

Student Self-Evaluation

Module	World Building
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This document helps facilitate the assessment of the module listed above.

Please evaluate your project or projects under each heading using the guidelines provided. Add visuals as necessary to support your evaluation. Consider each section in relation to your submitted website/social media outcomes, and your process and engagement with the timetabled sessions.

Name	Millie Jones (2403702)
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Website Link	www.milliealicejonesphotography.com
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Part One: Engagement with Literature Skills (10%)

Artist, Website and Social Media Research

Include **at least 3 artist websites**. Discuss and evaluate in relation to how successfully they communicate the artists' work and what you can take and learn from in relation to your own web presence.

Choose the same or different artists and discuss how they use social media to brand their work.

Consider structure (style, clarity, pattern etc.), content (image, text, multimedia etc.), navigation, responsiveness (across computer, phone, tablet etc.) and statement.

Use visuals and include links to the sites discussed.

Response:

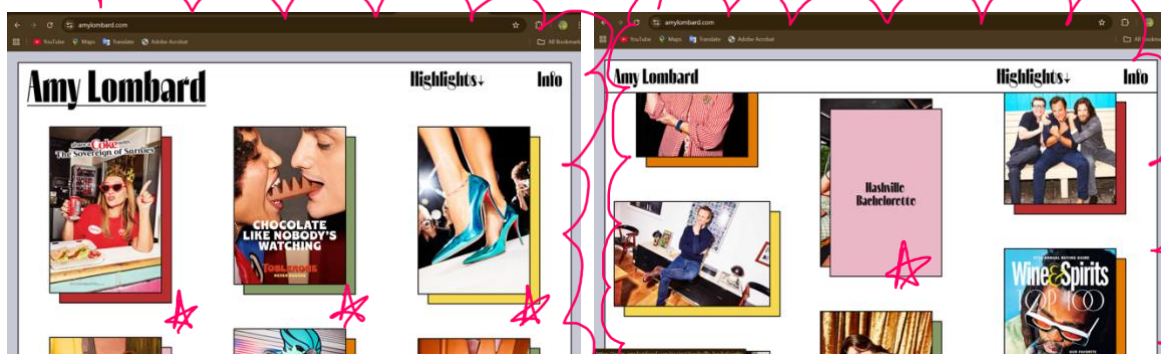
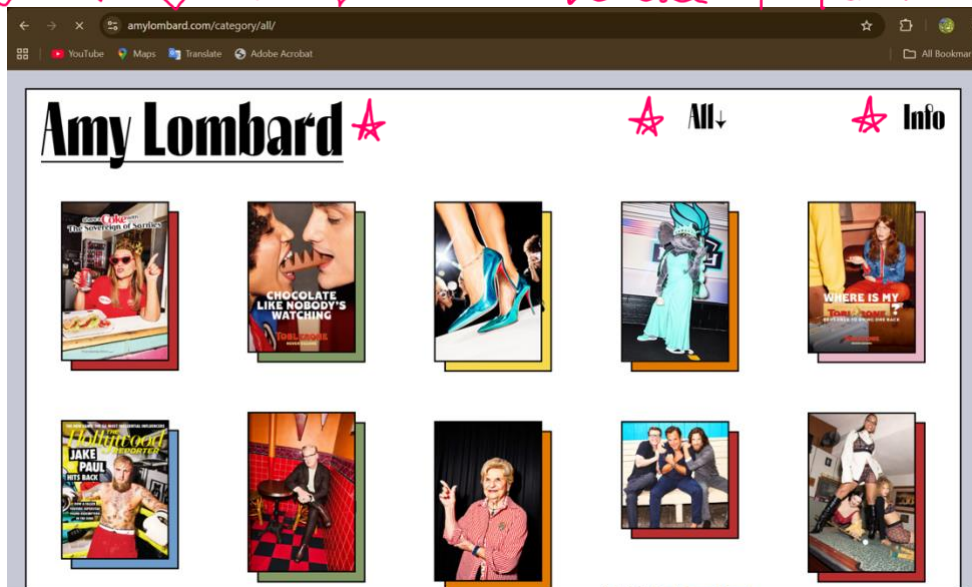
Artist 1- Amy Lombard:

Amy Lombard's website (<https://www.amylombard.com>) communicates her photographic practice clearly and professionally through a minimalist, image led structure. Large, high quality photographs dominate the homepage and portfolio sections, allowing the work to speak for itself. Navigation is simple and intuitive, making it easy to move between projects, the artist bio and contact information. The limited use of text positions Lombard as a confident visual storyteller, while her short professional statement reinforces her credibility. From this site, an effective takeaway is the importance of prioritising strong visuals and keeping written content concise to maintain clarity and focus.

The site uses lots of color, with simple visual blocks behind the images, which makes it engaging. The consistent font and carefully chosen background colors make the work appear visually exciting. Her work is categorised clearly, which makes navigation simple and easy to follow. The use of color is appealing to me personally. The site feels like a diary documenting her work, but it remains incredibly professional. From viewing the site, it is clear what Lombard's style of photography is. I have taken inspiration from the boldness of the fonts and the small icon graphics used in the navigation section.

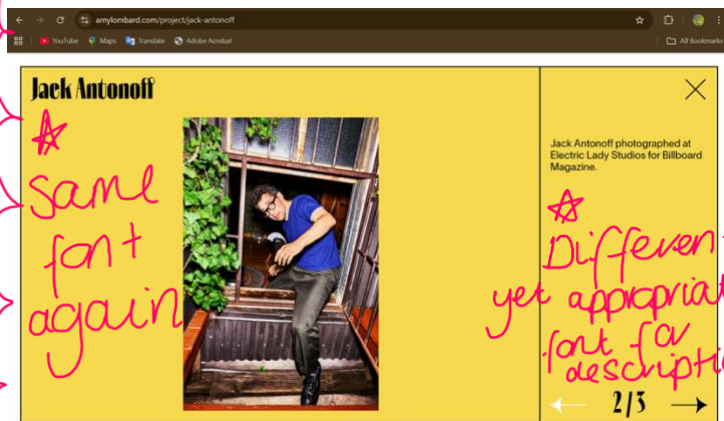
Website appearance on laptop/tablet:

★ Bold & Consistent
choice of font



★ Considered & bold
colour palette
throughout site -
effective making
the images stand out

★ Colour
behind image
reveals title
of work, same
fonts again,
visual connection.

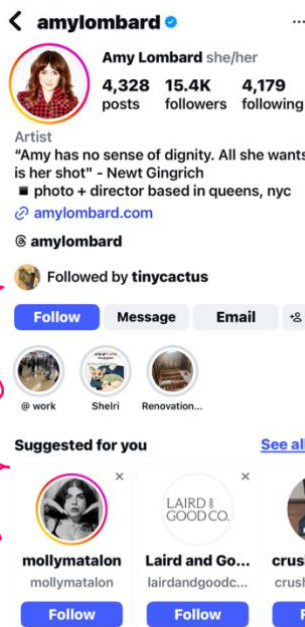


Personalities↓
Highlights
Reportage
Food & Drink
Motion
Fashion
Commercial
All

★ Once clicked on specific project, able to view works in full, same colour as project cover.

★ Interesting choice of shapes, same colours

Social Media (Instagram)



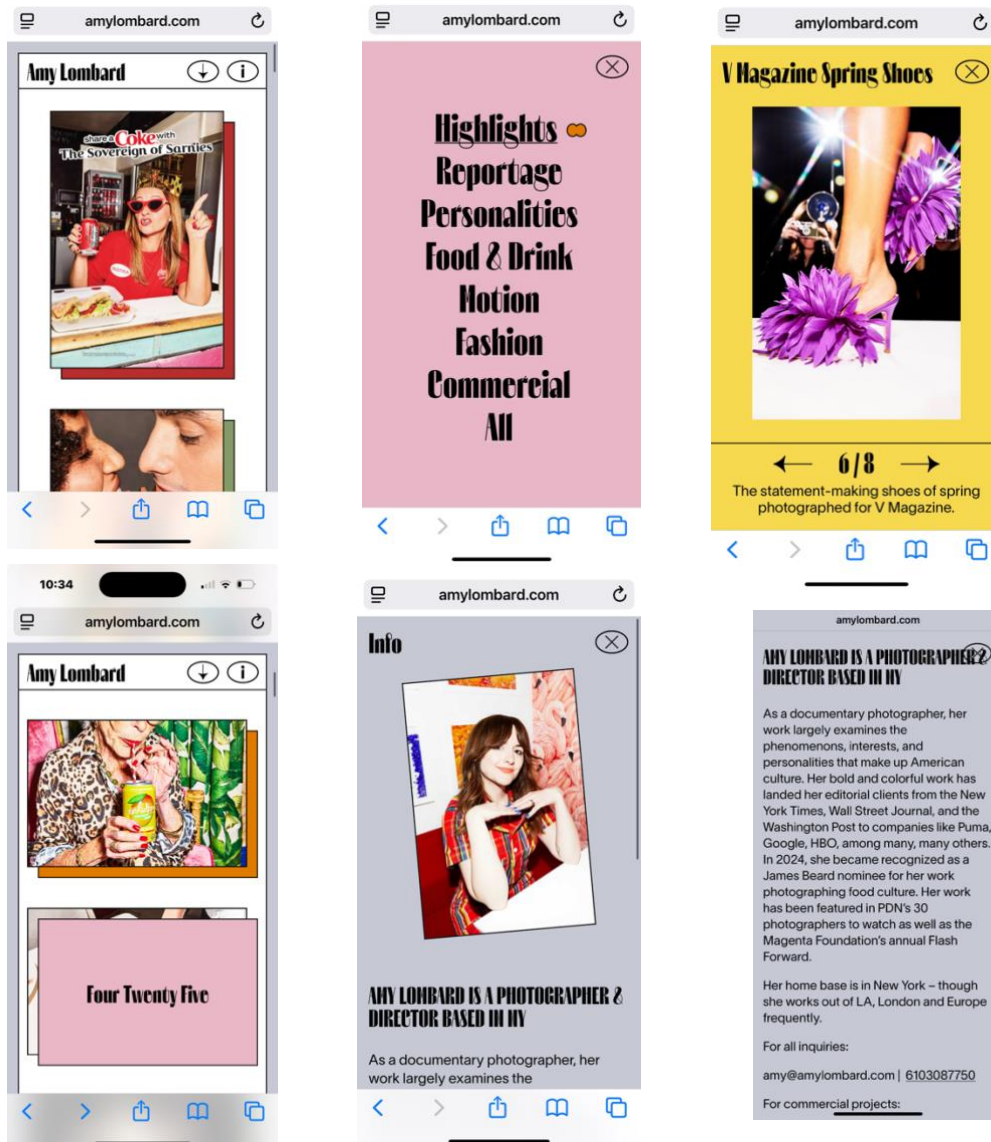
consistent use of instagram.

★ Bold images - lots of colour similar to site

Lombard's consistent use of uploads on her Instagram page is highly effective. The work is presented in a bold and striking manner, mirroring the visual language of her website. This consistency helps create a strong visual connection across platforms, reinforcing brand identity and making the content immediately recognisable. As a result, the Instagram page functions not only as a promotional tool but also as an extension of her website's experience, enhancing audience engagement and overall brand coherence.

Website appearance on mobile device:

Similar appearance on phone as laptop.

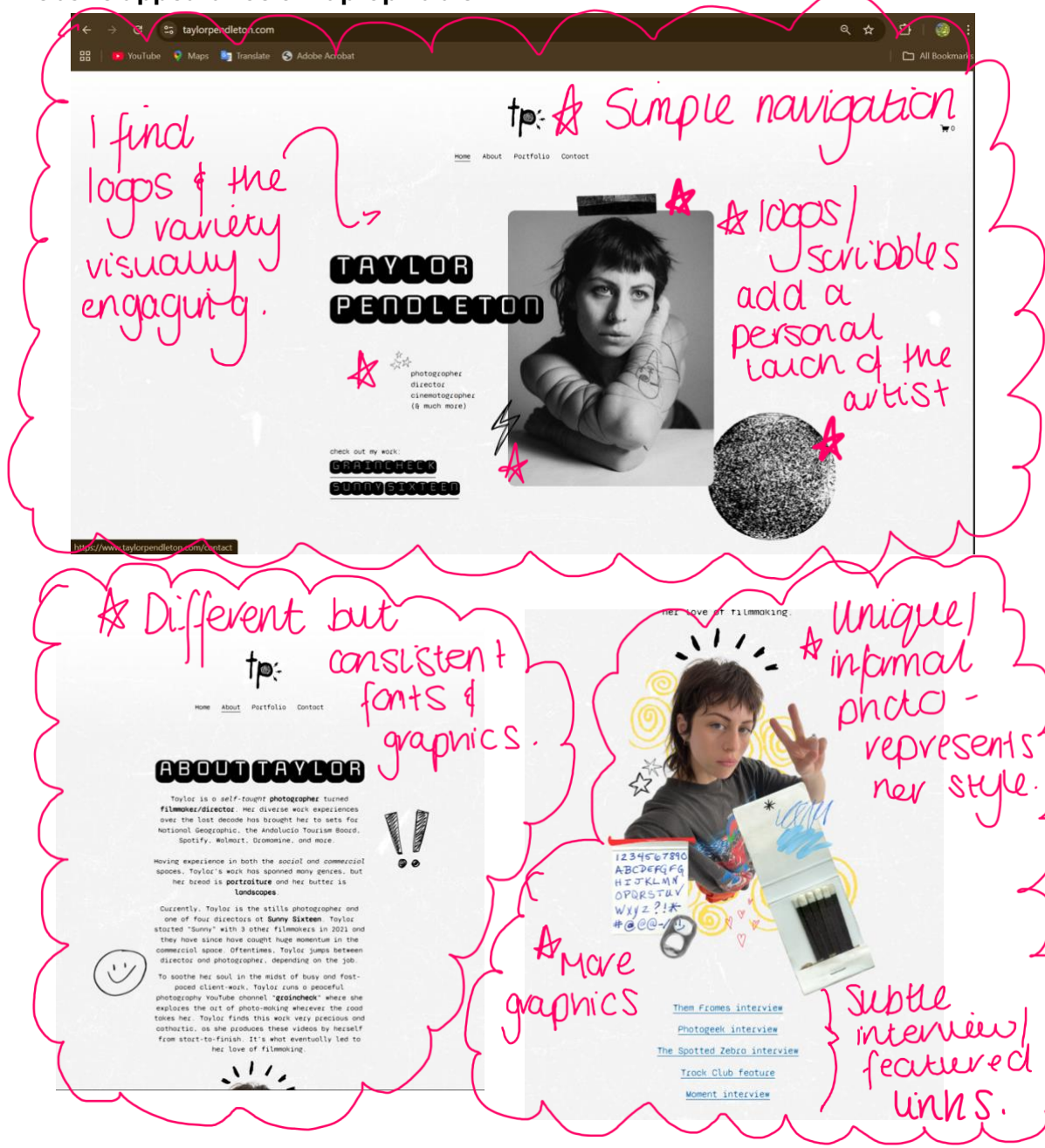


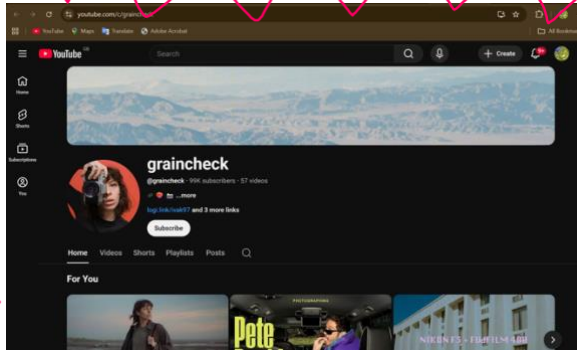
Overall, Lombard's artistic presence is portrayed as bold and colourful, and it is presented very professionally across both her website and social media platforms. The layout of her website maintains a consistent appearance when viewed on a phone or tablet, demonstrating careful consideration of smaller screen sizes. Even on reduced displays, the content remains clear and visually engaging. I have taken inspiration from the professionalism with which she showcases her practice, particularly her distinctive style and the use of graphic elements to reinforce her visual identity.

Artist 2- Taylor Pendleton:

Taylor Pendleton's website (<https://www.taylorpendleton.com/>) is simple and visually engaging, using graphics and a scribble effect that give it a relaxed, informal feel. Similar to Lombard, it is easy to navigate but avoids being stereotypical in its design. The site feels professional while maintaining a laid-back approach, which makes her webpage unique in my opinion. I particularly like the page layout and overall format. The consistent colour scheme of greys is effective, with well-placed pops of colour that add interest where appropriate.

Website appearance on laptop/tablet:





Instagram



YouTube

★ Showcases her work

through multiple platforms

A contact form titled 'SAY HEY!' with a smiley face icon. The form asks for 'First Name', 'Last Name', 'Email', 'Subject', and 'Message'. There is a 'SEND' button at the bottom. A note above the form says 'Please fill out this form to contact Taylor for all inquiries, aside from photo mentorships.'

★ Opportunity to contact artist without her needing to publish any other details.



Instagram



YouTube

tp:

Home About Portfolio Contact

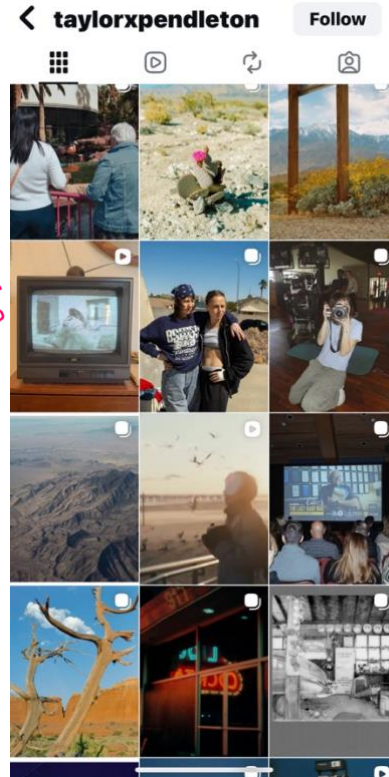
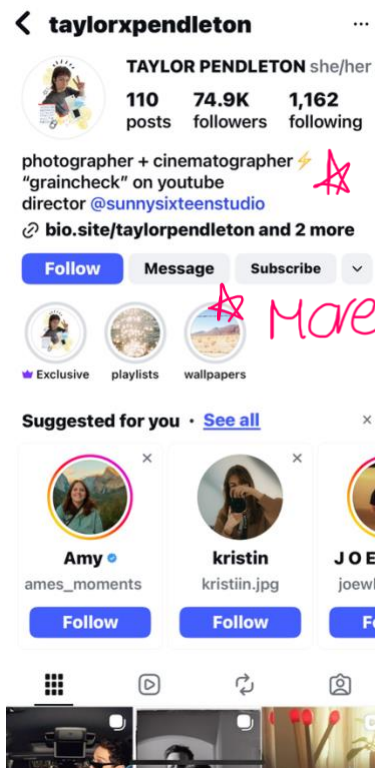
eBay x Pete Davidson
National Geographic
Andalusia Tourism Board
Kat Cunniff
Portraits
Landscapes

★ LANDSCAPES

★ Forced to view works without any initial visuals

★ Images are showcased in a gallery format of scrolling and can see upcoming images.

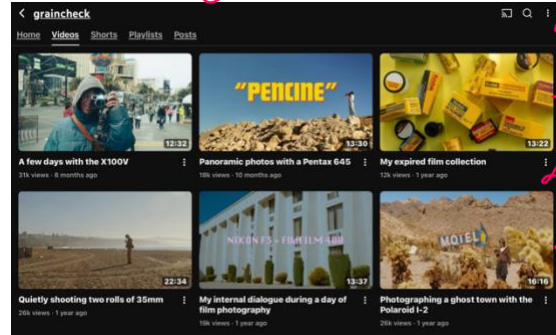
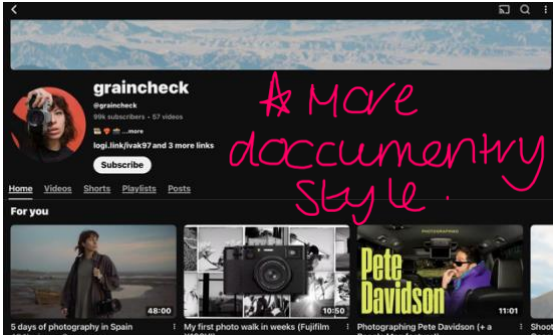
Social Media (Instagram):



Seems to be more 'informal' - more of a behind the scenes, progress and documentary use of platform. The images on Insta page do not correspond with website's presence.

Social Media (YouTube)

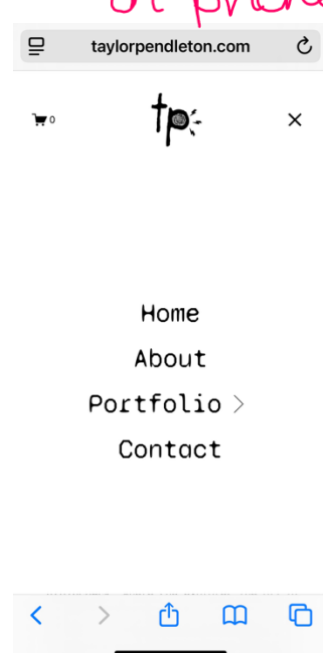
* 'graincheck' separate handle on youtube

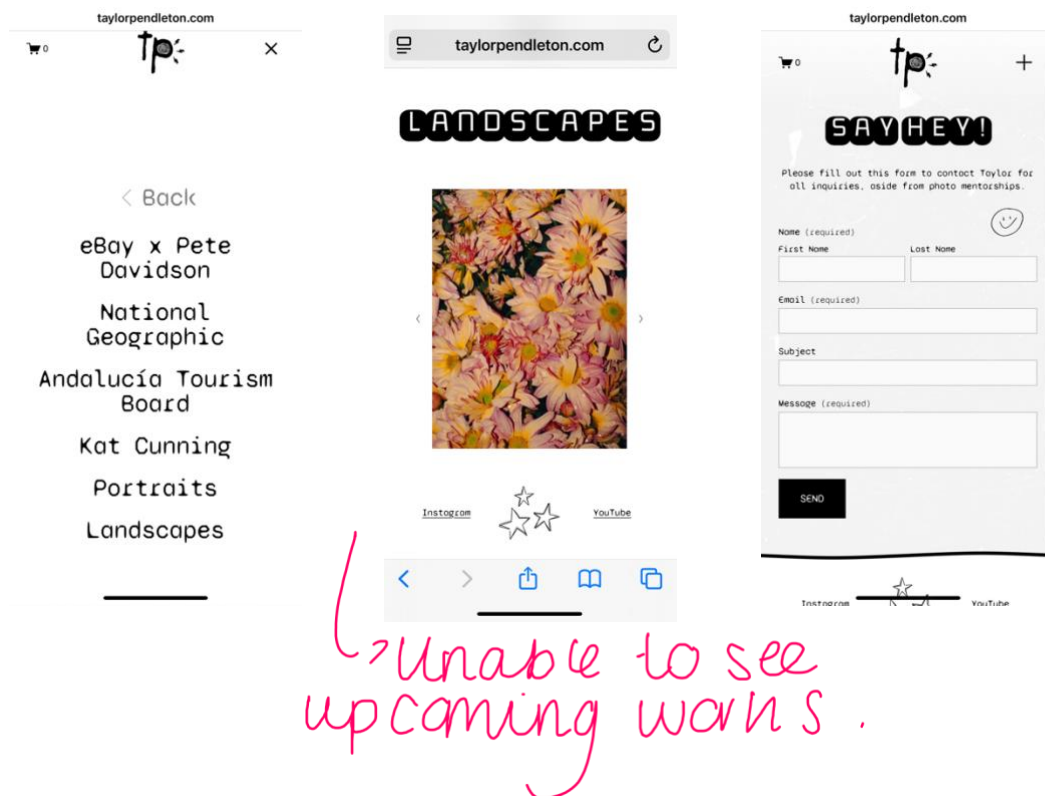


Pendleton's presence on her YouTube account, alternatively known as *graincheck*, is used to showcase her more documentary style approach to videography. Posting on YouTube is well suited to this aspect of her practice, as the platform supports longer form, more narrative driven content. This approach aligns effectively with her identity as both a videographer and an artist. However, there appears to be a weaker visual connection between her YouTube presence and her website, with less consistency in visual language and branding across the two platforms.

Website appearance on mobile device:

Very similar appearance on phone.





Overall, Taylor Pendleton's artistic presence across her website, social media and YouTube platform is strong and presents her artistic style in a professional yet 'laid back' manner. Through her design choices, it is clear that she represents her practice effectively and with confidence. While her YouTube page does not maintain the same visual connection to her website, this may be a deliberate choice that reflects her preference as an artist.

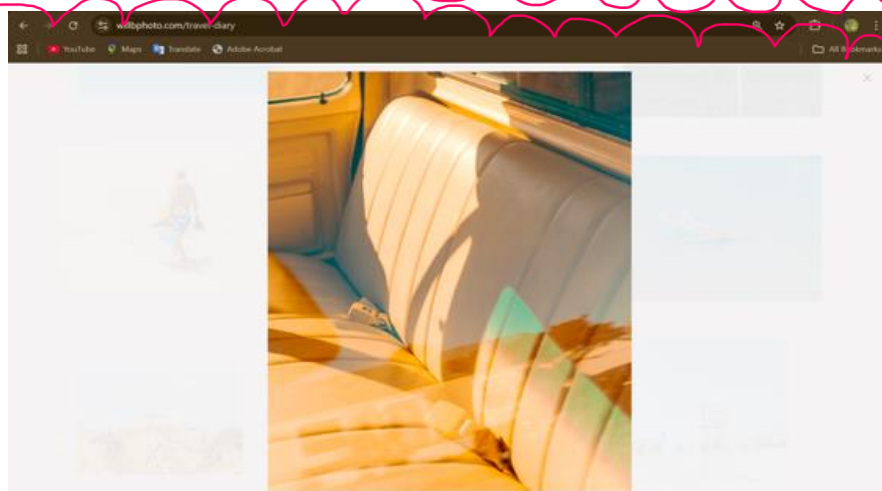
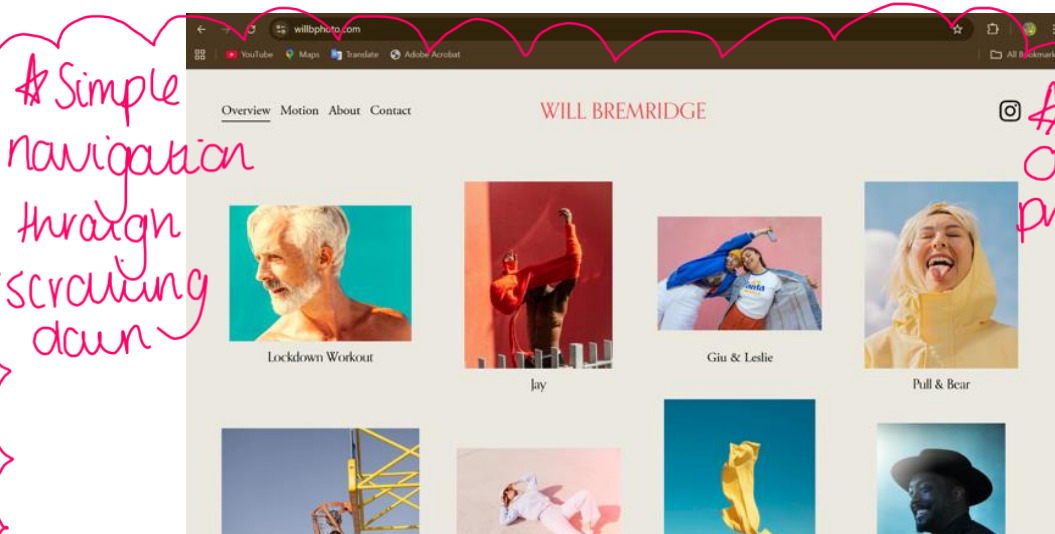
For my own online presence, I intend to focus on using my website and Instagram page. I am particularly drawn to how Pendleton leans into posting documentation on Instagram and is not restricted to presenting her work exactly as it appears on her website, similar to Amy Lombard. This approach feels more casual and authentic, which is something I would like to consider adopting to create a more relaxed posting style.

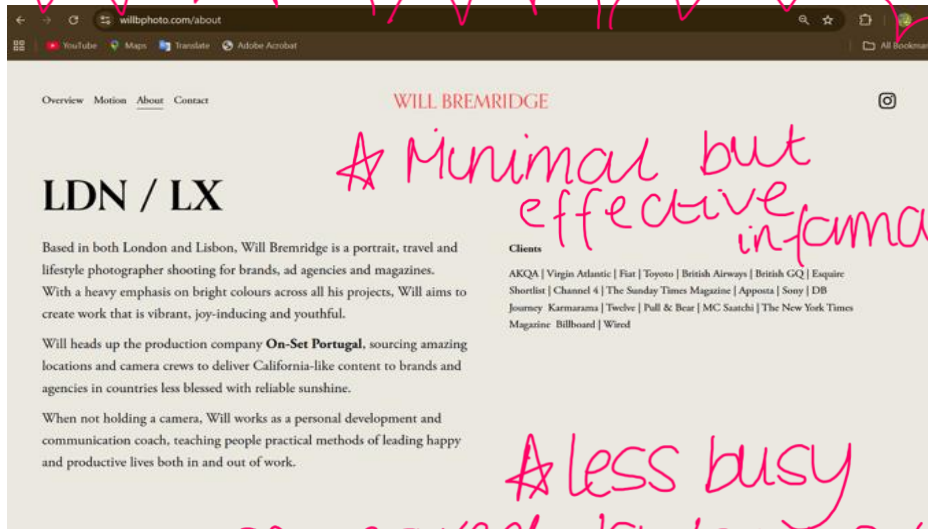
My key takeaways from Taylor Pendleton's online presence are her clear and simple website layout and navigation and the subtle use of small logos and graphic elements. These design choices strongly appeal to my own aesthetic preferences and will influence how I present my work online.

Artist 3- Will Bremridge:

Will Bremridge's website (<https://www.willbphoto.com/>) is simple but filled with color, which I really like. The site uses minimal text, allowing his work to speak for itself. I appreciate the consistency of the site's design, which creates a cohesive and professional presentation. Navigation is very easy, and the layout is similar to Amy Lombard's site, with a scrolling effect that showcases his work continuously. Bremridge's images are very colorful, making the site visually vibrant and engaging. From viewing the site, it is clear what Bremridge's style of photography is, and the bold use of color helps reinforce his artistic voice.

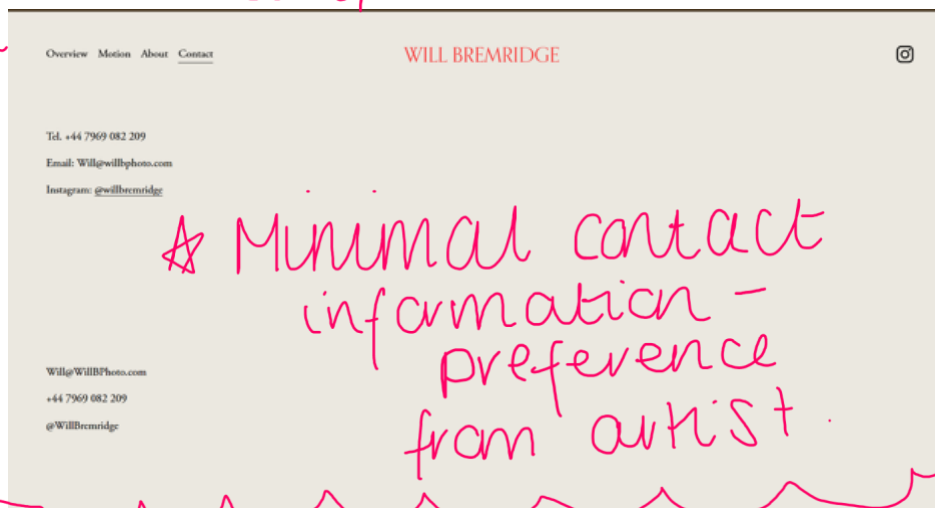
Website appearance on laptop/tablet:





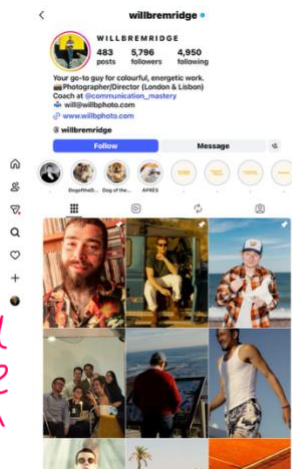
★ Minimal but effective information.

★ less busy compared to Lombard.



★ Minimal contact information - preference from artist.

Social Media (Instagram):



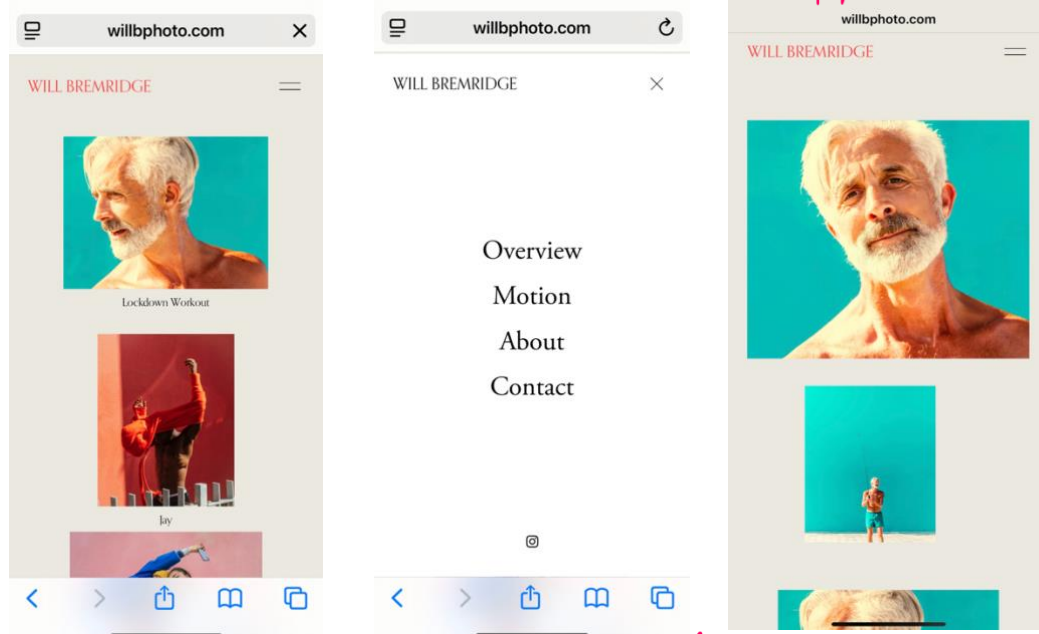
★ Seems more casual here compared to more 'formal' look on webpage.



★ Works on site & page seem to be similar

A visual connection can be seen in Will Bremridge's practice through the way he documents and presents his work across both his website and Instagram account. His Instagram presence adopts a more relaxed and informal approach, which contrasts with the more considered and spacious presentation of work on his website. While his Instagram feed appears busier, this is likely influenced by the structural limitations of the platform, particularly the grid format and image sequencing. In contrast, his website allows the work to be spread out more thoughtfully, giving each piece greater visual space and emphasis. Despite these differences, there is a clear sense of continuity between platforms, which helps reinforce his artistic identity and makes his online presence feel cohesive yet approachable.

Website appearance on mobile device:



Overall, Will Bremridge's website presents his work in a way that is simple yet visually rich, using bold colour and minimal text to allow the photography to speak for itself. The consistent design and easy navigation create a cohesive and professional experience, while the continuous scrolling layout effectively showcases his work in a way similar to Amy Lombard's site. From viewing the site, Bremridge's photographic style is immediately clear, with colour playing a key role in reinforcing his artistic voice. A key takeaway for my own website is the importance of simplicity that is carefully balanced, keeping the layout clean and uncluttered, but not so minimal that it becomes visually unengaging. This approach demonstrates that simplicity can still be bold, expressive and impactful when supported by strong visual content.

Part Two: Knowledge and Understanding Skills (20%)

Applied Skills

In this section, students should discuss and evaluate the application of existing and newly acquired skills, and knowledge to their outcomes.

How have you ensured consistency of design on your site; how have you linked your social media exposure to your more personalised web 'voice'?

Approx. 200-300 words.

Response:

Application of existing and newly required skills:

My website has been created using **Wix**, through which I applied both existing digital skills and newly acquired knowledge to produce a coherent and professional outcome. I chose Wix after considering other platforms such as Cargo and Adobe, as it offered the best balance between cost, usability and creative control. Using a WYSIWYG website builder allowed me to focus on design, layout and content rather than technical coding, while still achieving a polished result. Throughout the process, I developed new skills in web design, including establishing visual hierarchy, applying colour theory and typography consistently, embedding and optimising images, creating headers and footers and adapting layouts for both desktop and mobile viewing. I also strengthened my content and communication skills by writing clear and relevant text structured for easy scanning, while using different tones to reflect the nature of each project. Problem-solving was a key part of the process, particularly when adjusting image layouts to ensure consistency across gallery pages. Publishing the site, purchasing a domain, and linking social media accounts such as Instagram increased my confidence in using digital tools and reinforced my understanding of the importance of maintaining a professional online presence. Through trial and error, I developed attention to detail, navigation design skills, and a sense of pride in creating a website that is publicly accessible and represents my creative practice effectively.

By using my student discount through Student Beans, I was able to receive 50% off a Wix Premium plan, securing both the plan and my domain, 'milliealicejonesphotography', for approximately £60 for the year. This was a considered investment in my creative practice, as it will support my degree work in the next academic year. I chose a domain that matches my Instagram handle, which uses my full name followed by "photography," in order to maintain consistency across my online presence and clearly reflect my artistic practice. I plan to review and update the website when the yearly plan expires, ensuring it continues to develop alongside my degree and portfolio.

Consistency of design and my web 'voice':

To ensure consistency of design across my website, I chose a limited colour palette and applied it consistently throughout each page, including backgrounds, text and navigation elements. The palette was restricted to two complementary shades of green, which were used exclusively for background and text to maintain strong visual consistency across the website. These colours reflect my personal aesthetic and help establish a recognisable visual identity, even as the content of my practice continues to evolve.

Consistency was also maintained through layout decisions, such as using uniform spacing, image sizing and typography across all portfolio pages. The overall layout was kept minimal to support clarity and ease of navigation. Small graphic elements in the form of green star icons were used sparingly across the site, inspired Taylor Pendleton's website, adding subtle visual interest without overwhelming the content.

Linking my social media presence to my website was an important part of developing a sophisticated and professional online voice. I already has a public Instagram account, @milliealicejonesphotography, which I created a few years ago to post content regarding my creative practice, so I wanted to ensure that my website aligned visually and conceptually with this platform through consistent imagery, tone, graphics and colour scheme. I consistently use a separate private Instagram account for more casual posting aimed at family and friends, which allows me to clearly separate personal content from my professional identity.

A current weakness in my practice is inconsistent posting on my professional Instagram, this is something I aim to improve as my work develops. Alongside the publication of my website, I plan to use Instagram more actively to share finished work, developments and photoshoots that correspond with the visual layout and branding of my webpage, allowing social media to act as an ongoing and dynamic extension of my curated online portfolio.

On my personal account, I frequently post stories, as this feels more natural and spontaneous. Applying this approach to my public account by using stories and curated highlights would help ensure consistent engagement with my social media presence. This would allow my website and Instagram feed to focus on polished, finalised works, while stories provide space for more informal and relevant content. I feel that this separation would create a visually coherent connection between platforms, balancing professionalism with authenticity and strengthening my overall digital presence.

Screenshot of my Instagram page:

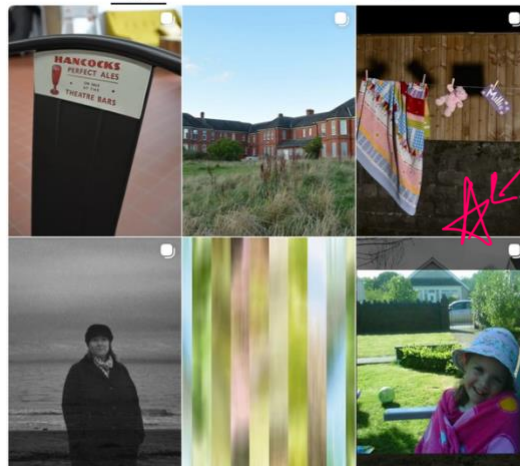
★ Profile photo is
portrait
on website <

★ Same handle
as my site's
domain - consistent
web 'voice'



similar
star
graphics
across
website

Green
colour
palette
and
star
graphic,
similar
to website



★ Posts
on feed
are the
same
as projects
on website,

same sequence
& captions.

Part Three: Cognitive and Intellectual Skills (20 %)

Editing and Audience Engagement

Discuss the process of editing your work for web use: selection, placement into specific galleries, different approached to website and social media, sequencing, scale etc.

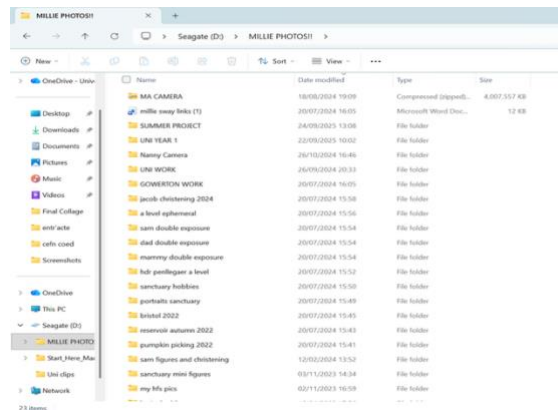
How are you presenting yourself to both a professional and a lay audience?

Use visuals as necessary.

Approx. 200-300 words

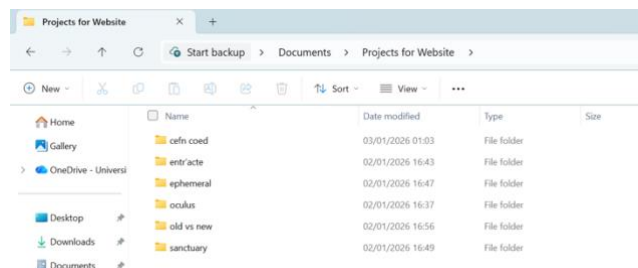
Response:

I keep my work saved onto my hard drive, which allows me immediate access and made the process of categorising images for my projects straightforward. When editing for web use, I carefully selected images that best represent each project and arrange them in a deliberate sequence.

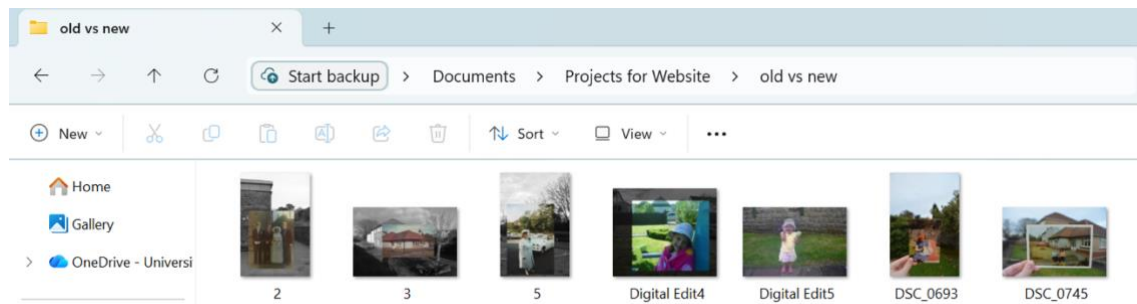


★ Files
of past
work /
projects

I selected six projects produced throughout my practice. Due to my organised file management system, in which images are stored in clearly labelled folders, the selection process was efficient and intuitive.



★ Folders
for
each
project



★ Images within folders - non sequence order.

Order of Images for projects:

'Intro' act'

- 1) 1943
- 2) 1948
- 3) 1903
- 4) 1833
- 5) 1931
- 6) 1851
- 7) 1858
- 8) 1921
- 9) 2247
- 10) 2231
- 11) 195
- 12) 201

'Alm (aed'

- 1) 0001
- 2) 0189
- 3) 0065
- 4) 0148
- 5) 0901
- 6) 0301
- 7) 0967

'Alm (aed'

- 1) 0001
- 2) 0189
- 3) 0065
- 4) 0225
- 5) 0167
- 6) 0148
- 7) 0901
- 8) 0301
- 9) 0967
- 10) 0214

'oculus'

- 1)
 - 2)
 - 3)
- (already in an order)

'old vs new'

- 1) Digital 4
- 2) 0693
- 3) 5
- 4) Digital 5

'old vs new'

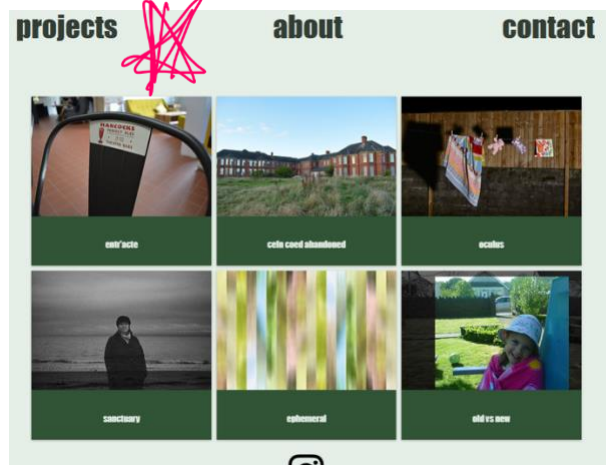
- 1) Digital 4
- 2) 0693
- 3) 2
- 4) 0945
- 5) 5
- 6) Digital 5
- 7) 3

'Sanctuary'

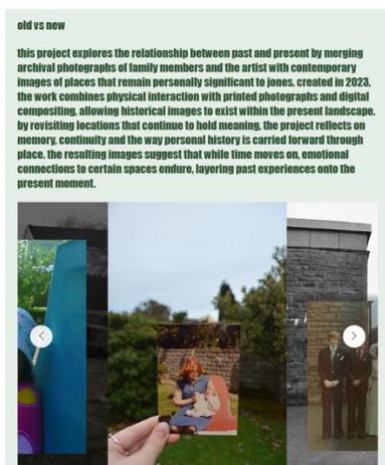
- 1) mammy
- 2) Luis
- 3) daddy
- 4) sam

★ Creating a sequence order of images for site.

On my website's projects page, each thumbnail image serves as the first image in its project gallery, giving viewers a clear introduction to the series and maintaining a consistent visual hierarchy. I also considered scale and composition, ensuring that images display effectively across different devices. Within Wix, I chose to present each project using a slider gallery format. Each project is accompanied by a contextual written description, followed by a scrollable image sequence. While this may initially appear text-heavy, I felt it was important to provide sufficient context to support the visual work. Each project contains a maximum of twelve images, which are displayed at a reasonable viewing scale. Upon reflection, I may adjust this in the future by increasing image size and allowing viewers to click on individual images for a more immersive viewing experience.



* Project gallery grid on project page.



* Slider gallery format

On my professional Instagram account, I replicated the same image sequencing and visual style used on my website galleries to maintain cohesion across platforms. This ensured that both my website and Instagram communicate a consistent professional identity while allowing audiences to engage with my work in different formats. In contrast to my public account, my personal Instagram account is used to share more informal content, such as daily activities through stories. Moving forward, I plan to integrate this approach into my professional account by sharing behind the scenes material, workshops and documentary-style content through stories, while keeping main feed posts aligned with the curated gallery aesthetic.



How am I presenting myself to both a professional and a lay audience?

By adapting my content and presentation to be similar on each platform, I aim to engage both professional audiences who expect a polished, cohesive portfolio and a lay audience, who may appreciate more personal or behind the scenes insights. Overall, the consistency of layout, colour scheme and sequence across platforms helps strengthen varying audience engagement while reflecting my minimalistic and professional aesthetic.

Part Four: **Practical Skills** (30%)

Practical Work Submission

Please provide a link to your website in the appropriate box.

Consider who you follow and engage with on social media; do you communicate with an art/photography audience and, if so, provide examples of career-related targeting?

Now that you have engaged with this process, discuss the strengths and weaknesses of your site and current social media.

This module is about setting up a process that builds on what you already have but should always evolve, with new refinements as you develop as an artist.

Approx. 400-500 words.

Response:

(Website link)

www.milliealicejonesphotography.com

Throughout the process of creating my website and establishing an online presence, I have developed a range of **practical** digital and design skills. These included an understanding of design principles such as layout, visual hierarchy, colour theory and typography, as well as an awareness of branding and how consistent visual choices contribute to a professional identity. I focused on producing clear, concise text that was structured for easy scanning, while adapting tone and language to suit the differing contexts and themes of individual projects.

I also strengthened my content and communication skills by organising information logically and ensuring the site was intuitive and easy to navigate. Decisions around page structure, headers, footers and navigation were carefully considered to enhance usability. I learned how to embed and optimise images effectively, and how to adapt page layouts for both mobile and desktop viewing to ensure accessibility across devices.

In building the site, I had to learn how to use a website builder and WYSIWYG platform, gaining confidence through experimentation and problem-solving. This included resolving layout issues, such as adjusting image sizes within the gallery page to achieve consistency and paying close attention to detail to ensure each page aligned visually and structurally with the rest of the site.

The process also involved technical tasks such as publishing the website, linking social media platforms, like my Instagram and understanding the importance of a strong online presence. Through trial and error, I developed confidence in using digital tools and gained insight into how websites function as professional platforms.

I took pride in creating a site that is now publicly accessible, allowing my work to be viewed globally.

Before building the website, I researched a range of popular site-making platforms, including Cargo, Adobe and Wix. After considering pricing and functionality, I felt Wix offered the best value for my needs. I found the platform intuitive to navigate, with tools that became easier to use the more I experimented.

Engagement on social media:

In terms of who I follow on social media, much of my audience currently consists of family and friends, as my photography account was originally linked to my personal account. As a result, my following also includes staff and students across the university. Alongside this, I make a conscious effort to follow local artists and creatives, as well as art pages and accounts that I come across online and find inspiring. Although my current following is not yet strongly industry focused, I expect this to develop as I continue to build my portfolio. The creation of my website and the process of visually connecting my online platforms has been an important first step in establishing a more professional presence. This has initiated greater engagement with a wider artistic audience and provides a strong foundation for growing a more targeted and career-focused following in the future.

Strengths and weaknesses of website and social media:

A key strength of my website is its simplicity. The navigation is clear and easy to follow, making it straightforward for users to find information. The website also maintains a consistent colour scheme, typography and page layout, which helps create a cohesive and professional visual identity.

However, there are several areas for improvement. The homepage could be more engaging by featuring examples of my projects rather than only an image of myself. This would immediately communicate the nature of my practice to visitors. Additionally, the images in my project gallery could be displayed at a larger scale. Allowing users to select images and view them in full would encourage deeper engagement and provide a better viewing experience for my work.

In terms of social media, while my engagement with art and photography related accounts helps target a relevant audience, I could strengthen this further by posting stories more consistently and adding them to highlights on my page. This would help create a stronger connection between my online platforms and support my professional development.

This process has shown me that my website and Instagram page are living platforms that should evolve with my artistic development. Regularly refining content, layout and engagement strategies will ensure that both my professional and general audiences continue to connect with my work as I grow as an artist.

Part Five: Transferrable Skills for Life and Professional Practice. (20%)

**Engagement with Taught and Studio (non-timetabled) Sessions:
Professional and Engagement**

Have you participated in all tutorials and group seminars, and completed all the related tasks?

Present work to a professional standard with a view toward professional audiences and potential clients and collaborators.

Consider how your web and social media presence might help in your approach to external groups as you approach your final degree year.

How good has your time management been throughout the module?

Approx. 250-350 words.

Response:

Throughout the module, I feel that I have engaged with taught sessions, tutorials and guest talks and I have completed all related tasks within the required timeframes. Regular participation in discussions and critiques has supported the development of my ideas and helped refine my ability to articulate my practice clearly through the creation of my website. Even during periods when I was away, I remained engaged with the module by submitting smaller tasks such as my artist statement and keeping up to date with ongoing requirements. I also engaged with professional development opportunities such as guest lectures, including a talk by Mark Griffiths and a session with Adam, who creates websites for the university and offered practical advice on web design and professional online presence. This engagement has strengthened both my technical skills and my confidence when presenting work to others.

I have aimed to present my work to a professional standard, keeping in mind professional audiences, potential clients and future collaborators by carefully curating my work, refining visual presentation and ensuring written content such as artist statements and project descriptions are clear and purposeful. At this stage in my career, I recognise that I have not yet defined a specific 'niche' of photography, so my website functions as a flexible and evolving platform rather than a fixed portfolio. I have focused on using a consistent and aesthetically considered colour scheme that reflects my personal appeal and provides cohesion across the site, even as my practice continues to develop. Although I do not yet have an extensive body of work or professional credits, I view my website and personal domain as a long-term investment that will support the documentation and publication of future work, adapting as my artistic direction becomes more defined, with feedback from peers and tutors reinforcing the importance of clarity, consistency and context.

Developing and reflecting on my web and social media presence has been especially useful as I will soon be approaching my final degree year. I have become more aware of how an online platform can function as both a portfolio and a personal brand. A clear, well-structured website and a consistent social media presence can help communicate my artistic identity, showcase my strongest work and make my practice more accessible to external groups, including galleries, creative organisations and potential employers. This awareness has encouraged me to be more selective and intentional in what I share online.

My time management throughout the module has been generally effective, although this was one of the modules that I have completed later in the semester in order to balance my overall workload. I prioritised my exhibition work, as this was the most practical and time-intensive component of my studies, and planned my time accordingly. While this module was left until later, this decision was strategic rather than unplanned, allowing me to focus fully on each requirement when appropriate. I had not created a website before, but by researching other artists' websites and developing ideas around colour schemes and layout in advance, I had a clear vision of what I wanted to produce before beginning the build. My prior experience using Microsoft Sway to present portfolios, which offers a similar scrolling and visual structure to a website, also supported this transition. Additionally, across the semester I experienced significant family commitments, so knowing I had time over the Christmas period to refine and submit my website and evaluation helped reduce pressure and allowed me to work to a good standard. Overall, this module has strengthened my organisational skills, adaptability and forward planning, alongside key transferable skills such as professionalism, reflection and time management, which will be essential for my final year and future creative practice.