World Building (ADAA5011)

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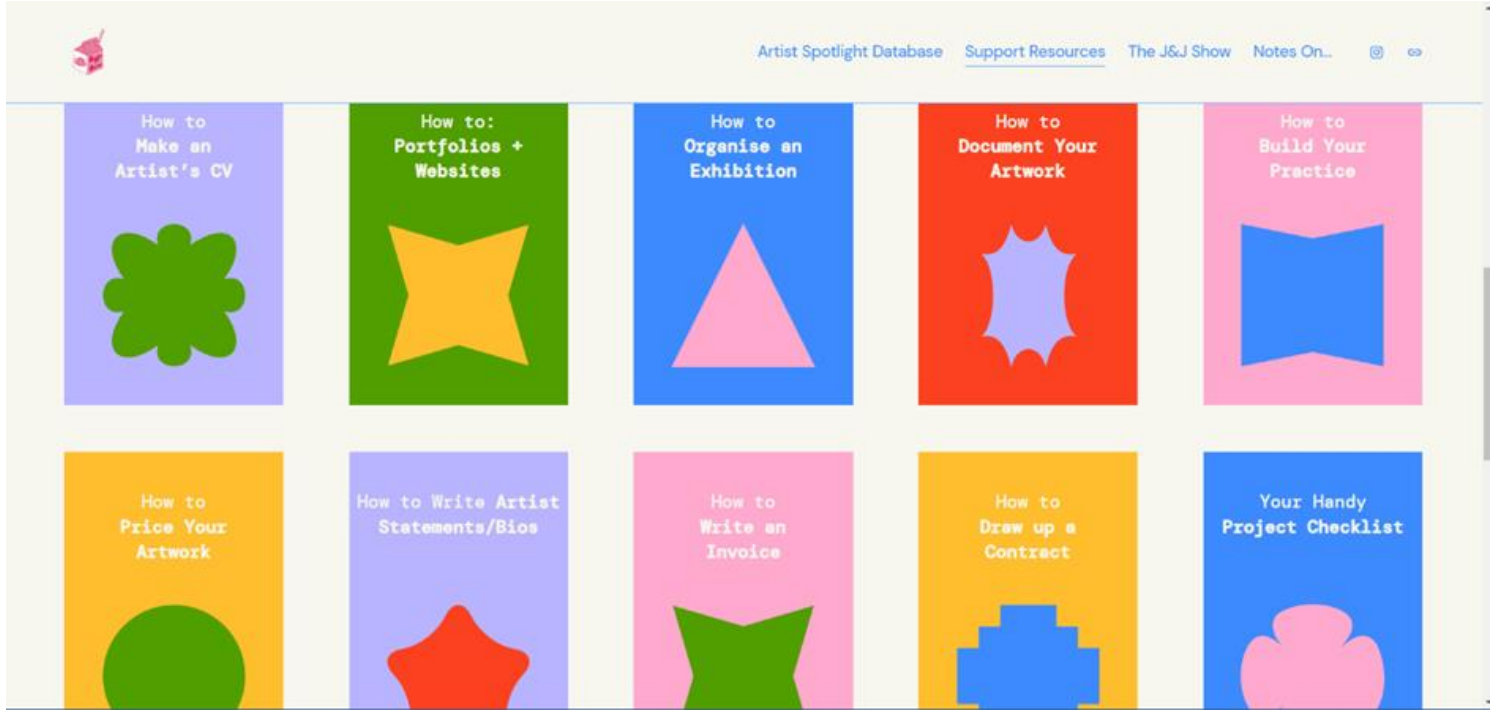
In today's digital era, establishing a meaningful online presence is crucial for artists. A website serves as a central hub, guiding potential clients and galleries to explore the portfolio and stay updated on the artistic journey. This online showcase has become more accessible than ever by democratizing the space to exhibit work. An individual can now have a presence at almost the same level as big companies, making it worthwhile to invest time and effort in building a compelling website.

The website is the central piece of your online presence, existing in conjunction with other web-based platforms such as Instagram, LinkedIn, and blogs. We need to be cautious with social media, using it to our advantage, avoiding the mixing of personal and professional spaces, and always checking privacy settings.

A delicate balance is necessary between the professional finish of the website and the experimental nature of platforms like Instagram. Balancing professionalism on the website with the experimental nature of platforms like Instagram is crucial. These platforms serve not only as showcases but also as spaces to foster community, share processes and ideas, and potentially collaborate with other artists. Several examples of online art-based communities include:

Jiggle in Juice: A platform supporting artists, bridging the gap between art school and professional practice. It is made by artists for artists.

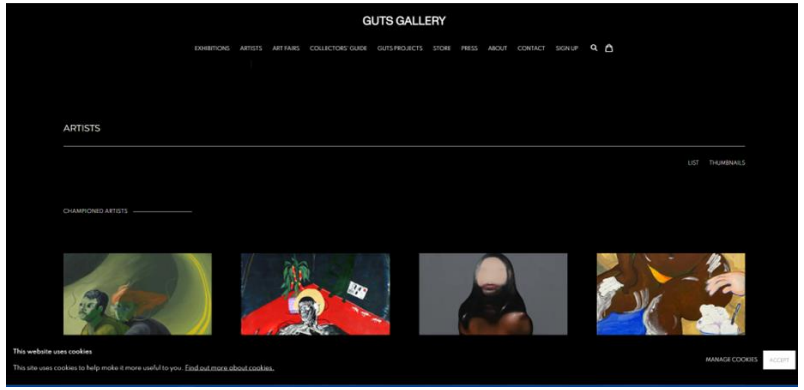


Jiggle in Juice Website

The White Pube: Another support space for artists, offering small grants.

The White Pube Website

Guts Gallery: A new type of gallery providing a voice and space to artists traditionally denied, acting as both a platform and a support system.



Guts Gallery Website

Social media exploration involves studying different artists. I chose one artist who recently graduated, one in the middle of her career, and one established artist.

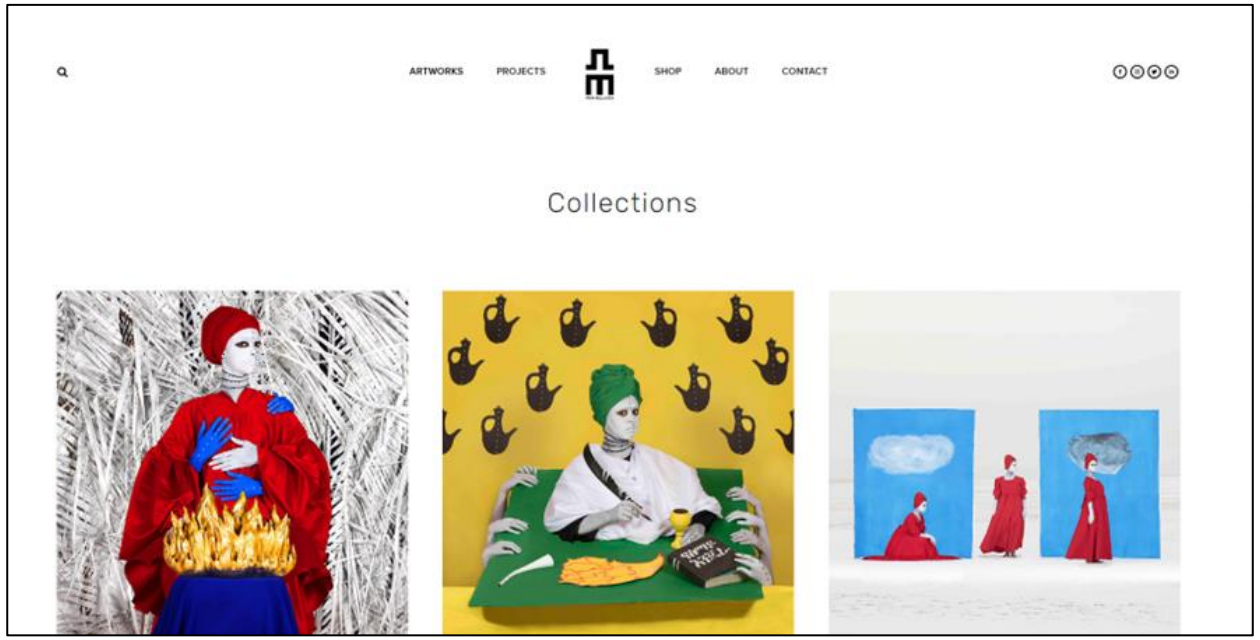
Sarah Grounds, a visual artist currently pursuing an MA in Contemporary Dialogues, maintains a clear, professional, well-organized website that is easy to navigate. It showcases the cast of her projects, exhibitions, and CV. Her Instagram account is active, offering insights into her daily work. With links to Facebook and LinkedIn, it's easy to find her by her name. The website is built on Wix.

Sarah Grounds Website

Vivian Ross Smith, a more established artist, exemplifies effective social media use for her work. Her Instagram account resembles a diary of her artistic journey, while her website focuses on presenting the results. The website is clean, easy to navigate, and distinctive, demonstrating care and professionalism in the choice of fonts, landing page image, color palettes, and other details. She utilizes Linktree to consolidate all her work (website, mailing list, editions, and other links) in one place. It's easy to find her by her name, and her website is built on Squarespace.

Vivian Ross-Smith Website

Aida Muluneh, a well-established artist, uses her website as the central hub for her work. While her social media accounts are less active than the other two artists, her website has good speed, is easily discoverability by her name, and has a clear, balanced design—not too busy, not too empty. Her website is built on Squarespace.



Aida Muluneh Website

During my research on website options, I explored Wix, Square Space, and WordPress, each offering distinctive features. Wix provides a user-friendly interface with a variety of designs. Square Space stands out for its specialized designs tailored for photography. Meanwhile, WordPress offers greater flexibility nevertheless is more complicated to use it. After evaluating these options and considering my current situation, Wix emerged as the best option due to its quality-free option, user-friendly interface, designs, and the flexibility to upgrade.

As I reflect on my preferences, I am drawn to simple and clean websites that offer easy navigation. A prime example is Sarah Grounds' landing page, featuring changing images, which served as inspiration for my design. Considering future possibilities, I am intrigued by the idea of incorporating a video or a single representative image on the landing page.

Crafting the about-page statement proved challenging initially, as the initial draft was overly lengthy. After revisions, it condensed into one concise paragraph in the first person, complemented by a quote that leans more towards a philosophical standpoint than a statement.
Recognizing that the website serves both personal and audience-centric purposes, I adopted a third-person perspective to address potential inquiries from those interested in my work about the process, the practice, and the motivation.

The development of the website involved meticulous planning, with considerations spanning the front end, spatial arrangement, image dimensions, color palette, symmetry, and both desktop and mobile layouts.

While the portfolio currently showcases three primary projects, it remains a work in progress, with forthcoming plans to incorporate an exhibition section.

Selecting the profile image posed a unique challenge. Initially, I aimed for an image reflecting my artistic practice. However, recognizing the value of personal connection, I now understand the importance of including at least one image that reveals the person behind the art. If I were a gallery, I would appreciate the opportunity to see the artist.

Every element on the website, from the overall layout to the choice of fonts, has been carefully considered to ensure a cohesive and thoughtful presentation.

To enhance my online presence, I am committed to increasing my activity on Instagram. Currently, I utilize the platform to explore the works of fellow artists and stay abreast of contemporary art. Acknowledging the significance of LinkedIn for future career development, I have scheduled a revisit to my website and online strategy at the end of the second semester.

Active involvement in the online community, encompassing various platforms and engagement with fellow students, stands as a pivotal aspect of my journey as an artist.