World Building

ADAA5011

Lecturer – Paul Duerinckx

My Website: https://www.joshwilliamsphotography.net/

Social Media: https://www.instagram.com/_jt.photography1_/

Exhibition Instagram's

https://www.instagram.com/panoply.sca/

https://www.instagram.com/ten.thirtysix/

My social media is key to my brand as a photographer although I am still in my early days as a professional in the industry my Instagram is a learning space for me in understanding how I want to develop my photography. I have created a separate account for my social media practice due to me wanting my professional life and personal to be separated as each account carries its own narrative within and the themes of both would clash along with who I follow, this would also be a course for concern as I seek different content when browsing each account.

I own three different social media accounts my personal photography one and then two Instagram's that I hosted for exhibitions that I have been a part of in the past. The Exhibition Instagram's were a unique opportunity as although after the exhibition had taken place they acted as an archive to show what we had created leading up to the exhibition taking place it allowed me to enhance my marketing skills, allowing me to peak peoples interest in the exhibitions themselves through snippets of art, I have a better understanding now of how to capture individuals interest in the photographic world.

Some Examples of accounts I follow in my Instagram are below:

https://www.instagram.com/castor_gallery/

https://www.instagram.com/rhodescontemporaryart/

https://www.instagram.com/celf__luke__cotter__art/

These three examples of who I follow on my Instagram clearly demonstrate a need for me to refine my professional account, as it has become clear analysing my following habits that there is no motive to who I follow rather I have

elected to simply follow who Instagram suggests, meaning it has led to a following list of accounts simply not relevant to my practice.

Website Research

When considering how I was going to layout my website I wanted to design my website I wanted to view three distinctive styles of photographer's websites, to understand how assorted styles of photography influences a websites design.

Documentary Photography

http://www.jamesnachtwey.com/

This website clearly displays the photographers work, there is no alternative meaning to this website it simply there to act as a device for people to understand the motives of Nachtwey. This websites interface and colour scheme is bland and not inviting to the user and it is not clear at first glance that Nachtwey is a documentary photographer as the layout of his about section and his statement is not concise to his work instead ix a history lesson of his work. Although Nachtwey follows my line of study closely, I do not think his website is a good base for me to build my website upon as it is not following the concept that I seek to follow.

Landscape Photography

https://www.outdoorexposurephoto.com/

Sean Bagshaw clearly has commercialised his work as he has almost lost the concept of his own in work in the options there is to buy things in his website, rather than being able to view his work it feels like I am shopping for photographs the idea that he captured these photographs have certainly been lost in this concept that has been followed by him in this website. His artist statement is significantly better than James Nachtwey, the way in which we talk about his work demonstrates a clear connection to the images that he captures throughout his website despite the website itself not being inspiring.

Street Photography

https://jamesmaherphotography.com/

It was clear from this website also that is followed a similar pattern to Sean Bagshaw's website rather than allow for his website to be fluent with is own work rather he has allowed his website to be overtaken by the commercial aspects of photography rather than allowing the photos to sell themselves he is almost trying to force sell them to you through his website. However, Maher's website is more coherent with the concept that I wish to follow in my own website, I want the photos to speak for themselves allowing the viewer to be enticed by my work themselves rather than me forcing my work upon them.

Designing the Website

Artist Statment

As a photojournalist I am. A witness to reality, my work intends to provoke and inspire repines to relevant social and political movements in my time. When I select my projects I intend for them to have a social or political impact, I want my photography to have the ability to tell a story while I have been a photographer for 4 years, my works as a documentary photographer are still novice and I am still honing in my methodology to how I capture story through my images.

Often when I capture and individuals I do not use an artificial lighting source I believe it taints the reality of an image when depicting sensitive subjects rather I use the natural lighting provided and adjust my camera to account of the scene I am presented with to create an authentic image to match the stories I intend to create through my images.

I create series of photographs one image cannot be without the other. I intend for my morals to be echoed throughout my documentation the ethics in which I gather my stories is more important to me than the stories themselves I intend of my subjects' emotions to be a driving force in how I form my imagery.

Truth. Emotion. Morality. What I consider when creating my imagery.

Evaluation

When creating my website, It to be fluid with my images being the centre of the website with everything else being built around the website itself. I believe I was successful when creating my website When entering it the first thing the viewer is presented with is my images, allowing for the tone to be set in an instant. One area that need to be refined within my website is making it clearer

that my line of photography is documentary photography as without reading my artist statement it would not be clear that I am a documentary photographer. I believe my artist statement is clear and concise to my photography while clearly demonstrating my motives as a photographer when i capture images which I believe is key to any photographer who desires to talk about themselves producing work. I did not include any commercial elements within my website as I do not desire to sell my work at this stage, I believe it is far too early in my professional career to sell my imagery or seek to teach anyone else as I am still acquiring my own skills and techniques and am not in the position to tell anyone else how they should produce their own work. Overall, this process has given me insight to how I need to develop my work and own brand to capture the attention of galleries or individuals who can assist in the development of my own career and works in the future. I have also been able to recognise the significance of having a strong Instagram presence alongside your website as we develop in the modern age each goes hand in hand but for a successful website it is pivotal that your footprint on social platforms is present to stand out

Headshots

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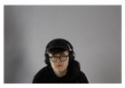
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