
World Building

ADAA5011

Cae Phillip Leslie

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Website Link - <https://caephillipleslie.wixsite.com/cpl-photography>

Website Outline

- A successful photographers/artists website needs to be simple, easy to use and navigate. It should be formatted and work to both computer and mobile screens.
- A website should be aesthetically pleasing whilst being professional, leading to desired pages (Portfolio) over overwhelming a single page. It should also serve its purpose, reach its target audience and present itself/cater itself to that purpose and or audience.
- A website should have an easy to read and type unique domain name (if possible), along with a starting/home page that will act as the first impression and introduction to the site's purpose with a logo, site title (CPL Photography), and an introductory image. Clickable text links to each page, Home, Portfolio, About. The portfolio section should be easy to comprehend at a glance and show key thumbnail images if they are being compiled into sections/boxes. The about section should be short, sweet, to the point and easy to read avoiding lengthy/wordy summaries of the author and the work.

Website Plan

- To develop my website, I will be using the free version of Wix. Using the free version will limit my choice for templates, domain names and tools when creating the site, however using Wix with the free version will provide me plenty of acceptable templates to build off, a Wix domain name and basic tools that will help me to develop my website to a good degree. Using Wix will also allow me to upgrade my subscription package at any time if I choose to access additional tools, more unique domain names or additional templates along with the shop feature. I have chosen to use Wix as I am familiar with the site and have created a website on it before using the free version, it also comes highly rated on app stores and web articles. It provides a good number of tools, help and templates for no money and can be upgraded whilst or even after the development of a website making it a good choice for future improvements and a long-term website.

Website Plan

- My website will have 3 pages, a Home page to create a good first impression and convey the theme of the website and the work it will contain, a Portfolio/Gallery page to present my photographic and other artistic work neatly, comprehensibly and in a way that will spark interest to visitors, finally, an About me page to give context to my photographs and practices along with some information about me as a person. Contact and social media information will also be put into the About page including a business email, Instagram page and Flickr account.

Research/Inspiration

- **Jon Pountney:** Pountney's home page is simple and effective, containing the name of the website author and its works artist in large bold black letters at the left top side as a title, a menu with clickable text links to the home, portfolio, about me and contact pages on the right top side across from the title and an easily identifiable and iconic image of Pountney's to serve as the first impression of his portfolio. At the bottom left is small text denoting Pountney's copyright over the website and the images within and across from that in small text are text links to relevant social media.

JON POUNTNEY

[HOME](#) [PORTFOLIO](#) [ABOUT ME](#) [CONTACT](#)



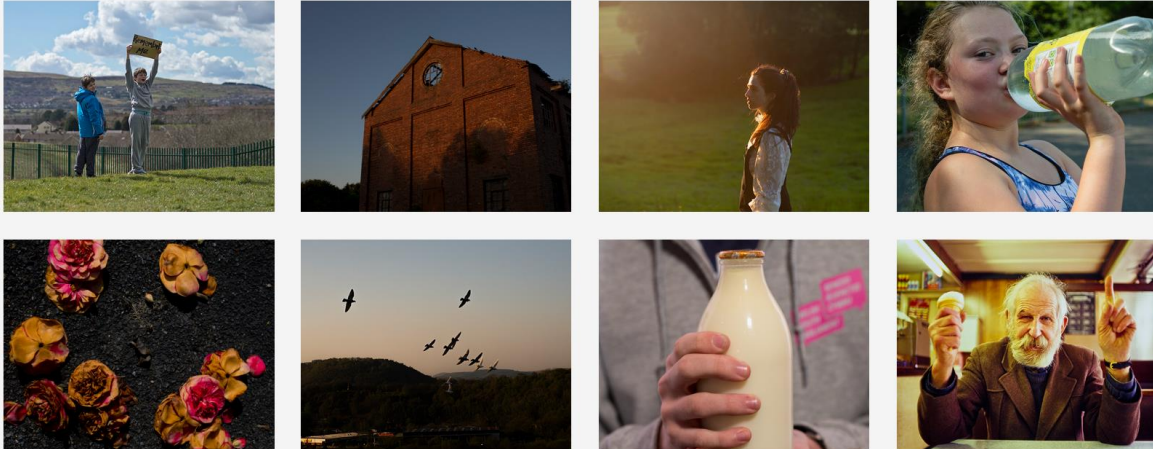
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[FACEBOOK](#) [TWITTER](#) [INSTAGRAM](#)

Research/Inspiration

JON POUNTNEY

HOME PORTFOLIO ABOUT ME CONTACT

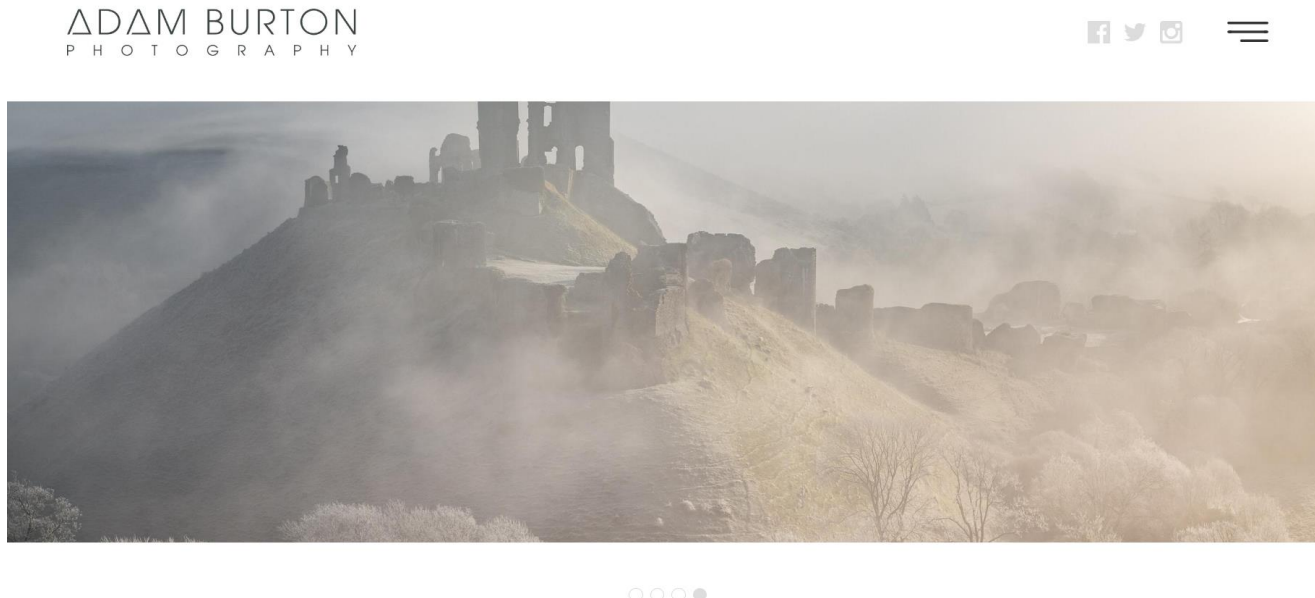


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FACEBOOK TWITTER INSTAGRAM

- **Jon Pountney:** The best part of Pountney's website is the Portfolio page. The works of Pountney are presented in genres, each having a clickable box to the collection of work with a thumbnail image on each box, the page is scrollable allowing for more boxes to fit and be found in one place. I particularly like the idea of collections of works in boxes allowing for a more streamlined, professional and organised feel and look to the portfolio.
- <http://www.jonpountney.co.uk>

Research/Inspiration



- **Adam Burton:** Burton's home page much like Pountney's is a white background supplemented with a slideshow of carefully selected images to create a good first impression and feel for the portfolio, the name of the site and of the artist is at the top left, it differs from Pountney's site in having a drop-down menu for the different pages namely being the portfolio page and the about me page. I very much enjoy the super simple and basic format/layout of the home page with a slideshow of the best images and minimising text to what is necessary.
- <https://www.adamburtonphotography.com>

Research/Inspiration

ADAM BURTON
P H O T O G R A P H Y



PORTFOLIO

The Portfolio pages contain just a small selection of Adam's library of images. Please click on a category to open a showcase of selected images, or alternatively use the search option to find your own selection. If you are a commercial customer looking to license imagery, please feel free to contact Adam to discuss your requirements.

LATEST

FAVOURITES

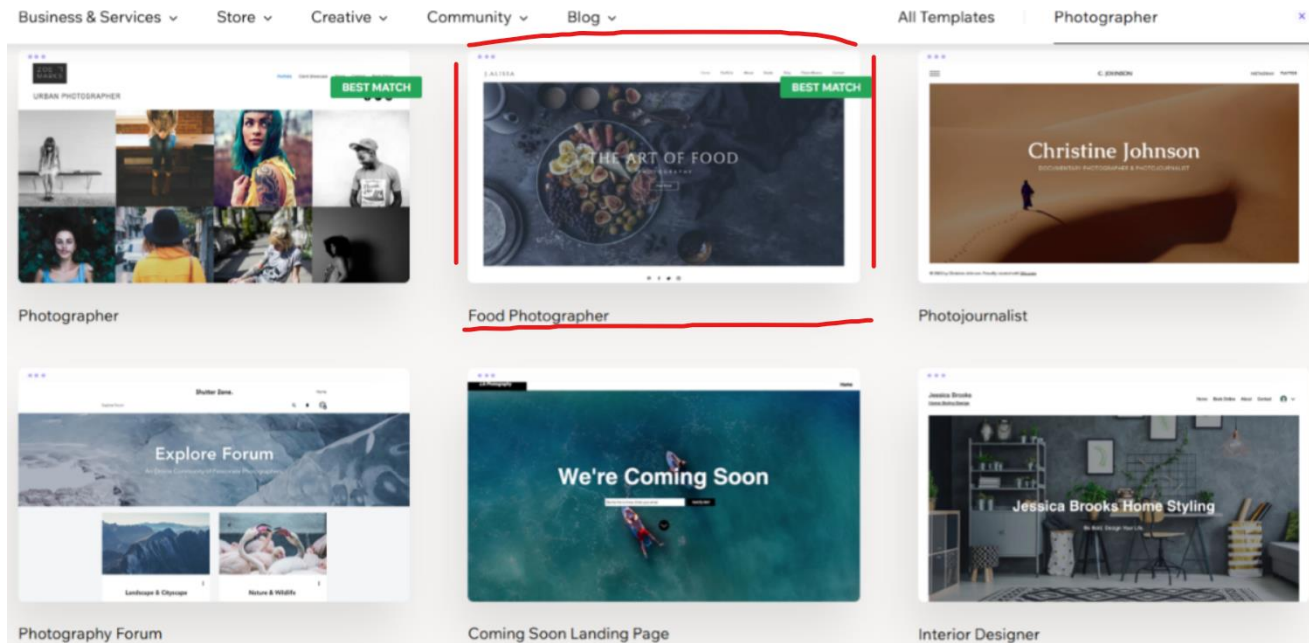
AWARDED IMAGES

- **Adam Burton:** Burton's portfolio page carries on from the home page through a drop-down menu, it keeps the title/name text at the top left and the contact/social media icons and drop-down bar itself throughout each page making it look professional, deliberate and conforming. The portfolio of work is split into boxes for certain genres, each box clickable to open up to the full number of images and each box having an easy to read and unobtrusive text on it to label which genre it is. There is a small amount of text as an about me section for the portfolio page itself and a search bar which I find to be unique and incredibly helpful.

Initial Development

- From the previous research slides and additional research into artist and photography-based websites I have decided to implement the following basic ideas for my own website. The home page will have a menu bar rather than a drop-down menu to navigate between the pages; it will also have a carousel of selected images to act as a first impression of the portfolio. I will have the name of the site and a logo at the top left side of each page; the menu will also persist on each page. The about me page will contain a short statement text about the work and myself along with relevant social media and contact information such as my business email, Instagram and Flickr. I will not be including a picture of myself and may supplement it with another chosen image or no image at all. For the portfolio page I have opted to use the idea of collections with boxes having a thumbnail image and text right underneath each box to denote what collection/genre of work it is an example being 'Wildlife'. I will keep the amount of collections limited so that visitors will not need to scroll down to find additional collections and they will all be visible right away.

Initial Development



- Out of plenty of templates I narrowed down the filter to those of photographic styles, then narrowing my choices to the six best I chose one with a white background grey/black text colour, a main large singular image at the home page. The home page works perfectly for me, it only contains the title, main image, copyright information and the menu bar, no endless scrolling for additional unnecessary information. The page is clean, simple, easy to follow and read and professional.

Logo and Design

- Using Canva I searched through templates using the keyword 'Photography', I came across an ideal combination of image and text to use as the base of my logo and then continued to edit the content to fit my desires and style.
- Changes – I changed the secondary colour scheme on the logo from red to orange while keeping the primary colour scheme as black. I changed the text of the logo to coincide with my chosen name for photography and the website.



Home Page Development

- Deleted contact and shop page.
- Changed title text.
- Changed thumbnail image.
- Changed copyright text.
- Resized font by 2 points on menu text.
- Resized thumbnail image to better fit page.
- Deleted WIX message app icon and feature.

Portfolio Page Development

- Deleted subtitle text.
- Replaced box thumbnail images.
- Added image content to portfolio boxes.
- Individually relinked box/thumbnail images to corresponding project pages.
- Reordered image content in each project to fit better.
- Changed font on box titles along with colour to better suit the page. Black-White.
- Deleted location and project type information and text from each project.

About Page Development

- Replaced about page image with logo image.
- Rewrote about page title text from "About CPL Photography" to "About me".
- Shortened site length to better fit image and text.
- Added artist statement to about me text.
- Added contact/social media information and links.

Evaluation

- Using WIX as a website builder was simple and easy, even with the storage limit of 500mb there was enough storage to put in six projects with 6-12 images each. The preview mode allowed me to go through the website as if it were already published to see it as visitors would, this helped greatly in ironing out small kinks that could not be seen in developer mode such as image to page ratio and clickable links not working.
- While the WIX advertisement is inherently part of the website using the free version it is not too obtrusive and easy to ignore. The website was smooth to develop only running into a few issues mainly with the mobile version of the website, but such problems were able to be overcome and fixed with the WIX help page and WIX video tutorials provided in the developer dashboard. The greatest issue I faced was with the clickable links for the portfolio page boxes not opening into the projects and showing the images, the issue I later found out was that when switching to the mobile version the actual link had been deleted, needing to be relinked individually to each project, while annoying it was an easy 10-minute fix.