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website URL : <https://hrdphotography.myportfolio.com/home-1>

My website, hosted on Adobe Portfolio, opens with a striking homepage featuring a single iconic image alongside my name as a clickable button to continue. This design marks a shift from my previous layout, which was centred around displaying my work directly on the homepage. After researching the websites of established artists like Alec Soth, Nadav Kander, and Ossi Piispanen, and receiving feedback during crit sessions, I realised a simplified and focused approach felt more professional and iconic. The redesign introduces a clear hierarchy, where the homepage leads to a neatly organised portfolio page showcasing each project in individual folders. This structure allows viewers to explore thematically, guiding them through my work in an intentional and engaging way.

While researching Ossi Piispanen's website, I was intrigued by the dynamic display of his work, with pieces seemingly emerging from all angles. The bright colours he employs create a bold and energetic feel; however, I found them somewhat distracting and less suited to my own aesthetic. Instead, I chose to use monochrome tones as a background, which better complement my work by providing a neutral canvas that enhances the imagery without drawing attention away from it. This choice aligns more closely with the minimalist designs of Alec Soth and Nadav Kander, whose websites focus on clean presentation and the impact of individual images.

The priority, editing, and sequencing of images within each project were heavily influenced by my research into these established artists. Alec Soth's ability to create a narrative flow within his galleries inspired me to carefully sequence my photos to lead the viewer through a visual story. Similarly, Nadav Kander's emphasis on minimalism and impactful composition encouraged me to prioritise images that best exemplify my themes of nature, visual activism, and storytelling. Each folder on my website is carefully curated to feature high-resolution images that resonate emotionally while maintaining a consistent aesthetic.

On social media, I've also drawn inspiration from these artists, particularly their strategies for connecting with audiences. Sharing behind-the-scenes content and project insights not only enhances the storytelling aspect of my work but also fosters a deeper connection with viewers. Adobe

Portfolio's user-friendly interface made these changes seamless. Having previously worked with this platform during my Foundation studies, I brought prior knowledge and experience that allowed me to focus on refining my site's aesthetic and functionality. This combination of deliberate visual choices, narrative sequencing, and intuitive design tools has helped me create a website that aligns with my artistic vision while enhancing the viewer's experience.

References:

My website: <https://hrdphotography.myportfolio.com/home-1>

Instagram:

https://www.instagram.com/h.r.d_photography/profilecard/?igsh=eGo0MXVkOWtiZHF6

Email: hrdphotography@outlook.com

Alec Soth's Website: <https://alecsoth.com/>

Nadav Kander's Website: <https://www.nadavkander.com/>

Ossi Piispanen's Website: <https://www.ossiossi.com/>

Adobe Portfolio: <https://portfolio.adobe.com/>