

Website: <https://cpennthomas.wixsite.com/corey-penn-thomas>

Corey Penn-Thomas (2200822)

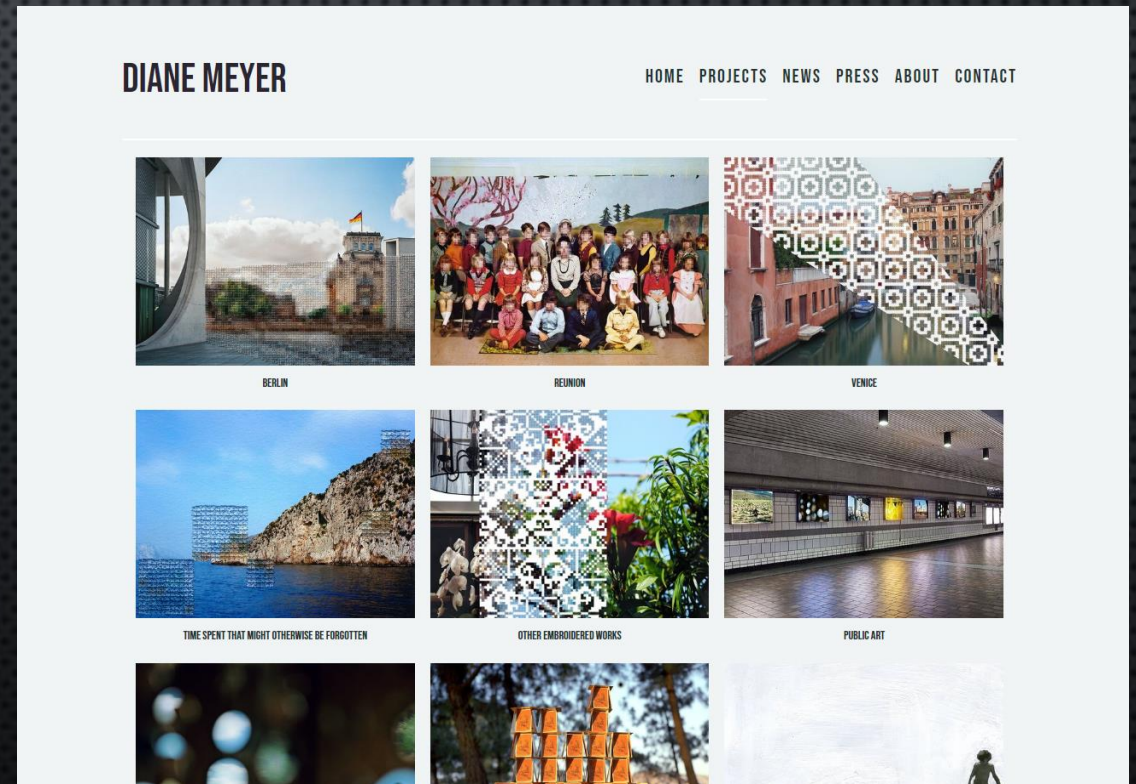
Ba Photography in The Arts

World Building (ADAA5011)

Paul Duerinckx

<https://www.dianemeyer.net/new-page>

What I immediately appreciated going into Meyer's website was that she supplied an image from one of her projects on her home page, so I knew exactly one aspect of her work I could explore. Her navigation menu stands out clearly at the top of her page too, so I had no trouble looking further into her website. Her projects were all very neatly arranged with an example image and when clicked on you could access the rest of the art related. I also noted she had a page available to supply news of what she is currently doing and think that's a great way to let anyone who could be looking into her as an artist know how active she is and whether there are any exhibitions they can visit. Overall the sight was very clean, to the point, but it didn't feel impersonal despite that.



<https://www.alexandermourant.com>

Mourant has selected several images from across his collection for the viewer to browse by sideways scrolling. For what I accessed it on, I found this annoying as my mouse wasn't able to scroll it with ease and instead would highlight everything as it went along. This made it more difficult than it really needed to be, so some consideration for the various ways his site could be accessed was needed. Despite that, its navigation bar is clean though the text is on the smaller side. It fits his website's aesthetic but in terms of accessibility it may be difficult to someone with vision issues.

A particular strength his site did have was the organisation of his projects in the section dedicated to his work. He provides the option to look at them 1 by 1, which is excellent to help anyone who could be looking for a particular piece of art, or if a curator wanted to use a specific project in their exhibition.

The Night and the First Sculpture

North East South West

On Living Stones and Reaching

I Could Not Tell Glass From Air

A Vertigo Like Self

The Bell Tower

To Feel Its Touch

The Lightness

Aomori

Aurelian

Alexander Mourant

Installations Artworks



The Night and the First Sculpture, 2021/2024



North East South West, 2020/2022

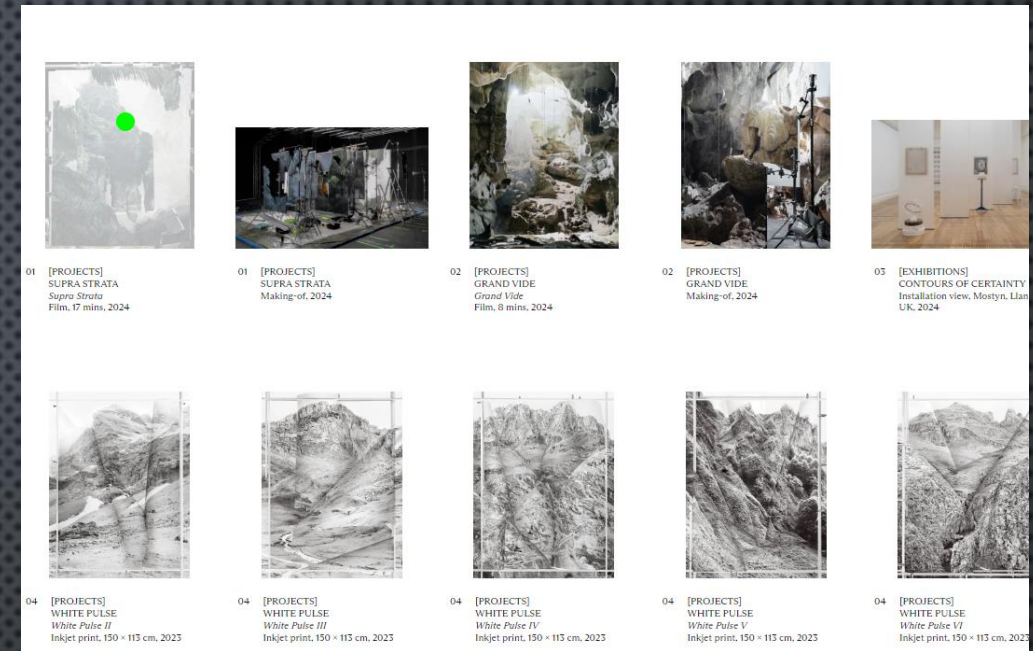


On Living

<https://noemiegoudal.com>

Goudal's website has acted largely to help me identify what I didn't want for my site. The choice of a highlighter green interface, with the words against backgrounds of her work that often also included green, made it a strain on my eyes. I think it was interesting how she had her work rotating on the home page (both images and videos of her process and final product) but it did make the experience quite messy. I wasn't sure what to focus on and it made it feel too busy.

Though her work section does give you the option to sort by projects, exhibitions, books, etc, I think that should be the default organisation. At least all her work is clearly labelled, but for convenience's sake it would be easier to have them in their separate categories when going into the page. It would make navigation much cleaner, but as is a running theme through her website it could be overwhelming to a casual viewer and would result in them clicking away from the site.



What is important to include?

About me:

- Image of myself
- A personal statement

Collections of some work:

- Any collaborations I've done
- Solo shoots
- Work for exhibition

Some method of contact:

- Via socials (Instagram)
- A professional email

Presentation:

- Legible fonts
- Minimal mess, don't crowd a page
- Easy and clear navigation

What to avoid?

About me:

- Irrelevant information
- Unengaging (people need to be interested enough to read)
- Clashing formats
- Be bright, but **not** an eyesore

Ensure that every page serves a purpose of some kind. It will make it come across more organised and therefore less effort for a viewer to "decipher" my work/website.

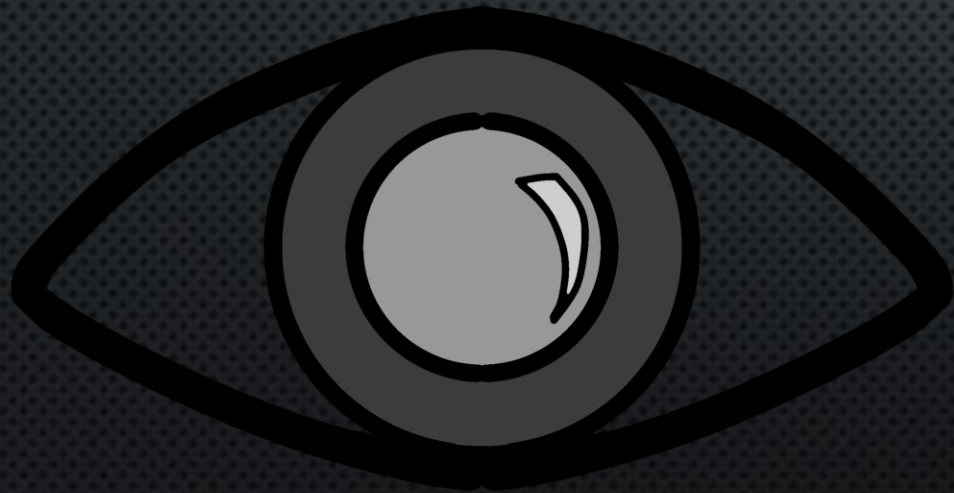
My Artist Statement

Photography should be an artist's way of sharing their view of the world; their thoughts, their perspective, their focus. Corey Penn-Thomas uses their practice to do all of the above, encouraging an audience to reflect on their own experiences in relation to the introspective themes of their work. They use mixes of film and digital photography in order to bring their visions to life in their work, the processes used to create the final product being as important as the end result itself. Conceptual art, both with and without human subjects, are Penn-Thomas' most prominent genre of expression to communicate their perspective to the viewer.

When drafting my personal statement, I wanted to open it with something that would hook the reader, while instantly giving them some insight into myself as a photographer. By breaking the typical beginning sentence it gives them something fresh to read and, if that piques their interest, they can read onwards to decide whether I'm an artist they would like to reach out to or to use as reference for their own work. I ensured in this statement to layout my intentions with some of my work, while not trapping myself entirely in a genre. Others may be paying more attention the materials I use, or the methods, so I ensured to state my flexibility in the field since I do use both digital and film depending on what I would like to do with the project. It should be clear too that I use they/them pronouns because I have referred to myself appropriately in the text. I will alter this statement as I grow and develop as an artist, updating it with how my practice may change through the years as well as any significant achievements of mine that could be important to other artists or any curators visiting the site.

Logo

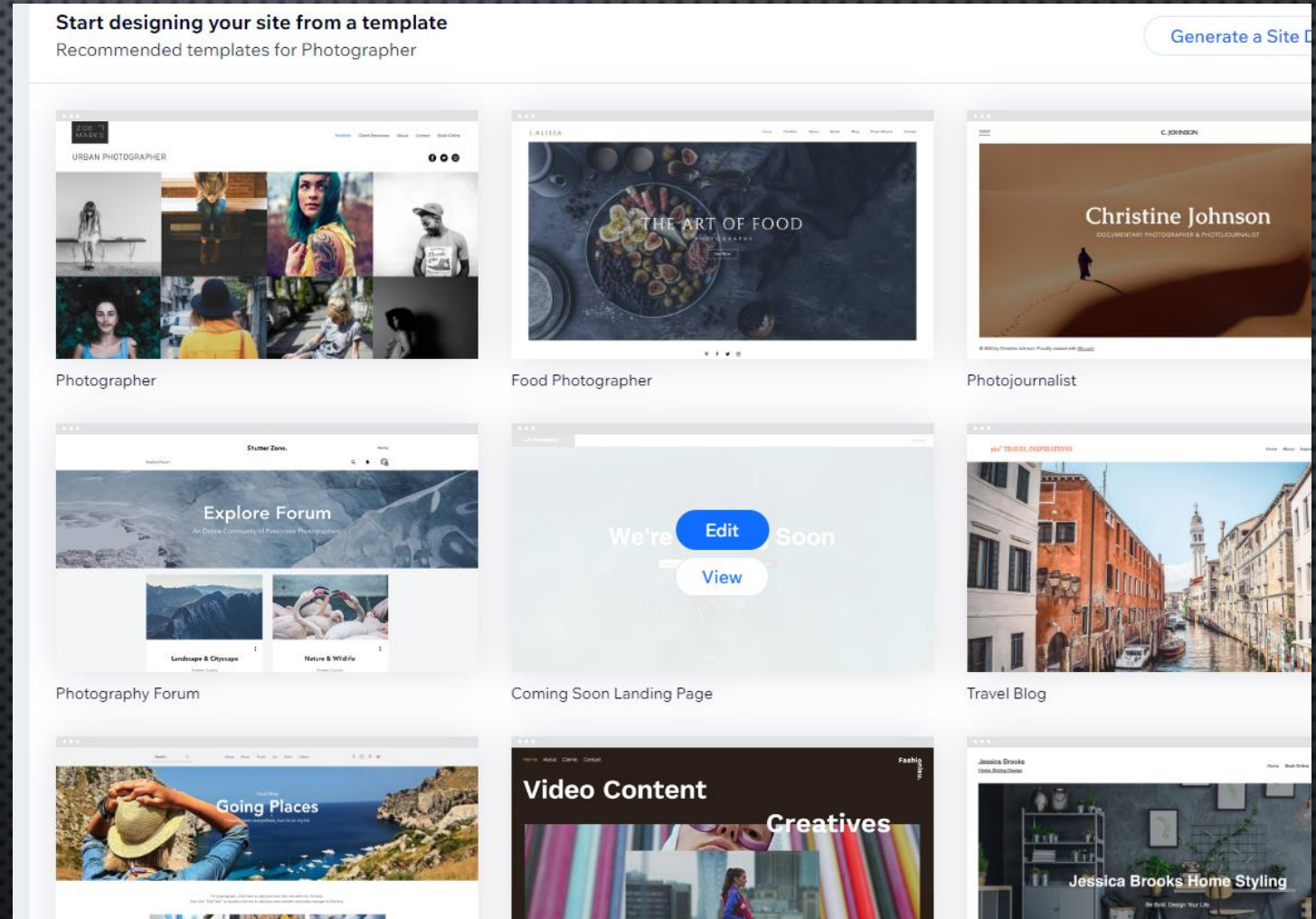
When deciding on a logo, I wanted to consider both my personal beliefs as to what my art is meant to be a tool for and my chosen medium. Everyone has the immediate association of a camera with a photographer, which I do use to take my pictures and create my art, but to elevate that into a more interesting icon I decided to represent the lens of a digital camera as the pupil of an eye. In my statement I talk about photography being the way to share an individual's perspective with the world. This felt thematically appropriate then to represent my interpretation of the art and a fundamentally understood aspect of being a photographer through the final design below.



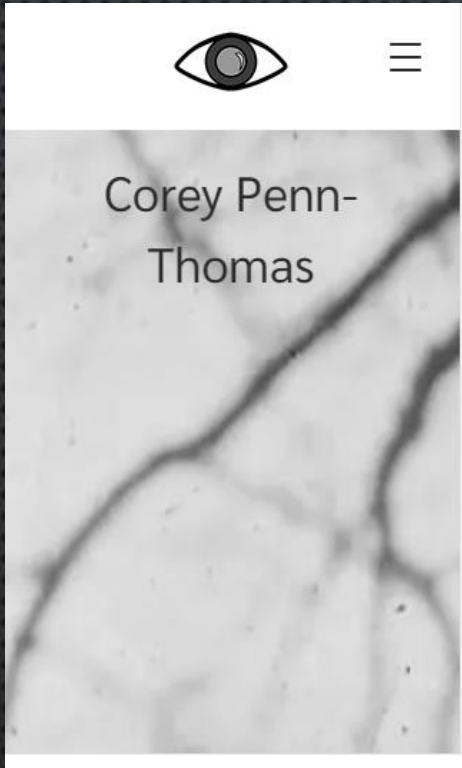
I decided to only colour the "iris" in order to bring more attention to it, and so that the double meaning of it being both an iris and a camera lens wasn't lost too much in it simply being a grey eye. The background it would appear on would be white too so colouring the sclera wasn't needed and if I chose to put it on a different coloured background the focus of the design would remain unaffected,

Creating a website

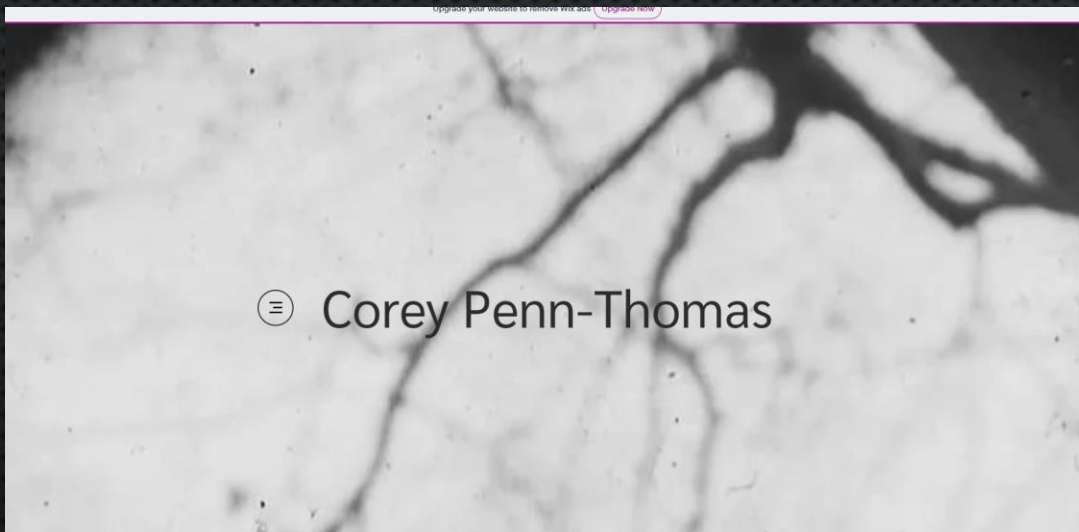
I looked into several websites before deciding which platform to use to create my site. Initially I looked at Webflow, though found it's formatting difficult to navigate. I have previously used Adobe Portfolio to present my work but I wanted to create a stand-alone sight that would give me more freedom to create a brand and felt like its own. This is where I settled on using Wix for my site. Not only did it easily translate its format into something to be accessed on both mobile and desktop, but the interface for building my site was at a level I was more than comfortable finding my way through. I selected one of the templates they offered on their site that aligned with my own vision for how I wanted my website to feel. It was important to me that things flowed well while looking well presented and Wix offered exactly that.



First Impression: Home page

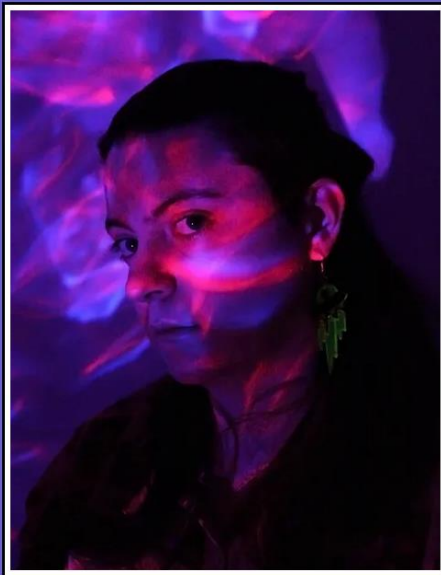


What I find important to consider is the initial impression someone has of you and your site. I wanted it to be simple, with my name alone on the page and a picture of mine as a background. The image I selected also matches nicely with my logo, maintaining a greyscale and as a result someone viewing the sight doesn't feel overwhelmed upon opening the page. The navigation icon on the desktop is in an area of the screen where it's clearly visible to be clicked, beside my name so that it is impossible to miss. I added a header to the page on mobile that would also make it stand out clearly beside the logo I had created. The biggest thing I wanted to avoid as a viewer's first time on my website would be that any of it is harsh on the eyes, or being unclear where they should go to be able to leave the home page. The menu panel itself was easy to navigate to any appropriate page while also featuring another picture of mine that's easy on the eyes.



About Me

When composing the image to have as my portrait, I didn't want to have a standard lighting. I wanted it to properly convey who I am as both a photographer and as a person, using multicoloured lighting to create patterns across my skin. On desktop this would sit beside my artist's statement so a viewer would know who the paragraph is referring to. On mobile this formatting would have to change since the screen isn't big enough, however I adjusted this to instead have my portrait at the top of the page as the first thing seen and the statement sitting below. This was the best execution to be able to make it as easy for whoever is visiting my site to see the artist behind the work without instead being greeted with text and risk losing interest.



ABOUT ME

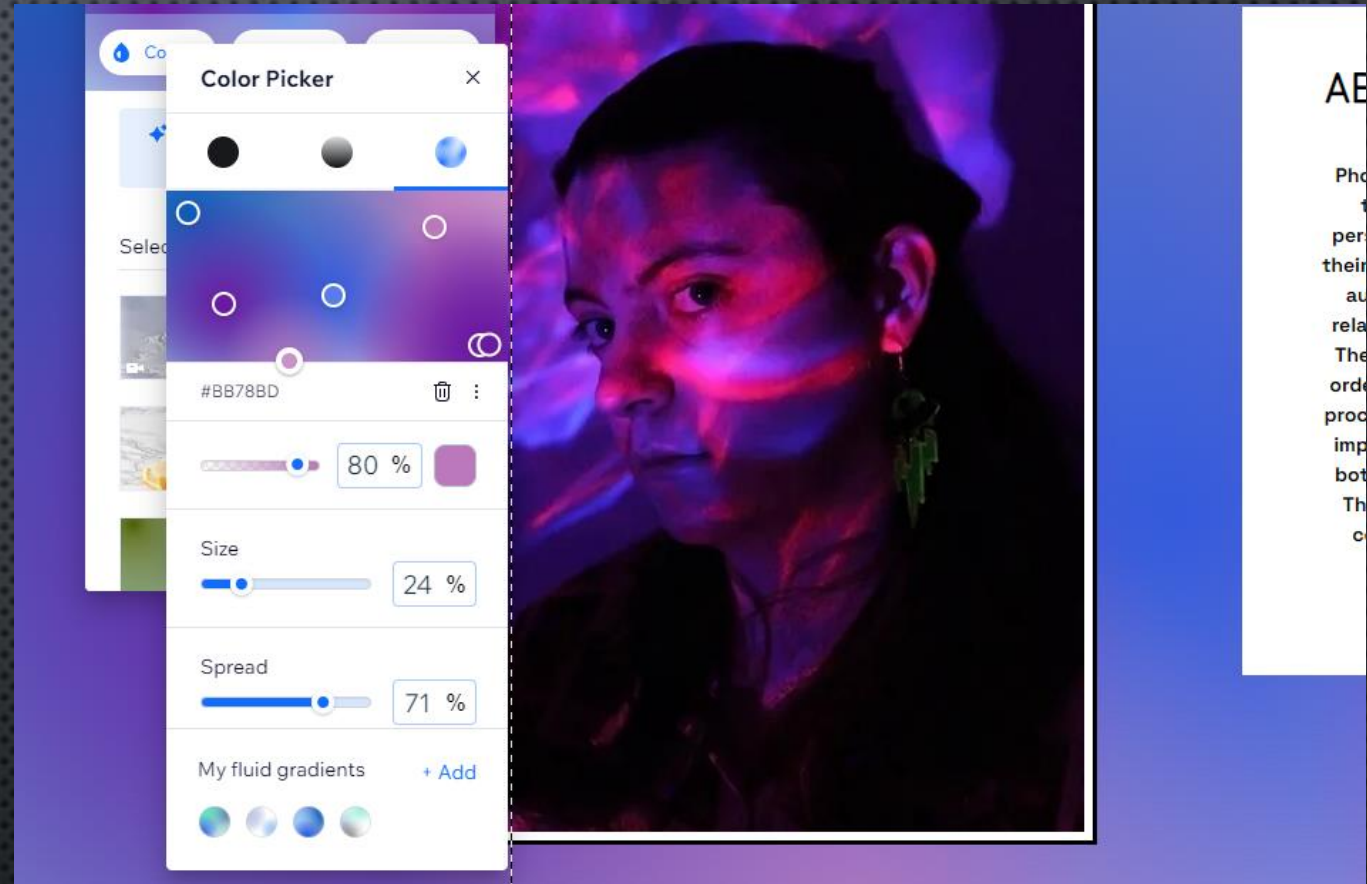
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Attention to detail

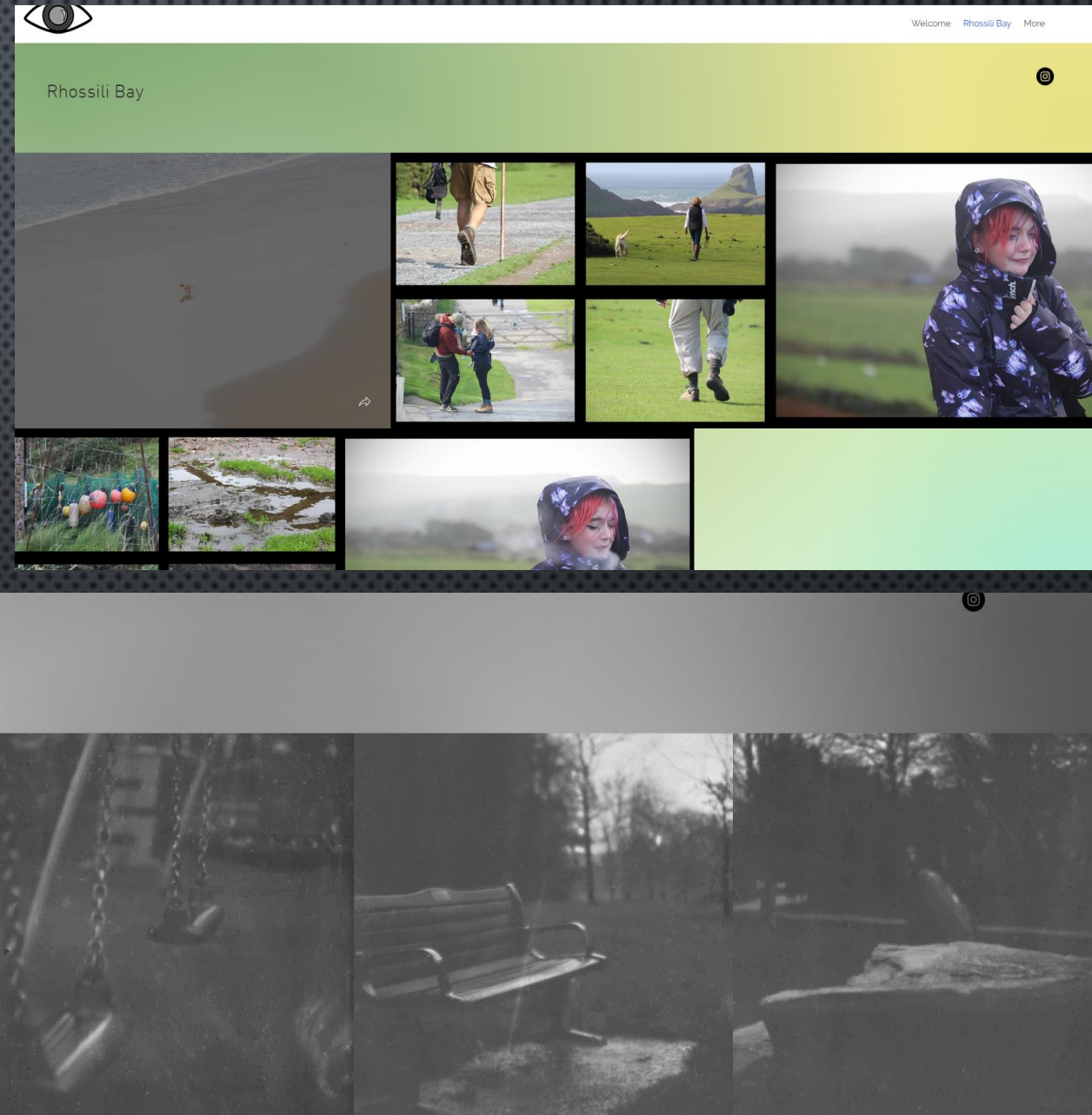
To make my portrait more cohesive within the site itself, I chose to edit the background to have the same gradients in the lighting as in the image. Small things like this matter, in my opinion, as this makes the whole page come together and goes a long way in the presentation of myself as an artist.

Another small thing I took into consideration was adding a border to my picture to separate the similar colours of the background to the lighting, making sure it matched the white of the website's borders and the text box that held my statement. This all brought the page together nicely so that the information was both relevant (about me) and interesting to look at.



Organising my work

Carrying forward the theming of my backgrounds matching the media on the page, I took consideration to the main colours within the projects. I didn't want to overcomplicate the format either, so you're able to click on the images to enlarge them to be the only picture on the screen or you can view them as a collective on the screen. I made the choice to have a page for each project I feature on my website to be able to make it clear to whoever is visiting what work is separate to the others. Though it could be argued it would cause the menu to look bulky with the more work I add to it overtime, I plan to adapt the formatting as I go to best fit the needs of keeping retention appropriate to the amount the website will hold.



Evaluation

Going into this project I had very little idea on where to start with building my own website. With this in mind I made sure to look into artists I'm familiar with and see how they had decided to format their own site, effectively using this to help me decipher what elements were important to consider and also what things to avoid in order to allow myself the best chance at catching the interest of anyone who may be coming across my work for the first time. I also noted it would be important for me to have an idea of my brand when going forward, and created a logo to put on my website that I could build an association with in some way. When designing, I stayed aligned to my personal insight into the world of photography and played off that in a way that was cohesive to my artist statement as well as my status as a photographer.

A clear area for improvement within this is to become more familiar with the basics of creating an immersive site. In the future as I proceed to add and alter the website I've created for myself I should take the time to understand some of the more sophisticated elements of building a site. This wouldn't require me knowing anything unreasonable, but familiarising myself with the terms across a couple sites would give me the freedom to build on the foundations of set myself here in terms of making my website reflect me as an artist. The small details like how a visitor to the site interacts with my page could be the difference in someone clicking away or someone staying to learn more.

Another point to improve upon will be to have more projects to showcase my work to anyone interested, however this will be something that develops overtime along with myself as an artist. I intend to keep visiting this sight as my studies continue and hopefully beyond that too, where I can further refine what I present as my brand the more I create and explore with my medium.

Overall, I believe I have successfully used real examples of artists' sites to help me come to decisions on what my own needed. The site I have will act as a first step to growing my presence online as well as my Instagram dedicated to my art, both of which will document my progress as an creator for other artists or casual photography enjoyers to see.

Bibliography

Meyer, D. *Diane Meyer - Official Website*. Available at: <https://www.dianemeyer.net> (Accessed: 2nd October 2024)

Mourant, A. *Alexander Mourant - Official Website*. Available at: <https://www.alexandermourant.com> (Accessed: 2nd October 2024).

Goudal, N. *Noémie Goudal - Official Website*. Available at: <https://noemiegoudal.com> (Accessed: 2nd October 2024).