

## Student Self-Evaluation

|        |                |
|--------|----------------|
| Module | World Building |
|--------|----------------|

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 | Claire Forshaw |
|------|----------------|

|              |                   |
|--------------|-------------------|
| Website Link | claireforshaw.com |
|--------------|-------------------|

### Part One: Engagement with Literature Skills (10%)

#### Artist, Website and Social Media Research

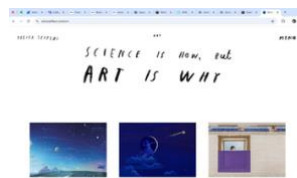
Include **at least 3 artist websites**. Discuss and evaluate in relation to how successfully they communicate the artists' work and what you can take and learn from in relation to your own web presence.

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:

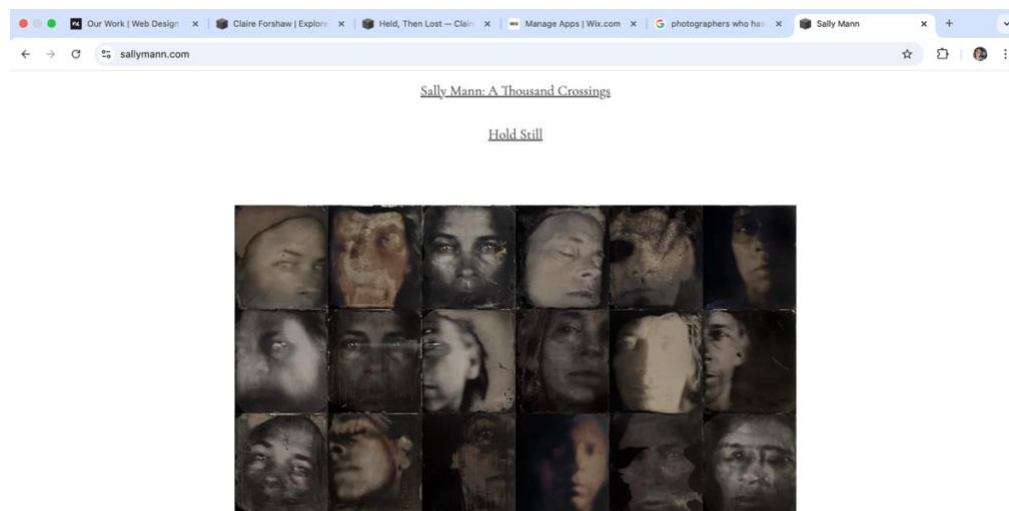


Oliver Jeffers is not only one of my favourite artists, but his website is one that I frequently visit. His site is colourful and fun, which reflects his work, with his bright colourful images, and videos of him doing creative projects. It is full of personality and artist identity, from personalised fonts created from his own handwriting, which he uses within all his work, like his children's books and his canvas paintings, to drawings he has created, in his artistic style, specifically for the website. He has

even hand drawn the social media link logos, keeping everything consistent and on brand.

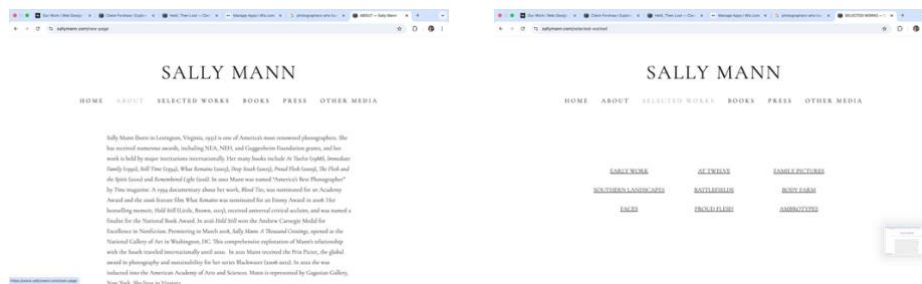
Being a photographer, I don't have the same level of artist identity, but I did achieve some level of consistency within my website by using a colour palette based around the colours that naturally feature within my work, using the same font theme (until I'm famous enough to use my own handwriting and be recognised by it), and by adding images of my work as backgrounds on most of my pages. These images were set to low transparency, so not to overwhelm the viewer. I do believe that the work I exhibited on my site, sit on a fine line between looking similar and being closely related, due to the methods of image making, therefore maintaining a clear sense of being made by the same person.

Analysing the website of Sally Mann, I found her site to be more informative than visually pleasing. Her home page features her name, and a set of images that give the impression one has stumbled upon something dark and nightmarish. Although this does portray a large range of work from Sally Mann, it could be seen as uninviting to viewers. This made me contemplate the image that I presented on my home page, as I wanted to invite curiosity as well as showcasing work that reflects me as a photographer.

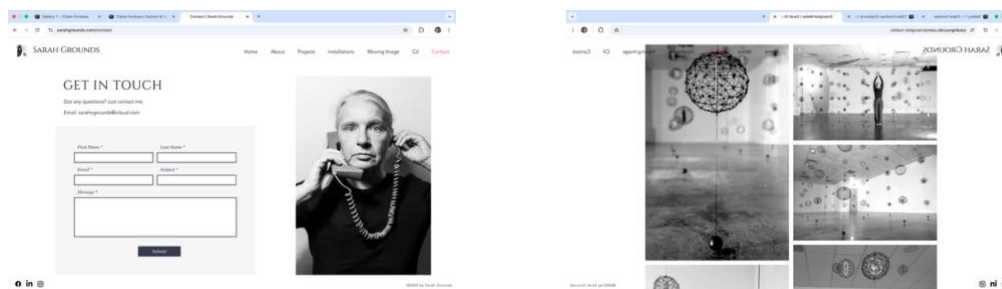


The listing or category pages throughout her website are very basic. They are white and feature her name, the navigation bar and then lists of either selected works, books or other media, all in the same colour and font. Though this makes the website easy to navigate, it lacks visual interest. You would think, for a photographer, that there would be images on every page. Unlike Oliver Jeffers, Mann's site lacks personality. There isn't even a self-portrait on her About page, only text. One reason for the lack of personality, within a website belonging to someone who is renowned, is simply because they don't need it. They are already recognised and notable, so they feel they don't need all the extra fuss. The

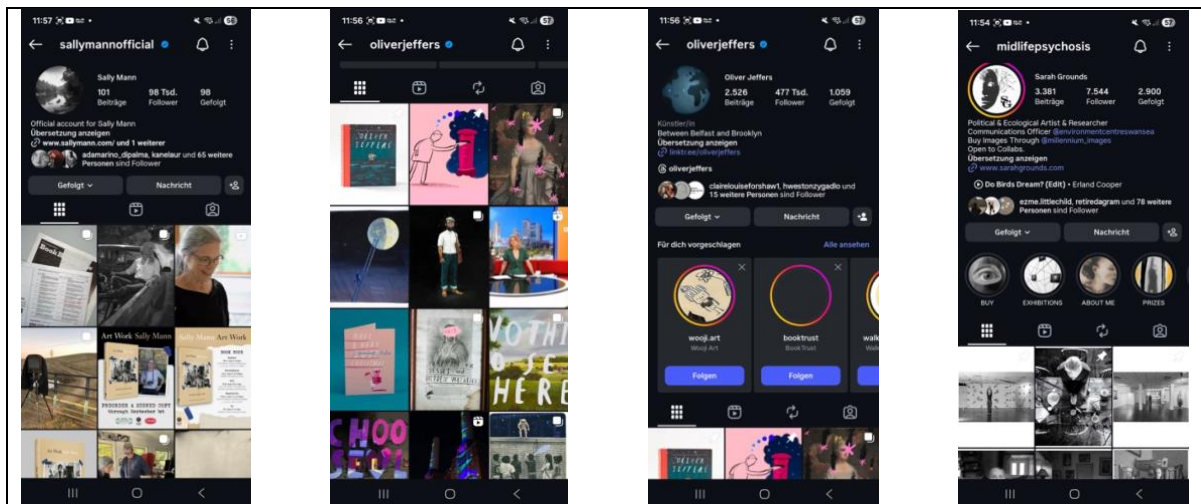
website is used simply for sharing information and work. Because I am using my website not only so showcase work but to attract people from the community to host and join workshops that a hold, so it is important that my face is there, I



Once in the gallery pages, the clean, basic design becomes effective. Manns images don't need dressing up, they are already beautiful. Any background noise would only create visual chaos and would take one's eyes away from the images themselves. This is something I considered when designing my gallery pages, I kept them clean and clear, allowing my images to speak for themselves, but still maintaining consistency with colour scheme and fonts. Overall, I find Sally Manns website disappointing, but it doesn't stop me returning for more.



I wanted to add the website of Sarah Grounds, not only because I admire her and her work, but also because it is beneficial for me, doing this module, to see the outcome of this module done before me. It is always good to get inspiration from fellow students. Sarah's website showcases her work well, it is clean and clear, though doesn't lack personality as Manns' does. Sarah adds quirky self-portraits like that which features on her Get in Touch page. By adding this we get a sense of who Sarah is, which I took onboard when it came to my About page. Sarah also included a wide range of images each project, something I have to consider in the future, especially when I comes to installations. I didn't have many images of my installation Hey Grandma, it's Me, so I could only showcase what I had.



I also took a look at each of these artists Instagram pages to see how each related to their websites. I was not surprised to find that although Sally Mann only follows 98 people and has only 101 posts, so not very active, still had over 98 thousand followers, supporting my claims that she doesn't need to put much effort (though I doubt it is even her) into her online voice because she already has her following possibly through other media like magazines and books. When compared to Sarah who has a respectable Instagram following though it has taken over 3 thousand posts to get there. Oliver Jeffers who is currently highly active with Instagram also has an extremely high following. Jeffers is not only currently 'trending' which obviously helps with his Instagram success, but he is highly active, his posts are, just as on his website, fun, engaging and with the times, and often creates work that a subject to current world issues and news, keeping him on trend and in view. Is this easier to achieve because he is an 'artist' and not a 'photographer', I believe so, but I don't think it is impossible. It all depends on the work you create and how you chose to showcase it. One thing is clear, is that Instagram is definitely a platform worth having if you want to increase the volume of your artistic voice.

## 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:**

I wanted to create this website as a professional portfolio, but also as an extension of my practice, especially with my community work through Out of the Blue Workshops. Understanding this presented me with my target audience, the public, specifically the local community, therefore giving me my starting point when it came to design and content.

Through my research, and participation in passed exhibitions, I was able to look at my online gallery in a similar way to how I would present physical work, to the local community, if being placed on a wall in a gallery, keeping things clean, clear and uniform (when required).

Knowing my target audience also allowed me to critically edit work down, helping me decided which work to showcase. Having a wide range of subject interests within photography, it was important for me to be able to use these editing skills to keep my website consistent and relevant whilst still reflecting me as an artist.

Website building was new to me, and to begin with I found it rather difficult. My troubles with not understanding how to use Wix, even after many online tutorials, and the lack of control brought me frustration and even tears. It was definitely the most challenging module. But once I changed providers my situation improved. Squarespace proved to be much easier to understand, and though there were still some restrictions, I was able compromise, work around stuff, and change ideas whilst still maintaining most of my original ideas. Perhaps this made my website better, kept me inline.

Having both, my personal work Instagram, and our Out of the Blue Instagram, on my website was highly important. I wanted people to be able to navigate my website with ease and be able to easily follow links to further information without having to have too much going on my website. According to Backlinko.com Instagram is still one of the most used social media platforms worldwide, so it is highly beneficial to be using Instagram to advertise workshops, showcase work, possibly even, in the future, add 'how to do' videos so people can learn from home.

**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 approaches 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 want my website to reflect me as an artist, and to showcase my work in a visually pleasing style. I have so many different subject interests within photography, including macro images of mushrooms and documentary family photography, but I want to use my website to exhibit only my work that has been created using a form of alternative process, like that of cyanotypes and liquid emulsion. I have chosen to use this side of my work not only because it ties in with most of my work produced during my time in university, but also because it includes the continued work through Out of the Blue Workshops. By limiting what work I display, I will be able to keep a level of consistency throughout the website. I believe that by having too many different photography subjects and styles, it will be difficult to portray what kind of photographer I am, and my website would come across as chaotic and disorganized, causing confusion amongst potential clients.

By using skills gained during exhibition participation I was able, to some extent, visually organise my galleries in a similar way we would when we display work within these exhibitions, keeping in mind image quality and size, surrounding distraction, and easy viewing.

I must admit that I do find writing about myself uncomfortable and difficult. Drawing upon experience with writing artist statements I find it easier to talk professionally about my work and myself, the downside being that then I feel that the text lacks personality, something for the public to resonate with. This I believe is a problem when creating a website a community audience. I have tried, and to help, I did include images that may voice who I am, stronger than the writing. If most of the local public are similar to me, then most will probably just skim through the text anyway, (not downgrading its importance).

**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:**

claireforshaw.com

I began creating my website with Wix as it offered many templates that I felt offered the aesthetics I was hoping to achieve, it was also one of the cheapest and apparently one of the easiest.

It wasn't long before I realised that dreaming up ideas for a website was far easier than building a website. Within the template I chose, I was provided with an app called Wix Portfolio, which would 'easily' organise all my projects into the right places. After spending hours completing my other, simpler pages, like my contacts page and home page, I began working on my portfolio/project's pages. This was when everything started to go downhill, fast. Once I thought I had completed these pages, I then went back to check on my other completed pages, and all was a mess. Wix had added a project section to every page which could not be changed or deleted, (as shown in images above). After additional hours trying to fix the problem, which created a lot of stress, crying and vowing to quit university forever, (dramatic, I know. In my defence I was also on day three of quitting crisps and was in withdrawal, which is a thing, I googled it.) followed by many YouTube videos, more crying, asking my fellow students and facebook community for help, and not finding any answers, I gave up completely.

Then a few days later, I started again with Squarespace (and was still off the crisps).

Squarespace, I found, was far easier than Wix. I navigated the site well and was finally able put my ideas into one of their templates. Unlike Wix, Squarespace was very supportive when it came to changing certain elements like fonts and colours, and with adding multiple Instagram links, which was important for my site for I wanted to include my continuing work with Out of the Blue, which has its own Instagram page and following as well as my Instagram which features my own personal work.

I had originally planned to create my site with a simple and clean aesthetic, with fresh white backgrounds and grid or masonry layouts, but that changed during the process of building, for my work isn't so clean, neat and organized, and honestly, neither am I (well I'm clean). So, like the nature of my work, I experimented, texting out layering images and text, and different shapes and fonts. Unlike Sally Manns website, I wanted each page to feature at least one piece of work.

I feel I was still able to keep a somewhat level of consistency, (not by Oliver Jeffers' standards) by using full bleed, low transparency images of my work as backgrounds on all pages, except gallery/project pages, which I have kept somewhat clean and clear, allowing the work to stand alone and speak loudly. I was also consistent with fonts, colours and shapes used throughout, creating a sense of harmony within the chaos while still considering how each page would look on different devices.

My site has slowly grown into something that I am proud of. Though I was faced with many difficulties, tears, and tantrums, I got through it and came out the other side with a website that I had envisioned (with some slight improvements and compromises). There are still things I would like to add in the future, one being an area with 'How to do' videos. On my website I talk about making photography accessible to all, and I feel one way of achieving this further is by having online classes or videos so that people who can't come to workshops can still learn. The Community Gallery is also a work in progress, before this module I had no intentions of showcasing the work of others, other than casual images to use for Instagram posts and for advertising, so we never got many images of community work, so going further I intend to gather more images of work made withing our workshops to create a wonderful and engaging community gallery.

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

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

As always, the sessions and one on one tutorials have helped immensely. On day one of receiving the brief I knew it wasn't going to be easy, therefore I needed all the information I could get. I especially found talking about what all our options were when it came to different web building providers, as in a world with too many options, I would have wasted too much time looking into them all.

The lessons help me keep a certain level of professionalism within my website, seeing it like an exhibition as well as trying to convey my own personality. I have learnt the importance of having a website, which upholds this sense of professionalism.

Unfortunately, I did miss a few sessions due to nearly breaking my toe and not being able to walk (said toe is still more pink in colour than its neighbours).

Going forward with my website, I have plans to add more content, which has inspired me to create more work, something I find hard whilst studying part time and having these years of mostly writing and more writing. I get so overwhelmed with writing because I know it isn't my strong point, therefore I don't particularly enjoy it, that my desire to create reduces. But building this website has allowed me some creative space and I have a newfound excitement to add more and do more.

Overall, I don't think I will pursue a career in web building, as I would probably end up on blood pressure medication, but I am grateful that I have gained the skills to be able to create a site for myself. I have learnt a lot about my online voice, and how important it is, for any artist, but especially for an artist wanting to work within the local community. Having a platform so one can take a look at your work, gauge the type of artist and person you are, as well as it being a place that people can easily contact you is highly important.