Website plan: 28 Feb

Page 1: Homepage

Page loads to slow pan across detail of self-portrait (I like the fade in to the pan as in Ashazero site – not sure if fade from white/black will work best?)

After 2 seconds, text fades in, centre screen? (depending on where poem will be positioned). Not sure of colour of text – and you mentioned the option of a drop shadow if the text was tricky to read?

Beyond the Surface

Portrait Commissions by South African artist,

Bev Wilbraham

After another few seconds, poem fades in:

“Leaving behind years of telling and teaching,

I become instead a mirror

into which others can peer and

view reflections of themselves to consider.”

An excerpt from Becoming An Elder, by Cathy Carmody

P.S Not sure if we have to specify that it is an excerpt?

Page 2: Commissions and Process (query: If we call this page Commissions and Process, might there be confusion between past commissions and future commissions? For example, if someone just wants to look at my work, they might not go to a page that does not say “Work” or “Gallery”. It might be less confusing to go with the original “Work and Process” idea?

Page has dark background of a detail of a work - but is static. (See folder of pictures that might be suitable).

We can start with 5 final commissioned works displayed – as discussed, not sure how to display them yet. Thumbnail? Overlapped? Above each work is its title only. A button on or below the work can say “enter process”? As discussed, it is really important that the viewer knows that we are offering the experience of a process for each painting. As you click on “enter process”, the 1st stage of the process opens full screen, sliders appear on either side (each painting has 8 stages, including the final finished work). After 2 seconds, automatic scrolling through the process starts, ending with the final finished work (5 seconds). The quote from the client appears underneath the final work and disappears during the process.

We also need to specify the medium/s used for each work.

Anneke: Watercolour and charcoal on paper

Hugh: Mixed media on canvas

Mareth: Acrylic and oil on canvas

Chris: Watercolour, acrylic and charcoal on paper

Matthys: Mixed media on canvas

This could appear at the top of the work with title? It would be great if all text could disappear when we get to the final finished work so that the client’s quote becomes the focus.

The other reason why we want folks to enter the process, is that this is one of the ways they are going to get a sense of who I am (me at work pics are interspersed amongst process).

Lindy says this is very important: “Copyright is reserved. Nothing may be copied from this site without the permission of Bev Wilbraham” (Or something to this effect. Not sure where this will be placed? On page 2, 3 and 4 perhaps?)

Page 3: About me

As in page 2, a static photo of detail of a different painting. Not too distracting. Dark, nice textures. Can we introduce some movement by having a montage of pictures of me – to one side of the screen – with sliders – that scroll automatically? Just to keep that feeling of movement alive??

Text for this page will include Artist’s Statement, possible definition of “unseen” and also my Bio (see below): As discussed, not sure how we will deal with the text being too much for one page? You mentioned a button to say “read more”? or “see more”?

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Text:

“Although my work falls into the category of realistic portraiture, a physical likeness to my subject is not my primary focus. My aim is to capture what is unseen or unfamiliar in the faces we present to the world. Qualities, feelings, transitions, disappointments, life experiences, dreams and desires are what energize my portraits – all the more so when polarities can be bridged in a single work. This process presents me with the challenges of listening, observation, interpretation, attention to detail, accuracy of execution as well as the willingness for free expression. My focus is on getting the work to “feel” like the subject, rather than “look” like the subject.

My medium of choice is charcoal due to its range of tone, flexibility and its ability to embrace darkness while celebrating light. I am drawn to combine charcoal with other media, as I find the varied, experimental surfaces create a sense of aliveness, vibrancy and depth. I am an ardent mark-maker and move intuitively between realism and expressionism.

Inward reflection, honesty and courage are required on all of our journeys into knowing ourselves fully. My work is about facing ourselves and embracing ourselves in this way; facing and embracing all of who we are. My wish is for the subject to recognize the hidden aspects of themselves within my portraits, and to experience and own those aspects within themselves.”

Not sure if I want to use a dictionary definition of unseen here? If the page is too crowded, let’s skip it.

un•seen ( n-s n )

adj.

1. Not directly evident; invisible.

Bev Wilbraham studied Fine Art at the Cape Technikon, and she has worked in the film-making industry. Her interest in portraiture began through an introspective process of self-portraits. She is now a professional portrait artist, working on a commission basis. She lives with her partner and son in Cape Town.

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Query: Possibility of making the word “self-portraits” into a link for page 4?

Page 4: Self-portraits

I have a selection of 10 self-portraits that I’d like to use here. Alongside each portrait I would like to have the title, whether or not it is framed, medium used and price. I still have to think about prices and titles!

Page loads to thumbnail or tile display of the photos with option to “see more”? So if we use tile, we see two and there is a “see more” button at bottom of screen?

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Page 5: Contact

Page loads to slow pan across detail of different painting – linking it back to homepage. Option to contact me via the site fades in (my email address concealed). Also a link to Facebook page.