

Student Self-Evaluation

Module	World Building
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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	Rebecca Davies
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Website Link	https://rebeccaliza.wixsite.com/rebeccaliza
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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.

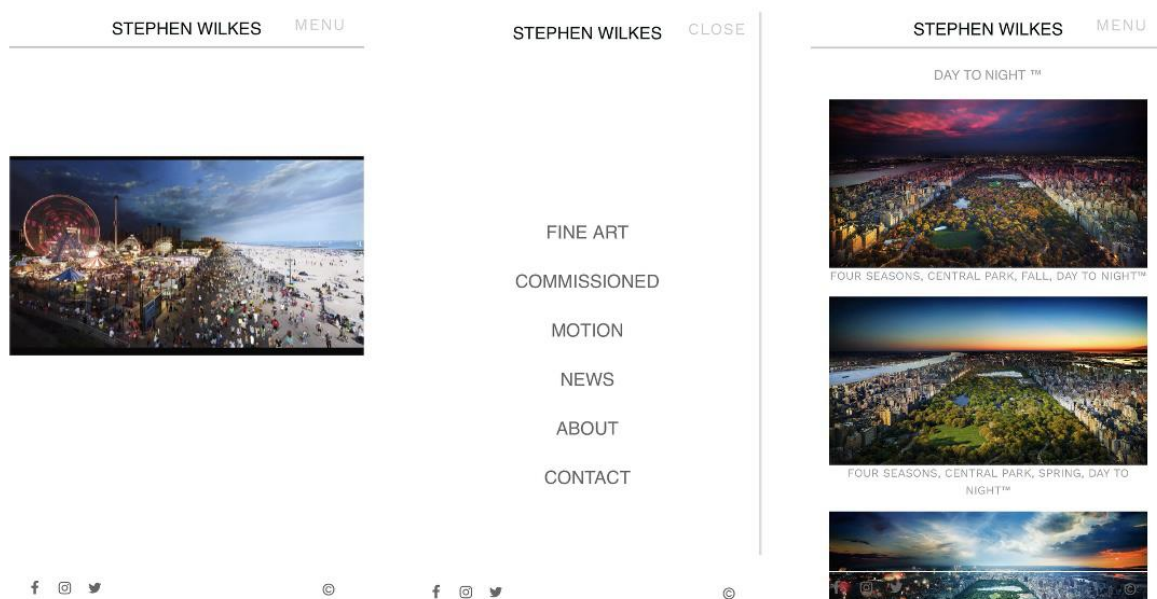
Use visuals and include links to the sites discussed.

Response:

Before creating my website, I researched a range of websites and social media platforms from contemporary photographers to understand how their visual designs and selected works are presented in a professional way online. The aim of this research was to explore different ways of presenting work and to decide what would be the most effective way to display my own practice. My focus was looking into different layouts, navigation styles, use of multimedia, and explore how these elements are used to support an artist's identity and practice. The main websites I investigated were created by Stephen Wilkes, Taylor Pendleton, and Ryan Moule, and I also investigated how Emma Spreadborough and Tyler Goldflower use social media to display their work. Each of these examples helped me make more informed decisions about my own website and social media presence, while also allowing me to think of potential future developments.

Stephen Wilkes's website was one of the first I explored. When I discovered his site, one thing that immediately stood out to me was the clean and professional appearance of his site. His website has a very minimalistic style, which I found interesting as I tend to go a bit overboard with presentation. This made me reflect on how I could display my work in a simpler but still effective way. Viewing his site on my phone, the front page felt quite simple and clear, with straightforward navigation. While the layout was slightly different on a laptop, the overall structure and themes remained consistent. His layout makes the work extremely easy to view and clearly positions the images without distracting the viewer. The focus is very much on the work itself. While looking through his website I noticed that Wilkes' presentation has a very broad range of themes, displaying a wide range of interests. Personally, this presentation of work lacks a clear narrative and identity, which is something I want to avoid for my website. When creating my site, I aim to present a more niche and focused body of work, whereby I will ensure I keep the work I display very refined and centred to my practice.

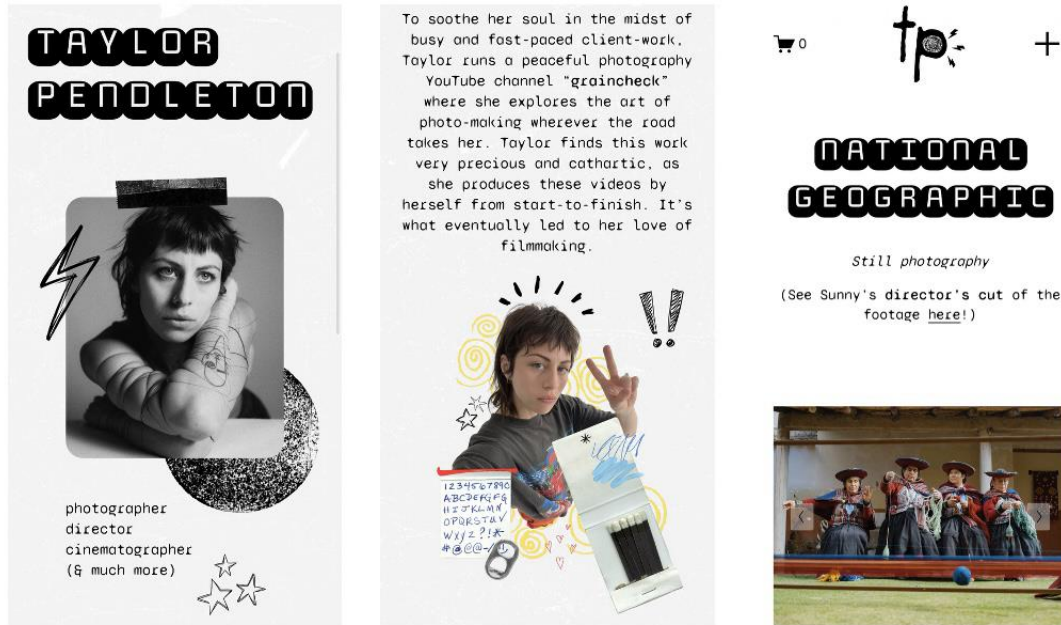
Link: <https://stephenwilkes.com>



In contrast, Taylor Pendleton's work engages more with graphic design elements. Her website initially sparked ideas about how I could incorporate graphic design into my own website while still maintaining a minimal layout. Pendleton's work is displayed very cleanly, but it also includes subtle additional elements that add personality. Although, I did not include graphic design elements in my final website, this artist is someone I plan to continue to look at when developing my work further. I am still considering gradually adding more graphic elements in the future, but for now I have kept my site simple, as this suits both my work and how I want it to be presented at this stage. Her website has shown me that it is possible to have a clean, minimal, and

professional look while still retaining personality. Overall, my website leans more towards being professional rather than personal, and I have chosen to keep a more expressive and informal elements within my social media instead.

Link: <https://www.taylorpendleton.com>



I also looked into Ryan Moule's website, which is an artist whose work I had previously researched a year ago. I was particularly interested in how he displayed his work using slides and slideshows rather than standard grid layouts. When revisiting his site after it had been updated, the homepage immediately caught my attention as it opens with a video. This is a strong way of displaying his creative range, especially as I have recently been working more with video myself.

This influenced my decision to include video on my own homepage, as this allows me to highlight this part of my practice while keeping the layout simple, with minimal navigation. Having used a video rather than a still image allows my work to feel more dynamic and representative of range. His combination of gallery style presentation with clean navigation also influenced my own approach. When I first started designing my website, I had far more navigation options, but towards the end I refined this down significantly. This was strongly influenced by Moule's minimal and effective navigation and made me realise that I did not need as many sections as I initially thought. For example, I decided to remove any work that did not connect to my current practice such as my previous commercial work. If I had kept this work my website would look very clutter which would have distracted visitors from my core interests. Instead, I showed a consistent and focused selection of work on my website, with my additional projects being accessible through my CV.

Link: <https://ryanmoule.com>



Ryan L. Moule

Works
Information
Texts
Publication



Contaminated Land, Anthracite, gypsum, acidic groundwater,
unique collision plate. From the Series Objects to Place in a
Tomb, 2022.

In terms of social media, I looked closely at how artists build a cohesive visual identity that balances both personal and professional aspects. For me, social media is a space where I want more personality than on my website, as it allows for interaction and engagement. This is where I plan to share not only final outcomes but also the process of my work as well as related experiments and workshops. I currently run two social media accounts. One is focused on my main themes of memory and traces and is linked to my website, maintaining a cohesive and professional presence. The other is more personal and includes a wider range of work, commissions, and places I have visited, which does not necessarily align with my core themes and will not be used in a professional working space.

I have followed Tyler Goldflower for a long time and have always been interested in how they share both the process of her work and the finished work. I found this approach particularly valuable, as seeing how work is created alongside final outcomes feels engaging and informative. I noticed that much of her processes and technical work is shared through her story and highlights rather than simple Posts. This is something I was interested in and have incorporated this onto my own Instagram, as it allows for me to display a wide range of work without overcrowding the page. Furthermore, Goldflowers posts often feature consistent natural colour tones, such as yellows, beiges, and oranges, alongside some workshop content and work in progress. This consistency reinforces their identity and visual presence. While I have not adopted the same colour palette, I do want to continue to achieve a similar level of consistency and openness within my own social media.

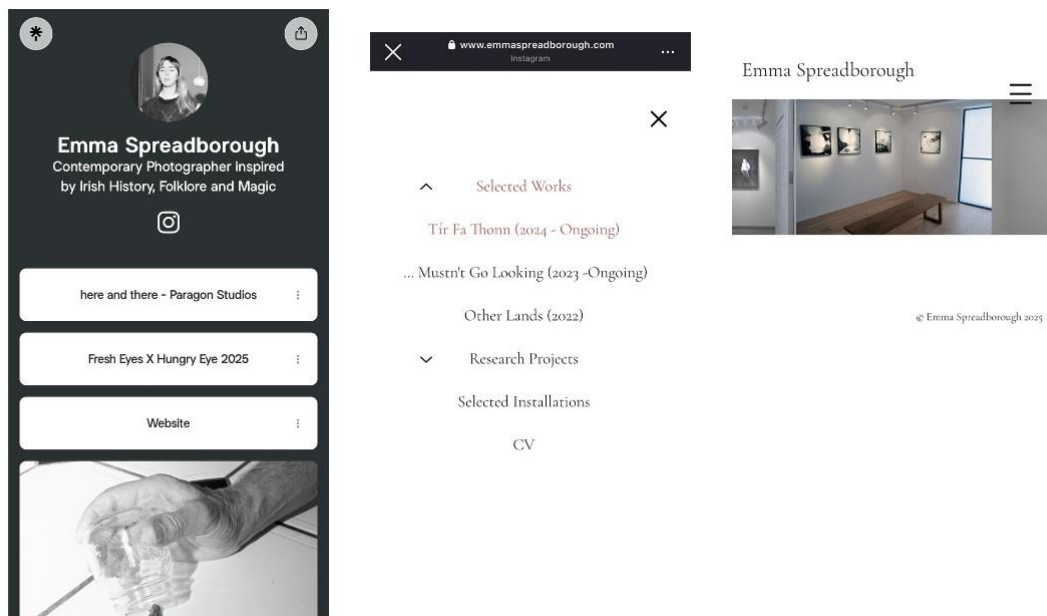
I also looked into Emma Spreadborough's Instagram, which appealed to me particularly because of her consistent colour scheme. Whereby she uses black and white imagery with occasional colour. This aligns closely with my own practice, as

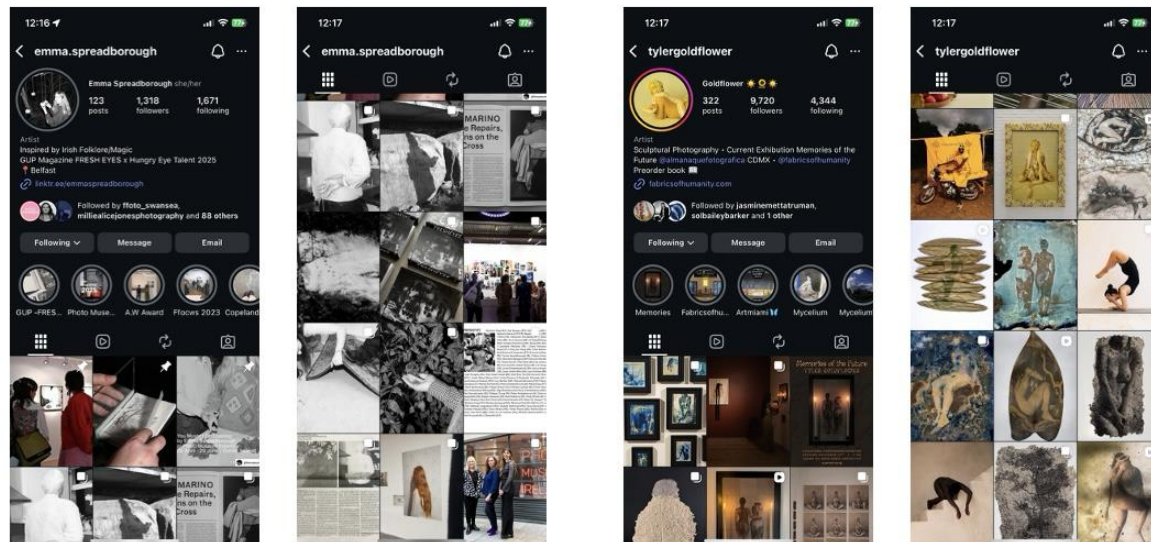
much of my work is black and white. This also connected to the colour theme of my website. Her feed includes installation shots, exhibition documentation, personal work, and professional projects, creating a sense of range while still maintaining a cohesive identity. She clearly communicates her interests through her bio, mentioning influences such as folklore and myth, which are consistently reflected across her imagery. This clarity is something I aim to carry through my own social media. I also noticed her use of LinkTree, which I have now incorporated into my own Instagram. It provides a simple and effective way to link my website, videos, and other platforms in one place. I was also influenced by how she presents installation images, often using slide formats rather than single images, which works well for documentation without requiring lengthy explanations. This approach was a key influence on how I chose to display similar work on my own website.

LinkTree:

https://linktr.ee/emmaspreadborough?utm_source=linktree_profile_share&tsid=4fc2c4c-c926-4e76-add0-a437cc21dc3b

Link: <https://www.emmaspreadborough.com>





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:

Before creating this final website, I already have some experience building websites. I have previously created sites using WordPress and Google Sites, while also having some brief experimented with Wix. In total, I had made two websites before this project. One was created during my A level studies, while the second was made shortly before starting university and aimed to use it in a more professional way. I linked it to my social media and used it as both a portfolio and marketing tool.

I found having these old websites to reflect on allowed me to identify elements that I still liked and reflect on aspects I wanted to improve. I liked the subtle graphic design elements, but I also realised that I often over complicated the layout, which made the site feel crowded and less professional. Looking back, the way the work was

presented did not fully communicate my practice or target the audience I wanted to reach. This highlighted how much my work and visual identity have changed over time. Because of this, I decided to start completely fresh rather than building on an existing site, creating a website that better reflects my current practice.

Although I have briefly looked into Wix before, I had never created a full website from start to finish using the platform, so this was a new experience for me. I chose Wix because it offered hosting alongside design tools, which made the process more accessible and manageable. Through this process, I developed new skills in constructing a website as well as thinking more intentionally about designing for a specific audience. This experience forced me to consider how the site worked as a whole and how it would be experienced from a viewer's perspective, instead of just focusing on individual pages at one time. I also learned more about the practical and professional aspects of having a website, including hosting, pricing plans, domain names, and how these elements work together. Whereby I set up a business email and consider how it connects across my website and social media. I researched different platforms and chose an Outlook email, as it is more suited towards business functionality and was more affordable at this stage. These decisions helped me understand that a website functions beyond its visual design and that technical and professional considerations play a significant role in how work is perceived.

Another key skill I developed was understanding visual consistency. I learned how small design choices can impact the overall look of a website. I ensured that my website maintained consistency by limiting my colour palette to black and white with minimal use of colour, using the same typography and text sizing throughout. I also keep the layouts clean and minimal. I carefully considered how several types of work, such as projects and installation shots, were displayed, ensuring that the site felt professional and appropriate for audiences, such as galleries and potential collaborators.

Overall, one of the most important skills I gained was learning to view my website from the perspective of a viewer, rather than only as the maker. I became more critical of what felt clear, what felt unnecessary, and what best supported the viewers. This helped me create a website that functions as a professional portfolio, while allowing my social media to remain more personal.

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?

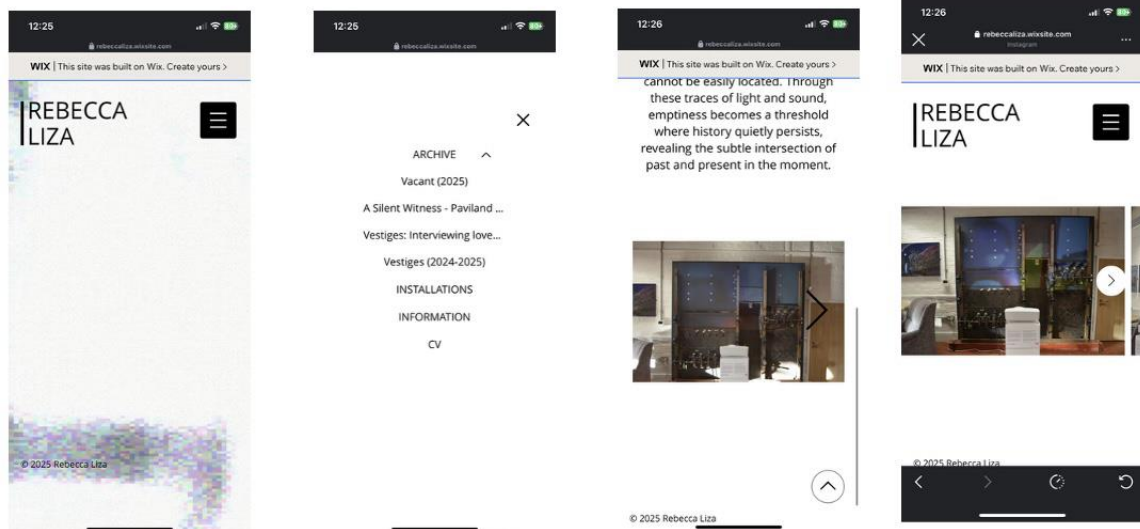
Use visuals, as necessary.

Approx. 200-300 words

Response:

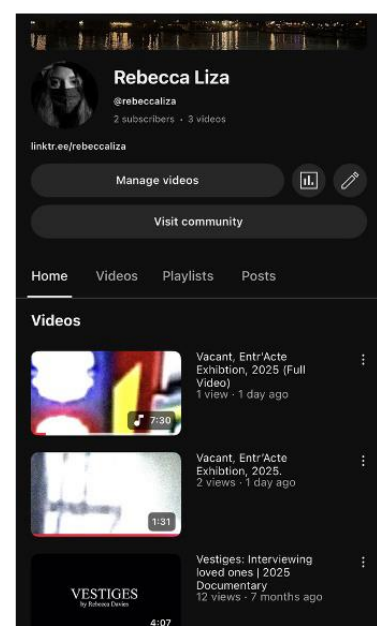
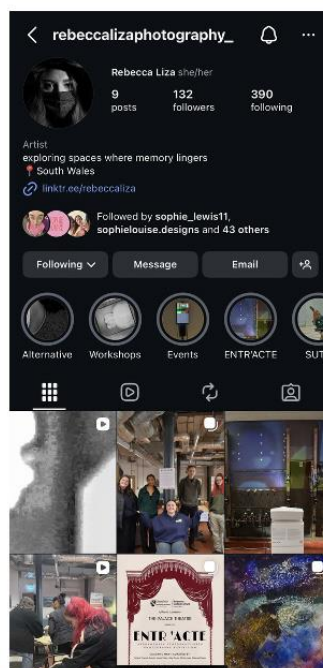
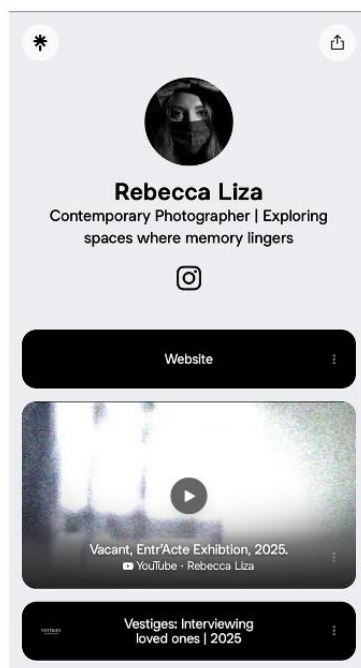
When working on this website, I developed a much deeper understanding of editing and the importance of making informed decisions rather than simply choosing what looks best visually. At the start of the process, I included a wide range of sections, pages, and content that I thought might be useful once the site was fully built. After completing the initial structure, I stepped back and reviewed the website. I assessed what genuinely supported my practice and what was unnecessary. This process led me to remove any sections that did not support my chosen themes or projects, and I relocated information into a dedicated CV page. This allowed the site to remain focused on the work itself and the themes I explore.

When selecting work for the website, I was very deliberate in my choices. I did not want to present too much, as this risks overwhelming the viewer and weakening the focus of my practice. Instead, I selected images that best represented my work in a professional context. For example, I used a range of installation shots from previous exhibitions, whereby I only included the strongest images that clearly showed the work within that space. I also made sure there was no repetition and that each image added something new and meaningful. I found that by having this selective approach I was able to maintain consistency across the site, strengthen the overall narrative, and support the clean aesthetic I was aiming for.



Furthermore, I also spent a lot of time considering how the work was displayed. Although I initially experimented with grid and collage style layouts for my project sections, these designs made the page feel overcrowded and distracted viewers from the work. Therefore, I chose to use slide and slideshow formats instead, as this allowed viewers to engage with the work at their own pace without any visual clutter. This helps to keep the layout simple while still allowing each image space to be viewed properly. Another important consideration was the scale of my designs. This included images, text, and overall layout. I ensured that images and text were large enough to be impactful and visible, especially when viewing it on a smaller screen, but not so large that they overwhelmed the page. I did this by maintaining white space around the images. This aspect was important to me, as it prevents the site from feeling crowded and allows the work to breathe. Another aspect that allowed for simplicity was keeping the typography, spacing, and colour scheme consistent throughout to support clarity and ease of navigation.

In terms of audience engagement, I made a clear distinction between my website and social media page when it comes to creating a design that communicates to professional and casual audiences. My website is aimed at a professional audience, such as curators, galleries, and potential collaborators. To support this, I used a minimal, clean aesthetic and a more formal tone written in third person. In contrast, my social media is more personal and focuses more on the development of my practice. I write in first person and encourage interaction by sharing ongoing work, development, and reflections. Despite this difference in tone, both platforms are visually linked through consistent image choices, black and white aesthetics, and overall design. This allows my work to remain accessible to a general audience while still presenting it in a professional context.



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.

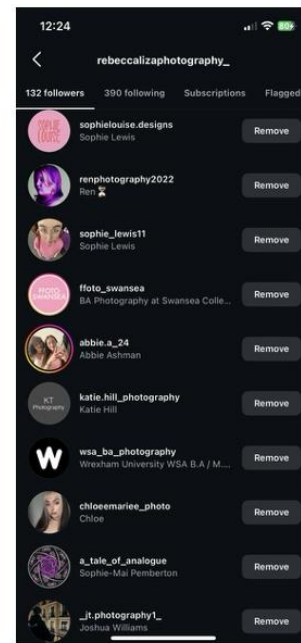
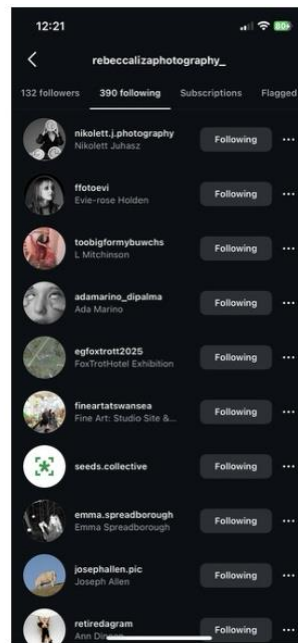
This module is about setting up a process that builds on what you already have but should always evolve, with new refinements as you develop as an artist.

Approx. 400-500 words.

Response:

I have included the link to my website in the appropriate section, and I have also linked my website across my main platforms, such as Instagram and YouTube, which I currently use to share my photography practice.

On my photography Instagram account, I am very selective about who I follow and engage with. I follow people within the creative industry, including photographers, artists, galleries, magazines, and organisations related to photography, art, and exhibition opportunities. By doing this, both my feed and my audience remain centred around creative work. This allows my social media to function as a focused creative space, where my work is shown to people who are genuinely interested in it, while also allowing me to stay engaged with work and opportunities within the same field. Furthermore, I also follow a range of galleries and creative spaces both locally and more widely. My focus is on places around Swansea as this is currently the most accessible location for me, although I also follow some places further away. This includes accounts such as Elysium Gallery and Volcano Theatre. I also follow online platforms and magazines that regularly share opportunities, submissions, and open calls. For example, I follow Royal Photographic Society, which is a women focused photography platform that frequently shares opportunities to be featured or published. Overall, I view social media as a practical tool, not only for posting my work but also for staying informed about exhibitions, submissions, and wider industry activity.



Alongside Instagram, I have also begun using YouTube to share video work, as it is better suited to longer content. While engagement is currently low, the platform offers strong potential for growth. I have already started linking content across platforms, including sharing short clips on Instagram and linking my YouTube through my profile, and I plan to continue developing this by learning more about how the platform works.

A key strength of my website is that it presents my work in a clear and professional way. I have ensured that it is easy to navigate and does not overwhelm the viewer. The layout is intentionally minimal, which allows the focus to remain on the work itself and makes the site easy to update as I continue adding new projects. The website includes all essential information about my practice, experience, and contact details without overcomplicating the content.

However, the main weakness at the moment is that I do not yet have my own domain. As I am currently using a free hosting plan, there is visible Wix banner and advertising. This does slightly reduce how professional the site appears. Although, this is something I am aware of and plan to resolve in the future by purchasing my own domain and hosting. Another weakness of the website is that its minimal approach may appear plain to some viewers. While this was a conscious decision to prioritise clarity and professionalism over a more personal or experimental design, it does mean that the site lacks stronger graphic or creative elements. This is something I may revisit in the future to find a balance that still feels professional while allowing more personality to come through.

In terms of social media, Instagram is my main platform. A key strength is my engagement and consistency, particularly through regular story updates and

selective feed posts focused on projects, exhibitions, and important updates. I maintain a cohesive visual style, working in black and white with small amounts of colour, which links closely to the aesthetic of my website. However, a weakness is that my account is still relatively new and currently lacks extensive documentation, particularly installation and exhibition images. Improving this is something I want to focus on moving forward.

Overall, this module has helped me recognise that both my website and social media are ongoing and evolving platforms. It has highlighted the importance of maintaining and updating my online presence, and I aim to continue refining both as my practice develops.

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:

Throughout this module, I have engaged in group seminars, and I have also completed all required tasks. This includes participating in research discussions and class activities. Furthermore, I have contributed to conversations with peers about each other's website's ideas, design choices, and different approaches to gain more ideas and view each other perspectives. I found these conversations especially useful, as by sharing ideas, comparing approaches, and thinking through decisions in a more collaborative way, I was able to make informed decisions about my own website design.

I did attend some tutorials. I found these tutorials to be beneficial. They allowed me to gain useful feedback and gave me the opportunity to discuss a range of different perspectives. During this tutorial, I was able to ask questions to clarify my confusions or curiosities. One element that I found the most helpful, was being able to discuss the effects of different display methods and online sites. Although, I did not attend every tutorial, I felt confident in the direction my website was taking and the decisions I was making at the time. However, I now understand that tutorials can still be valuable even when you feel secure in your work. Looking back, I should have attended more tutorials as they can offer reassurance, alternative perspectives, and small refinements that I may not have been considered. This is something I will work towards improving in future modules, particularly as my work continues to develop at a professional level.

I believe that developing a professional website alongside a connected social media presence has been a significant and key step in preparation for my final degree year. My aim was to create a website that communicates my work professionally. I did this because makes it work more accessible to audiences such as galleries, collaborators, potential clients, and curators. This module encouraged me not only to create these platforms but to think carefully about how and why I use them. I have become more aware of the importance of informed decision making, considering what I show, how I present it, and what purpose each platform serves. My website functions as a professional portfolio, while my social media offers a more personal insight into my practice, process, and ongoing projects. These platforms give a more complete understanding of my work and feel like they create a solid foundation moving forward.

Overall, I feel my time management during this module was effective. I worked on the website gradually over several weeks rather than rushing it near the deadline, allowing time for reflection, refinement, and editing. Knowing that I tend to overcomplicate layouts and content, I deliberately gave myself time to reassess what was necessary and remove anything that did not support my chosen practice. I also prioritised completing the website early so it could be shared and used immediately. I am proud of the outcome and feel that both my website and social media now have a strong foundation that I can continue to build on as my practice develops.