

fast & easy web-sites

Presented by Sarah Powers, Executive Director of Visual Art Exchange

Why have a Web-site?

- **Make connections**
- **Credibility**
- **Market your work**

What makes a good artist Web-site?

Clean design.

- **Artwork needs to be the FOCUS**
 - Take good photographs – artists web-sites are only as good as the photos
- **Design should not interfere with your work**
 - No hard to read fonts or complicated graphics/animations
 - Background should be a neutral color
 - Keep design style consistent with your work

Professional presentation.

- Should contain portfolio, contact, CV or resume and artist statement
- Limit personal information
- Approach your site like a job application

It has up-to-date information.

- Your site should have current:
 - Artwork
 - Artist statement and resume
 - Events and news.
- Sites **MUST** be easy to update
- Its best to be able to edit or upload new information yourself

Getting started

Do your homework!

- Choose the right kind of site – see options below
- Run free trials
- Experiment with templates
- Ask for advice – from artists, designers, vae staff and from non-artists
- Take lots of photographs....and take classes to help learn how to take, crop, resize images
- A Web-site is a dynamic entity and it will evolve

Option #1

Social Networking Tools

Examples: Facebook, linkedIn, MySpace

Option #2

Photosharing

Examples: Flickr, Picasa, Photobucket, Bubble Share

Slide Image: Onno Knuyers: <http://www.flickr.com/photos/onnoknuvers/>

Option #3

Other Online Communities

Examples: Etsy, artist directories/groups – but beware of high fees!

Slide Images: <http://dir.yahoo.com/Arts/Artists/>, http://www.etsy.com/shop.php?user_id=5016424

Option #4

Blogs Examples: Blogger, WordPress

Slide Images: <http://jonathanmcpillips.blogspot.com/>, <http://www.mydogoscar.com/birdspot/>

Option #5

Online Portfolio Services

Features: Templates – lots of choices, easy to use Web interfaces – no coding or software needed, database features

Folio Link: www.foliolink.com/

Cost: starting at \$239/yr + one-time set up fee

Website for Artists: <http://www.websiteforartists.com/>

Cost: some free templates, \$10 per month hosting

Other People's Pixels: <http://otherpeoplespixels.com/>

Cost: \$9-26 per month, \$90-260 per year depending on plan

Big Black Bag <http://www.bigblackbag.com/>

Cost: \$50 set up fee, 23.23 per month or \$199 per year. \$12 per domain with monthly plan.

iCompendium: <http://www.icompendium.com/>

Cost: Plans start at \$200 per year for 50mb, no setup fee.

Option #6

Build-it-Yourself Resources

Examples: Yahoo site builder, Mac.com, Geocities, www.buildyoursite.com/, www.templatemonster.com/

Features: Easy to use software downloads and web-based software

Use free trials to play with software

Option #7 Custom Web-sites

Custom sites are those built to your specifications by a professional designer, either locally or through services like those listed above. These sites are for people with strong web-development skills or the money to invest in the site and to continue the upkeep.

Resources

Web:

<http://www.artchain.com/effective-websites-for-artists/>

<http://www.quantawebdesign.com/artists.html>

<http://www.thesitewizard.com/gettingstarted/startwebsite.shtml>

<http://www.websiteforartists.com/resources.html#articles>

Print:

Art That Pays: The Emerging Artist's Guide to Making a Living by Adele Slaughter and Jeff Kober (**Paperback** - Feb 2004)

The Principles of Beautiful Web Design by Jason Beaird (**Paperback** - Jan 31, 2007) – **Illustrated**

Best Website: Simple Steps to Successful Websites by Nelson Bates and Ms. Amber Massey (**Paperback** - Mar 25, 2008)

Art Marketing 101, Third Edition: A Handbook for the Fine Artist (Art Marketing 101: A Handbook for the Fine Artist) by Constance Smith (**Paperback** - April 1, 2007)

The Artist's Marketing and Action Plan Workbook by Jonathan Talbot and Geoffrey Howard (**Paperback** - Jan 14, 2005)