

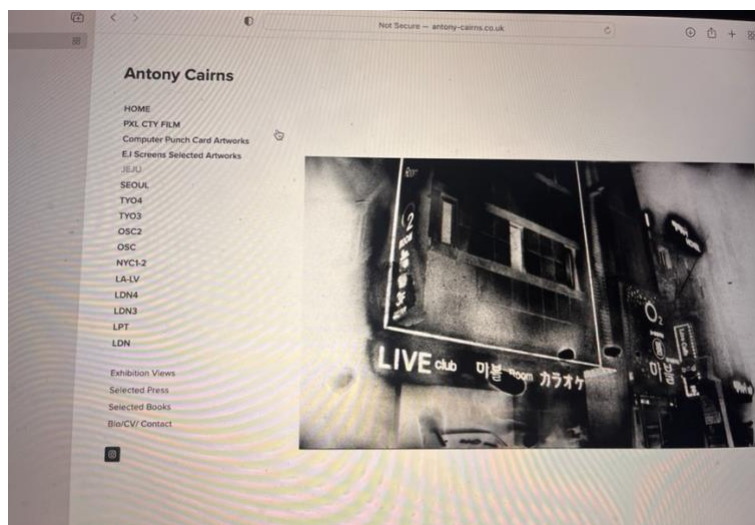
Name= Eszti Fulop
Student number= 2201085
Module= ADAA50011

Link to website
<https://2201085.wixsite.com/my-site-7>

Research

Looking into website

<http://www.antony-cairns.co.uk/lpt/ghwr14ty2bpj6qbphwe872g1ugtsbp>

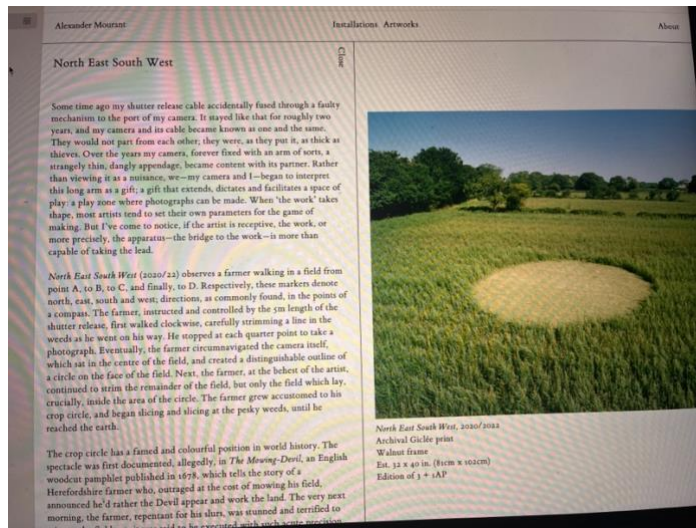


I began looking at Antony Cairns website as I like a lot of his work. the reason as to why I chose this website as my work is very similar to Antony work and I wanted to see how the artist represent his work on his website. To help me decide how I could make my website look clear and professional. I was very disappointed with the website as it looks there wasn't a lot of effort how the work look. The layout to the website looks boring and to simple. There are no fluid animations, no homepages to navigate to find the work; instead, you are immediately presented with a choice of works to choose from.

However, I believe Cairns takes this hyperfocus on simplicity too far. In what appears to be an attempt to maintain this simplistic style, he fails to give any information regarding his work – they are not titled in an explanatory way, and they feature no captions. I maintain the

belief that this could be improved by adding a hover functionality. If you hover over the image a slight gradient would appear with a small sentence or two contextualising the image, this would be a beneficial addition to his website.

<https://www.alexandermourant.com/>



Alexander Mourant's website is not agonised well because you click on the image or title, and it takes you to a different website for information. I believe that this isn't helpful for his audience as they must keep going back and for information that can lead to people not wanting to engage in his website. Alexander's website could improve if he kept everything organized in one place to make it easier for his audience find out about his work. Another reason as to why his website doesn't work, there are only two works of his shown on his website which doesn't give the audience an idea of what type of artist he is. As you click on the work you presented with long writing about the work. I believe his audience would be overwhelmed by this information and would not read. I suggest that Alexander has a small paragraph on what the project is about with more images of his work.

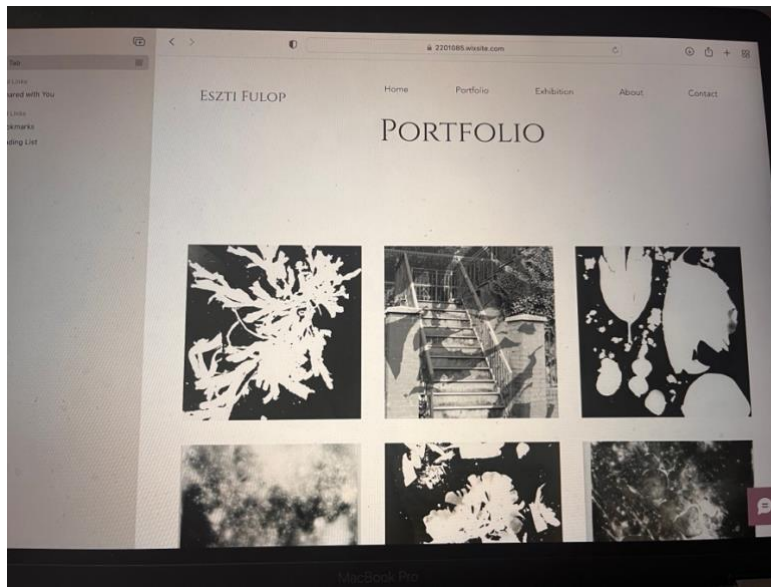
What makes a good website?

A good website is where you get clear picture of who an artist is and what sort of work, they do. However, in my opinion if an artist has lot of different work, they should keep the work separately. As I believe a website should be clean and full of work that is like another to help your audience and gallery to have clear image of what your practice is about. If you have a lot of different work my suggestion would be to have different website for each work to keep things simple.

Another key factor to make a good website is choosing you're work carefully as you want, your best work to make people want to know more about your work. I believe your layout should be simple but not boring to not overcomplicate your audience. Lastly there should

not be a lot of writing on your website as people will get bored and overwhelmed with how much writing there is. my suggestion is keeping thing short and sweet so your audience is left with a good picture of who you are as an artist and if they like you're work they can follow your social media account to get more information.

Evaluation of my website



I am happy with my website as the layout is simple and looks professional because there are different home titles to help my audience navigate my work easier. Another reason as to why my website work because the work is very similar to another, so my audience get a clear idea of what my practice is about. Also, there is a good selection of work without showing too much of what my different project about. there is section about my exhibition so my viewers can read my exhibition statement and view my work. this is a good way of keeping my audience updated about past and current exhibition.

This was a great addition to my website so galleries can see list of past exhibition and then get in contact about displaying new work or old work. this is why a good website is important to help different people see your work and for galleries to want to work with you. I believe by having a page of my exhibition work help me achieve in targeting a wider audience.

The reason as to why I chosen a simple layout with no animation because fell like having fancy animation all over your website take your viewers way from the artist's work. so, I decided to play around with different layout until I found a simple but effective one. Where my audience can just focus on what my work is about. I am happy with the selection of work that is shown because I feel that is my best work and I only want my viewers to see my best work. if my viewers are interested in continuing to see the development of my work. I would

share this on other social media platforms like Instagram because I can interact with my viewers where a website is difficult to that .