BA Documentary Photography and Visual Activism

World Building (ADAA5011)

Research Report for Website

Word count: 600 + bibliography

Research report

https://www.ffotoevi.com/

Rationale

I determined the primary goals of the website, to start the process of curating a domain.

- ★ showcasing photography projects
- ★ Capturing my artist focus/overall theme within the site's aesthetic
- ★ attracting potential clients/ collaborators
- ★ Identifying the target audience

It proved difficult to select a website building platform that aligned with my specific aesthetic wants/needs, budget, and technical ability. My options included Squarespace, Wix, and Adobe Portfolio. Considering my personal wants/needs for my domain and the availability to integrate with third-party services via the resources on the building platform (e.g., e-commerce functionality for selling prints), I concluded that 'Squarespace' was the best platform for my website.

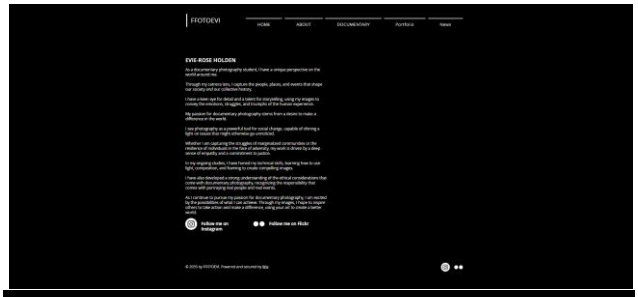
Previously, I have used WIX to create/ present my portfolio of work – In the first year of study I had created my own website. I used the old website as a template of what not to do for the new website.

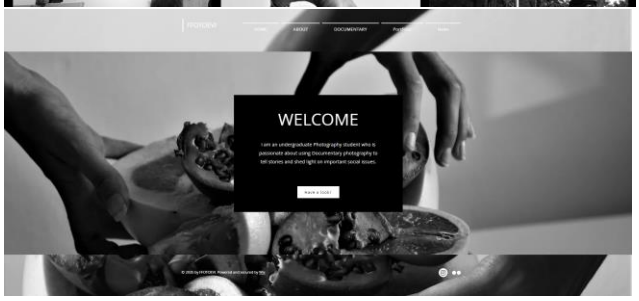
Analysis of OLD website

+ Dark theme (Outdated, gloomy, uninviting)

+ Uninteresting Layout (Boring, lazy, distracting)

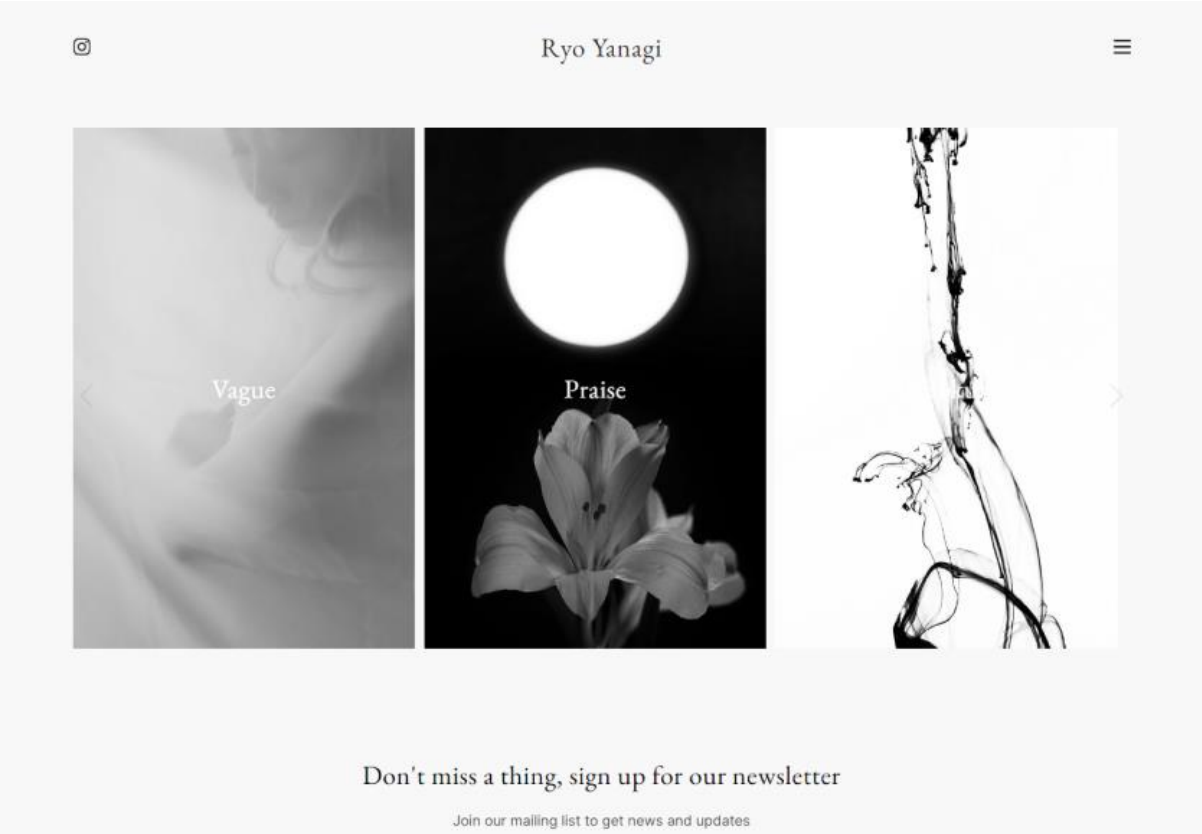
+ Difficult/useless navigation (Frustrating, disorganised)





Research

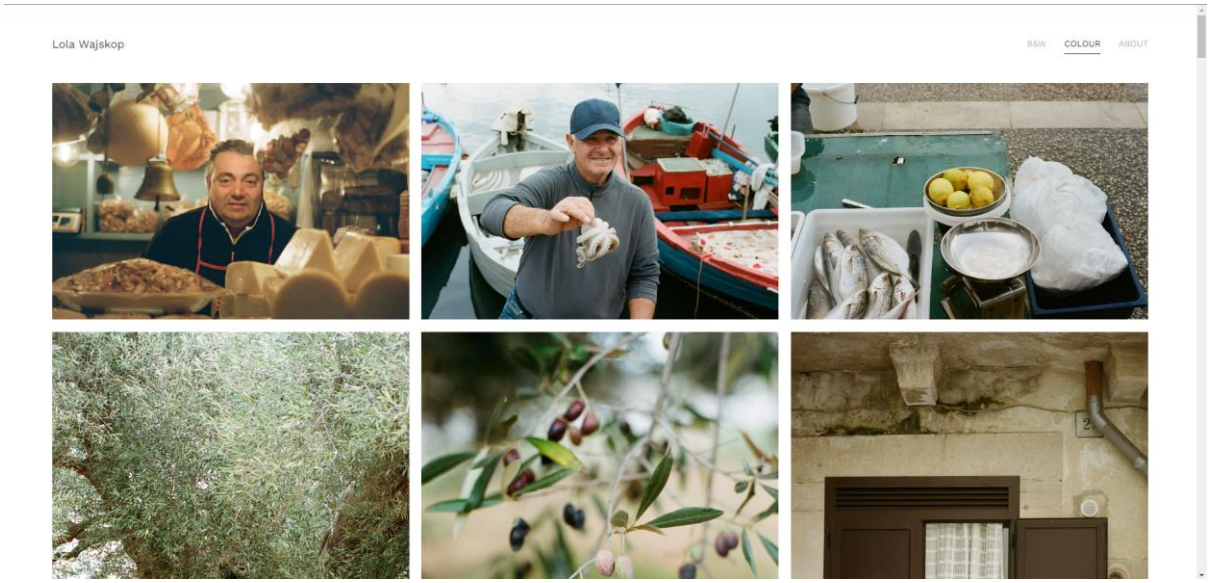
[Ryo Yanagi]



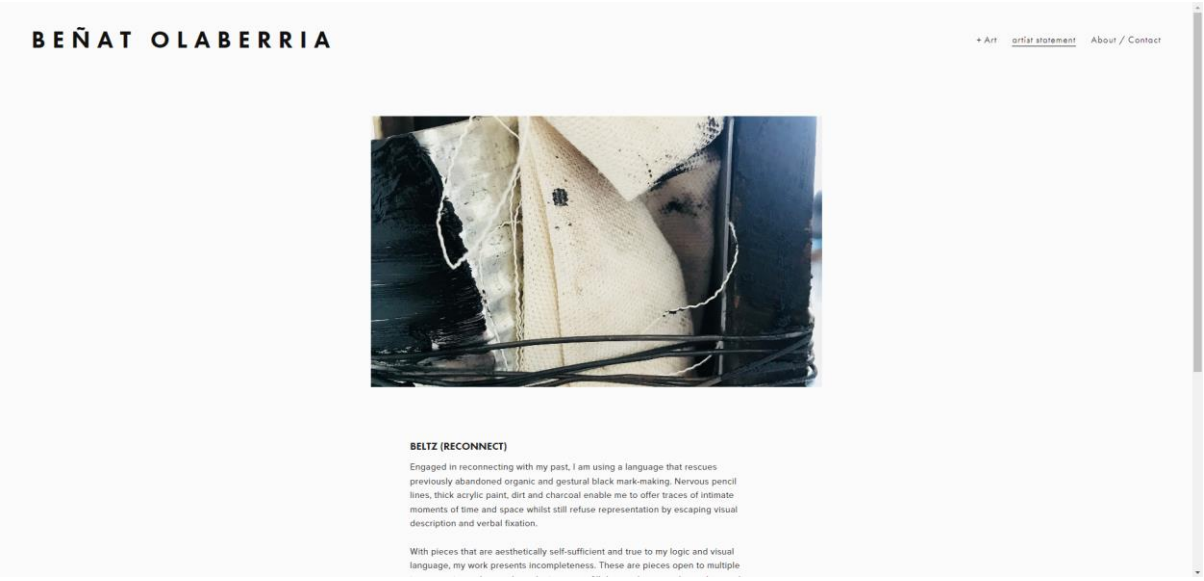
I felt engaged with Yanagi's work upon visiting the site – the presentation of her key themes/project's intrigues her audience. With a minimalist style, the page is easy to navigate. The light theme to contrast her monochromic photography style, adds a certain aesthetic quality to the overall ambiance of the welcoming page.

Lola Wajskop

and engage the audience at face value – although, left me wanting more.

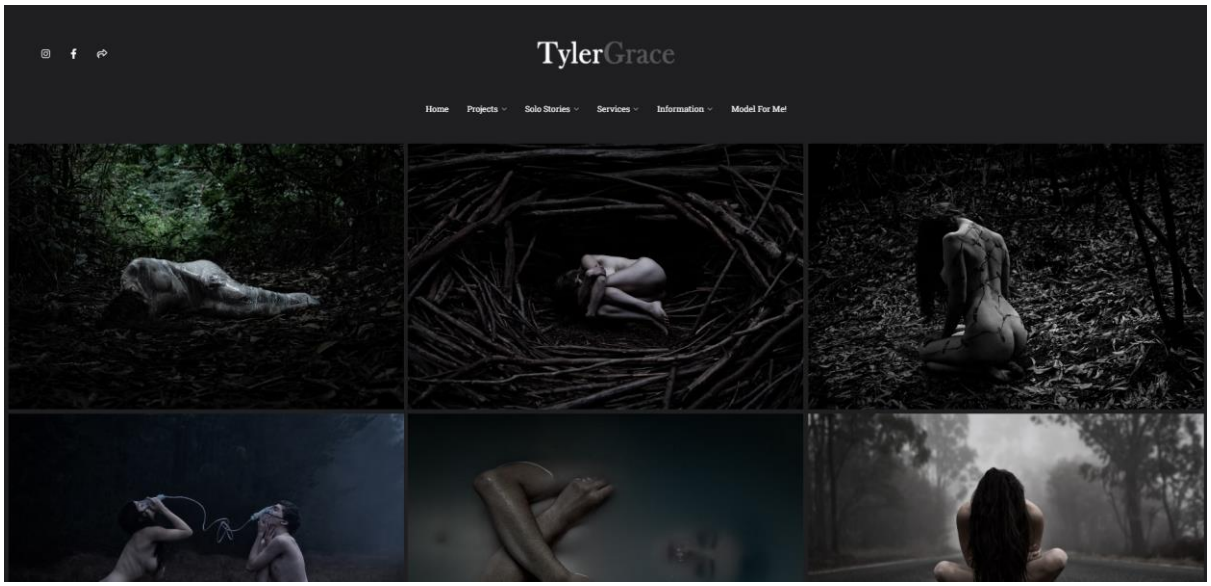


Benat Olaberria



Olaberria's artist statement page, although initially engaging, lacks structure for an uninformed audience visiting the site for the first time. Breifly, it describes two collections – the work is not presented alongside the key concepts (Leaving the audience confused / uninformed and disengaged with the website and / or photography.)

Tyler Grace



Graces' page consists of all her projects and collections, her own introspective projects, services, modelling opportunities and a page full of information about how to buy her services and prints.

The aesthetic of the page aligns beautifully alongside her overall content. The gloomy page alongside the cold, naked and often disturbing collections – introduces you to the artist's style and themes.

Clicking the images upon arrival in the site takes you into a rabbit hole of images that often have conceptual ideas and her personal interpretation of the work alongside them.

Conclusion of research

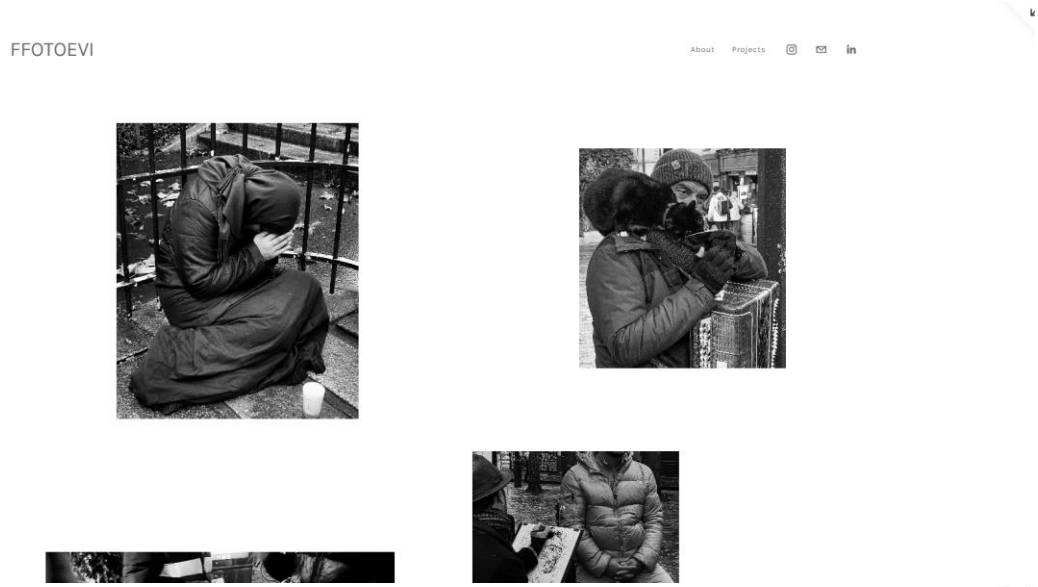
Minimalism can be made interesting, through research into Tyler Grace's site – I found that the website complimented the prevalent themes in her work without creating a disorganised layout, making the site easy to navigate and engage with.

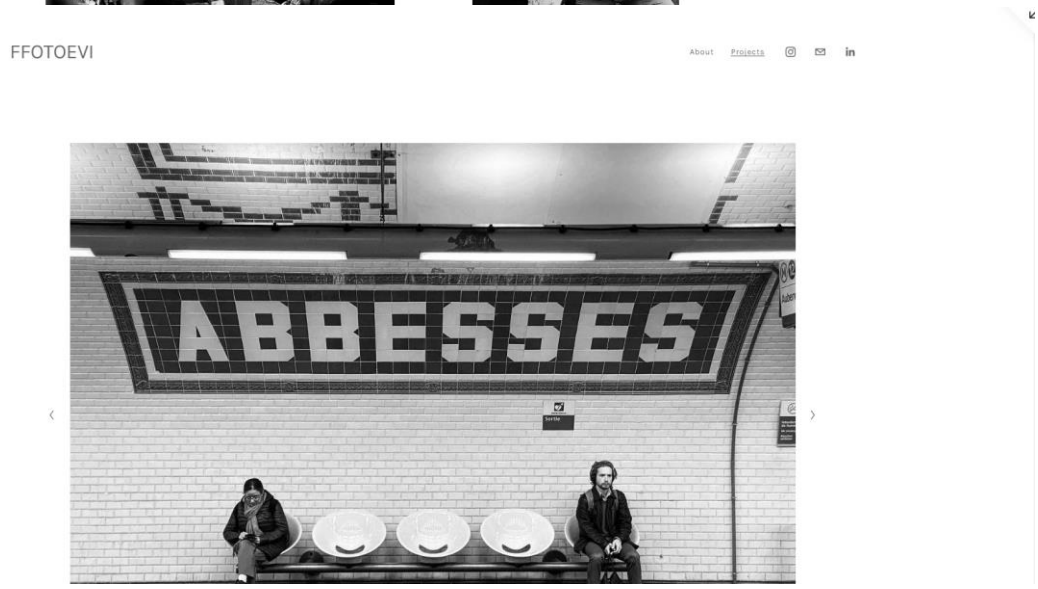
Less is less, Olaberrias' artist statement page lacked all the information necessary to 'get to know' the artist. This statement was poor. I learned nothing about the artist nor their drive or focus. Whereas, in my own website the audience will be informed about my focus and background as a photographer.

Lola separates her collections within two categories b&w or Colour film (simple and easy to navigate). Conceptually, the images lack information/story but aesthetically the images are beautiful and engage the audience at face value – although, left me wanting more. I intend to present all my working and previous collections on my website – alongside the intention of the work.

Overall, I will template the layout and format of Tyler Graces' website taking inspiration from her informative and minimal style. I also hope to capture my style of photography in the personality of the website – Although, I am still trying to configure my own personal style; the website should complement the work instead of the work aligning with the webiste format and aesthetic.

New Website





Parisian Veins

"Parisian Veins" is an intimate journey through the veins of Parisian streets, where the rhythm of daily life intertwines with the poignant narratives of those often relegated to the margins. The collection serves as a visual commentary on the complexity of urban existence, shedding light on the vibrant street life that coexists with the stark realities of homelessness.

The website is easily navigable, minimal and interactive. It is also set up as my own domain FFOTOEVI.COM, I hope to use it to start my professional journey as a documentary photographer.

I have hopes to set up the shop so I can sell prints, the platform used offers multiple opportunities to expand your businesses and/ or practice – this was an intentional choice to benefit my long-term goals as a photographer.

Via the homepage you can access my other social medias. My Instagram and LinkedIn profiles contribute to my personal brand. By linking them on the website, it creates a cohesive online presence that reinforces my identity. Having an active presence on LinkedIn and Instagram enhances my credibility and professionalism. It shows that I'm engaged in my work and willing to connect with others, which can be reassuring for potential clients, collaborators, or employers.

Having these on the website can drive traffic to those platforms, increasing my followers and engagement over time. This can be particularly beneficial when using social media for marketing or promoting my prints.

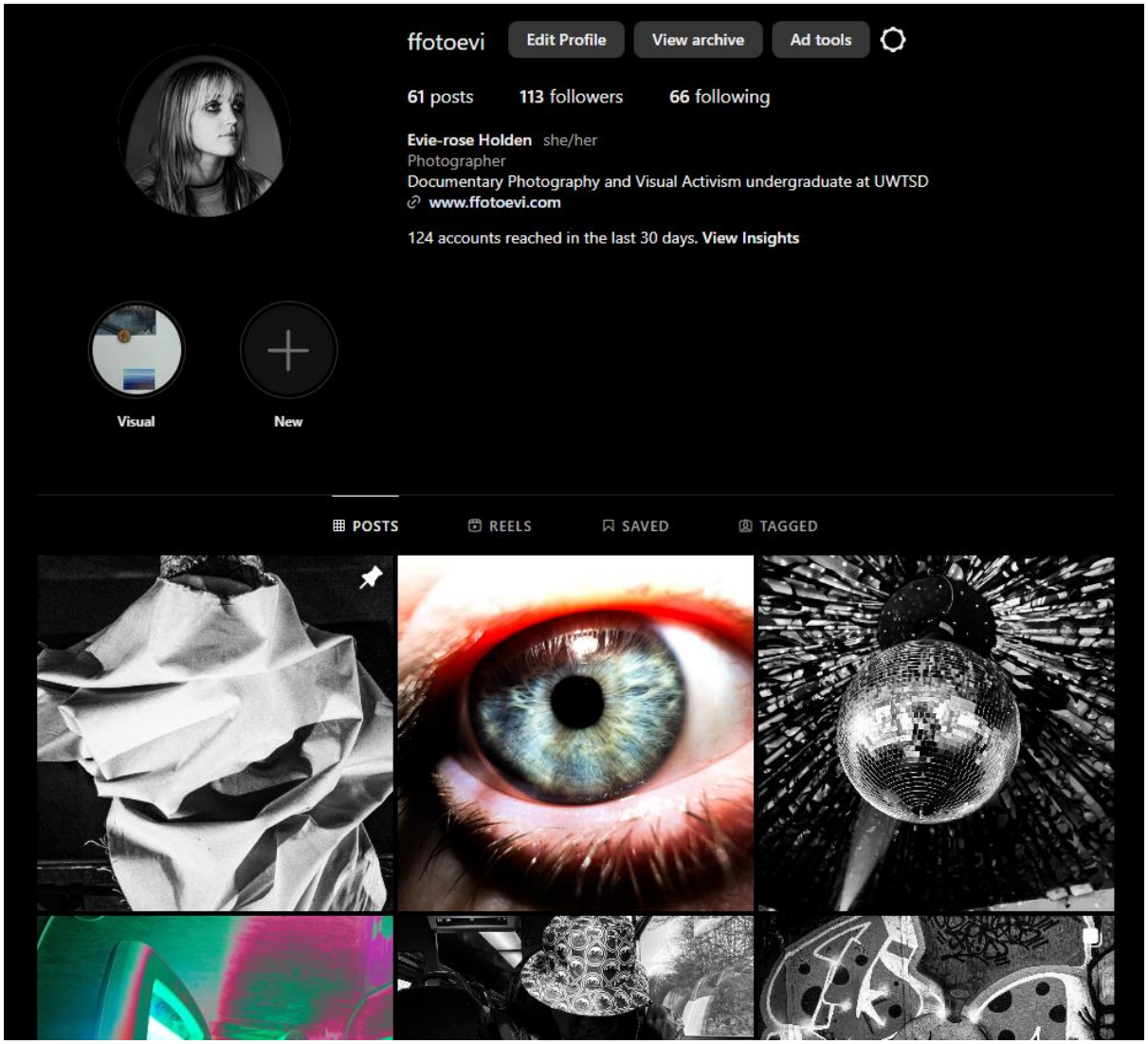
Instagram

My Instagram is for experimentation and project progress/ process it also helps me to contact collaborators.

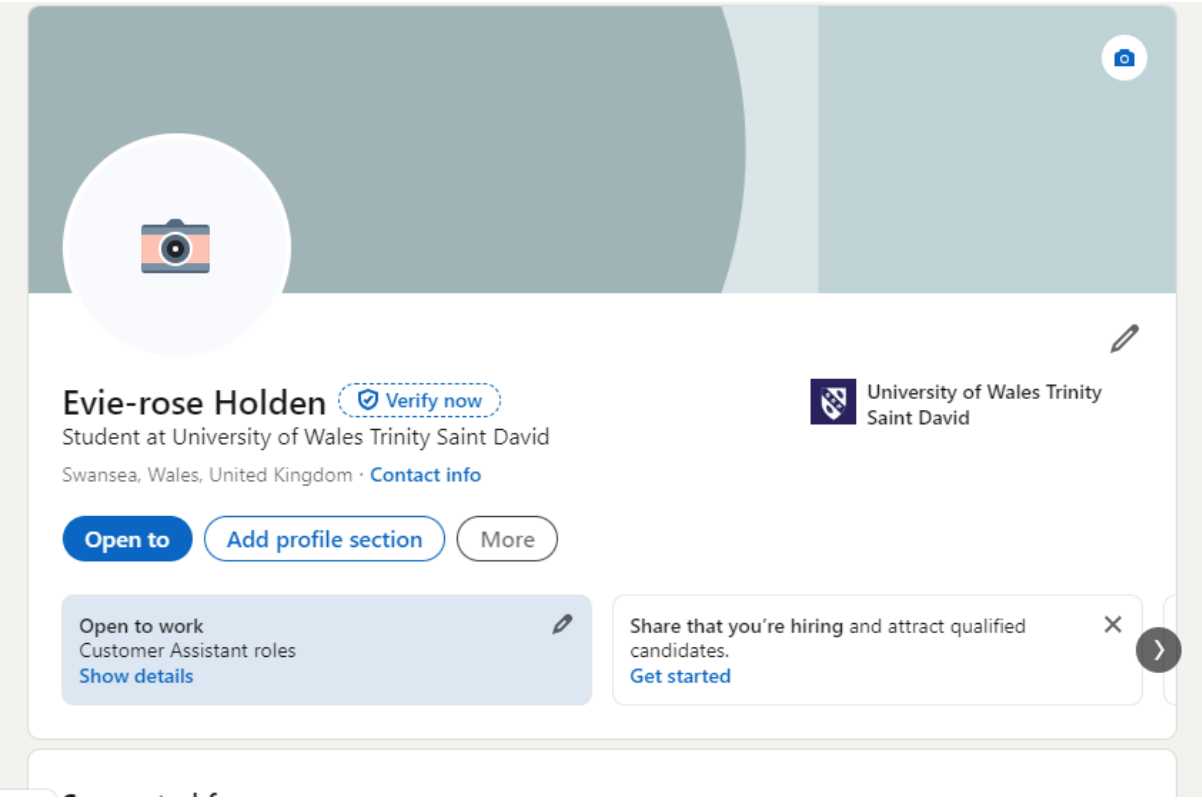
In previous instances I have contacted multiple societies in aims to expand my brand and create a wider audience/ portfolio.

Recently, I have situated a headshot as my profile picture adding to legitimacy and my branding.

I have also taken a step towards posting daily and interacting with my audience and using hashtags to filter in my desired audience.



LinkedIn



Although new to LinkedIn, I created a profile in hope to learn about all the opportunities that it can offer a new photographer - Having an active presence on LinkedIn enhances my credibility and professionalism.

Bibliography

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