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Changemakers – ADAA5001

Assessment 2 - Website

Website Research / Evaluation document

Website link: <https://shebayashica.myportfolio.com/>

The website builder that I used to create my website is Adobe Portfolio. I have been using Portfolio to host my website since 2020, and I have been maintaining it and updating it over the past three years. Previously I have used other hosting platforms including Wix and Wordpress, but since moving to Portfolio I have found the experience to be sleeker and smoother in comparison. Additionally, as a student I have access to Portfolio for free as part of Adobe Creative Cloud, which was one of the reasons I switched to using it initially. One of the positives of using Portfolio for a photography website is that it offers unlimited storage space, allowing for multiple high-quality images to be hosted. Additionally, it offers functional usability and is compatible with mobile devices.

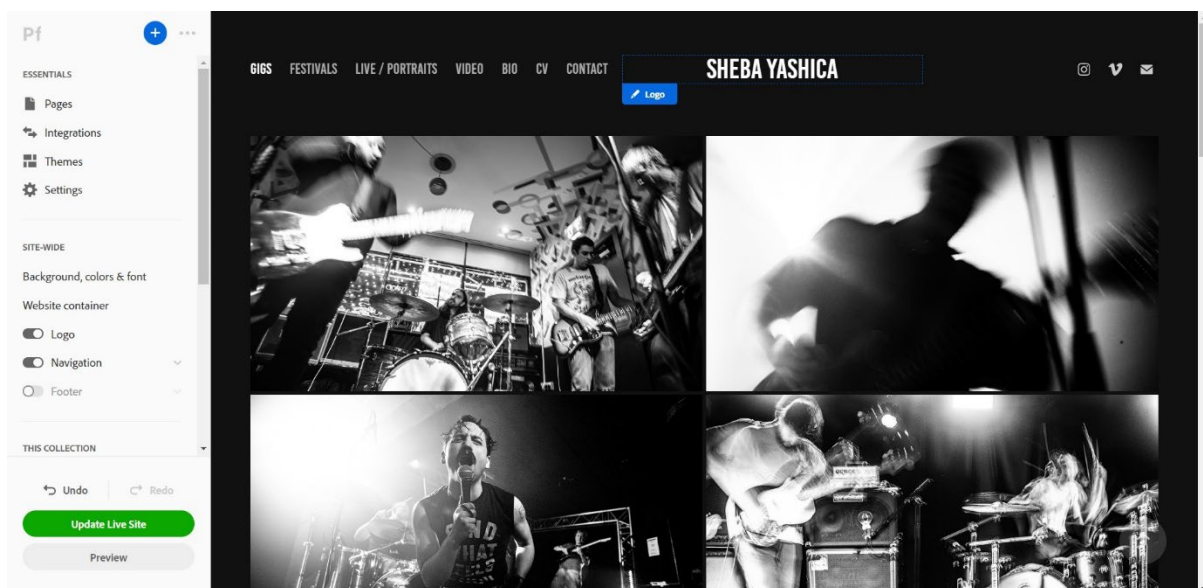


Fig.1: Website editing.

I use my website primarily to share and showcase my music photography work. At the top of the webpage there are several tab pages to the left, the website name towards the centre (which when clicked takes you to the homepage), and social media icon links to the right. I chose to use a black background for my website as it suits the kind of work I make.

The homepage is the 'gigs' section, which is a portfolio of several gigs I've shot since 2017. This is arranged chronologically, with more recent gigs appearing at the top of the page. When hovering over an image, the audience is presented with the name of the artist and the year the photos were taken. Upon clicking on an image, the audience is taken to a portfolio of images from said gig.

When I first set up this website, I only had the content on the 'live / portraits' uploaded. This section includes subsections for digital work and 35mm work. Whilst displaying work like this is useful for showcasing photos of several different artists in one place, I wanted to create pages which showcased a series of photos from each particular gig (as seen on the 'gigs' and 'festivals' sections).

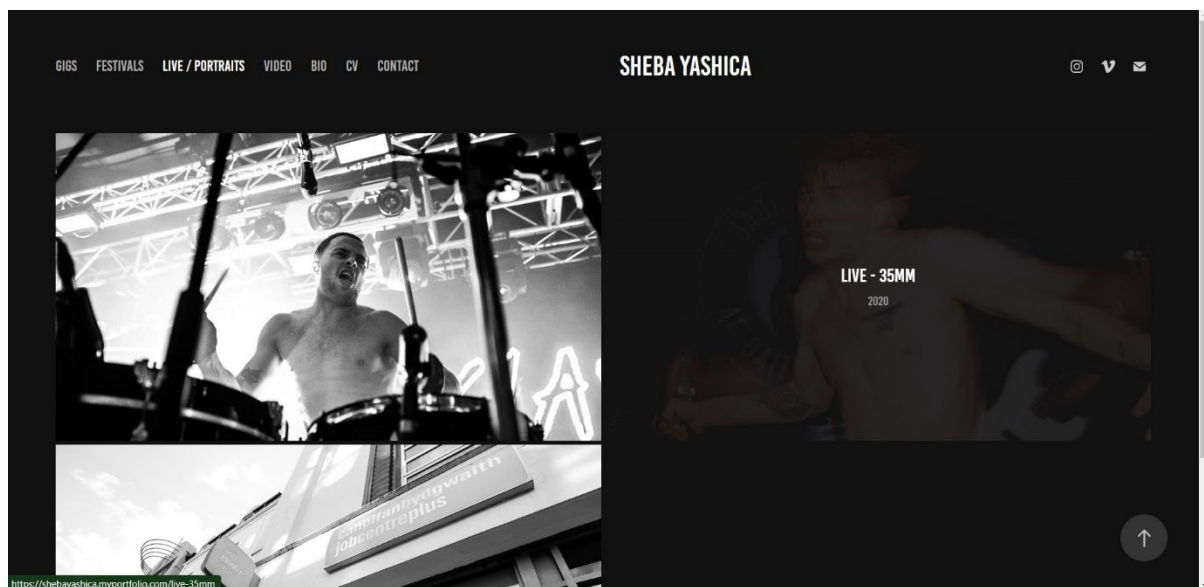


Fig.2: *Website pages.*

Most recently, I have added the 'bio' and 'CV' sections. In the CV section, I list the group exhibitions I have been a part of, the festivals I have photographed, and a list of selected gigs I have shot. The 'contact' section contains a form which people can use to get in touch, as well as links to my Instagram and Vimeo, plus my email address.

When creating new pages or updating existing ones on my website, I'm conscious of how the images are presented and how they interact with one another. When creating a gig page, for example, I will typically prioritise what I believe is the strongest photo/photos and place them at the top of the page/as the page's cover photo. I sequence photos that I think work well together based on their content/form to allow for a fluidity when viewing the photos.

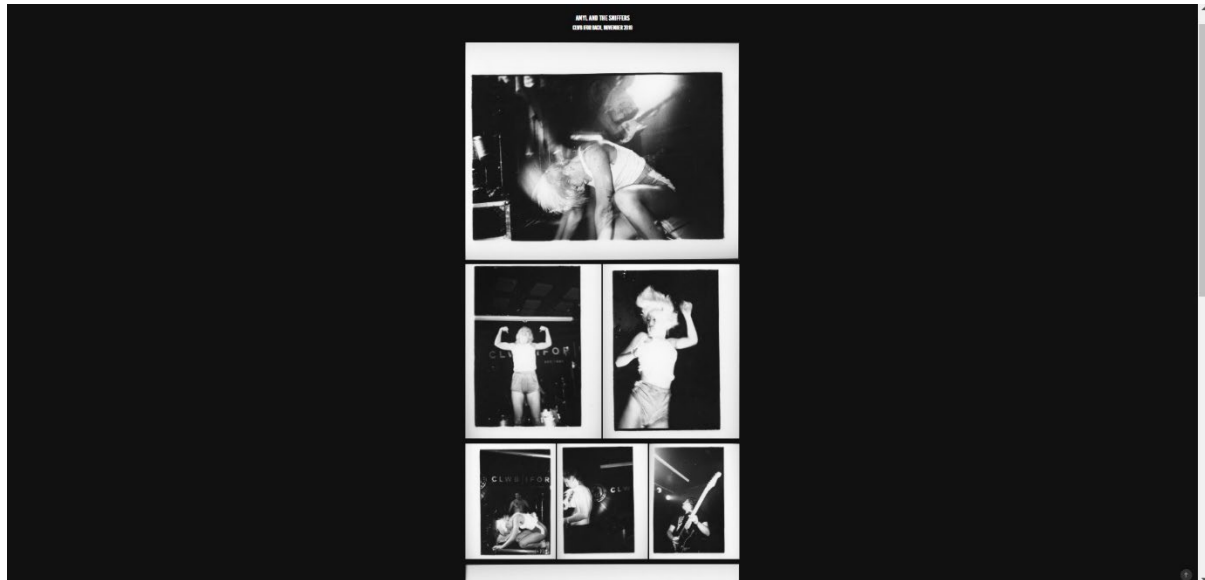


Fig.3: Sequencing.

One photographer (specifically a music photographer) whose website I look at is that of Steve Gullick. His website acts as a rather concise portfolio of his portraiture of artists and his video work. As I follow him on Instagram, I know he utilises the platform to share a wider range of his work, posting regularly and consistently.



Fig.4: *Steve Gullick's website.*

Another artist I looked at is Kevin Bergkvist, who makes graphics work using a combination of digital and analogue methods and techniques. Besides from being inspired by his visual work, I also appreciate his openness to discussing his working process and his willingness to embrace imperfection. Kevin regularly shares works and works in progress on Instagram, but also uses Substack as a blogging platform.

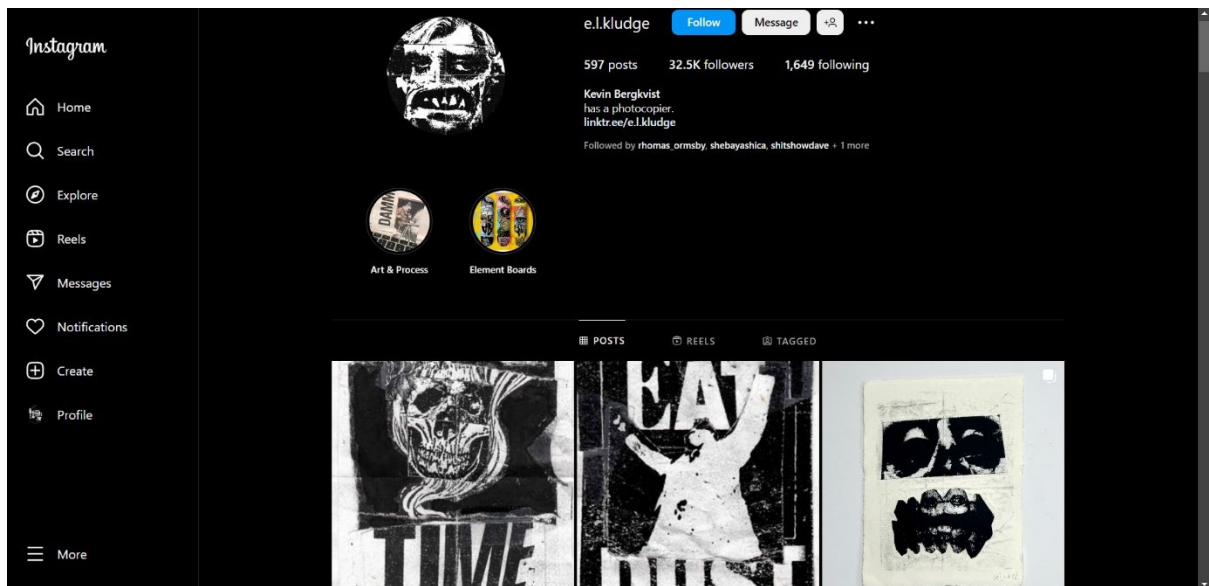


Fig.5: *Kevin Bergkvist's Instagram page.*

In future, I plan on adding a section for gig posters I have created and other graphics and visuals I have worked on. Overall, I am happy with the layout and design of my website, and I will continue using Portfolio for the foreseeable future.

List of Illustrations

Figure 1: Winter, J.L. (2023). *Website editing* [screenshot].

Figure 2: Winter, J.L. (2023). *Website pages* [screenshot].

Figure 3: Winter, J.L. (2023). *Sequencing* [screenshot].

Figure 4: *Steve Gullick's website*. Available at: <https://www.gullickphoto.com/> (Accessed: 9 May 2023).

Figure 5: *Kevin Bergkvist's Instagram page*. Available at: <https://www.instagram.com/e.l.kludge/> (Accessed: 9 May 2023).