

PROJECT 2 - DUE 11/13
BUILDING A WEBSITE

PHASE I: Artist Website Research
PHASE II: Selecting a Platform
PHASE III: Building Your Site (due 11/13)

☐ PHASE I: Artist Website Research

Before you begin building your site, click around the web to find other artists' or designers' sites you would like to emulate. You won't be making an identical copy, but find themes, typefaces, color schemes, and layouts you find appealing so that you can incorporate them into your own site.

☐ PHASE II: Selecting a Platform

You may have the ability to build your own site from scratch - you may even already have a website, if that's you: BRAVO. For those, like me, who are not so savvy, your best bet will be to use one of the platforms below. Make sure to research the advantages of each. Also, figure out 1. if you are required to purchase a subscription prior to diving in, 2. what kind of limitations are put onto "free" accounts, 3. if you will be required to purchase your domain name from a separate service.

Here are some of the more popular platforms for artist portfolios:

<https://www.squarespace.com/>

<https://www.wix.com>

<https://www.godaddy.com>

<https://www.duda.co>

<https://zyro.com/>

☐ PHASE III: Building Your Site (due 11/13)

The purpose of having an artist website is to increase your work's visibility, document personal growth, define your discipline and specialization, and to act as a point of contact.

There is no formula for just how to build your website. Each person has unique needs and design wishes. Here are *some* requirements, though, for the purposes of this class.

Your website MUST have:

- > A portfolio page that showcases the work you photographed for Project 1 **(at a minimum)**
- > A page that showcases or links to your CV / creative resume
- > A contact form

Your website MAY have:

- > Links to your professional social media accounts
- > An "about" page that includes your biography and/or headshot
- > A list of services
- > Individual pages for special projects or individual bodies of work
- > A newsletter "subscribe" feature
- > Any number of additional features

The site should be viewable by external visitors (live) and contain the required pages listed above by the deadline of 11/13.

Website Resources:

Good reading about websites.

<https://www.websitebuilderexpert.com/website-builders/free/>

<https://www.websitetooltester.com/en/website-builder-for-artists/>

<https://www.mybestwebsitebuilder.com/best-website-builder-for-artists>

<https://makeawebsitehub.com/best-free-website-builders/>

<https://www.nyfa.org/creating-an-artist-website-67602044737>

Registering domain names

<https://www.thesitewizard.com/archive/registerdomain.shtml>

<https://www.hostinger.com/tutorials/how-to-buy-a-domain-name>

<https://fitsmallbusiness.com/what-is-a-domain-name/>

Using WIX

<https://www.websiteplanet.com/blog/best-wix-tutorials/>

<https://www.youtube.com/watch?v=D8-JATWJylc>

Using Square Space

https://hyperallergic.com/482556/create-artist-portfolio-website-squarespace/?utm_medium=email&utm_campaign=Daily%2020819%20-%20An%20Indigenous&utm_content=Daily%2020819%20-%20An%20Indigenous+CID_358d9107a1c68875bba031227048eaa4&utm_source=HyperallergicNewsletter&utm_term=-Make%20a%20Space%20That%20Tells%20Your%20Story%20a%20Guide%20to%20Creating%20Your%20Online%20Portfolio

Guide to SEO

<https://moz.com/beginners-guide-to-seo>

Whois

<https://www.namecheap.com/domains/how-does-whois-work/>