

# Hello and Welcome

## How to Build Your Website:

Workshop for Artists with Paul Druecke

A two-part Virtual Workshop

offered by the Lynden as part of the Greater Milwaukee Foundation's Mary L. Nohl Fund Fellowships for Individual Artists program

Saturday, February 20, 2021 – 1-3:00 pm: The Big Picture

Saturday, February 27, 2021 – 1-3:00 pm: The Details that Make the Big Picture

## General Housekeeping and Introductions

- Have a notebook and writing utensil available
- Everyone will have access to the presentation materials in the digital takeaway package at the end of workshop
- Feel free to come and go, there is no official break.
- Both sessions include a lot of information, please make note of questions you have along the way
- Encourage you to use chat feature during workshop, it's your tool for asking questions, communicating with one another
- We are focusing on websites that document artistic production, which is different than websites as art projects

# Our Group

June Kozak

Kristina Rolander

Barbara Miner

Fred Bell

Michael Newhall

Marsha McDonald

Carley Knight

Danielle Elyse Klinenberg

Umnia Khan

Macus Alonso

Ann Mory Wydeven

Madeline Grace Martin

Kim Khaira

Ayako Kato

Paul Druecke is a Milwaukee based artist and writer. Druecke created his first website in 1998 as an extension of his influential “Social Event Archive” (1997 – 2007). Druecke’s work was included in the 2014 Whitney Biennial. A co-authored discussion of his work is anthologized in Blackwell and Wiley’s Companion to Public Art (2016). He received a Greater Milwaukee Foundation Mary L. Nohl Fellowship for Individual Artists in 2010.

Workshop Facilitator, Joe Acri is an artist and curator in Milwaukee, WI. He graduated from MIAD in 2017 and currently runs Gluon Gallery in collaboration with Sal Nicholson, an art space in RiverWest focused on promoting emerging artists in Milwaukee and experimental artists nationwide. He is also a lead organizer of the Grilled Cheese Grant and manages digital media for the Lynden Sculpture Garden.

# **The Big Picture: Introduction**

- Day one is looking at the big picture, our overview of websites will focus on the following:
  1. How a website fits into your digital universe.
  2. What makes an Effective Website
  3. Define personal goals for your website
  4. Well-built website help you achieve your goals
  5. Preparing to build your website
  6. Looking ahead to next week. Homework.



## Looking at the Big Picture

- Define your digital universe  
social media platforms, blogs, Youtube/Vimeo, online writings/reviews, digital storefront, gallery profiles, LinkedIn, etc
- Connectivity: the internets afford unprecedented outreach, interaction, and engagement between artists and audience.  
these opportunities benefit from strategic planning, which does not necessarily mean abandoning artistic intuition and left-brain problem solving
- A helpful analogy is: a Website is like a House  
its complex structure is in place to create functional, easy, use  
there is an invisible infrastructure  
correct structure depends on who will be using it  
correct structure depends on how it will be used



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COVID

## Enjoy MPM at Home

Visit us virtually!

Discover







Swede Gunnar Schäfer changes name to James Bond  
Bond 24 October 23 2015

# JAMES BOND MUSEUM



WWW.007MUSEUM.COM SWEDEN NYBRO 0481-12960



James Bond 007 Museum Sweden, Nybro.  
The 007 museum over 750 sqmeter



Statistics 4.329.2392 million hits/month on the James Bond 007 Museum 175 countries.

[JAMES BOND THEME PARTY](#) [VIP Event](#) [Rent James Bond 007 Museet](#) [Bachelor party](#) [Open Daily 10 -17 \(lunch 13-14\)](#) [Sat 10-14](#) [Sunday closed](#) 1962-2014, 52 years, 23 films.

[Bmw](#) [Dvd/Vhs](#) [Swatch](#) [Bic](#) [Bollinger](#) [Corgi](#) [Posters](#) [Specials](#) [James Bond 007 store](#) [Literature](#) [Cd](#) [Game](#) [PPKGuns](#) [Member](#) [Guest](#) [Media](#) [Links](#) [Buy/info](#) [007museum](#) [Bond flyer.pdf](#)

[Casino Royale](#) [Ian Fleming novel](#). [Bentley team up for €750 special edition of 'Casino Royale'](#) [KVP/EXP Nybro Sweden James Bond Museum gondola](#)

[Bond Book by William Boyd](#) [New Solo](#) [William Boyd Solo](#) [Young Bond back](#) [Ian Flemings foundation](#) [James Bond inspelning med James Bond Schäfer.](#)

[Dagens Industri](#) [Sendus transport av Sveriges första Gondol till James Bond Museum Nybro Sweden.](#) [I FERRI DEL MESTIERE PAOLO TAGINI IL NUOVO LIBRO SU JAMES BOND](#)

[William Boyd "SOLO"](#) [Publiceras av EA förlag Sverige april 2014](#)



16 sek



[Bondgirl Britt-Inger Johansson Kristina Wayborn visit James Bond Gunnar Schäfer from Sweden Nybro. James Bond 007 Museum](#)



[Izabella Scorupcos bikini Goldeneye The bikini](#) [Izabella Scorupco wore in the 1995 Bond film GoldenEye](#) [Now in The James Bond 007 Museum Sweden Nybro](#)

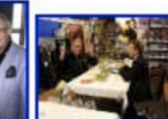


Trailer James Bond Museum teaser Nybro Sweden



[Jeffrey](#)

[Scott Aston Martin Allan Eimert James Bond Sweden Nybro](#) [Aston Martin Magazine 2013 22](#)



[James Bond's Lotus submarine up for auction](#) [James Bond inspelning på Ölandsbron och i Kalmar med Gunnar James Bond Schäfer.](#) [Filmteam Ölands Folkhögskola](#) [James Bond Gunnar Schäfer in New York](#)

[Nybro world's only James Bond museum has now grown. For today arrived a gondola which is similar to the Gondola that was used in the Bond film Moonraker. The first Gondola in Sweden](#)

[See Gondola in James Bond museum here...](#)

[Rent a Gondola from Venice, from James Bond 007 Museum Sweden Nybro.](#)

[Dagens Industri](#) [Sendus transport av Sveriges första Gondol till](#)

[James Bond Gunnar Schäfer from](#)

[James Bond Gunnar Schäfer from James Bond 007 Museum Sweden Nybro Hotel](#)

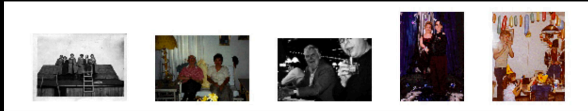


This Week: 670 February 5, 2021

# Beware the Jabberwock



# A SOCIAL EVENT ARCHIVE



[Enter](#)

A Social Event Archive was established in 1997 by ArtStreetWindow as a collection of informal (snapshot) photographs contributed by the public. The Archive assembles the photos in the order received, presenting them as a traveling exhibition, website, and in limited edition books. There are currently 600 photos in the Archive.

The website offers images from the collection, articles and reviews, an exhibiton schedule, and a history of the Archive. Click on a thumbnail to enter the gallery, or go to the Directory.

Your comments and photo contribution are welcome!



Trash

[GALLERY](#)

[HISTORY](#)

[CONTRIBUTE](#)

[EVENTS/REVIEWS](#)

[WHAT'S NEW](#)



[COMMENT](#)

## Participant website recommendations

- If you have two or three websites you would like to share with everyone please enter them in the chat now.
- Let's take a few moments to look at a few examples of suggested websites.
- The internet makes it easy to study. When visiting websites, it is helpful to take notes on what you like, what makes you want to engage or learn more. That is the essence of an effective website.



Sites shared during workshop:

**Ayako Kato** - <http://artfest.campogarzon.com/octoberfest-home/>

<http://www.mitsusalmon.com>

<https://mabelkwan.com>

**Kristina Rolander** - <https://wadeandleta.com> - it can be a little confusing, but I love the way they document their work, really great photos

**Umnia Khan** - <https://www.m-o-l-l-y.com/design> — I found this website through a Brutalist design course/tutorial and I find this scattered pages look to be very cool for an artist process page

**Marsha McDonald** - <http://charlesyuenarts.com/index.html> - Not my style, but interesting

**Kim Khaira** - <https://www.jamiebourgeois.com>

<https://nickcaveart.com/Main/Intro.html> - Very simple — established artist

<http://www.lavathomas.com> I like the typeface, it matches the artist's style

# What defines an effective website?

- Effective websites often follow a few essential guidelines—including best practices for User Accessibility. That said, there are many approaches regarding specific content and aesthetic preferences:
  - Clear Purpose
  - Target Audience
  - Quickly convey the artist's interest/sensibility/expertise
- While there are recommended guidelines, there is one way to achieve an effective website. The last criteria allows for a variety of solutions when envisioning your website.



KARA WALKER

ENTER

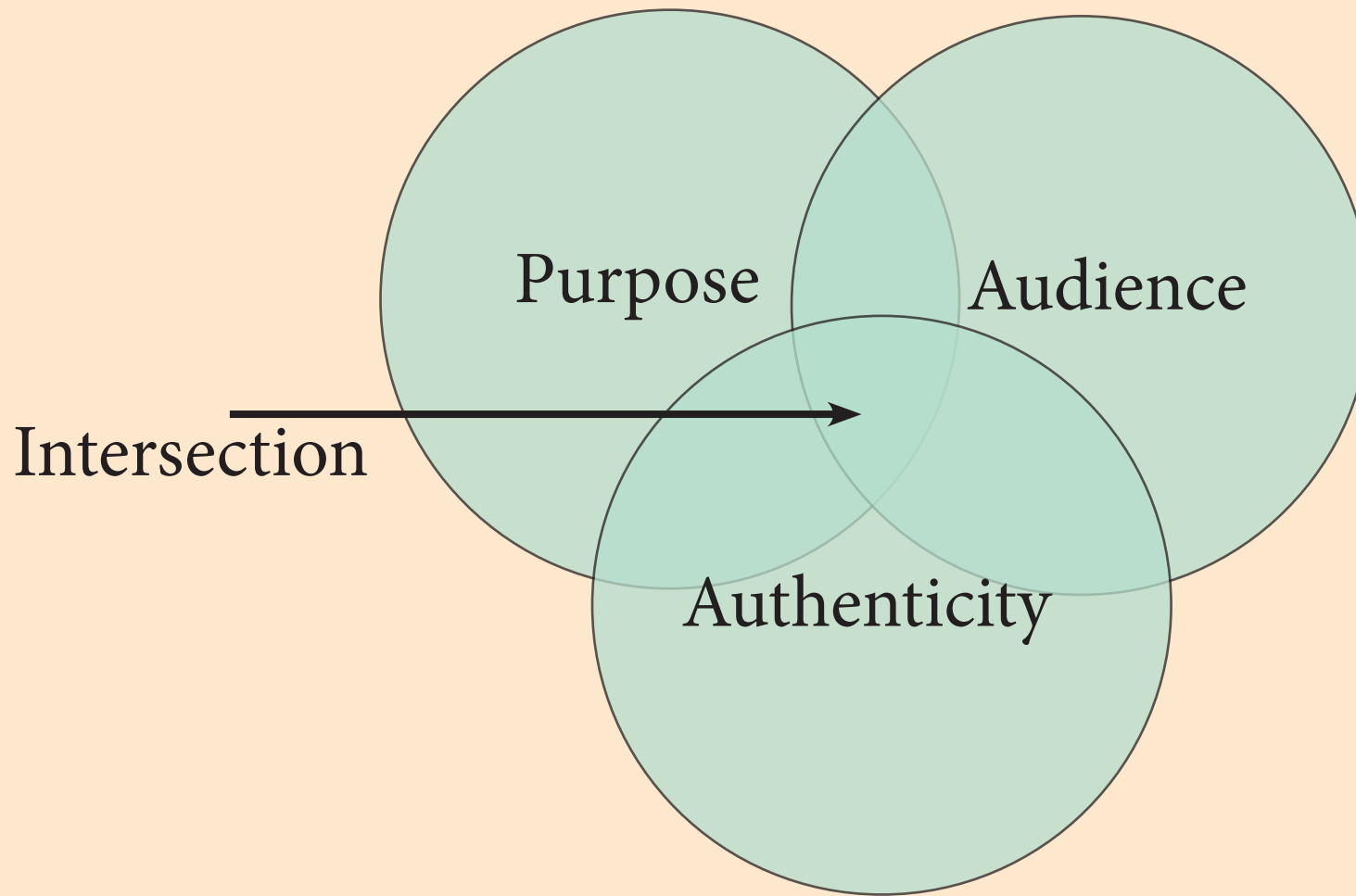




2020

*Drawings, Sikkema Jenkins & Co., New York. March 5 - 14, 2020 / September 8 - 30, 2020. (a selection of works)*





- The intersection of your website's purpose, audience, and your unique vision will help you make decisions about the site's content and structure.

# Ginny Hogan



Ginny Hogan is an LA-based writer and stand up comic. She's a contributor for *The New Yorker*, *The Atlantic*, *The New York Times*, *Cosmopolitan*, *The Observer*, *McSweeney's*, and *Vulture*. *Forbes* recently profiled her as a rising satire star, and she was on *Paste's* list of top humorists of 2019.

Currently, Ginny is writing YES WE MUSTARD, a scripted Audible Original series about a

## *Your Website goals?*

- What is the purpose of your website?
- Who is the audience for your website?
- 8 minutes for every one to brainstorm responses
- Discuss responses, everyone has about one-minute to share their website priorities.
- It could be helpful to look for a website partner in the wake of this workshop. An outside perspective is valuable for finalizing design and content decisions.

## Artist's Website Purposes

Archive  
Document projects  
Portfolio  
Building Audience  
Find Collaborators  
Enhancing Visibility  
Level the playing field  
Communicate practice/explain process  
Connecting with curators, collectors,  
fellow artists, community  
Sell work  
Resource for grantors  
Replace studio visit  
Have a place to get in contact  
Promote upcoming events  
Link to other content about your work  
Press page  
Reach a global audience

## Website Audiences

Writers/Critics  
Curators/ Galleries  
Potential collaborators  
Publishers  
Art collectors  
Jurors  
Other artists  
Funders  
Friends  
Social justice community  
Community members  
Interior designers  
City art committees/Policy makers  
Employers/Commissioners  
Students  
Public institutions  
Libraries  
Universities



## Achieving your website goals

- Return to the house analogy. In order to achieve your goals it is important to have a well-built website.
- This is where using logic and a methodical approach will help you achieve your goals. Along with understanding your options.
- Options for creating your website include
  1. Self-designing it using a web host template
  2. Hiring a professional/consultant to walk you through designing a site using a web host template
  3. Hiring a professional to design it using a web host template
  4. Hiring a professional to custom design your site
  5. Self-designing your own custom website
- *No matter which option you choose, you will need to prepare your material for uploading to a website!*



# My Website

A PROJECT BY Chris Coyier **PRO**



Save All + Run



Fork



index.html ✕

app.js ●

about.html ✕

style.scss ➤

Extern

```
<!DOCTYPE html>
```

```
<html lang="en">
```

```
<head>
```

```
<meta charset="UTF-8">
```

```
<title>My Website</title>
```

```
<link rel="stylesheet" href="style.pro<br></head>
```

```
<body>
```

```
<header class="site-header">
```

PROJECT ROOT

images

logo.svg

scripts

app.js

app.processed.js

styles

\_typography.scss

style.scss

style.processed.css

about.html

index.html

Drag and drop or



EXPLORER

OPEN EDITORS 8 UNSAVED

• rwd316 ~/Desktop

• header.php

• Untitled-4

• London Web Standards ~/Dropbox/Back...

• archive-pressmedia.php

• Untitled-5

• <> Untitled-6

• Untitled-7

• JS Untitled-8

BOP-MASTER

▸ \_bower\_components

▸ css

▸ images

▸ js

▸ languages

▸ library

▸ sass

• 404.php

• archive-pressmedia.php

• archive.php

• attachment.php

• author.php

• bower.json

• category.php

• comments.php

• config.rb

• editor-style.css

• favicon.ico

London Web Standards

archive-pressmedia.php x

Untitled-5 ●

Untitled-6 ●

Untitled-7 ●

```
1 <?php get_header(); ?>
2
3 <div class="container">
4   <div id="content" class="clearfix row">
5     <div id="main" class="col-sm-8 clearfix" role="main">
6       <div class="page-header">
7         <?php if (is_category()) { ?>
8           <h1 class="archive_title h2"> <span>
9             <?php _e("Posts Categorized:", "wpbootstrap"); ?>
10            </span>
11            <?php single_cat_title(); ?>
12          </h1>
13          <?php } elseif (is_tag()) { ?>
14            <h1 class="archive_title h2"> <span>
15              <?php _e("Posts Tagged:", "wpbootstrap"); ?>
16              </span>
17              <?php single_tag_title(); ?>
18            </h1>
19            <?php } elseif (is_author()) { ?>
20              <h1 class="archive_title h2"> <span>
21                <?php _e("Posts By:", "wpbootstrap"); ?>
22                </span>
23                <?php get_the_author_meta('display_name'); ?>
24              </h1>
25              <?php } elseif (is_day()) { ?>
26                <h1 class="archive_title h2"> <span>
27                  <?php _e("Daily Archives:", "wpbootstrap"); ?>
28                  </span>
29                  <?php the_time('l, F j, Y'); ?>
30                </h1>
31                <?php } elseif (is_month()) { ?>
32                  <h1 class="archive_title h2"> <span>
33                    <?php _e("Monthly Archives:", "wpbootstrap"); ?>
34                    </span>
35                    <?php the_time('F Y'); ?>
```

## Well-built websites

- A well-built website helps you achieve your goals while making the site's long-term maintenance/development easier.
- **Usability** is the ease in which your audience can find the content they are looking for on your site.
  - Information Hierarchies* give visitors the ability to quickly navigate
  - Menus group related content (see James Bond website example)
  - Design emphasizes certain content and structures your viewers immediate experience.
  - Average time spent on a web page is less than 20 seconds*
- Litany of website terms and acronyms: CMS, HTML, SEO, Links, Templates, Site maps, Menus, Galleries, Blogs, Slideshows, Embedded Content, Autoplay, Footer, Mobile Compatible, etc.

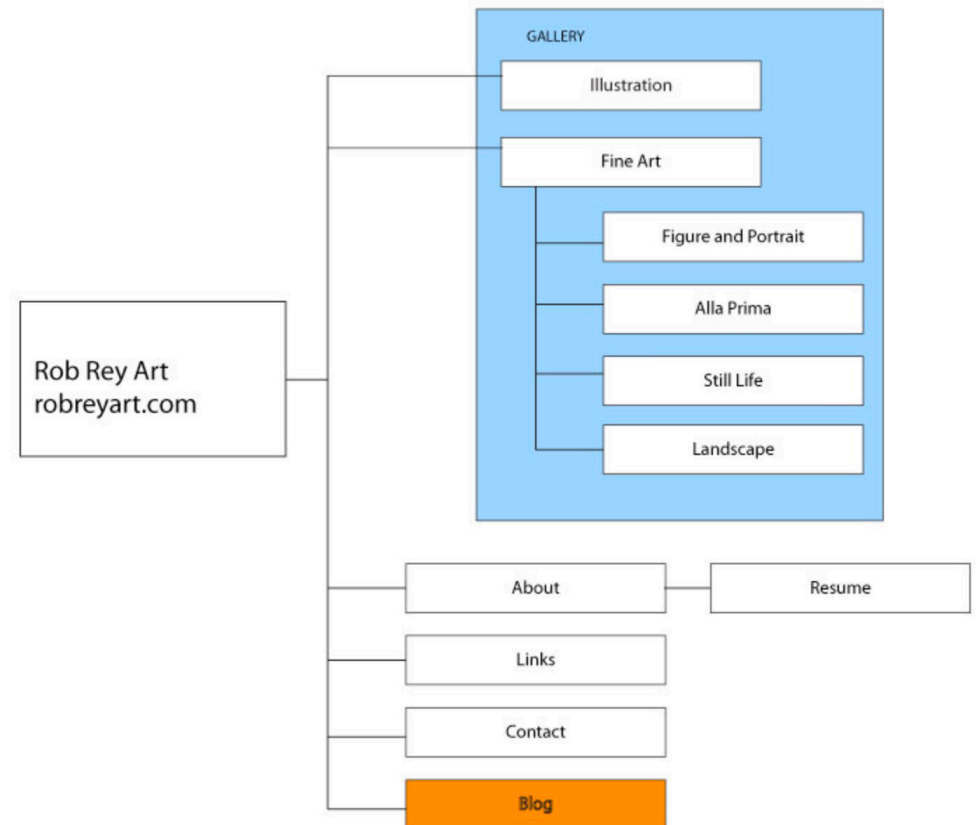
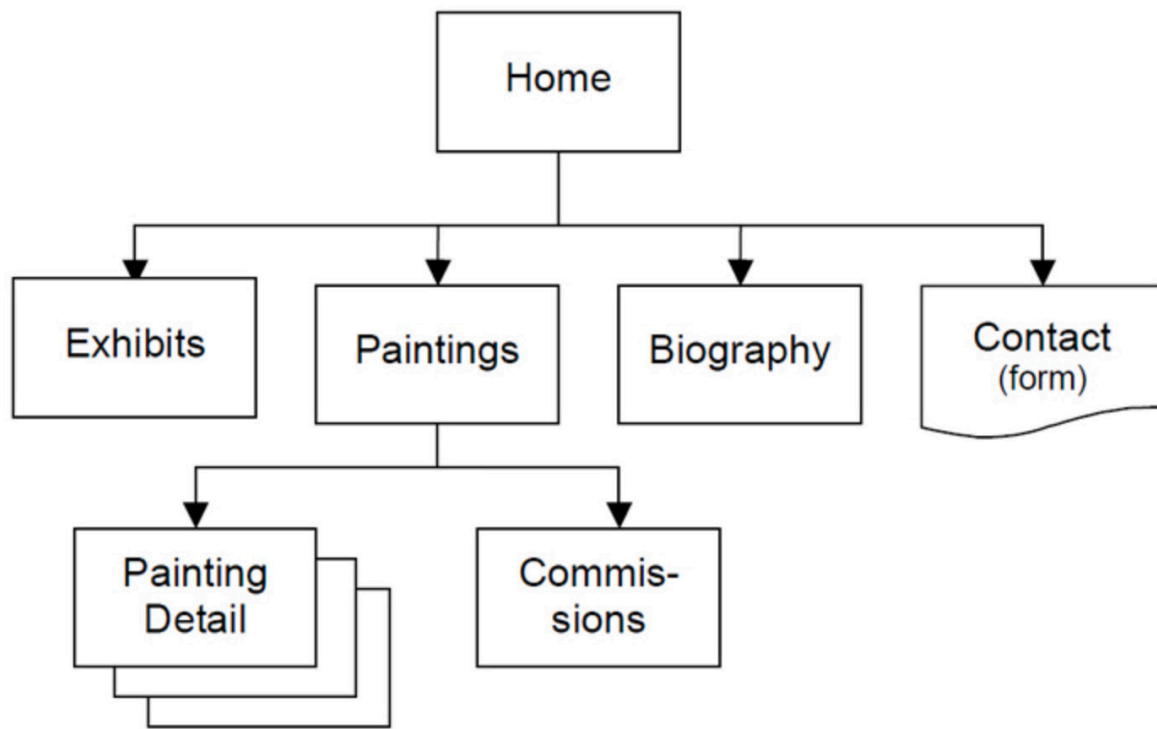
# Preparing to Build Your Website

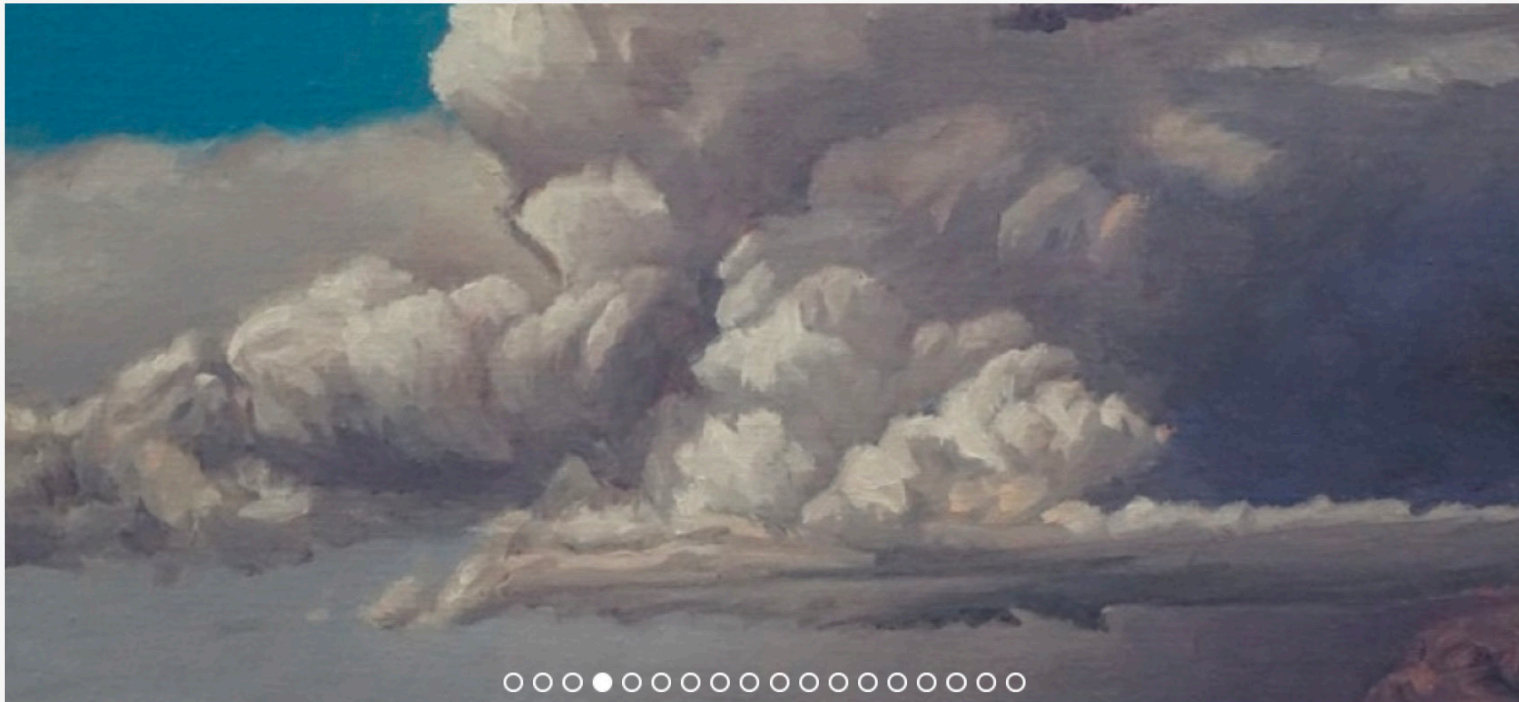
- Organizing your content, prior to building your site, will save you time and help you to make effective design choices from the very beginning. This is important.

Maintaining an organized (digital) archive will can actually help in the studio in many unforeseen ways

I speak from the experience of not being organized

- Site maps are convenient ways to visualize structure, think: flowchart  
great tool for preparing and gathering your content





## FINE ART PAINTINGS

*I capture the powerful beauty of clouds and storms on camera and translate their majesty onto canvas with brush and oil paint. Each painting is an intimate portrait that reveals the structural elements and unique character of each storm cloud. My visual representations of storms honor the physical process by which Earth's life sustaining water is distributed around the globe.*

David Holland lives in the perfect place to pursue his passion for [painting dramatic cloudscapes](#). Every year in the skies above his home state, there is a clash of warm and cold air that creates spectacular thunderstorms. He captures these marvels of the natural world with his camera and uses the photographs to depict in oil paintings, the most dynamic storms.

Every storm is unique and each of his paintings explores the essence and structure of an individual real life thunderstorm. He reveals the individual character of each cloud system allowing you to see into them and feel the interaction of light, water and air that make up each cloud. He lets you feel the presence of the life sustaining gift that each storm brings to us – water.

## SEND DAVID AN EMAIL

Name \*

Email \*

Phone \*

Would you like to receive emails from us in the future? \*

- ☐ No  
☐ Yes

SUBMIT





2633 W. Park Place | Oklahoma City, OK 73107 405.923.1577  

[HOME](#)

[ARTWORK »](#)

[BIOGRAPHY »](#)

[EVENTS](#)

[CONTACT INFO](#)

NO WIDGETS!

Add widgets to this sidebar in the [Widgets panel](#) under Appearance in the WordPress Admin.

## SITEMAP

- [Artwork](#)
- [Biography](#)
- [Cloudscapes](#)
- [Contact Info](#)
- [Events](#)
- [Home](#)
- [Modern Life Series](#)
- [Resume](#)
- [Sitemap](#)

## SEND DAVID AN EMAIL

Name \*

Email \*

Phone

Message \*

Would you like to receive emails from us in the future? \*

- ☐ No  
☐ Yes

SUBMIT

## Preparing to Build Your Website cont.

- Are there any questions? We are moving on to your homework.
- It is helpful to start with paper and pencil when creating the internal structure, i.e. designing, your website.
  - Use pen and paper to draw a site map or flow chart
  - Create a list of all the content you would like to include
  - Write down every bit of content you have on a separate card
  - Use index cards or post-it notes to visualize structure
  - Example provided below
- What types of content will you include?

As you make decisions on the content you will include and how you will structure it—which is to say, what will be emphasized—revisit the over-arching goals of the site’s purpose, audience, and your unique vision.

# Preparing to Build Your Website cont.

## Types of Content:

Images

Video or time-based media

Artist Statement

Resume/CV/Awards

Bio

Current Activities

Press Coverage

Work for Sale

Contact Info

Social Media

Mailing List Sign up

Does this already exist on your website? Is it up to date? What should be added?



# Preparing to Build Your Website cont.

- How can your content be grouped into menu? What menus will you need?

## Types of Menus:

Work

About

Press/Reviews

Writing/Essays

Current

Process/Behind the scenes

Calendar

Events

- Organize your content cards into their respective Menu, keeping in mind how the content will connect and flow

HOME

1 to 3 Images  
which ones?

GALLERY

PAINTINGS  
(Exhibition  
Reviews GO WHERE?)

CLOUDS  
(10 images)

TREES  
(10 images)

DRAWINGS/  
STUDIES

COMMISSIONS

PEOPLE  
(3 images)

ABOUT

BIO

RESUME

IN PROCESS

TIME LAPSE  
CREATING PAINTING

UPCOMING  
Exhibition

## Preparing to Build Your Website cont.

- After compiling all of your notes, use them as a reference to organize your digital content so it is all in one place.
- Organize this content in folders on your computer, perhaps think of the folder structure as mirroring your website, for example:
  - home/splash folder
  - Menu folder that contain sub-folders with their content
  - Artwork, Bio, Resume, Reviews, Awards, etc
- Start to write any copy/information that will appear on the web pages and organize that in folders.
- Take this opportunity to digitize hard copies of reviews or documentation that exist in analog form etc.
- the goal is to have everything ready to upload to your new website

# Repeat

- The goal of this preparatory step is to gather all of the content for your website so it is one place on your computer.
- This gives you the opportunity to think about connections between projects/series and evaluate how to best represent your practice. Recommend using a buddy-system for getting outside perspective as you make these decisions.
- Organizing your content in advance so everything is ready to upload to your new website, will simplify that process and allow you to focus on the structure and how the website reads and functions.

## Looking ahead to next week.

- When you have all your content in one place we will look at next steps for uploading it to a website.
  - Options for web hosts
  - Self-designing versus hiring a professional
  - Choosing a domain name
  - Writing copy for your website
  - Planning for maintenance and future
- We will also look at the nuts and bolts of sizing images, SEO and User Accessibility best practices.

# Your Homework

1. Revisit the website you shared with the class and take notes about their structure: menus, interactive components, accessibility etc
2. Work on analog exercises: draw a flow chart/site map, create content cards/post-it notes for everything you will include on your website.
3. Using the above notes as reference, gather all of your content into one place on your computer.
4. For the ambitious, create a one-page place holder website on one of the free trial web host sites: Adobe Sparks, Squarespace, Wix etc

# Glossary

CMS - Content Management System is software that helps users create, manage, and modify content on a website without the need for specialized technical knowledge

HTML - Hyper Text Markup Language is the standard markup language for documents designed to be displayed in a web browser

SEO - Search Engine Optimization is the practice of increasing the quantity and quality of traffic to your website through organic search engine results

Links - A link (short for hyperlink) is an HTML object that allows you to jump to a new location when you click or tap it.

Templates - See CMS

Site maps - A site map (or sitemap) is a list of pages of a web site within a domain. There are three primary kinds of site map: 1. Site maps used during the planning of a Web site by its designers. 2. Human-visible listings, typically hierarchical, of the pages on a site. 3. Structured listings intended for web crawlers such as search engines.

Menus - is a collection or list of links. ... Some menu items may have sub-menu items that are displayed in a drop down menu.



# Glossary

Embedded Content - the integration of links, images, videos, gifs and other content into social media posts or other web media. Embedded content appears as part of a post.

Blogs - consists of discrete, often informal diary-style text entries (posts). Posts are typically displayed in reverse chronological order.

Autoplay - is audiovisual content that starts automatically when a user goes to the host web page.

Footer - is an area located at the bottom of every page on a website, below the main body content. It is generally consistent on all pages.

Mobile Friendly - A mobile friendly website is coded to shrink down and rearrange content in order to correctly display on a mobile device.