

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	Jamie Sides
------	-------------

Website Link	https://jamiesides.odoo.com/
--------------	---

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.

Response: hining artist websites and social media, I gained a clearer understanding of how online platforms can successfully communicate an artist's work and identity. Banksy's website (<https://www.banksy.co.uk>) is extremely minimal, relying almost entirely on imagery with very little text. This approach allows the work to speak for itself and strongly reflects his anonymous and anti-establishment persona. While I think this is effective for an artist with an already established reputation, it also highlights how important clarity is for audiences who may be encountering the work for the first time. In contrast, Yayoi Kusama's website (<https://www.yayoi-kusama.jp/en/>) is immersive and visually bold, using colour, pattern, and multimedia to mirror the experience of her installations. The site is clearly structured and easy to navigate, and the inclusion of contextual text helps the viewer better understand her practice. This balance between strong visuals and informative content is something I found particularly effective. Jeff Koons' website (<https://www.jeffkoons.com>) takes a more polished and contemporary approach, using large, high-quality images and a clean layout to emphasise the scale and impact of his work. The navigation is simple and the focus remains firmly on the artwork, which creates a professional and confident online presence.

Looking at social media alongside these websites reinforced how important consistency is in branding. Banksy's Instagram (@banksy) is used selectively, with posts often tied to political or social commentary, which strengthens his public image and maintains impact through scarcity. Kusama's Instagram (@yayoikusama_) is much more active and visually consistent, using vibrant imagery and exhibition documentation to build an ongoing narrative around her work. Jeff Koons (@jeffkoons) uses Instagram to present his sculptures in different global contexts, reinforcing the scale and public nature of his practice. From this research, I've learned the importance of aligning website design and social media output with the nature of my own work. For my own web presence, I aim to create a clear, organised platform that prioritises strong visuals while still providing context.

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:

I've made extensive effort to show within my website what kind of work I specialise in. My voice is my own in order to not mix a persona with who I actually am. My projects/works page shows on the front cover what to expect as well as my own voice speaking about each collection of images. I make it my pride to show my work as I would want it to be seen. My design of the website is consistent with how I would describe myself, it's professional and clean, as I am not a grunge/braggadocious person I keep it honest and mirror my quite upright tone. I speak in my blogs and news section as I would in conversation, this is so that when people choose to make an appointment or contact me, they understand what kind of person they are going to be engaging with. The design of the homepage is minimal and third person so that there is a level of professionalism and trust. The about page is also 3rd person in order not to speak about myself, thus avoiding the risk of sounding overconfident or having a sound of pretentiousness. Overall I find myself being pleased with the consistency of language tone and fitting with the style of the website itself.

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:

Most of my work uploaded i used a carousel system. Whereas to show the collections i used cover images

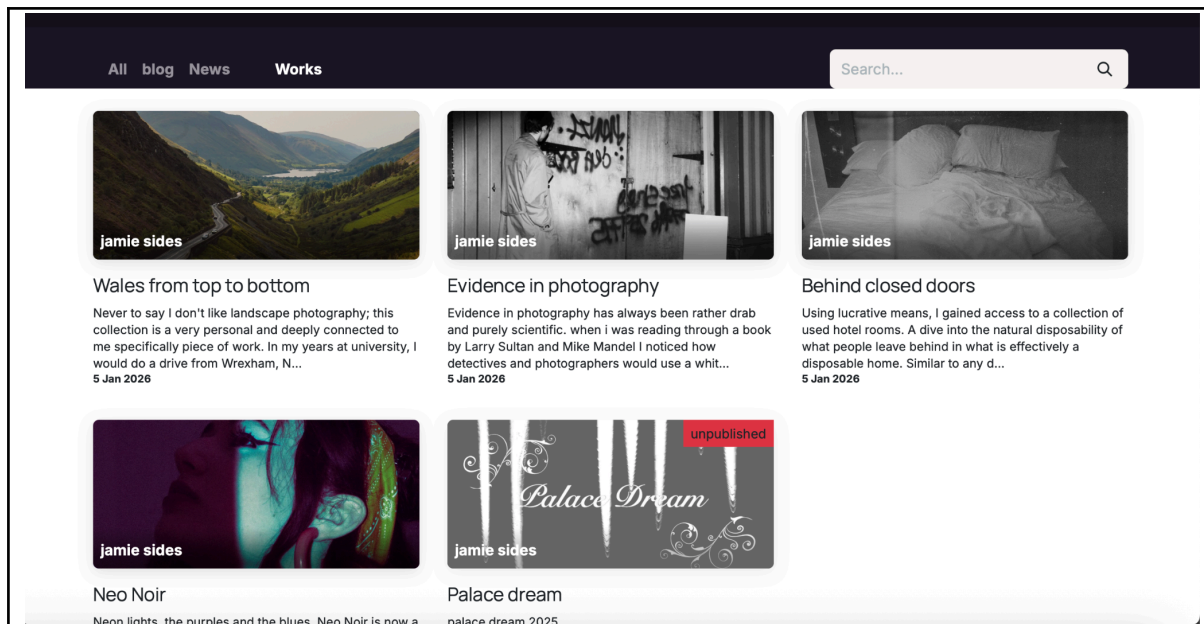
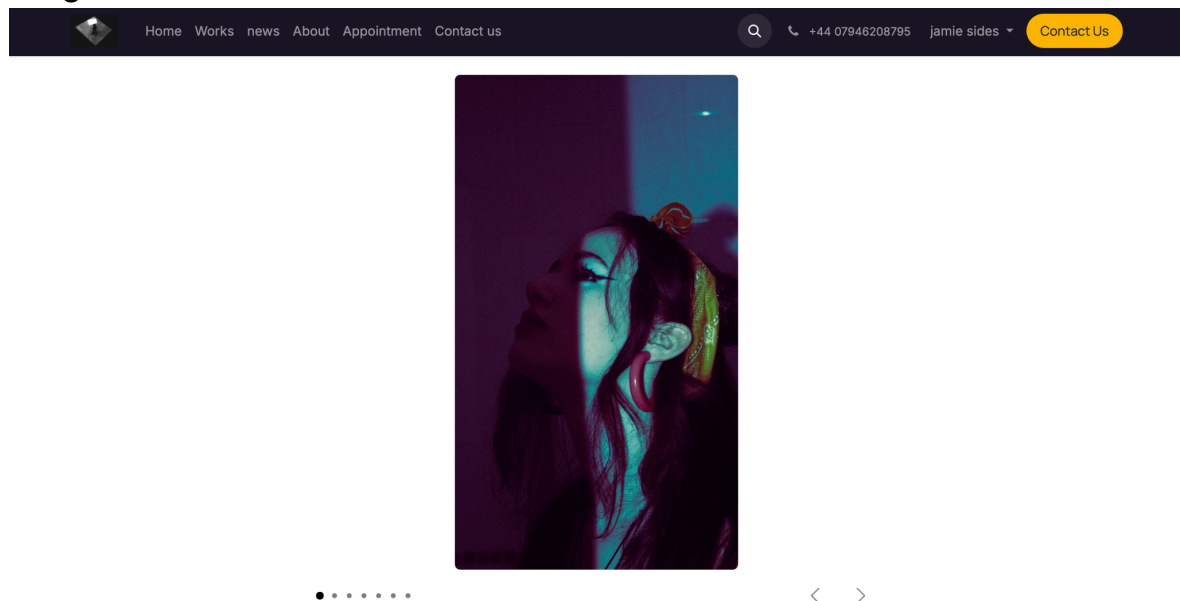


Image of the works tab



Example of the carousel system.

By utilising this asset I didn't need to re-shape or edit the images. Thus providing the original image untouched, it also gives a reason to interact with the website. I felt that if I laid all the work out in a big list a person could get fatigue from scrolling through images. By a manual carousel a person needs to interact and can look for as little or as long as they like. The carousel does autospin however, meaning a person can read my piece on the work while the images scroll for you.

The layout is professional but simple, meaning a lay audience can scroll through and someone more in depth or professional can take as long as they need.

This also is a far superior way to show images than a page like instagram, as interactivity isn't encouraged and images often get auto-cropped in order to fit on a phone screen. Using my website I can push more images at once with more detail and maintain the original aspect ratio and quality.

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:

As I said , the use of instagram is not optimal for a visual artist. It's good for having a catalogue of your work but it's very hard to maintain a style that people can see outside of the photos. Often in instagram images are compressed and auto-cropped. Using my website I avoid these issues. I'm happy with the website as it stands although there are some kinks I could improve, nothing is broken but the website is made by someone who has no skills in web-design or any design for that matter. I found it very easy but i know that in time if i learn more techniques and some simple coding i can make a superior version of what i have. For now however it works perfectly well. People can see my work, my blog, my about page. And people can contact me via email or schedule a google meet call using my appointments tab. I also have links to my socials such as instagram as well as a link to letterboxed in order for people to review my film publicly. I've also made the website the only place to view my film. It's not public on youtube meaning for anyone to watch it they need to go through my website specifically in order to view it. This is to maintain that extra level of professionalism. This website is a great place for my work to live, I will continue to add projects and info. And add to my blog as i feel like it. It allows access for me to get my voice out in

public even if the traffic to the site is going to be low. I already have projects in mind to add and can use this website to expand my own personal brand. I now have a logo (a photo from an unused shoot) which fits the aesthetic and message of what to expect from my work. My idols in the visual media world who are still alive consist of a lot of older people. People who purposely avoid tech and websites. However I do consider that a lot of websites such as government sites and bbc are very stale. Something you should avoid if you're an artist or artist adjacent. Even people who did have sites like Martin Parr or Andreas Gursky also have very stale, white on white websites. It's very professional but is the same to me as a glass house. Some people can find it admirable and pretty, the sleekness of it. I personally am more of a warm, country house. A website with colour and interactivity. I didnt base my website off my idols because i didnt idolise their designs. I made my own and ran with it

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:

Every chance I was aware of and able to attend, I did. I found a lot of insight from the lessons and seminars. Admittedly I didn't agree with all advice given, but I took it on-board and never dismissed what I'd learnt.

I was much better at time management this year than last. I found a more balanced worklife mainly due to the fact I could now park outside my home as I've moved house and now have the chores of walking 30 minutes everyday to uni or work. I now therefore have an extra hour to all my days, this one hour has made my time management skills, attendance and self esteem much better. I delegated time chunks per module, for instance november- half of December was focussed on site specific and research in context. Christmas to new years was this module and my visual enquiry. By splitting the time I gathered more information for specifically which work I was pursuing and completed them in a checklist style. This website will also help with time management. This is because I'll now have a place to store all my work in one place. Meaning scrolling endlessly through files is a thing of the past. The website will also give my professional presence a boost. By this time next year I will have intended to complete at least 2 independent projects and have them on my site. Meaning when i approach my final year, i have enough experience and web presence to have a headstart in whatever 3rd year brings