

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	Joseph Allen
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Website Link	https://josephallen.cargo.site
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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.

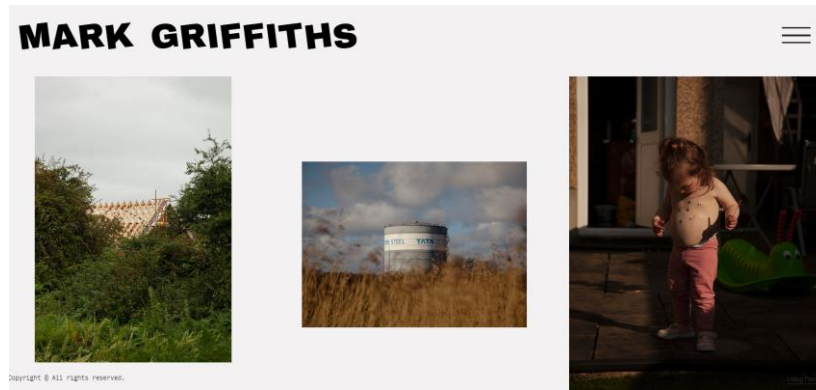
Use visuals and include links to the sites discussed.

Response:

1. <https://www.markgriffithsphotography.com>. This is the website of Mark Griffiths; a well renowned photographer who studied at UWTSD and creates stunning Documentary photographs. He held a talk in the university which inspired types of work to show on my website, he talked about how his website only shows works that are relevant to what he is doing now, things that he enjoys doing and would do again. Doing this causes only the right people to reach out to him. I have used this technique in my website so that I won't be confused as a Fine Art photographer and will only be seen as a Documentary & Photo-journalistic photographer.
2. <https://www.joelmeyerowitz.com>. This is the website for Joel Meyerowitz; a photographer that works in a Photo-journalistic style, something that I find interesting. I have taken inspiration from his home page where he has used a slideshow to present some of his works, allowing people to see the kinds of works that he has done in the past. This is something that I have used in my website to hopefully have the same effect, allow people to see my work as soon as they click on my website. This will help to narrow my audience into the types of people that will reach out to me to either buy work or to commission me for work.
3. <https://www.lucywright.art/works>. This is the website for Lucy Wright; a Fine Art photographer whose website (at one point) I found inspiring. When I began creating my website, I found the layout and the way that Lucy presents her work on her website very enticing, and I intended to take inspiration from it. But once I had started, I found myself wanted something more simple and less colourful. So that is what I have now gone with, creating a more concisely styled website. I have chosen to enter this website as an example of my thought process through creating my website.

Images:

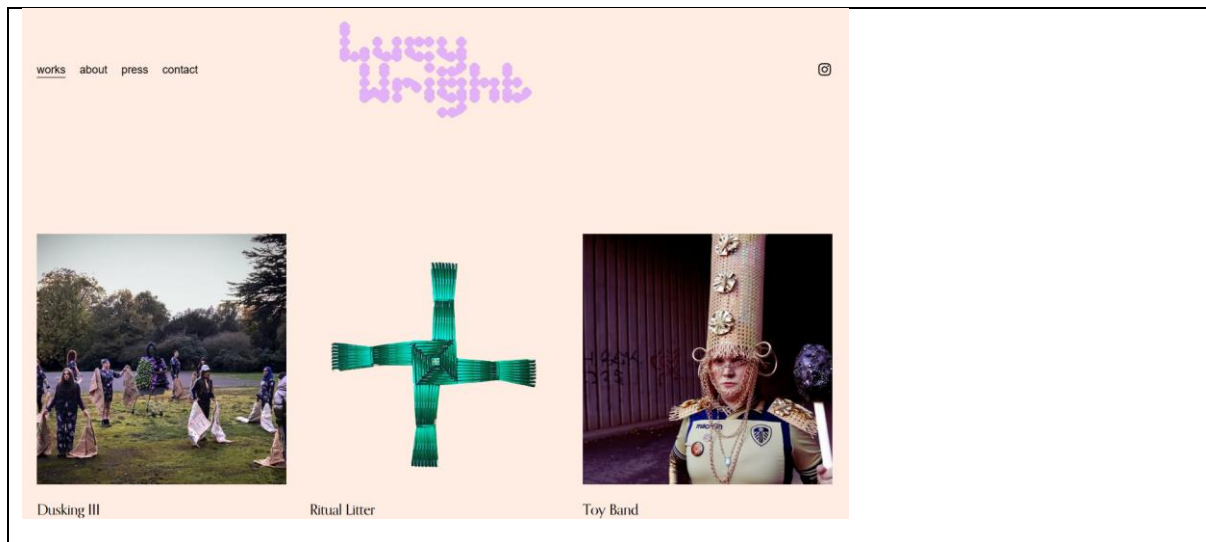
1. <https://www.markgriffithsphotography.com>. This screenshot shows the kinds of works that he is presenting on his website; they are relevant to his current style of photography.



2. <https://www.joelmeyerowitz.com>. The screenshot below shows the home page of Joel Meyerowitz's website. The photograph present in the screenshot is just one of many in the slideshow; this shows the kinds of work that he does as soon as you click onto the website.



3. <https://www.lucywright.art/works>. The screenshot below shows how colourful Lucy's website is; a pastel off-white background and her name in bright colours which change intermittently. Something that I thought to use but decided it would be best not to.



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:

Creating a website is not something that I have experimented with in the past, but something that I was excited to try. I found that creating my website, using Cargo, had allowed me to use past skills and new skills to personalise the design of my website. My past in Graphic design made it easier to make a custom layout for the photographs that I would present on my website, along with where the information would go. I feel that my writing skills have developed through university, something that I applied to my website so that I could be concise and informative with my writing

without unnecessary filler. I have also learned during my time in university how to properly layout photographs so that any meaning I want to convey will come across whether the context of the piece has been read.

By looking at other websites for inspiration I found that the main consistency throughout the pages was the colours used on each page. I followed this by having the same black and white colour scheme throughout my website but then changing the layouts of photographs so that I can keep the website interesting. To make sure that people can find me on social media and can contact me via email, I have linked the relevant accounts on the bottom of the information page.

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?

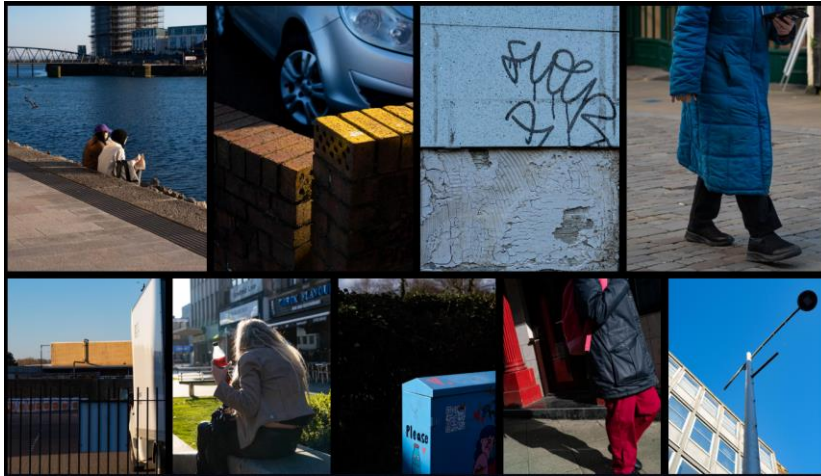
Use visuals as necessary.

Approx. 200-300 words

Response:

When selecting work for my website, I decided to keep the layout that I used when presenting the work to people in person. The exhibition photos I put into my website are in the same order that they were presented when in situ, the photographs in the projects section are again in the same layout which was suggested by my lecturers in

the past. I found that these layouts create an understandable story progression when looking at the sets of photographs. This is shown in the photograph below.



Instagram is very rigid in the way that you can present work, only being allowed to present in a slideshow style. The way that I use this is by putting the photographs into order and sizing them so that they can be seen at a decent resolution. Some of the photos that I have put on my website I haven't put into my social media, something that I will be doing in the future, but I will be applying the same order system that I have used on my website but changing the scale and resolution according to the restriction.

I have chosen to use language which is still Sophisticated enough to entice other photographers and critics, but simple enough to be understood by people that don't usually read art statements.

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:

Website:

I find that my website has turned out very well, the colour scheme is consistent throughout my website, my choice of works that I have presented fits the theme of the website along with the layouts that I have chosen for the photographs on each page, the splash page allows people to see what kind of photographer I am without having to look through my website first and the information page is concise and gives enough information to inform the audience of my background and interests in photography. I have found some down-falls in my website when looking back on it, I find that the black & white theme may be too bland for some audiences which may steer some younger audiences away from my website due to it looking more serious and the buttons on the home page when looked at on a mobile device tend to move very close together and don't have the same spacing when looked at on desktop. These problems are something that in my mind will not ruin the functionality of my website but may cause some issues for certain audiences, and the buttons coming together is a small mishap that, in my opinion, can be looked over.

Social Media:

My social media must be the most neglected part of my online Presence; there aren't many photographs on there and my biography on the account hasn't got my website link or much information about my professional works. These are things that can be changed by me taking more interest in my online presence and putting more photographs on my page. Though there aren't many photographs on my page, the most recent photographs I posted are of my last exhibition which I held in the Swansea Airport. Whilst my page doesn't address a large range of projects, it does address the most relevant projects. This means that when people look at my page, they see what I have been working on recently, not what I have worked on in the past.

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 term there have been plenty of group seminars and tasks made to help me and my classmates better understand the work that is given to us. I have attended all these lectures and seminars so that I can be fully informed and prepared to do the work to the fullest of my abilities.

After completing my exhibition at the Swansea Airport I was able to get a good look into the world of a professional, working documentary photographer. I was also able to see how I should be presenting my works to possible clients and collaborators. I used the experience I just mentioned when creating my website so that I can garner the correct audience.

I feel that the way I am presenting myself online is professional enough to where it will draw in audiences that both interact with me and my work. Developing on my online presence and online interactions through to my final year will help prepare me to work with other groups and people in my final year.

I feel that my time-management this semester was much better than last year, not turning anything in hours before the due date, and keeping on top of projects so that I don't stress as much when approaching my due dates. I do still feel that I can improve on my time management in the future, I feel that I am still not leaving myself enough time to give my work the time and enthusiasm that it deserves and sometimes needs so that I can show my full potential as a student and professional photographer.