

World Building

Link to my website: [Portfolio | Photography By Nia
\(niawilliams020.wixsite.com\)](https://niawilliams020.wixsite.com)

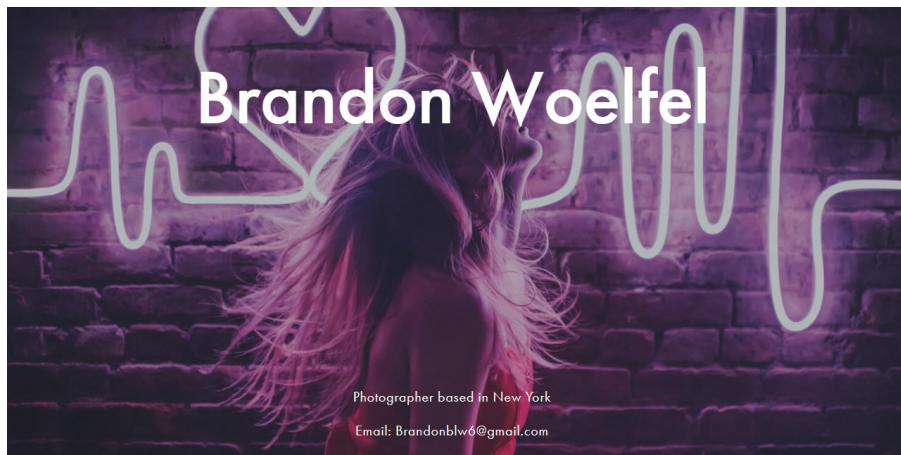
Research:

As a Photographer a website is an important part of my working process. With having no experience with making websites or knowing what to include I have researched a few artists in which I think have good websites. Overall I will be looking at the general presentation on their website, how useful it is and also how easy it is to navigate.

Firstly, I looked into Brandon Woelfels website. When you enter the website the landing page is one of his images, overlayed is text including his name, where he is based and his contact. Below this there are a few social media icons all of which lead to his social media accounts including Instagram and Youtube. There is also a button overlayed which leads us to the actual website. Overall, the landing page is pretty simple yet vibrant and easy to navigate. This is the type of idea I want for my site as I don't want it to be too complicated. When I click to go onto the website it is titled with his logo with a selection of images from his portfolio below. The first selection is for photo books and prints. However, when clicking on this it comes up saying the page cannot be found, this suggests that he is no longer selling the prints. Personally, I would delete that option if I weren't selling prints anymore to make the website easier and more up to date as it seems pointless keeping it there. The next selection on his site is Wallpapers. There is few selection of

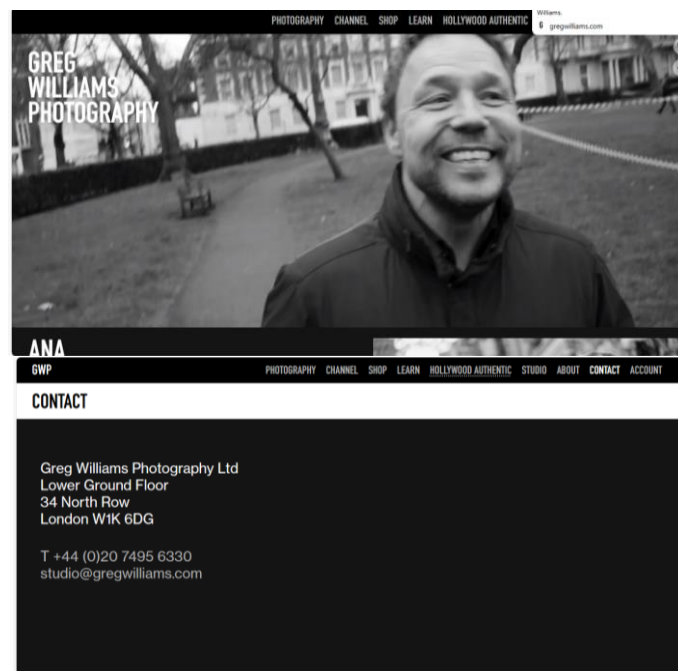
digital wallpapers on his site however they are priced well and easy to find. The general presentation of the store on site is simple and easy to navigate. Another thing I really like about his site is he has a page which presents all the gear that he uses in his photos with links to the pages. I found this really interesting as I have not seen other artists or photographers use this in their sites. I also found it really useful as I often find it difficult finding equipment that is easy to use and also performs well. This allows me to see how it works and where to get the equipment from. The only disadvantage to this is that it is set in dollars as he is based in New York there is no option to convert this or any other options if the gear isn't available in the UK. However, it is still really useful and gives me a start on where to find the equipment. Another feature of his site which I like is he has linked beginner friendly cameras. This is really useful as a beginner photographer as it is difficult to find cameras that perform well and that are beginner friendly. He also uploads videos onto Instagram and Youtube using the equipment he lists which I also find really useful. Lastly, the last two columns are links to his social media accounts. When clicking on the column it takes you straight onto his accounts on different social media depending on which you select. I found this really useful as it allowed me to browse through his work through different platforms quicker than if it weren't accessible through his website. Overall, His site is very easy to navigate and also has an aesthetic presentation. It inspires me for making my website as it was easy to navigate and held a lot of useful aspects to the site. The presentation of the site

on mobile is also really aesthetic and works well. Everything is laid out well and nothing seems out of place which is good as this is not always the case for other artists websites. This is what I aim for in my own website as I want it to be easy to navigate on all devices whilst also looking good.



The next artists website I looked at was Greg Williams'. The landing page of the site is a small collection of his images changing on loop. When scrolling down on the landing page there is his portfolio with small descriptions under some such as photos from movies he had worked with. At the top right corner there is the menu of what is on his site. At the very bottom of the site there is a selection of all of his social media accounts which take you straight to his pages. He has a channel section on his menu bar which holds all of his videos uploaded onto Youtube which I think is really useful as it doesn't take you out of the site. The shop on his site is also very well put together and easy to navigate. He has also kept the same text and colour scheme throughout the site which I think makes it look more professional and less distracting. Another aspect of his site I really like is the section where he gives tips on taking better pictures, this is something I

haven't seen on many other photographers sites and I think it could be really helpful especially to beginner photographers. The only thing I am not a fan of on his site is his contact page, Personally, I don't think that it is very well laid out and looks confusing. I also think it looks boring and basic in comparison to the rest of his website. Overall, the site is fast and is easy to navigate. I werent confused when using the site and everything was easy for me to find. Although the presentation of his site is good on mobile I prefer it on PC as I feel it is set out better in comparison to mobile as on mobile it isn't landscape and it is set out slightly differently but still fairly easy to navigate.



For my own work I take inspiration from the artists around me. I spend a lot of time looking online at what is trending within photography and like experimenting with my work. For my social media presence I have an Instagram account for my photography. This makes it easy for me to separate my work and algorithm to my personal account. I follow

photography accounts that are within the same theme of my work and some that are not as I like to experiment and change up what I photograph from time to time. I also follow accounts that have a good feed that matches and just good photos in general. For example, I follow celebrities that have a good feed as it helps with setting out my own feed. This also helps as I am able to discover other photographers through these pages that were used for events and other situations. The people that follow my account are also in my niche which helps as we can get an idea of what trends in the photography account. I keep my feed fairly simple with up to three posts per photoshoot. This way I am not spamming my feed with the same photoshoot and am keeping a variety of the best images from each photoshoot. This also makes it easier for people to see the different photoshoots I have done whilst not having to scroll to far on my page as this would become boring. This also keeps people interested in my work as they might like a certain style of photography i do and all my images are easily and quickly accessible on my page. I would like to make my feed more aesthetic and matching throughout as I feel it would make it better to look at my page and work that way. I also feel this would make my page look more professional. I definitely think this is something I could work on with my social media presence. I also feel as though I need to post more on my page as I don't post on there enough and I have many photos which I could document on my page. Overall, I think that I present myself well on social media and people are easily able to see my style of photography through my page.

For my website I wanted to focus on documenting my work and portfolio whilst also letting people know a bit about me and my work. Currently I want to improve my photography in different areas with experimentation before offering to sell prints and books on my site. To begin with I am keeping my site as a portfolio of my work which I think is a good start to the point of where I am at now. However, with progress selling prints of my work is somewhere I want to be within my work. I also believe that a website would be a good place to advertise that. I wanted there to be my image on my landing page as I feel it gives people an instant interest towards my work without having to search for a portfolio on my site. Secondly, there is an option to scroll and find my portfolio below this or in the section above in the menu. I kept my colour scheme the same within my site as I feel it makes it look more professional and better to look at. I documented my best most recent images on my site as I feel they are my best pieces of work and presents the most recent version of myself and my work in the best way possible. My website is also easy to navigate and also easy to find everything that you are looking for within the site which was really important for me. Overall, I am happy with the result of my website although with improvement and changes in work overtime I have the ability to improve my website overtime I feel as though the point I am at now in my work my website presents my work best and includes everything that's needed. Researching other photographers websites really helped me with building my own website as I was able to compare them and take different aspects of each

site which I preferred over the others. It also allowed me to see the sites from another persons perspective and see what I liked best as someone using the sites.

