World Building

ADAA5010

My Website: www.niajanephotography.com

My Instagram: www.instagram.com/niawithacamera/

At the beginning of this module, my existing website I was using had been created purely to serve as the basis of my portfolio. This meant that its content was displayed in no particular order, with no intentional methods of presentation or cohesive flow.

Throughout this module, I have researched various areas of the online presence/websites utilised by other artists, which has assisted in the rebuilding process of my own digital portfolio.

I grouped my aspirations for development/re-development into these key areas:

- Feel/Genre of Page
- Project/Work Areas
- Landing Page
- Artist Info

I would like to research and acknowledge areas for improvement for each of these points. I feel that this would give my website the best possible chance for improvement, and development.

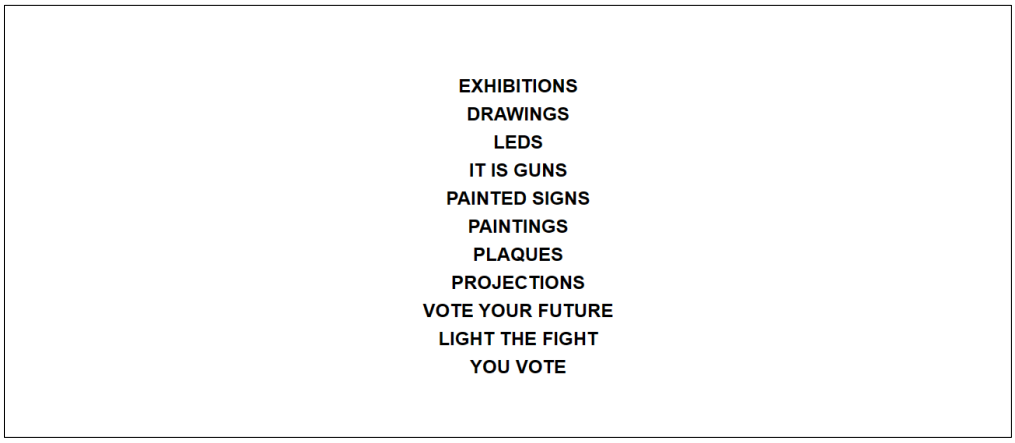
Feel/Genre of Page

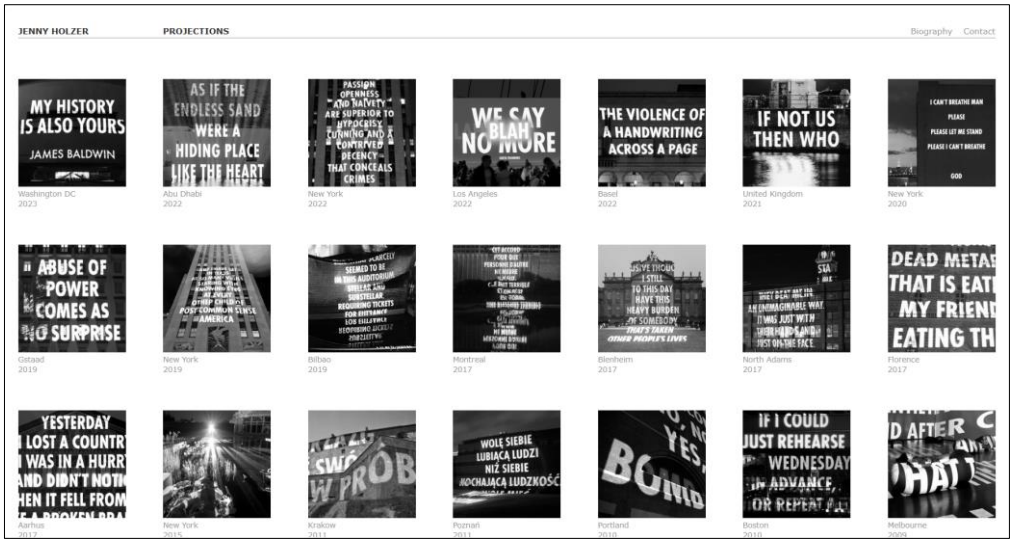
Prior to beginning my redesign of my website and online portfolio, I thought it best to brainstorm some of the ideas that I would like to incorporate/build upon to effectively redevelop my brand. Here are some of the ideas that I came up with (in bullet-point form).

- Simple design, not overwhelming (currently beiges, I don't like it)
- Black & white theme – simple and doesn't take away from work
- Simple navigation bar – (again) doesn't take away from work
- Add Albums – existing work needs sorting, and other work I'd like to add needs a place

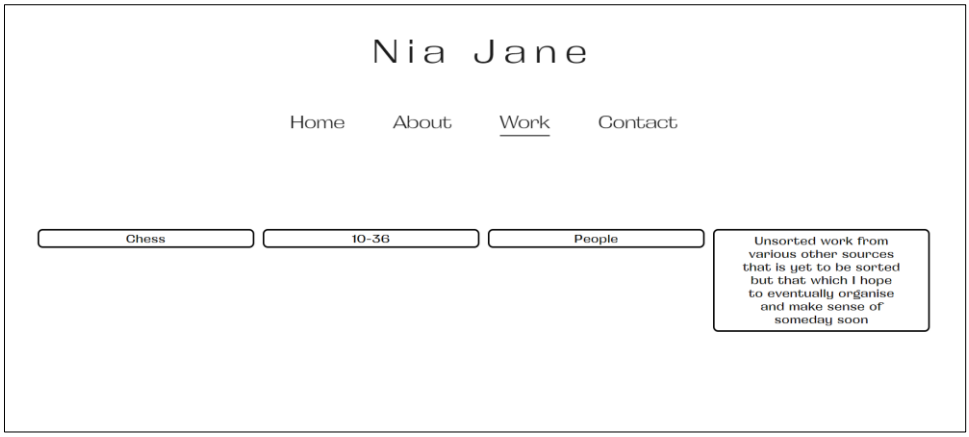
Project/Work Areas

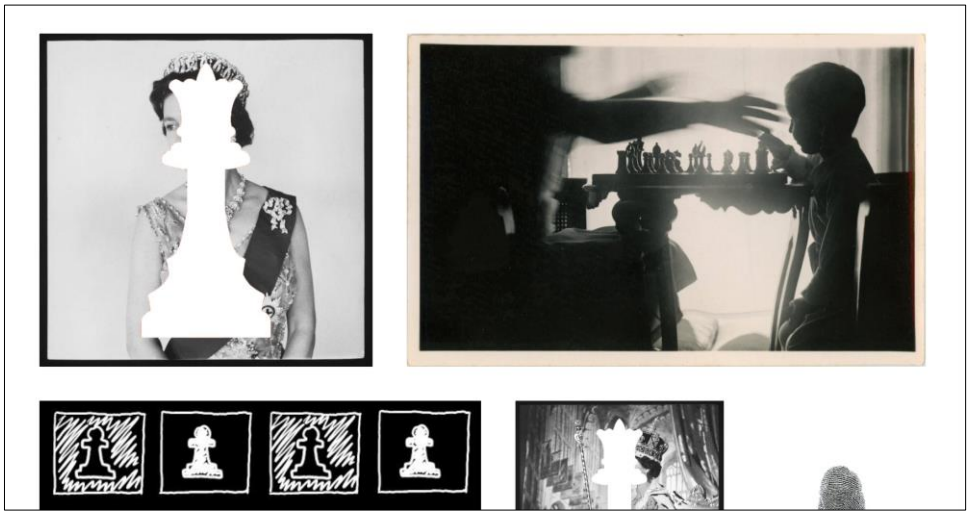
Before the development of my website throughout this module, all of the work I had chosen to display within my website had simply been grouped altogether on a single scroll down page. After assessing this issue and acknowledging the work of other artists' choices for the placement of their work in organised albums and categories, I realised that there were countless more effective and more aesthetically pleasing methods of displaying my work.





Researching this idea of filed work on a website brough me to the work of Jenny Holzer (Holzer, n.d.). Clicking the link to her website will redirect the viewer to a landing page which (I realised after numerous visits to the site) will display a different piece of her work each time you visit. The work is shown for around two seconds before it fades to a short list of the different areas/bodies of work she has produced. I like the concept of each of the eleven options in the navigation bar being representative of her work, although within my own website I would like to utilise a more narrowed-down version of this. I would also like my website to feature other separate element within the navigation bar alongside any work/album areas, as I noticed that on Holzer's page, her 'biography' and 'contact' sections are only available in very small lettering in the top right of the page once you click on a body of work from the initial navigation bar.

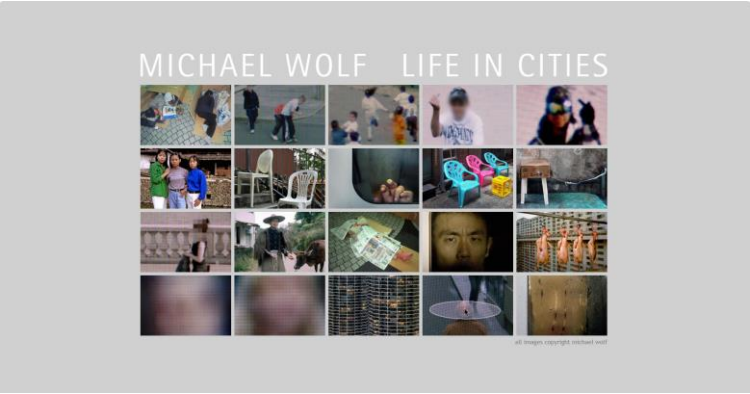




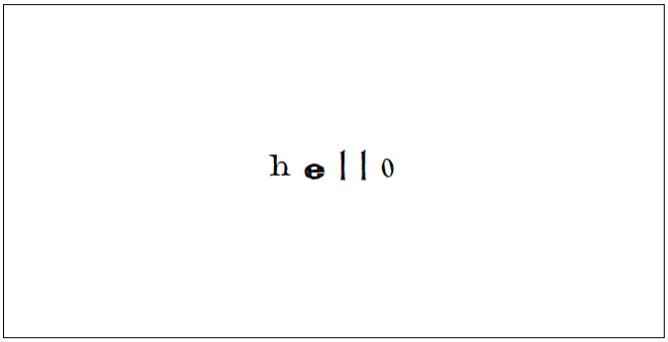
In response to my research, I began by adding a 'Work' button to the navigation bar, that then lead to a page with buttons that would redirect the viewer to each subcategory of my work. Whilst this is a simple change, I feel that this added an element of professionalism to the site, that makes navigating my work much easier. However, I did then add an element that arguably counters the aforementioned 'professionalism' – the fourth button, which I chose to label "Unsorted work from various other sources that is yet to be sorted but that which I hope to eventually organise and make sense of someday soon". I felt that this added a sense of fun to an otherwise quite orderly method of organisation, and that by being very (very) honest about what this section is, the viewer would not only gain an insight into the genuine spontaneity of disorder in this form, but also relax slightly into the knowledge that sometimes its okay for art to not make complete sense. I will continue to add to these sections as my portfolio expands, however for the time being, I feel that the existing files of work I have created stand as a good representation of my work overall.

Landing Page

As the first impression of my online presence, the landing page offers an opportunity to engage the viewer and pose as an introduction to one's work. Whether that be through an interesting graphic, animated elements of use of button coding, in my experience with other artists' websites, I have found that I feel naturally more inclined to engage with their work if their 'introductory' page looks to have had some thought put into it.



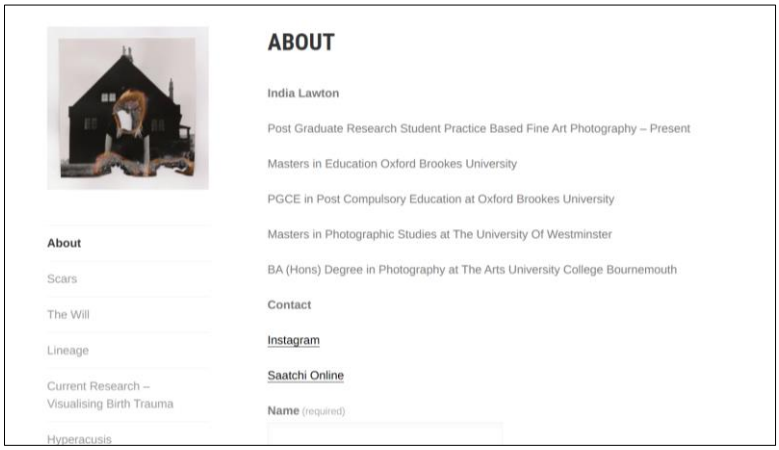
I rather like the website of photographer Michael Wolf (Wolf, n.d.)to use as a point of reference within this topic of landing pages. His landing page is a multi-tab slideshow of sorts, with each small screen in the 4x5 grid consisting of an animated scroll through individual images of his work. Clicking on one of the images displayed will redirect the viewer from the landing page to the corresponding album on his website. I was immediately taken by this idea of almost 'compulsory' viewer engagement and wondered how the intentional use of a landing page could be translated within my own work.



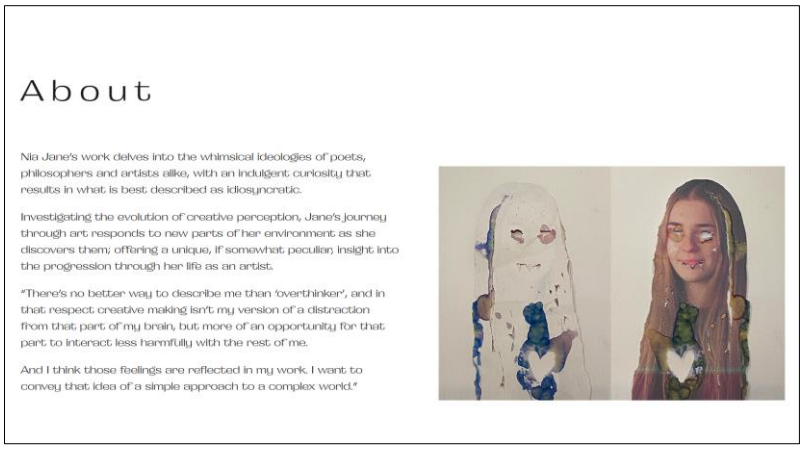
In response to this objective, I added a simple landing page to my website, consisting of a single 'welcoming' button that reads "hello". Whilst this doesn't seem to be a particularly groundbreaking feature, as I continue to develop my work, its theming and the website itself, I feel this is a unique enough element to propose a simple engagement with the viewer as intended. I quite like using a landing page in a simple black and white, single-button way as it forces the viewer to interact with the website at the first page, rather than being thrown straight into a mindless scroll through work right from the web search.

Artist Info

I would like to add an ‘artist statement’ of sorts to my website, as I feel it will bring a sense of professionalism to my work, and for obvious reasons will also give the viewer a better understanding of my work and the ideas within my methods of creative making.



As far as inspiration for this area of development, instead of discovering versions of ‘about’ pages that I liked, I instead managed to find an example of a page that I’d like to avoid creating a similar version of. The information that has been included in the ‘About’ section of India Lawton’s (Lawton, n.d.) website is well recorded and obviously accurate, however this seems like less of an ‘artist statement’ and more of an academic history, as there is simply a list of universities that she has attended.



Following this, I wanted to make my own ‘About’ section, less analytical, less of an academic list and instead more of a personal, honest explanation of my artistic mindset. I wasn’t that fond of the idea of putting a ‘stereotypical’ headshot alongside the written piece, so instead re-sourced a previous piece of work that I had made, within which I had ‘destroyed’ a simple headshot of myself. I think that the resulting page is an accurate representation of my processes as an artist, and the conventional and unconventional paths my work follows.

References

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