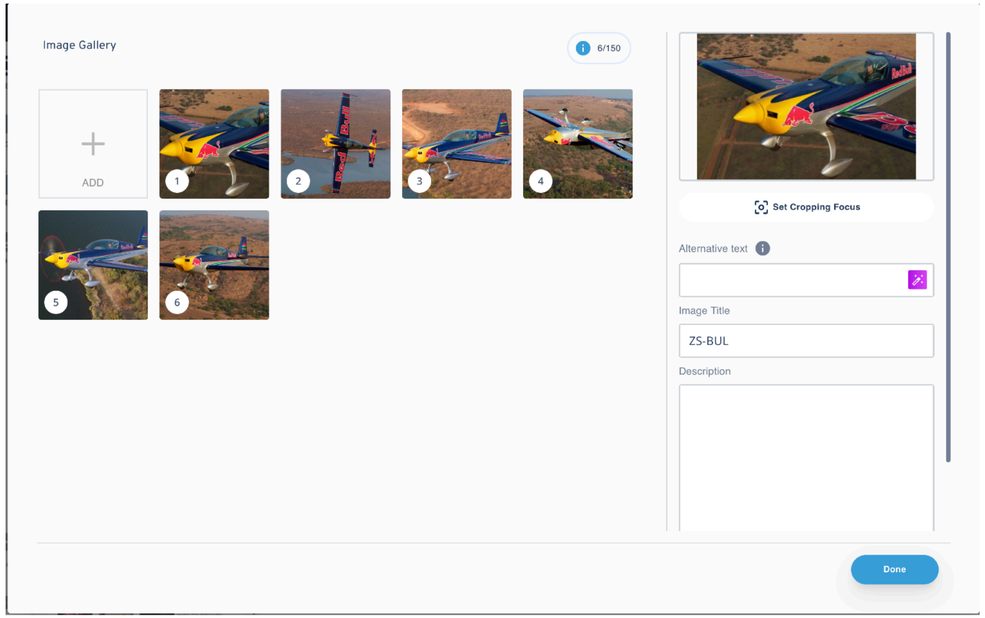
The homepage features a small selection of images and a single line description of my practice, intended to spark the interest of casual visitors. For those specifically seeking my work, the links to the galleries are easy to find. An about page provides more detail about my approach, and a contact page includes links to my social media.

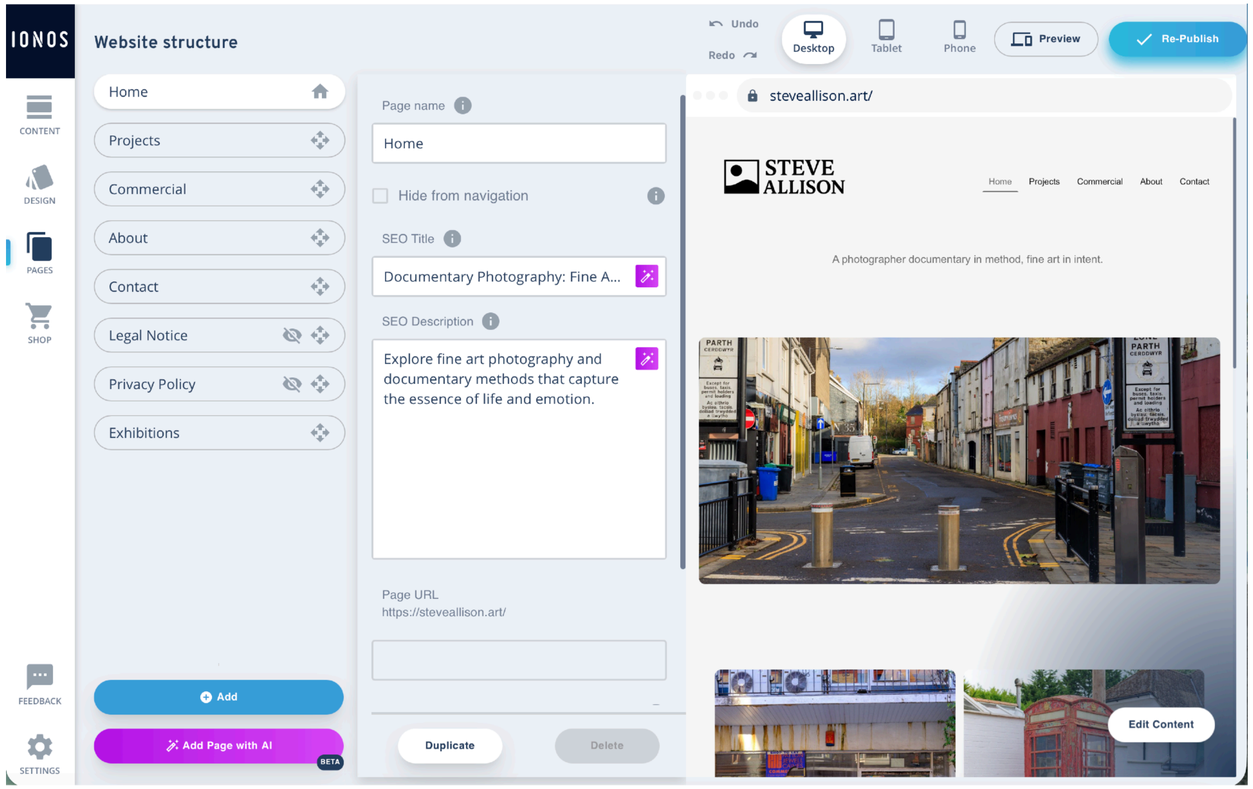
My social media presence has mostly been limited to occasional posts on Instagram, but recently some of my images have been liked by fellow artists. This has shown me the value of sharing new ideas there, as a way to gauge interest and test the reception of potential future projects.

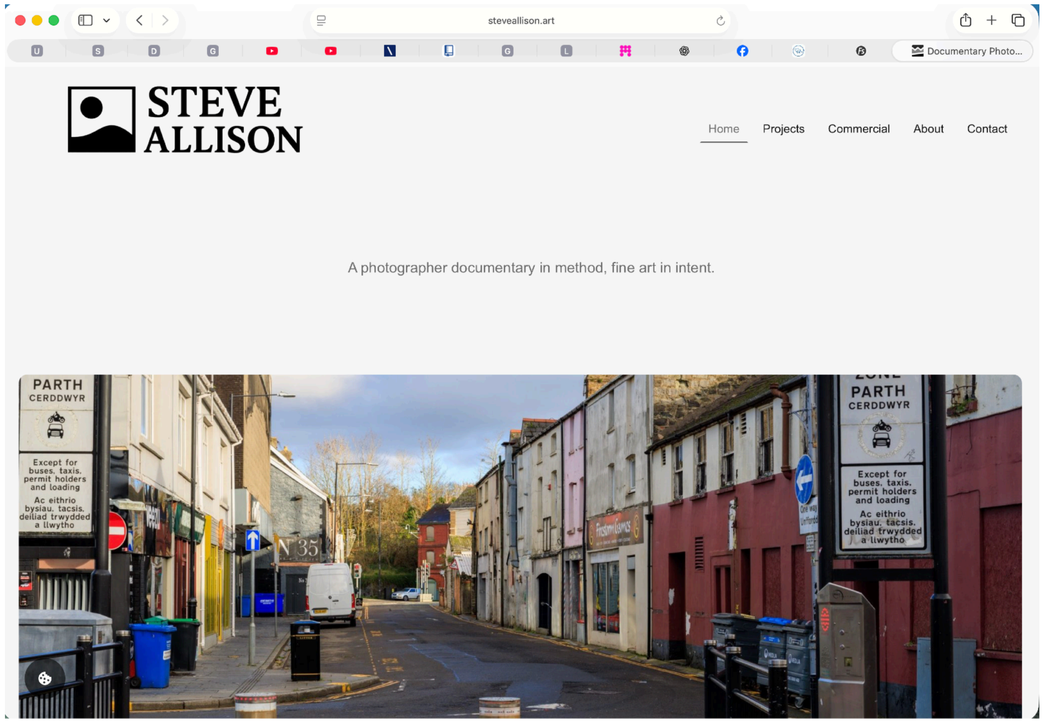

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SEO Title
Exploring Decay and Memory in Com...
SEO Description
Explore diverse projects examining cultural memory and modernity in the Vale of Glamorgan through photography.
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Ghost Town
This series captures the varying states of decay in these once-essential premises, using photography to explore how the internet has reshaped commerce, rendered physical spaces redundant, and transformed the social fabric of our communities. The work raises urgent questions about the purpose of the modern town centre and what is lost when our interactions become increasingly virtual. Ghost Town is both a record and a reflection, an invitation to consider the cost of convenience and the quiet disappearance of shared public life.
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SEO Title
Steve Allison: Commercial Aviation & ...
SEO Description
Explore Steve Allison's commercial photography in aviation and motorsports, blending artistry with precision.
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a wide range of imagery that highlighted the airline's fleet, brand, and operations.
This earlier body of work not only honed Allison's craft but also shaped the disciplined, observational approach that now informs his fine art exploration of social change and the evolving urban landscape.
Extra 330
This series originated as an air-to-air photo shoot for SA Flyer magazine, capturing the Extra 300 aerobatic aircraft, registration ZS-BUL, flown by Glen Dell. Seen against the vast backdrop of sky, the aircraft becomes both subject and symbol: a testament to precision, performance, and the artistry of flight.
South African Airways Technical
This collection was created during my time as a photographer for South African Airways, documenting the work of its Technical division. Behind the glamour of flight lies a world of precision, discipline, and quiet dedication. These images reveal the unseen side of aviation—the hangars, workshops, and teams whose expertise keeps aircraft safe and skies open.


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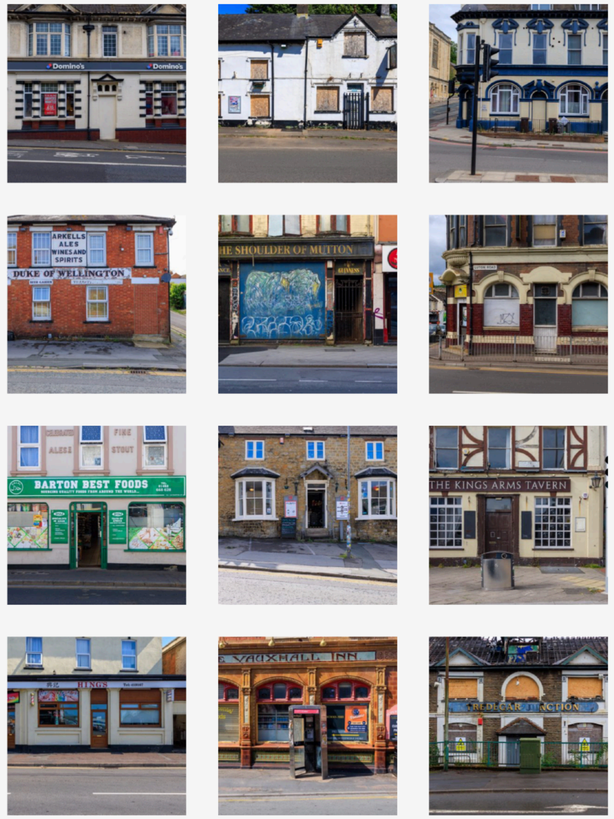

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Website structure
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SEO Title
Documentary Photography: Fine A...
SEO Description
Explore fine art photography and documentary methods that capture the essence of life and emotion.
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Edit Content


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PARTH CERDDWYR
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Last Orders

Last Orders is a photographic exploration of the disappearance and transformation of one of Britain's most enduring social institutions. Once the beating heart of communities, pubs were places of gathering, storytelling, celebration, and solace. Today, many stand abandoned, converted into housing, supermarkets, or offices, silent witnesses to a profound cultural shift.

Last Orders is both elegy and inquiry: a record of what has vanished, and a question of what replaces it. In capturing these spaces, the work invites viewers to consider the social cost of their disappearance and to reflect on how communities reinvent themselves when their traditional meeting places fade into memory.





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Name*

Message

Part Four: Practical Skills (30%)

Practical Work Submission

Please provide a link to your website in the appropriate box.

Consider who you follow and engage with on social media; do you communicate with an art/photography audience and, if so, provide examples of career-related targeting?

Now that you have engaged with this process, discuss the strengths and weaknesses of your site and current social media.

This module is about setting up a process that builds on what you already have but should always evolve, with new refinements as you develop as an artist.

Approx. 400-500 words.

Response:

www.steveallison.art

Before starting this course, my engagement with social media was very limited. Having worked in print media, magazines effectively served as my shop window, and I never felt the need to use image sharing platforms. Since beginning the course and shifting my practice toward a more art based discourse, I have come to appreciate the value of social media and the importance of connecting with other artists. Now that my website is live, my Instagram account will be dedicated exclusively to my photographic projects and to following other artists. I have begun following practitioners I admire, which has prompted the algorithm to suggest further artists, galleries, and publishers. Although I am still relatively new to this process, I have been liking work that resonates with me, and in return a small number of established artists have begun following me. I hope to continue growing this network.

Social media engagement is an area I know I need to improve. Whilst I follow several artists and galleries, I have not commented much on posts. This is something I intend to change. A degree of imposter syndrome has held me back, making me feel unqualified to comment on others' work. However, being followed and liked, by artists such as Peter Finnemore and Viv Collis has boosted my confidence. I now feel more comfortable engaging in conversations about other artists' work and exhibitions. My aim is to become better known within the local art scene, which I hope will lead to greater visibility. I have also set up a LinkedIn profile, recognising that it is widely used within the art world.

I chose to keep the artist statement on my about page short and direct. I want viewers to gain a sense of my practice without having to read too much. I placed more information about my previous commercial work at the top of the commercial page, where it feels more relevant. As a dyslexic, understand too much text can be overwhelming.

My website is now live, and I have shared the link with a small number of people for feedback. The responses were generally positive, and where criticisms were raised, I assessed them and made changes where appropriate. I feel the site has a professional appearance and is easy to navigate. The images I selected are visually engaging and encourage viewers to explore the projects further. The number of images strikes a balance, enough to give a clear sense of each project, but not so many that the viewer feels overwhelmed.

The site does have some limitations due to the rigidity of the template. My long term aim is to recreate the same look and feel using WordPress, which will allow greater flexibility and easier adjustments. I also recognise that I need to post more regularly on social media and develop a clearer strategy for increasing my output. I plan to make greater use of hashtags to direct viewers to the images.

I will continue to develop the site, showing new work and I will continue to add to my 'about' information, detailing previously published commercial work and exhibitions.

Part Five: Transferrable Skills for Life and Professional Practice. (20%)

Engagement with Taught and Studio (non-timetabled) Sessions; Professional Engagement

Have you participated in all tutorials and group seminars, and completed all the related tasks?

Present work to a professional standard with a view toward professional audiences and potential clients and collaborators.

Consider how your web and social media presence might help in your approach to external groups as you approach your final degree year.

How good has your time management been throughout the module?

Approx. 250-350 words.

Response:

I have attended all sessions and tutorials and completed all tasks. I found the course both interesting and engaging, and I feel it has given me the tools to build a website, refine my social media presence, and understand the importance of an effective online profile. I believe the website I have created looks professional and is aimed at a professional audience. I asked people outside the art world to review the site and comment on how well it functions as a showcase for my work. The feedback was positive, which reassures me that the overall look and feel of the site is effective. I am now confident directing potential collaborators to the site so they can gain a deeper understanding of my practice.

I now fully appreciate the value of having both a website and a social media presence. The website provides an easy way to share my work with anyone who expresses interest. Instead of arranging an initial meeting, I can direct people to the site first, allowing any later conversations to be more informed and productive. A strong social media presence also allows me to share new work and gauge how well a project might be received. It increases the likelihood of my work being seen by people outside my usual circle, including artists working in similar areas, which may lead to future collaborations. With the website live, anyone who discovers my work through social media can easily find more detailed information.

Time management has not been particularly challenging for this module. Selecting the images was the most time-consuming part of the process. The later deadline, falling in the new year, allowed me to temporarily put some tasks aside while completing other modules. Even so, I did not find it stressful to complete the work within the timeframe so I feel I managed it well.