**Advanced Studio- 2016/17 Midterm Exam Project**

**Objective- For your midterm exam project, you will create an online portfolio/website that showcases your artwork and describes your artistic outlook/process.**

**Requirements/Procedure:**

1. Build your website using a free online tool such as WordPress, Weebly, Google Sites, or something else. I find Weebly is the easiest to use, personally. You can usually sign up for a site by simply by creating your

2. The URL should be something that is easy to find, preferably with your name and the word “art” or “artist” in it. (for example [www.joesmithartist.weebly.com](http://www.joesmithartist.weebly.com))

*Note- If you’re uncomfortable putting your full name out on the web, you can do a variation such as J. Smith, Joe S., or make up a unique alias like “Dragon Painter” or “Sketches by the Sea”. Whatever you choose, it should be easy to find and professional*.

3. Choose a layout template that is easy to navigate, and will enhance your work in a visually-pleasing way. You want the focus to be on your artwork; a lot of extra features and busy-ness can be distracting.

4. These are the minimum sections that you need to have; each one should be a separate page on your site:

1- Homepage

2- Finalized Works

3- Sketch Work

4- Contact

**Homepage-** This is page that your visitors will see first. It should have your artist bio, artist statement and a leading photo.

The Artist Bio- This should be about one well-written paragraph, and gives people a glimpse into you as a person. Who are you? How old are you? What type of art do you do? How long have you been making art for? What is your background? What other things are important to you outside of art?

The Artist Statement- This should be one or two well-written paragraphs, and gives people a glimpse into who you are as an artist. What medium do you work in the most? What is your approach/style? Why is your work unique? What about your outlook on the world influences your work (why do you make the work you do)? Why/how is your work unique? How have you grown as an artist over time/how has your work/influences changed?

The Artist Statement and Artist Bio should be written in a way that is clear, succinct and easy to understand by anyone; it should be clearly communicated in such a way that even a person without a particular background in art would be able to get what you’re talking about.

The Leading Photo- This is like your profile picture or headshot. It helps people put a person with the artwork that it was created by. It could be of your face or part of it, of you working, of your studio/workspace, a self- portrait etc. Again, if you’re not comfortable putting a photo of you online, you can be creative in terms of what the leading photo is actually of.

Accolades (optional)- Include a list of any art shows you have participated in, any art awards/recognition you have won, any articles that have been written about you etc.

**Works Page**- You can choose a few different ways to go about this:

The minimum requirement is that you have images of all your finalized pieces from this semester (Multimedia Self Portrait, No-Brush Self Portrait, Identity Mask, Foreshortened Figure).

Some of you could choose, instead of having one “recent work” section, you could have several sections and include work from your past art classes. If you choose to have several sections, think about how you want to divide them up. You could divide them up by type (paintings, drawings, sculpture/two-dimensional, three-dimensional for example), by theme (people, places and things, for example) or by chronology (years they were created or grade you were in when they were created.

The Works Page(s) should include a photo of each piece. Remember to take the photo under good lighting, straight on with no background clutter. Get a crisp photo. Crop the photo so all you see is the work. If you are photographing a 3D piece, you could shoot a few different angles. 3D pieces should be shot on a neutral background. You can get great images with a decent smart phone.

Each work needs to be labeled as followed:

**“TITLE,” MEDIUM on SUBSTRATE, DIMENSIONS, YEAR CREATED**

Ex. “Self Portrait,” Acrylic on Cardboard, 30 x 40 inches, 2016

Ex. “Bluff Point Sunset,” Oil on Canvas, 9 x 12 inches, 2014

Ex. “Coil Vessel,” Ceramic, 8 x 12 x 10 inches, 2015

**The Sketch Work Page**- This page will be similar to the Works Page(s) only it will be photos of your sketches in your homework sketchbook and some studies from your in-class sketchbook. You could also choose to add some sketches from another

You can choose to split these up how you want, but I would like to see at least 12 sketches total. Think of this section as more of a peek into your process, whereas the Finalized Works Page(s) are more fully resolved, fleshed out pieces.

The photos should be similar in quality to the Finalized Works photos, but they can be a little less polished (for example, it logistically might be tricky to get a perfectly-cropped photo of a book page, and you might have some little notes on your page, or several sketches on one page. That’s okay; they’re sketches.)

**The “Contact” Page-** This page should include your contact information so that, hypothetically, prospective clients or college admissions people could get in touch with you. I would do your [professional] email, and possibly a link to your social media profile(s)- please ensure you are representing yourself in the most appropriate, mature way.

*If you don’t want your real contact info out there, you can make up fake information for the purposes of this assignment. I would encourage you, especially if you are considering ever selling your work in the future, or going on in art after high school, to have a legitimate way for interested parties to get a hold of you.*

**Your Process-**

You have about a month to work on this. Don’t leave it until the last minute! It isn’t necessarily hard, but it will be time-consuming to take the pictures, upload them, write the sections, label your images etc.

At any point, you may email me the link of your site in process and I will be happy to help you. Additionally, if you decide to use Weebly, I’m pretty well-versed in using that platform, so I will be especially able to help you troubleshoot with that one in particular. I will be happy to try and help you with the other platforms as much as I can.

You will need access to a camera/camera phone, and a computer (Weebly does, however, have a mobile app as well as a desktop platform) to do this assignment. If this is going to be problematic, you need to let me know ASAP.

**TURNING IT IN**

**Email me the URL link to your website no later than Wednesday, January 18th at 2:30 pm. My email address is** [**kflanagan@ledyard.net**](mailto:kflanagan@ledyard.net)

I will create a page with all of the links to all your websites and post it in Google Classroom.

On Friday January 20th and Tuesday January 24th (which are our last day of class and our exam block) you will project your website in class and do a short presentation where you share it with the class.

**ADVANCED STUDIO MIDTERM PROJECT: WEBSITE- RUBRIC**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**(10 Points) Overall**

2Easily identifiable, professional URL

4 Layout is easy to navigate

4 Visually-pleasing background/colors/template enhance work

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**(25 Points) 1- Homepage**

Includes:

10 Artist Bio (well-written, thorough paragraph regarding your background)

10 Artist Statement (well-written, thorough couple of paragraphs regarding your influences, thematic tendencies and process)

5 Leading Photo

Accolades (optional)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**(25 Points) 2- Finalized Works** (May be multiple pages)

Includes:

15 High-quality images (straightened, cropped, crisp resolution, sufficiently light) of all images from this semester

2 All text is aligned

3 All text is proper in terms of spelling and grammar

5 All images are labeled correctly (**“TITLE,” MEDIUM on SUBSTRATE, DIMENSIONS, YEAR CREATED)**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**(25 Points) 3- Sketch Work**

Includes:

15 High-quality images (straightened, cropped, crisp resolution, sufficiently light)

2 All text is aligned

3 All text is proper in terms of spelling and grammar

5 All images are labeled correctly (**“TITLE,” MEDIUM on SUBSTRATE, DIMENSIONS, YEAR CREATED)**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(5 Points) 4- Contact Page**

Includes:

5 Brief list of contact information

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**(10 Points) Presentation:**

5 Page was emailed on time and was presented to the class

5 Student was attentive and respectful to all classmates as they presented

**TOTAL: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_/100 POINTS**