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ADAA5001 Changemakers: Building your Personal Brand for Sustainable Employment

Website Page

<https://swansea.art/privateprofile/oisin-mcdaid/>

Tutor: Paul Duerinckx

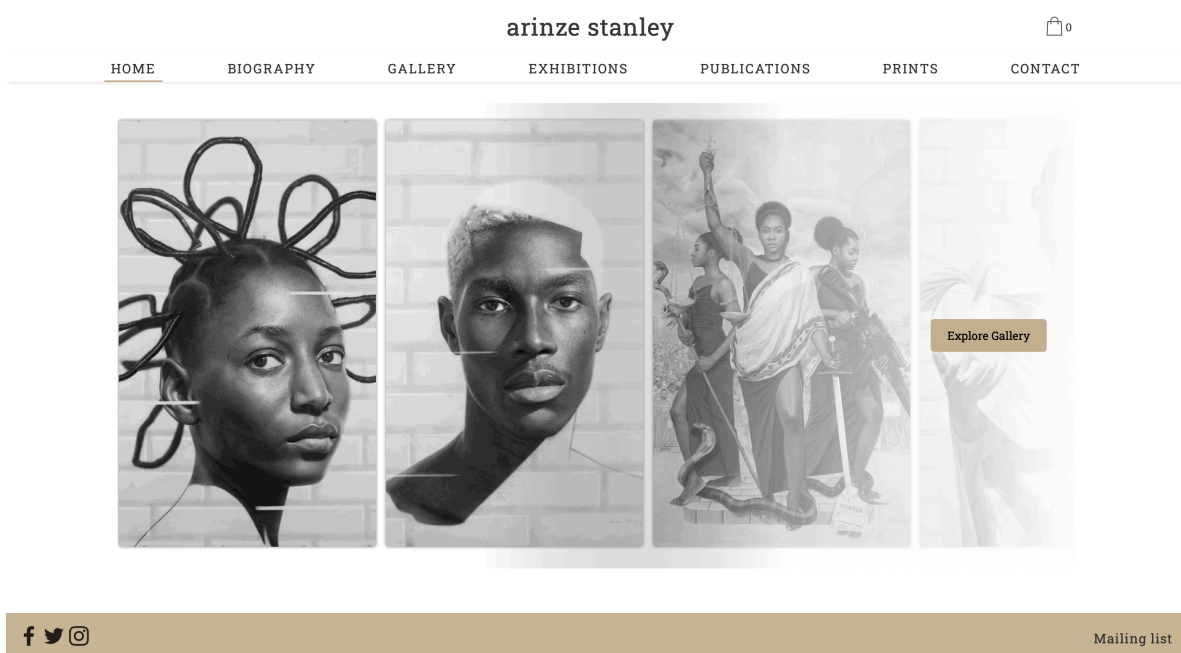
Word Count: (Excluding Headings, Question and References/Bibliography):

- 529 words

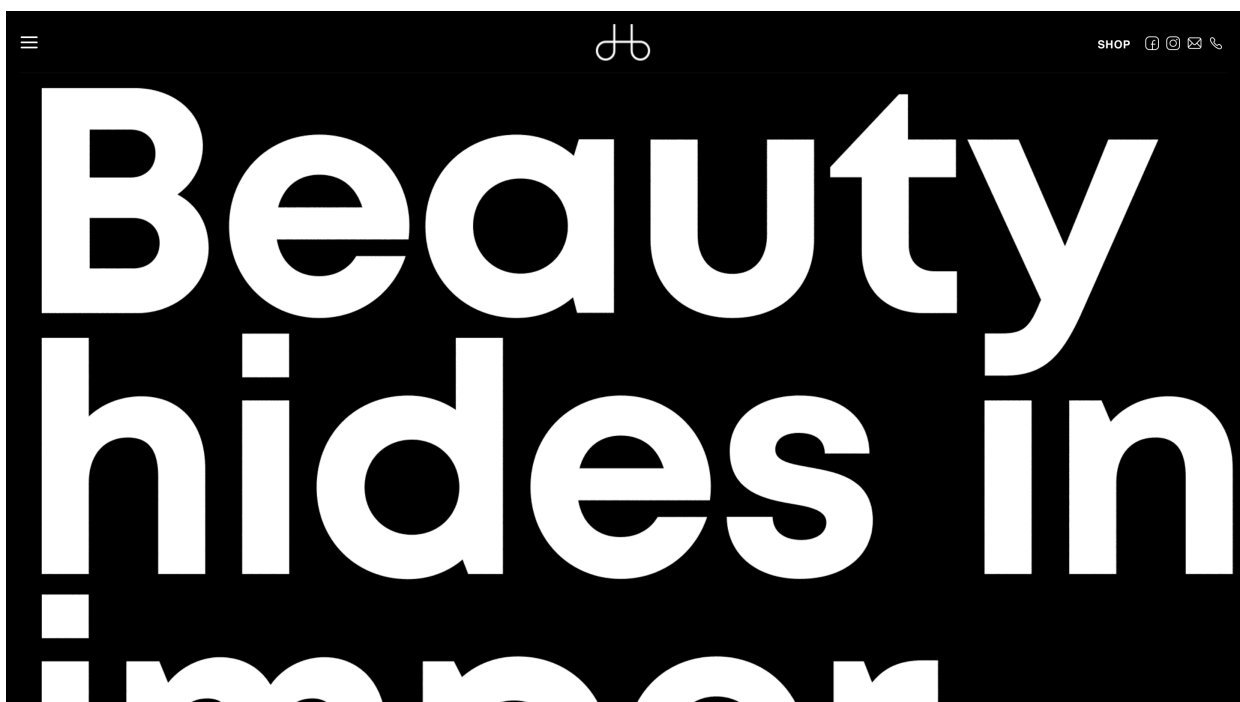
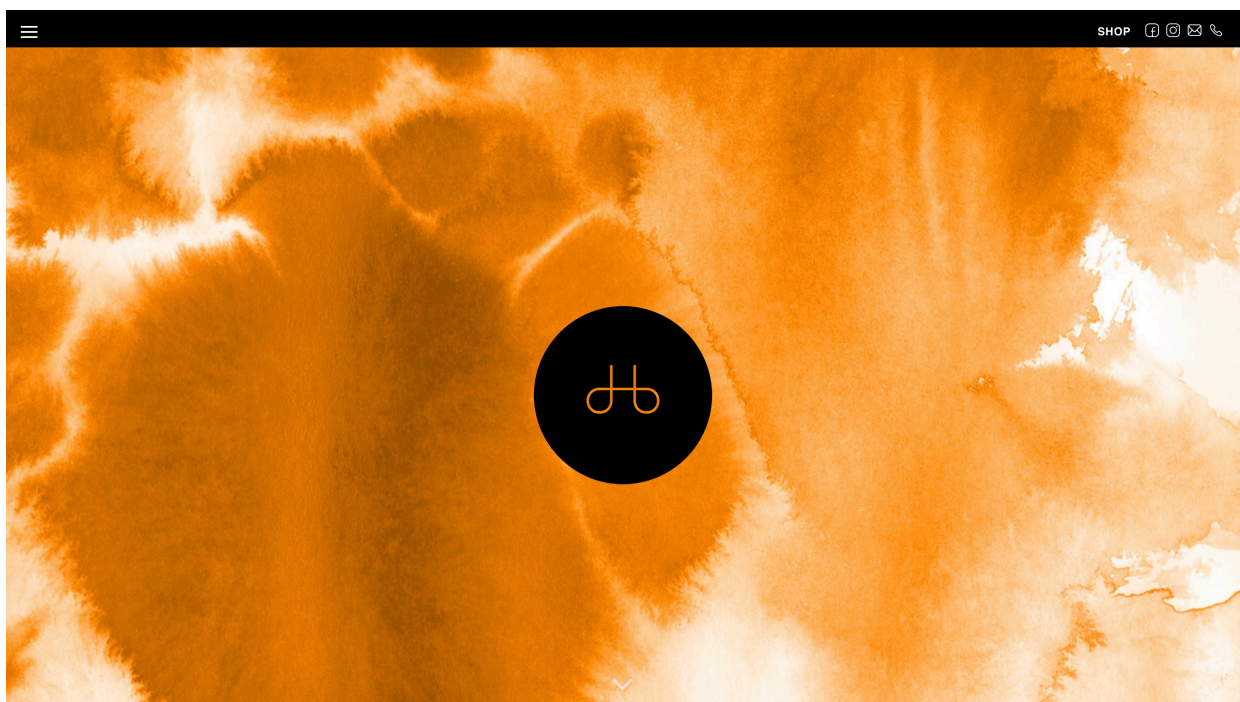
I wanted to offer an insight into my practice through my artist profile. To do this I showed what I have based my practice off of so far this year. I included the A.I. references that a majority of my work was based off of. I included process photos of the paintings at moments I felt most proud to share what I viewed as my successes with viewers. Including my studio space captured during a days work also offered insight into my creative space behind the work. Finally I included a piece from my most recent exhibition; a piece I was very proud of and felt represented my journey so far.

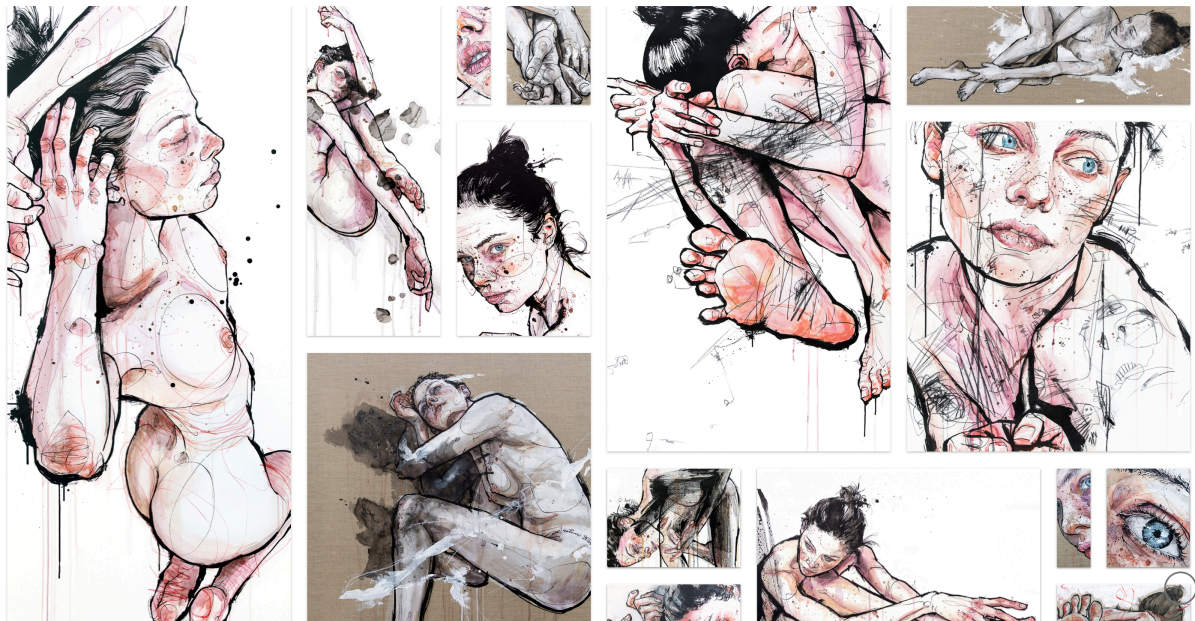
For my bio I was conflicted and had several drafts that I was torn between. To comprise I incorporated the use of A.I., similar to my practice, to combine all three texts. I feel that this allowed me to cover all the talking points I wanted and involve A.I. in a different way with my work.

Despite my artist profile being uploaded onto the university website: 'swansea.art', I was inspired by artist websites that were custom made for, or by, the artist. It was clear when looking at these sites they were often personal and acted to enhance the work or as an extension of it. An example of this would be the website for artist Arinze Stanley Egbengwu. This website has a black and white aesthetic with beige elements. The high contrast of the colour scheme alongside the easy inference allows the work and information to take priority. Despite not having the same design freedom I chose work that reflected my practice and would stand out with the preexisting colour scheme.



A slightly different website I also wanted to take influence from was the website of Dominic Beyeler. The website consists of the top of the page, a logo against a dyed paper aesthetic, with a menu bar across the top. Scrolling down the screen turns black and has bold white text that reads out part of Beyeler's philosophy behind his work. As you reach the bottom there is a collection of Beyeler's work composed like a gallery wall. I really like how the colour of the work contrasts against the colour scheme and textures of the website, it is something that I hope to have on the finished version of mown page.





Having access to the draft version of my website I have been able to see the initial page that currently is only the text. Based solely off of the typeface and the way my submitted bio looks on the page I believe that the website will achieve my desired outcome; offering insight to my current practice and processes. Despite not having full creative control on the site I believe that my choice of content has made the most of what I had access to.

The site itself is accessible to use with a simple aesthetic that is easy on the eyes. Being straightforward to navigate I believe that once my profile is live it will be uncomplicated to find and represent me well. I look forward to seeing the result.

Websites referenced:

- <https://arinzestanley.com>
- <https://dominicbeyeler.com>
- <https://swansea.art/privateprofile/oisin-mcdaid/>