

Fine Art: Studio, Site and Context

Year 2

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Changemakers 2

ADAA5001

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Assessment Component 2: WEBSITE

Word count – 1716

Assignment Title:	Website	Word count (or equivalent):	2,000-Word Equivalent
Submission deadline:	2/5/23	Return date of provisional marks & written feedback:	30/5/23

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1. Link to website

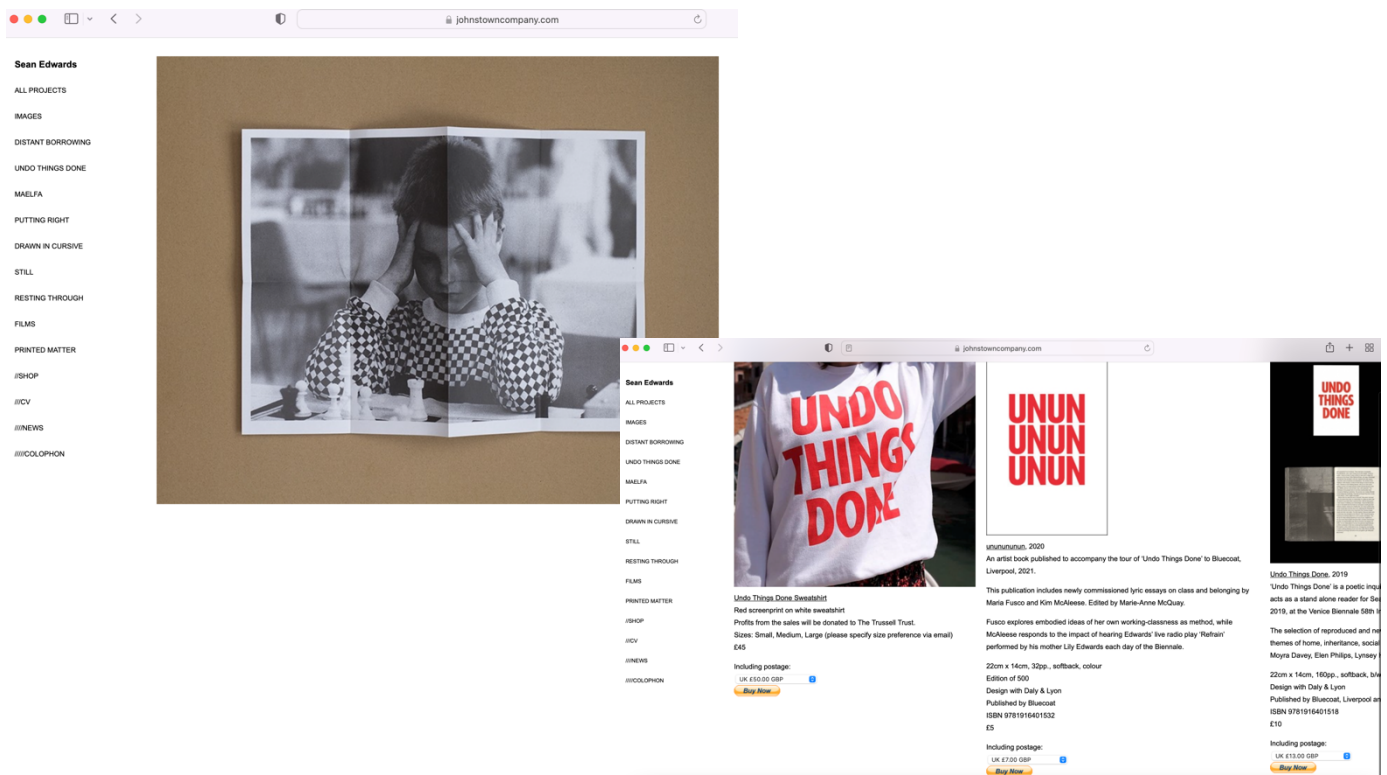
<https://branwenjones.carrd.co>

2. Researching web presence of established artists

I explored the websites of various artists that I was researching at the time: Sean Edwards, Fern Thomas, Acaye Kerunen, Onyeka Igwe, Simeon Barclay, Hardeep Pandhal. The websites varied in terms of visual style and navigation complexity.

Sean Edwards (<https://johnstowncompany.com>)

Sean Edwards has his own website, and the website of his gallery representation, Tanya Leighton, Berlin.

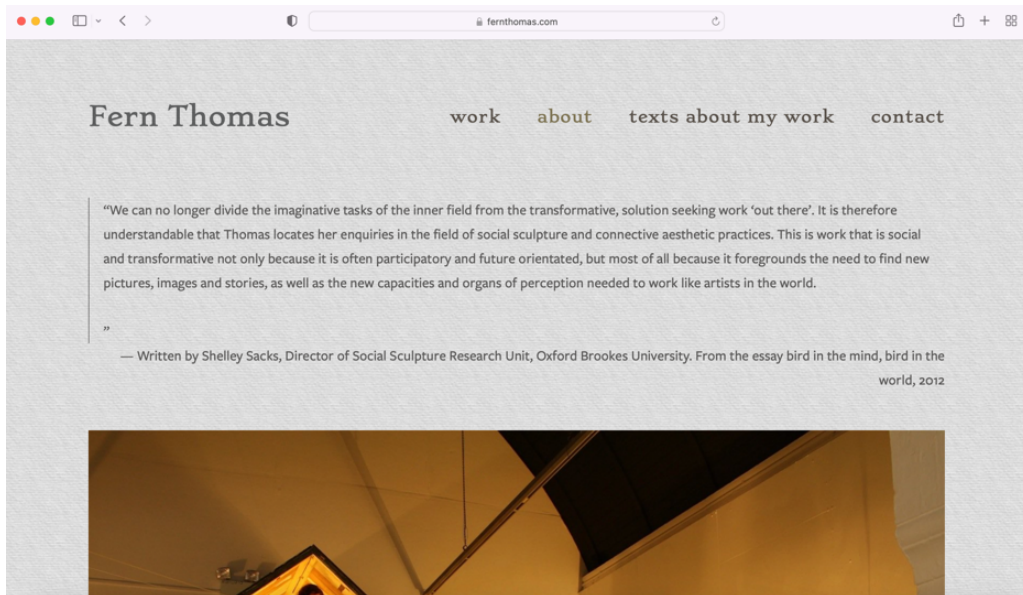


- artist's website has domain name johnstowncompany.com
- nice landing page with a photo and links down the side arranged vertically
- there is a shop with various items (book, sweatshirt, prints) for sale
- the site was built by indexhibit

The site is informative but there are some glitches. The first two links, [ALL PROJECTS](#) and [IMAGES](#) do not work. The page for *Maelfa* includes a link 'watch the film' which takes you to the page 'films', which contains three other films but not *Maelfa*.

The pages for specific projects present a large number of photos of the works in exhibitions. This gives a good sense of the work but it feels that too many quite similar photos are presented for each exhibition, and entails a lot of scrolling.

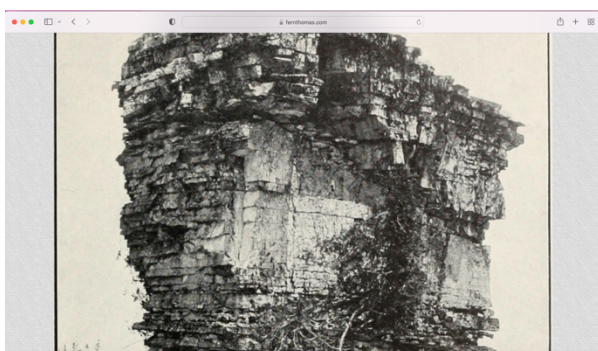
Fern Thomas (fernthomas.com)



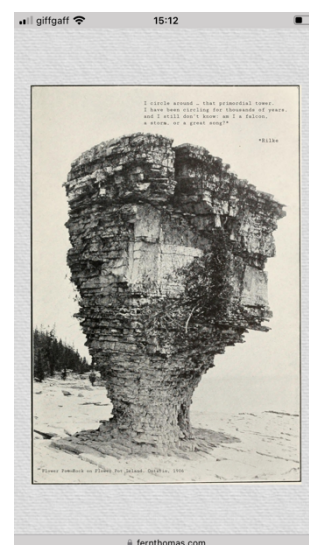
- the domain name is the artist's name
- landing page has a quote about her work by an academic; then a photo; and then (scrolling down) her artist statement written in first person
- the site is easy to navigate with links to return to the previous section or page

I like the appearance. The text is dark grey rather than black, and turns yellow when you hover over it. The background looks like textured paper.

On a laptop the photo on the landing page is cut in half requiring the visitor to scroll down. On a phone the photos appear within the screen, but on a laptop they are sometimes too big for the screen.

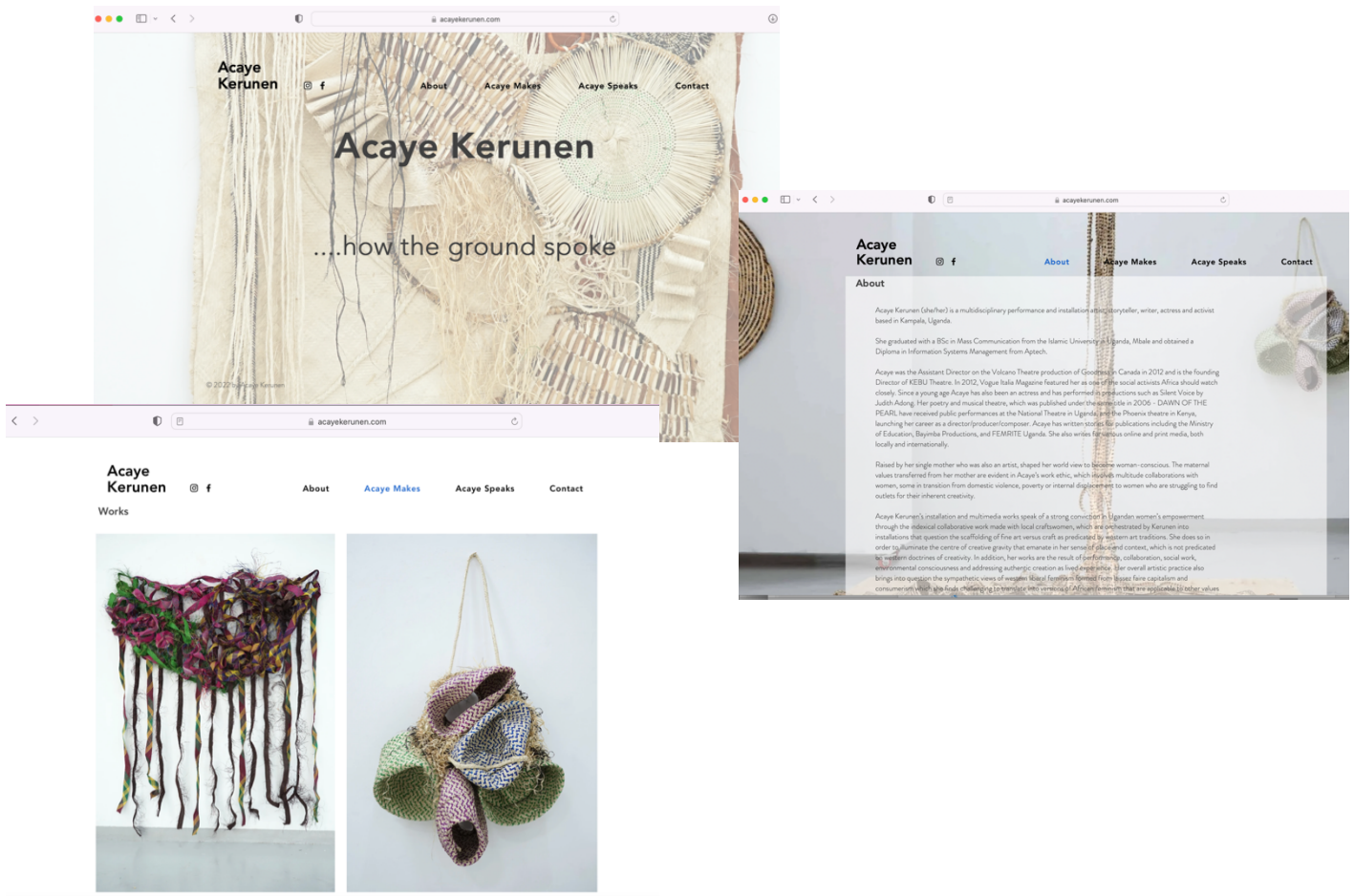


Laptop screen

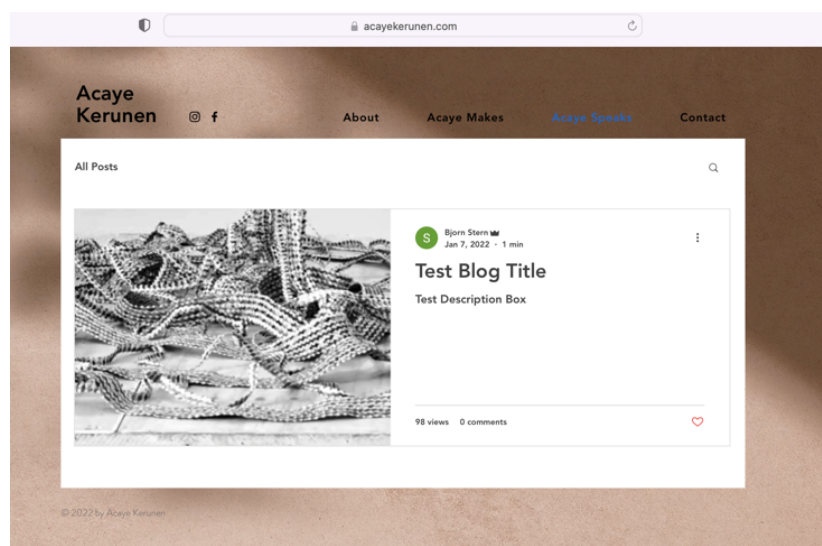


Phone screen

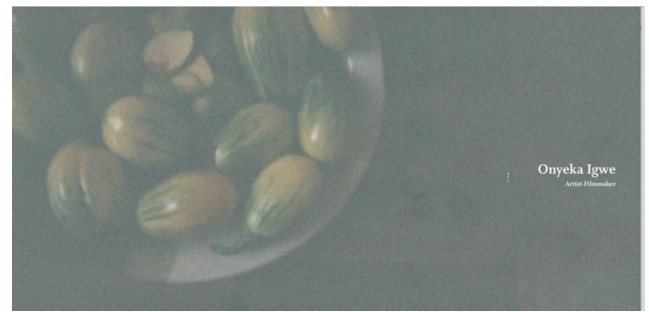
Acaye Kerunen (<https://www.acayekerunen.com>)



- landing page is layered, with the artist's name on top of a semi-transparent image of her work
- instead of the standard links (eg work; texts), she has [About](#) / [Acaye Makes](#) / [Acaye Speaks](#) / [Contact](#)
- on the [About](#) page, the text is quite small and fairly long. On a laptop it requires scrolling down. Is it better to have a statement which fits on one screen page?
- the [Acaye Makes](#) page changes to a different visual style with a clean white background
- the site is easy to navigate and return to where you were
- the [Acaye Speaks](#) part is unfinished



Onyeka Igwe (<https://onyekaigwe.com>)



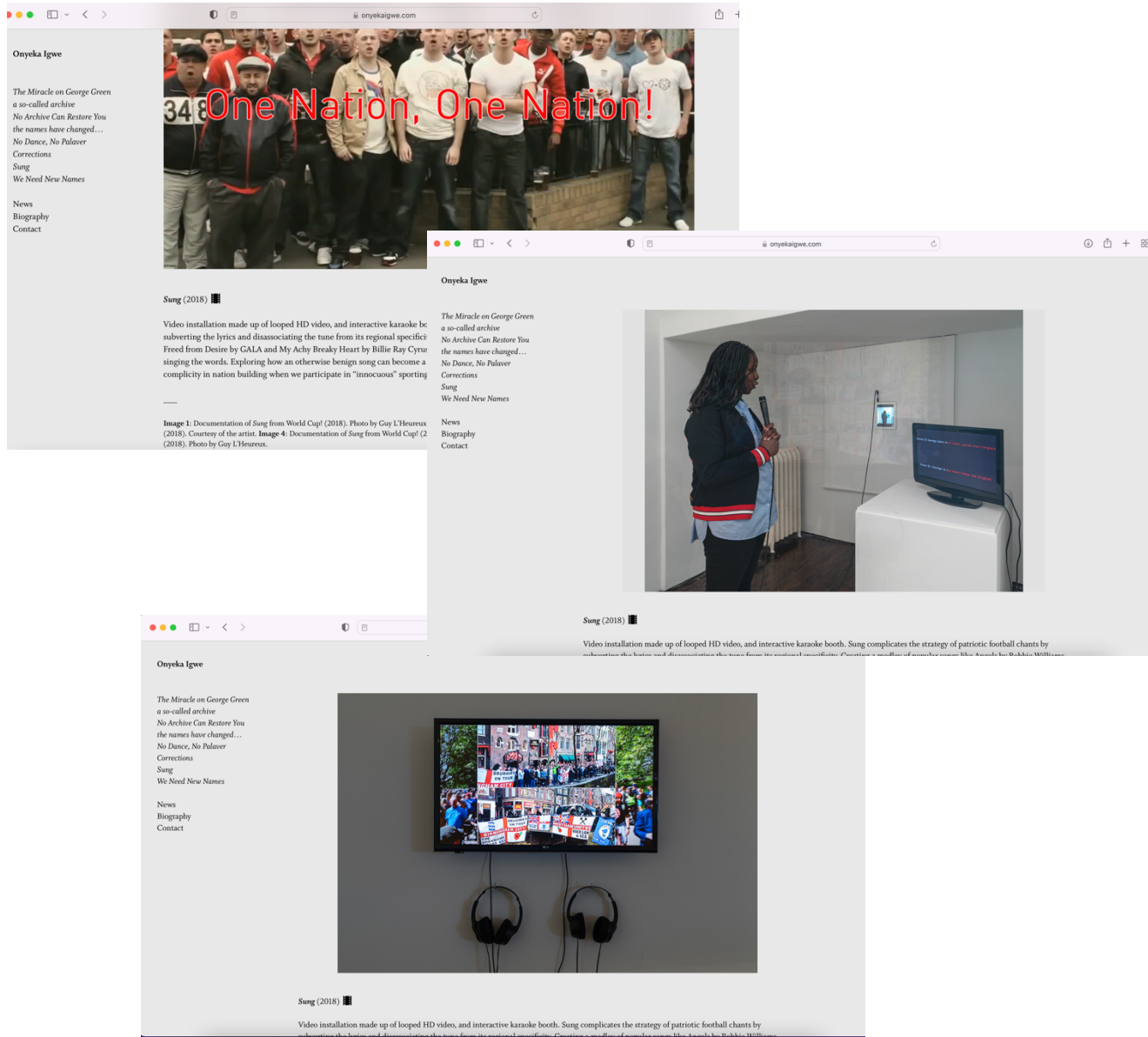
- landing page starts black with the artist's name off-set to one side, then flickers through semi-translucent images
- you click on her name to get to another home-page which is very clean with links down the side, and upcoming exhibitions in the front



- hovering over the projects, the title appears in white over a full-screen image from the work



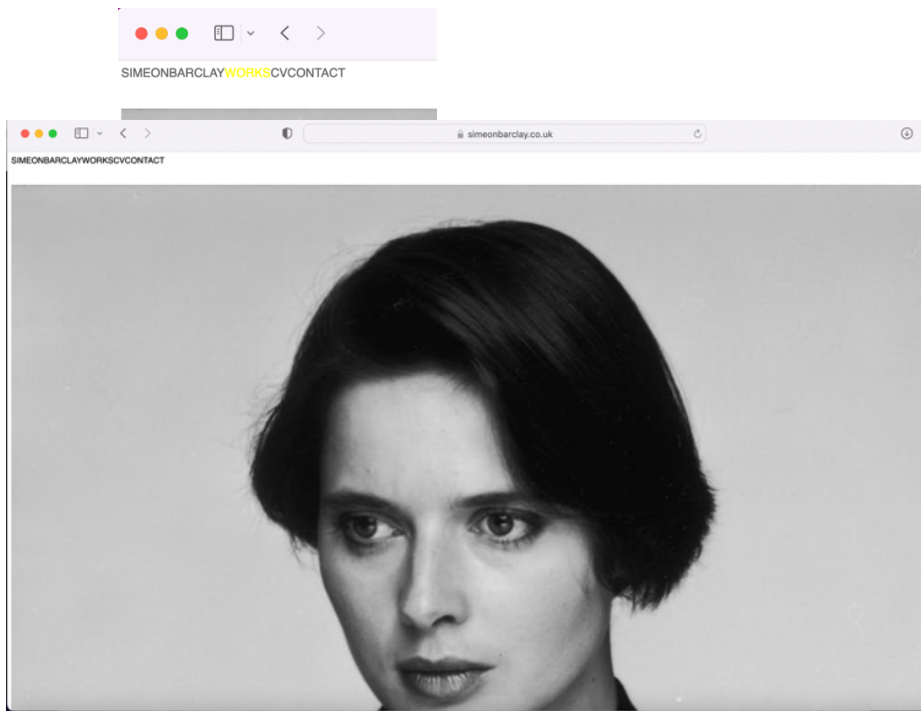
- clicking on these you get a series of images which move past: stills from the film and images of its installation, with text about the project, its content and when and where it was made etc



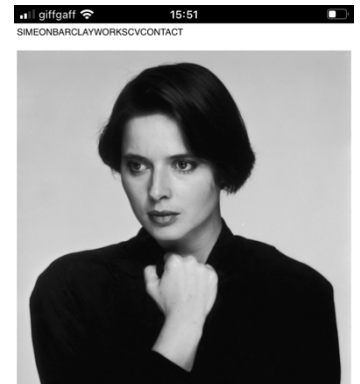
- like some other artists (eg Acaye Kerunen) there is no mention of her year of birth
- navigation is easy as the vertical column of links remains on all pages

This is a sophisticated site. It is visually clean while being rich and compelling. It enables the visitor to quickly get a sense of the variety and depth of the artist's work.

Simeon Barclay (<https://simeonbarclay.co.uk>)

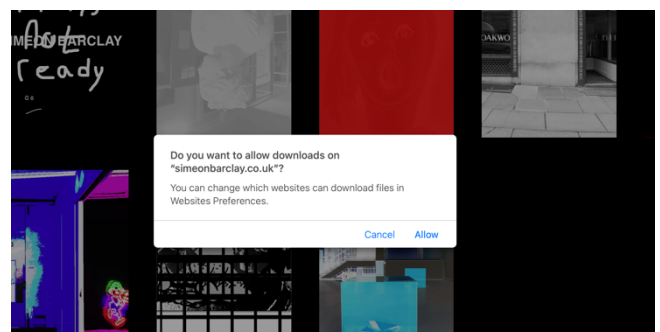
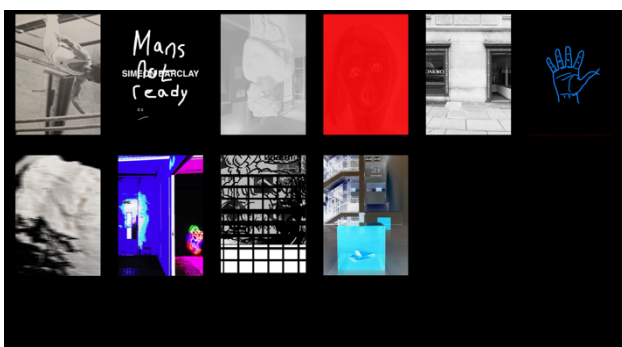


Laptop screen

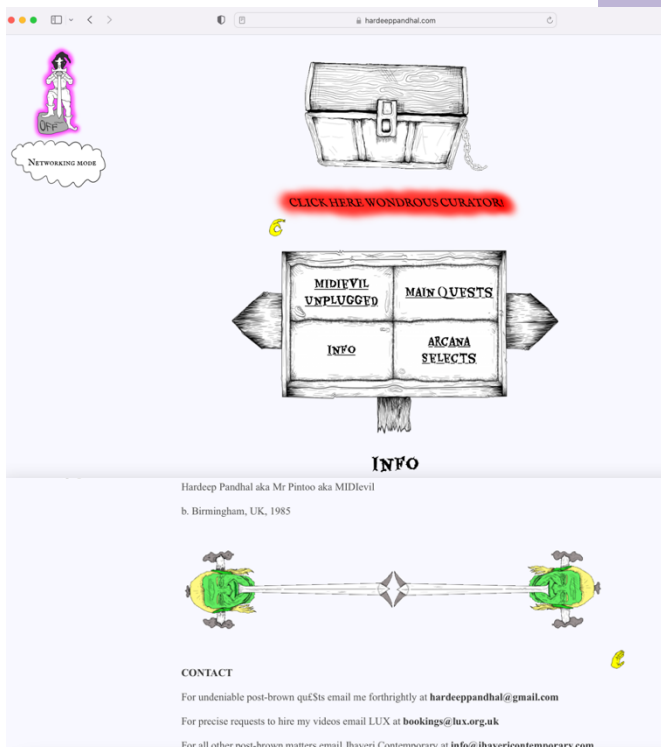
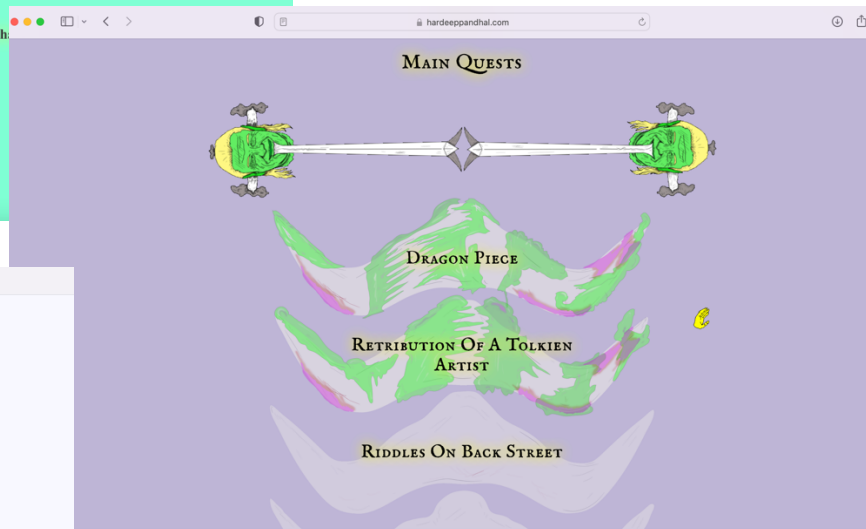
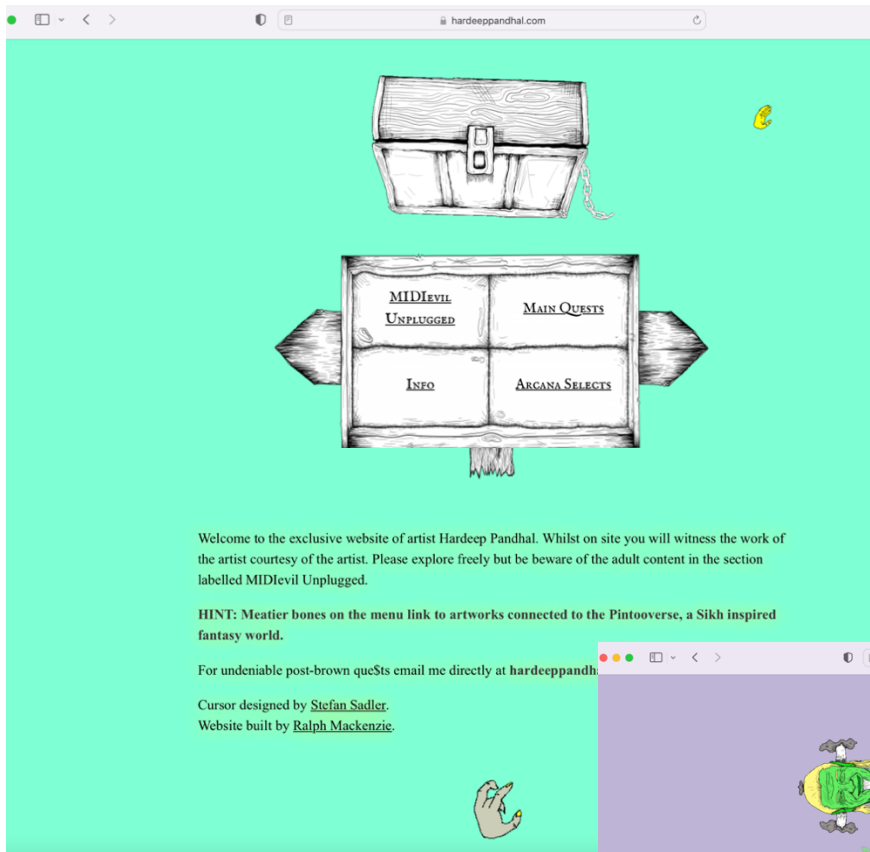


Phone screen

- landing page is intriguing, with an image which is not of the artist, and squashed-up letters in the top corner which turn yellow as the cursor hovers over them
- the image appears complete on a phone screen but not on a laptop
- the WORKS tab takes you to a page with a black background, image tiles but no text
- there is no obvious way out of this WORKS page apart from clicking the back tab in the web browser
- when you click a tile you have to download something
- the first tile I clicked on downloaded a 25 page PDF of an exhibition catalogue

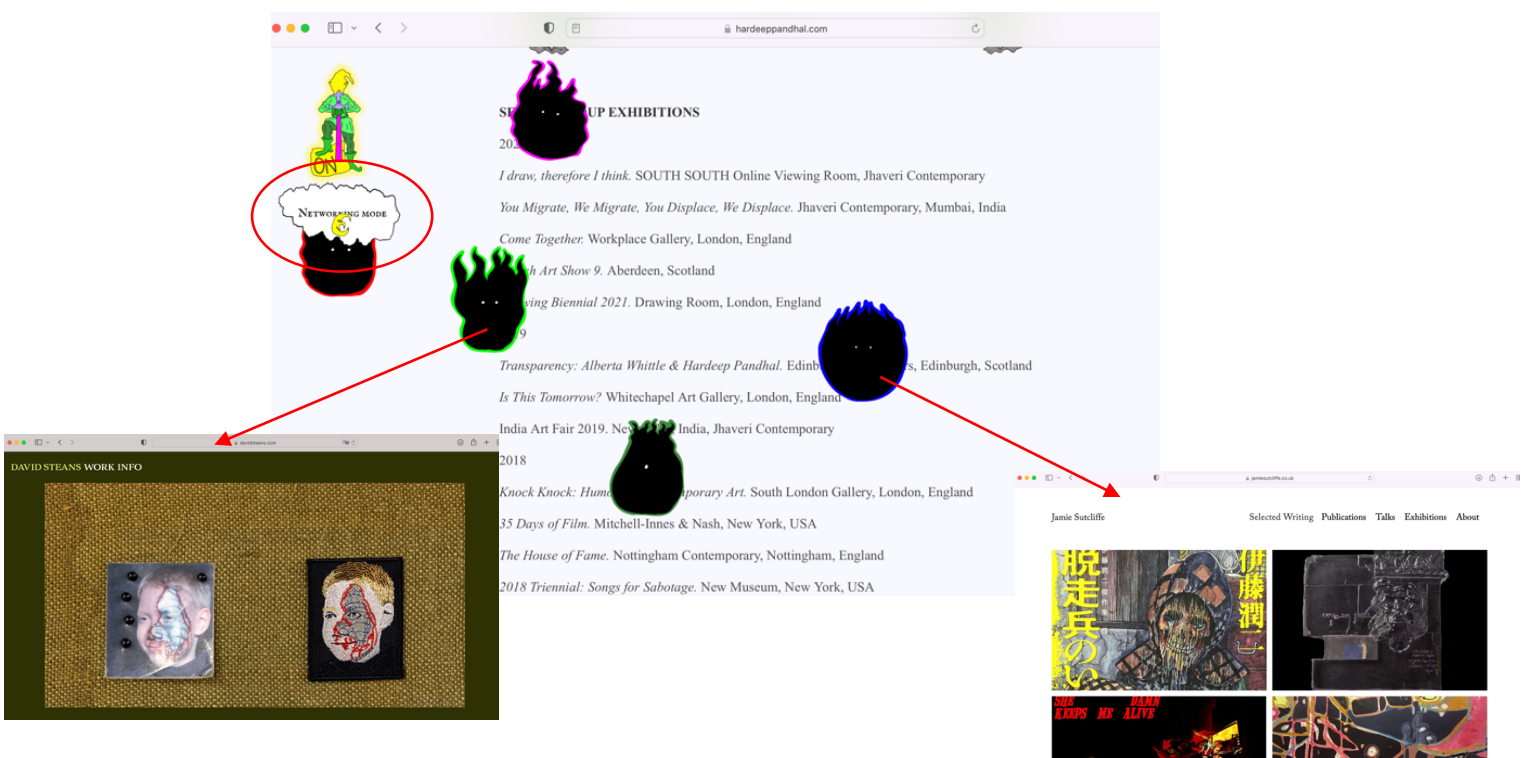


The work is fascinating, but the website is a bit frustrating because you can only see images of the work by downloading a PDF.



- landing page has moving animated parts, a designed cursor which looks like a hand, and text addressing the viewer in a conversational style
- the website takes the form of an online game, with MAIN QUESTS instead of 'works'
- INFO takes you to biographical information, contact details and CV but also ...

- the amazing NETWORKING MODE which reveals creatures moving across the screen like a video game. If you click on one it takes you to the website of another artist:



This was one of the most impressive artist websites that I saw. Its design seems to be part of the artist's practice.

Summary

This exploration of artist websites raises practical and aesthetic issues. Practical issues include ease of navigation through the site and back, the number and size of images, and time to upload. It can be good to see decent-sized images of works, but it is annoying when a site takes ages to load. A site needs to look good both on a phone and laptop/desktop, and avoid unfinished sections.

The question of the best number of images of each work or type of works is related to the complexity of the site. A more simple site should have fewer images of each work to avoid excessive scrolling. A more complex site enables more images, because the visitor can click on the image of one work to see a larger collection if they are interested, without being overloaded with too many images at the start.

3. Investigating website options

I started looking at comparison surveys of free website services. The site *WebsiteBuilderExpert* promotes Wix as the best free service, because of the number of features on its free plan. They ranked GoDaddy second, Weebly third. Another site, *tech.co*, advises against creating free websites because of the ads, poor domain names, and limited bandwidth. Ranking paid-for services, they also promote Wix as the best, with squarespace second.

Website Builders

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Home > Website Builders > Free

9 Best Free Website Builders 2023: The Definitive List

Our independent research projects and impartial reviews are funded in part by affiliate commissions, at no extra cost to our readers. [Learn more](#)

Written by Lucy Carney

Researched by Natasha Willett

Updated on January 13, 2023

Our methodology

We tested each free builder to rate them on the criteria you told us mattered most – we paid special attention to features, ease, design, and support.

Written and researched by:

Lucy Carney
Writer

Natasha Willett
Lead Researcher

In our rigorous research and testing, **Wix** came out on top as our overall winner of free website builder. Wix rose to the top thanks to the generous number of features it offers on its free plan. Not only that, but it received the highest customer score out of all the website builders we tested.

GoDaddy placed second because of its easy-to-use ADI builder, attractive SEO tools, and improved design functionality, while **Weebly** scores third as an ideal free web building choice for small businesses, especially if you're planning to sell online, too.

BEST IN TEST

Wix

Overall Rating
4.8 ★★★★★

Number of templates
800+

Storage space
500MB

On-site advert on free plan
Sticky top banner

SSL security included on free plan
✓

Visit Wix

GoDaddy

Overall Rating
4.1 ★★★★★

Number of templates
100+

Storage space
Unlimited

On-site advert on free plan
Bottom banner

SSL security included on free plan
✓

Visit GoDaddy

Weebly

Overall Rating
3.4 ★★★★★

Number of templates
50+

Storage space
500MB

On-site advert on free plan
Slide-up ad

SSL security included on free plan
✓

Visit Weebly

Jin

Overall Rating
2.7 ★★★★★

Number of templates
100+

Storage space
500MB

On-site advert on free plan
Footer disclosure

SSL security included on free plan
✓

Visit Jin

tech.co

Stay Informed

Work Smarter

Stay Secure

Grow Your Business

Home > Website Builders >

5 Reasons You Should Never Make a Website for Free

It's tempting to try and make a website for free. But trust us, the money you save on a subscription will cost you.

Written by Tom Fogden

Updated on July 6, 2022

Our content is funded in part by commercial partnerships, at no extra cost to you and without impact to our editorial impartiality. [Click to Learn More](#)

Yes, you can make a website for free. But should you? Sure, a free website will work, it will look OK, and people might even visit it. But there are significant compromises you'll have to accept – and you could end up regretting online with a free website

RANKINGS

Best ★★★★★

Great ★★★★★

Average ★★★★★

Poor ★★★★★

MORE INFO

Bandwidth & Storage Limits

About Free Niche Website Builders

Tip: Custom Domain Name

FAQ

The Best Free Website Builders

A roundup of the strengths and weakness of the best free website builders.

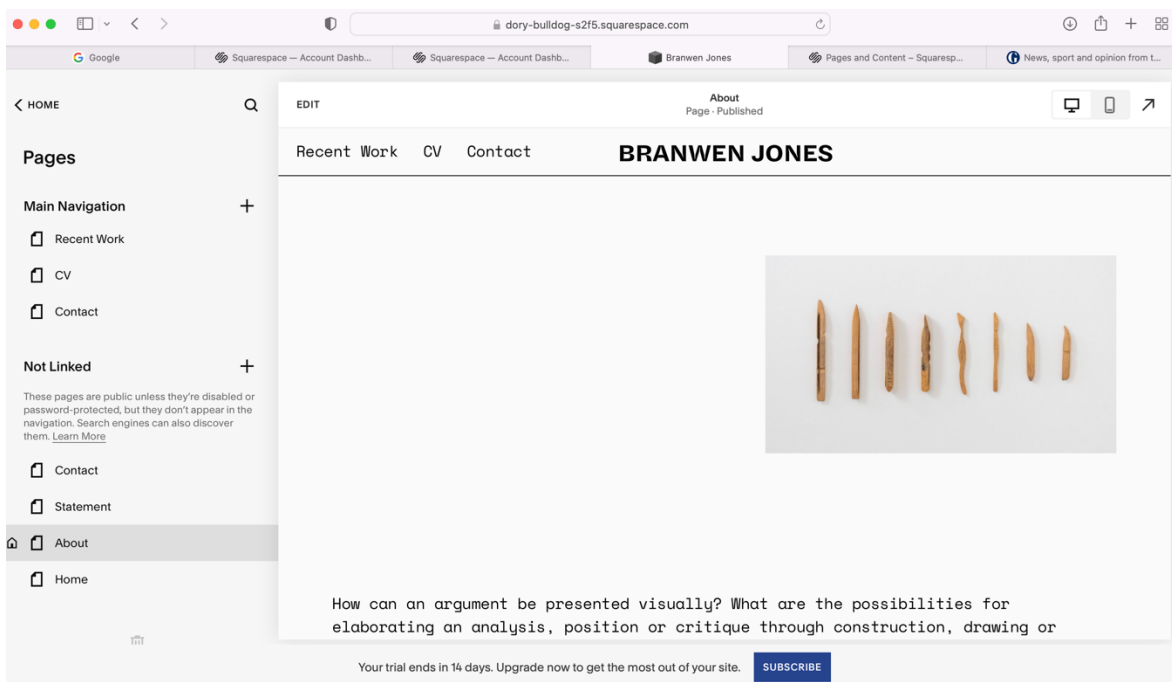
Sitebuilderreport (SBR) explain that most free services irritate the user with limitations such as ads, corporate domain names, and limited number of pages in order gain paying customers. Most services are based on a monthly subscription. However SBR says that Square Online provides a clean domain name with minimum ads and advanced features on its free version. SBR rates Webflow as another good free service provider, but which requires some experience of building websites.

4. Building a website

I started trying to create a free website with Square Online, but realised it is a service designed for websites which sell things. I was unable to work out how I could customise the templates to provide the links I needed without including sales-related features.

I tried Weebly, but was taken to the same place I was on Square Online; it seems they are the same thing.

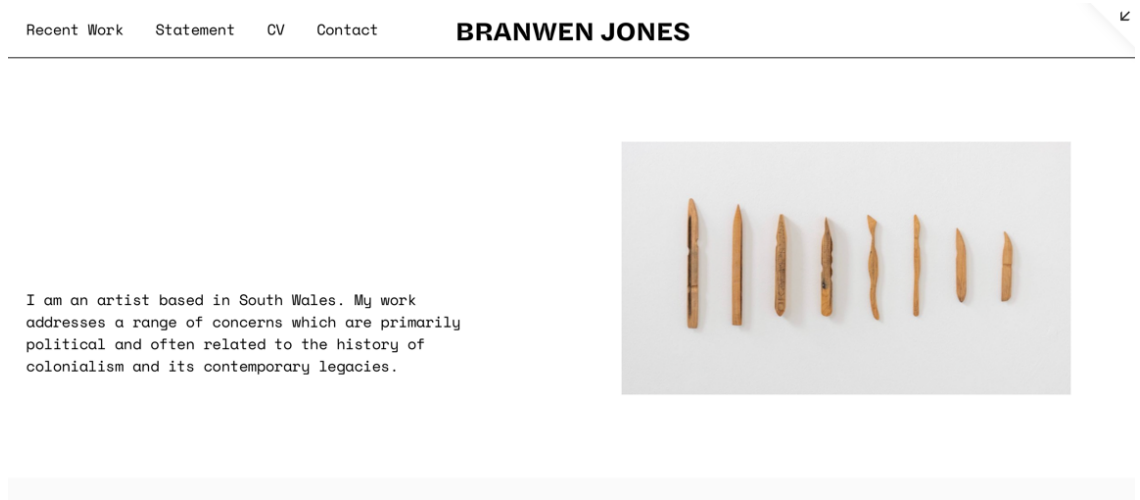
I decided to build a website using the free 14 day trial on Squarespace, just for the experience.



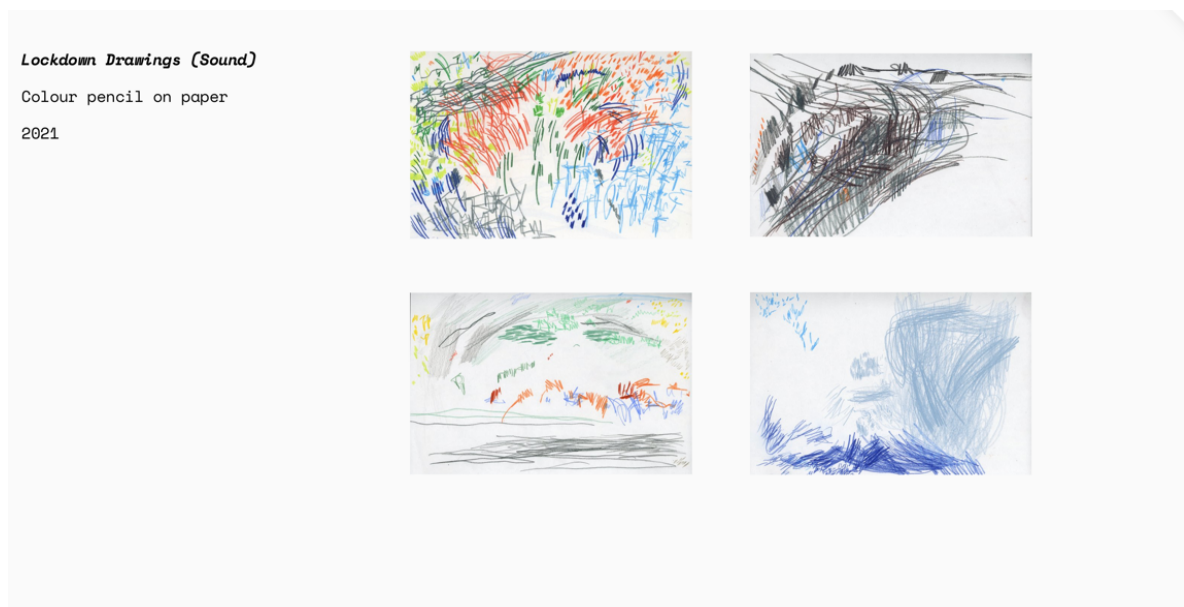
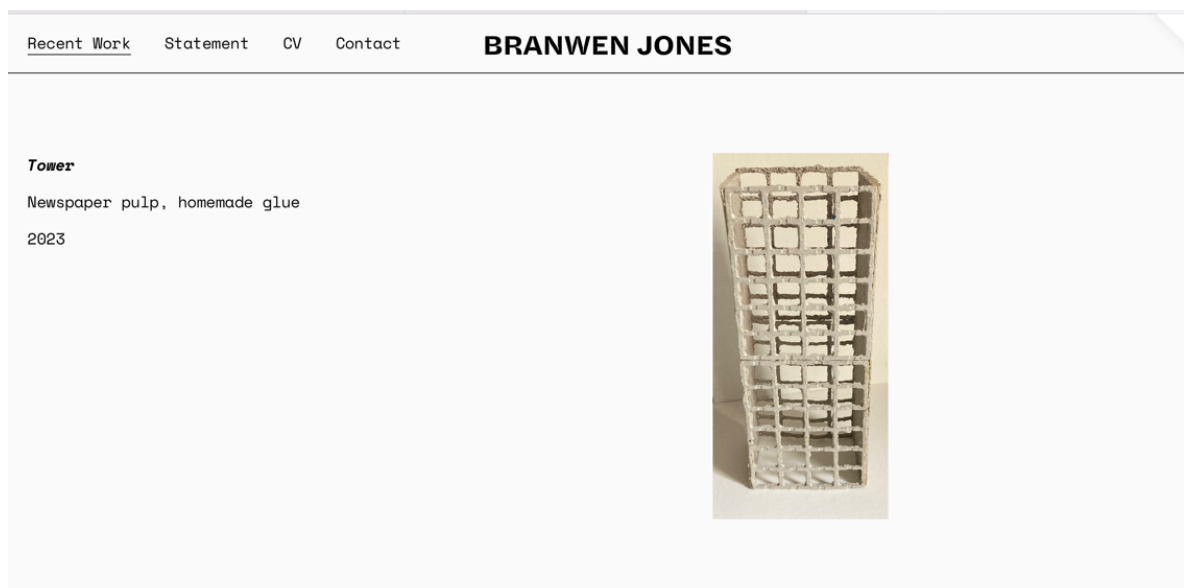
Squarespace dashboard

I worked out how to choose the style including background colour and font; specify and position links; upload images and text and position them on the page.

Landing page:

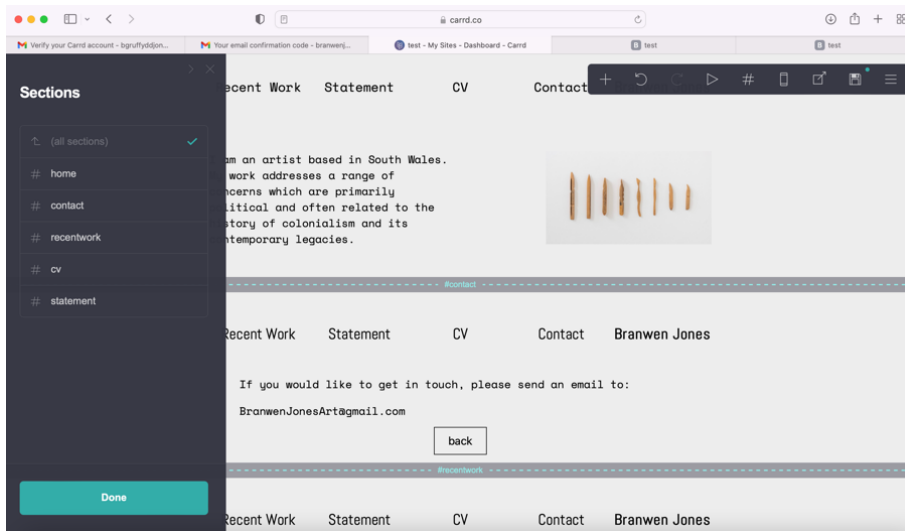


Layout of images of work:



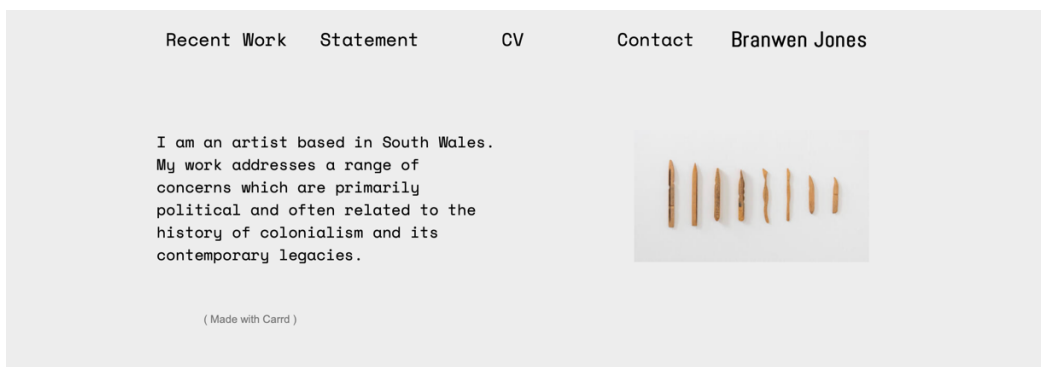
Squarespace is intuitive to use and I created a website I was happy with, but it was temporary. A subscription is too expensive for me at this stage. The cheapest plan is £14.40 per month for an annual subscription paid in full (£172.80), or £19.20 per month paying monthly.

I showed this trial site to my nephew who is studying Computer Science GCSE. He suggested CARRD which is free, has minimal advertising and would enable me to create a very similar site. CARRD provides a very basic web-builder service using one page. The site is divided into sections which have the appearance of separate pages. The service is more restricted and less intuitive to use than Squarespace.



CARRD dashboard

I managed to create a basic site on CARRD along very similar lines to the Squarespace trial version:



Screenshot of free CARRD site, showing the minimal advertising

I reached the limit of 50 elements on CARRD's free service before I had uploaded images of my work. The cheapest paid-for service has unlimited elements, no advertising, and costs \$9 per year. So I bought a subscription and finished the website.

Design decisions

My approach to design was informed both by websites of artists I looked at and the practicalities of using an affordable website builder. I decided to go for a clean, minimal visual style.

The website structure on Carrd is basic. The only option for displaying my work is one simple page which the visitor scrolls down. This is sufficient for the stage I am at. I provided a selection of work I have done at UWTSD, enough to give a sense of the range of work I have been doing, hopefully not too many to bore a visitor to the site.

The works are presented in chronological order starting with the most recent. For most works I put only one image, but in some cases I uploaded more than one. For *British Plastic Waste* I wanted to show the book as well as a couple of the individual pages. The drawings of Ely roundabout are a set, so I uploaded all of them, on a small scale, so they can be seen in relation to each other.

I kept to minimal textual information alongside the images. I have described my overall practice in the statement but decided not to provide additional explanations for each work. I don't want to clutter the space with text, nor be too prescriptive about how people make sense of the work.

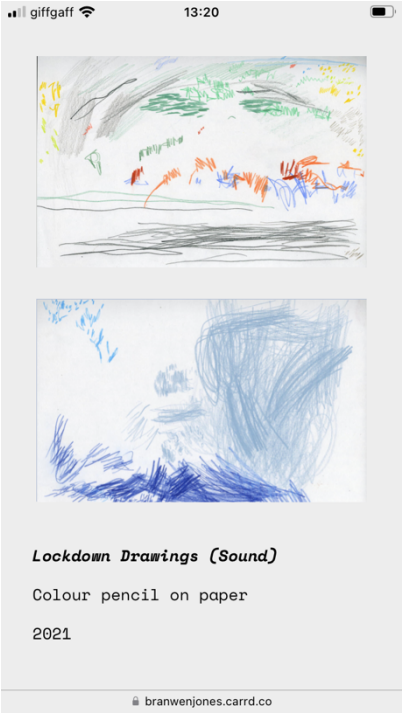
Each of the four sections, [Statement](#) / [Recent Work](#) / [CV](#) / [Contact](#), has the links at the top for ease of navigation back and forth. These links do not follow as the visitor scrolls down. On the [Recent Work](#) page, which is the longest, I added a link at the end to return to the top instead of having to scroll back up or press 'back'.

At first some of the images appeared cut in half on the phone screen but they can be manually adjusted for mobile display, so all images display correctly on both laptop and mobile phone screens.



Straightforward landing page with brief information about me and an image of work

Links stay at the top of each section for ease of navigation (though they don't move as you scroll down)



Images adjusted to appear correctly on mobile phone screen

Usually only one image of a work, but in some cases more than one, on a smaller scale

'Top' link at the end of the Recent Work section avoids the need to scroll back to the top

