

WEB PAGE ANALYSIS- Lola Preston

Link to my page: <https://swansea.art/privateprofile/lola-preston/>

For this section of the module, we were tasked to create a webpage to go onto the fine art website alongside our peers in order to be a space to keep track of our work and display the pieces we have been working on over the past year. Due to the fact that my work has been relatively experimental this year, exploring lots of new mediums and subjects that differ greatly to my previous work, I found it difficult to decide what I wanted to do with my webpage and how I wanted to present myself as an artist. To begin I looked at the websites and gallery webpages of various artists that I have been researching for my general practise to see how they present their work and themselves. I began by looking at Ruth Asawa's website as I have taken lots of inspiration from her work, so seeing how her sculptures were presented in an online format was really useful. Asawa's sculptures were presented in a way that was very visually pleasing and cohesive which I personally quite like as I enjoy when all the images work well as a whole to create an overall feel. The page itself is also very neutral with a white and grey colour palette, which bounces off the images well as her sculptures are also quite neutral in tone (see figure.1)

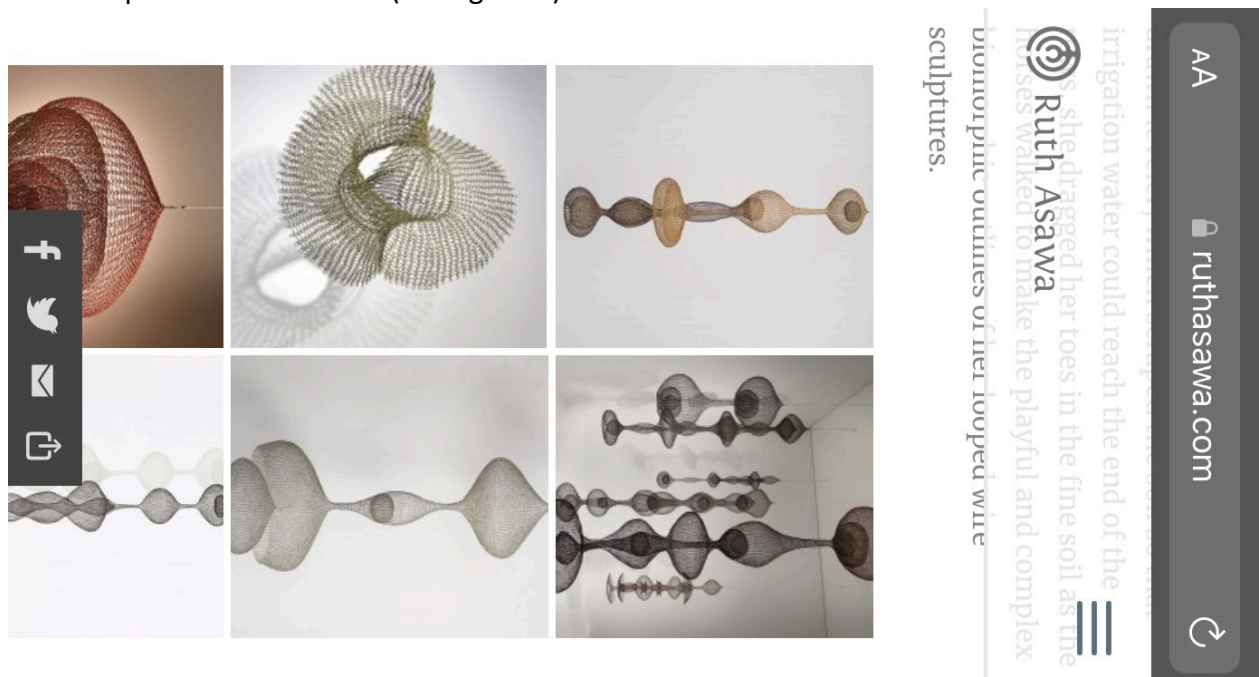


Figure.1

Another artists website that I looked at a lot was that of Raisa Kabir, who is a multimedia artist whose website is displayed in more of a blog style format. Although there is no issue with that, I did find when using the website for research it was very difficult to navigate as there were lots of tabs down the side which got confusing when trying to locate certain pieces of work or text passages. Despite this, it was the cohesiveness of the images on each page that stood out to me as something that I really liked when viewing her page as all the images were of a similar colour palette as seen in figure.2 there are accents of red and blue throughout all the images on that particular page which make it visually satisfying to look at.

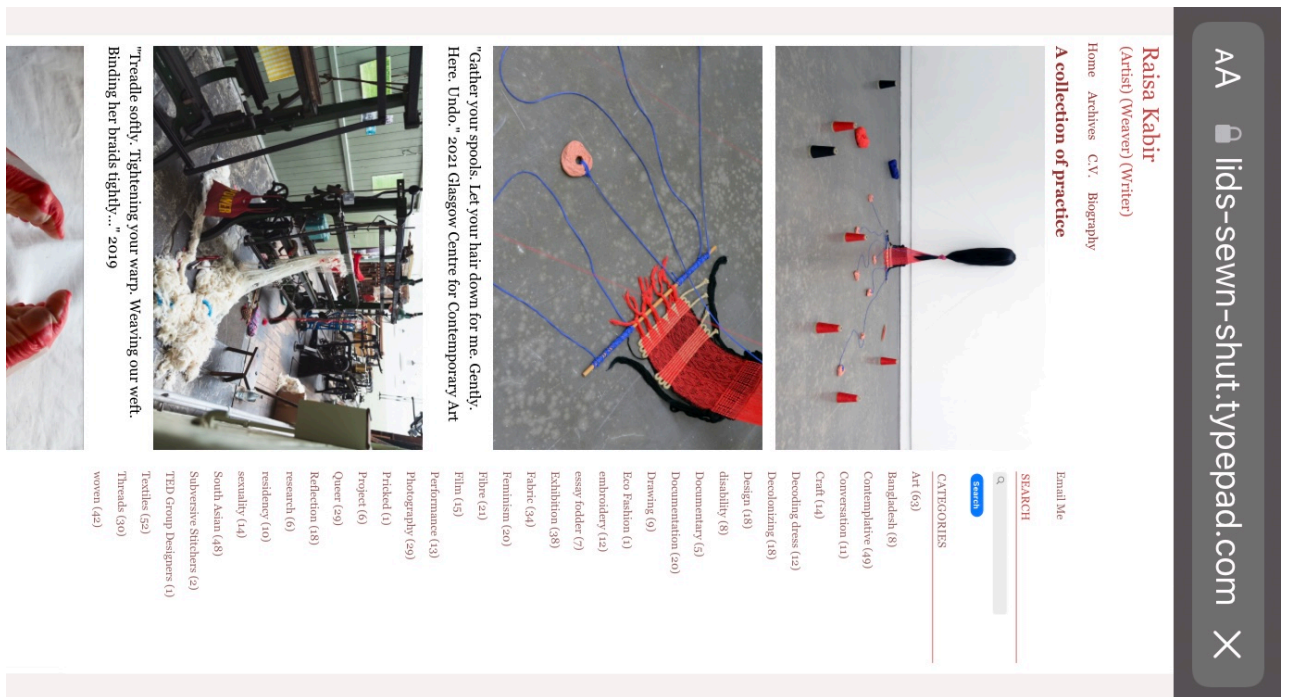


Figure.2

After looking at the websites I then went to view my art Instagram page that I created as part of the submission for last terms module, as it is a good way to view lots of my work all together on one page. From doing this I felt that visually there was a disconnect between lots of the work and they didn't really work that well together as one due to the fact that as I previously said there are lots of different themes and materials (see figure.3)

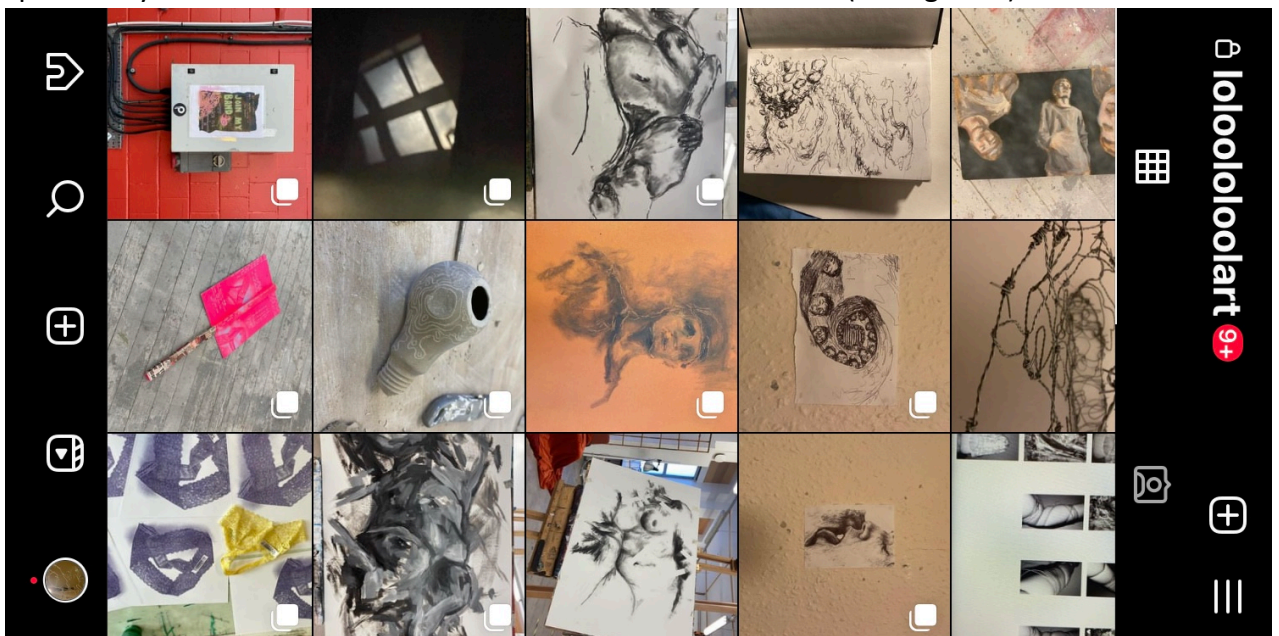


Figure.3

Due to this I wanted to find a way to present a selection of work that felt cohesive, in order to do so I submitted a series of black and white images that I had taken for various projects I have been working on. The monochromatic colour palette of the images meant that they all

work well together while simultaneously presenting current themes I have been exploring in my practise (see some of the images in figures.4 and 5)



Figure.4



Figure.5

Although the images look very cohesive together, they don't give a full representation of my practise as they only show one medium that I use (photography) and don't represent other

things such as painting or 3D sculpture. Despite this, as I find more of a distinct overall style to my work I will be able to add a wider variety of pieces to give a better representation of my practise as a whole, but right now as I am still very much experimenting, I wanted to just present work that I was fully happy with and thought looked good as a whole.

For the webpage we also had to create an artist statement in third person, which I struggled with even though I had already written one in first person for last terms submission, I found it difficult to convert.

Overall, I am happy with the elements that I submitted for the webpage and I see it as something I will be able to add more to once I have more work that I am happy with that also fits in with the images already submitted.