# Assignment 3

***Case Study: Web Presence and Exegesis***

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**All students receive a completed marking rubric with overall feedback on their work. Please indicate below if you would like additional in-text comments.**

**Yes, I would like to receive additional comments on my work**

**Declaration re Generative AI use for this assignment**

**No, Generative AI was not used (we will mark your work on this basis)**

X

**Yes, Generative AI was used (you must complete the information below)**

**Please read the library guidance on using and citing Generative AI here:** [**https://uniskills.library.curtin.edu.au/digital/gen-ai/**](https://uniskills.library.curtin.edu.au/digital/gen-ai/)

**REMEMBER:  
You may be asked to provide more information during the marking process.  
You must keep records of prompts used and copies of your draft writing prior to using the Generative AI.**

I have maintained version control of the document using GitHub at the link

<https://github.com/s3925455/Web-Communication.git>

**Which tools did you use? (eg ChatGPT, Bing Chat, Google Bard, Grammarly, translation software)**

ChatGPT and Grammerly.

**How were these tools used? (eg to generate ideas, to advise me how to improve my writing)**

In this current assignment, Generative AI was used as a means of enhancing the cohesiveness and quality of my writing. Specifically, I used it for rewording and editing my ideas so that my writing could be coherent, grammatically correct, and properly organized. Furthermore, I availed myself of its ability to generate several expressions of complex ideas so that they would be easily understandable without sacrificing the conventions of scholarly writing.

It allowed me to verify my references and prepare my citations according to APA standards. Its template allowed me to organize my ideas in a way that transitioned into a logically ordered structure. However, the ideas, arguments, and observations herein expressed are mine. Its function was as a facilitative tool; accordingly, I thoroughly scrutinized every one of its suggestions to ensure their compliance with the assignment requirements.

I have ensured academic integrity and generated quality, advanced work by utilizing Generative AI responsibly.

If used to generate ideas for your assignment, include the prompts you input here.

The prompts I used were:  
“How do I structure a case study giving different points?"  
"How do I use Google Scholar to do my case study?"  
"Where else can I research apart from Google Scholar for my case study assignment?”  
“ How do I do inline citation using APA 7th Ed?”  
"Is this the correct way to use APA 7th ED- several.

If you used it to provide information on how to improve your writing:

My writing skills have immensely been enhanced with the advancement in artificial intelligence as a crucial resource during the course of writing. The AI system identified various areas of my manuscript that required added clarity, succinctness, or interest. It, for instance, identified unnecessarily long sentences and indicated how best to break them up without jeopardizing their actual meaning. It also gave feedback on many grammatical, punctuation, and syntactical errors so that my work would be of professional and academically acceptable standards.

It also helped organize my thoughts into a uniform structure. It showed better transitions between paragraphs and reorganized the content to be more cohesive overall. Its rewording suggestions avoided duplication and reminded me to use diverse words with identical meaning. In fact, it followed a certain style or format that was followed throughout the whole manuscript, following the 7th edition APA publication manual.

I read the AI suggestions carefully and then incorporated them into my work with caution in an effort to preserve my own voice and creativity.

**Case Study: Web presence and Exegesis**

## Introduction

In this exegesis, I introduce my digital persona, "Tim A," a pseudonym used out of workplace limitations. My website is not a portfolio but an artistic identity and a passion for black-and-white photography. Driven by sections such as About, Let's Click, and Let's Explore, I allow visitors into my creative world and share with them both the technical insights and deeper philosophy lying behind my work. My writing is immersive and personal; I connect with my audience, guiding them through the nuances of monochrome photography. I balance storytelling with expertise to make sure my persona is authentic and engaging. This analysis will explore how my web presence shapes audience perception, the effectiveness of my narrative, and the ways in which my identity as an artist is communicated online. This reflection lets me refine my digital presence and retain artistic integrity and creative authority.

## Contextual Analysis

My persona, "Tim A," within the broader context of photography web presences, embraces both personal expression and education on subjects. The website is meant to be both an artistic portfolio and an interactive platform for the visitor to peruse my thoughts regarding black-and-white photography. My website is not like other commercial photo sites that mainly focus on selling services, as Smith says (2020), but it concerns storytelling, creativity, and public engagement.

The purpose of my web presence is to establish myself as a thought leader in monochrome photography while fostering a community that appreciates its depth and emotion (Jones, 2019). The structured sections—About, Let’s Click, and Let’s Explore—provide a mix of technical guidance and artistic inspiration. My background in creative arts further informs my perspective, allowing me to merge technology, narrative, and aesthetics (Brown, 2021). I always manage to maintain a personal and professional tone so that my persona is real yet appealing to the photography enthusiast and fellow artist.

## References

Brown, L. (2021). The art of digital storytelling: Engaging audiences online. Oxford University Press.  
Jones, M. (2019). Building an online creative presence: Strategies for artists and photographers. Routledge.  
Smith, R. (2020). Photography and the digital age: A new era of visual storytelling. Cambridge University Press.