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Branding, Style and Your Website

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By Louisa J. Curtis

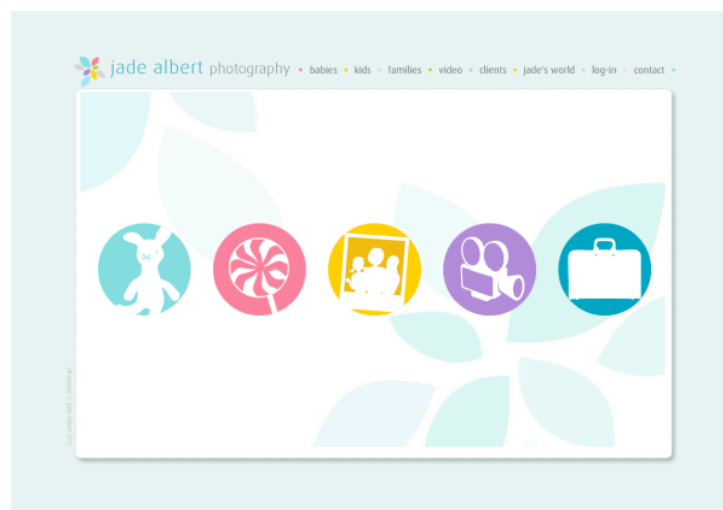
Question: What's the best design to grab your viewer, and how do you best get it out there?

Before we Talk About the Viewer – Who Are You?

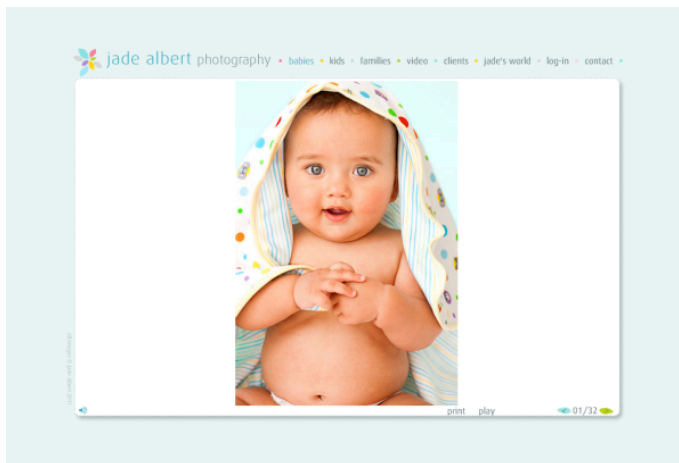
Who are you as an artist and is there such a thing as a “best design?” Who’s to say? What you think may be the best, might not be the smartest. So first of all, consider the style of the work itself - your “product”- and what would best support your visual message. It’s like framing a photograph – you’re probably not going to put a big, heavy, black metal frame around a soft, illustrative image, for example - it has to complement the work. The same is true with your website and marketing promotions - let the branding support and enhance the images, rather than contradict or conflict with them.

When I worked with photographer [Jade Albert](#), the goal was to create a new website and branding that not only highlighted her wonderful photographs, in particular of babies and children, but also captured the charming, feminine and whimsical personality that is Jade herself.

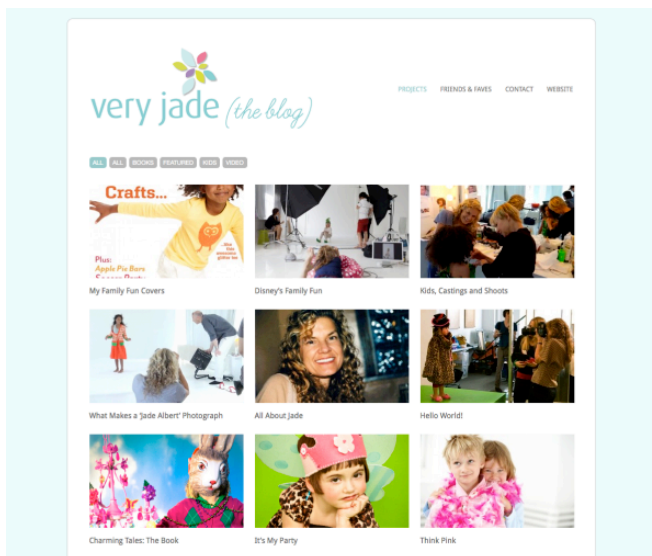
Jade’s Website



Jade's Portfolios (portfolio shown: Babies)



Jade's Blog



Jade's E-Promo

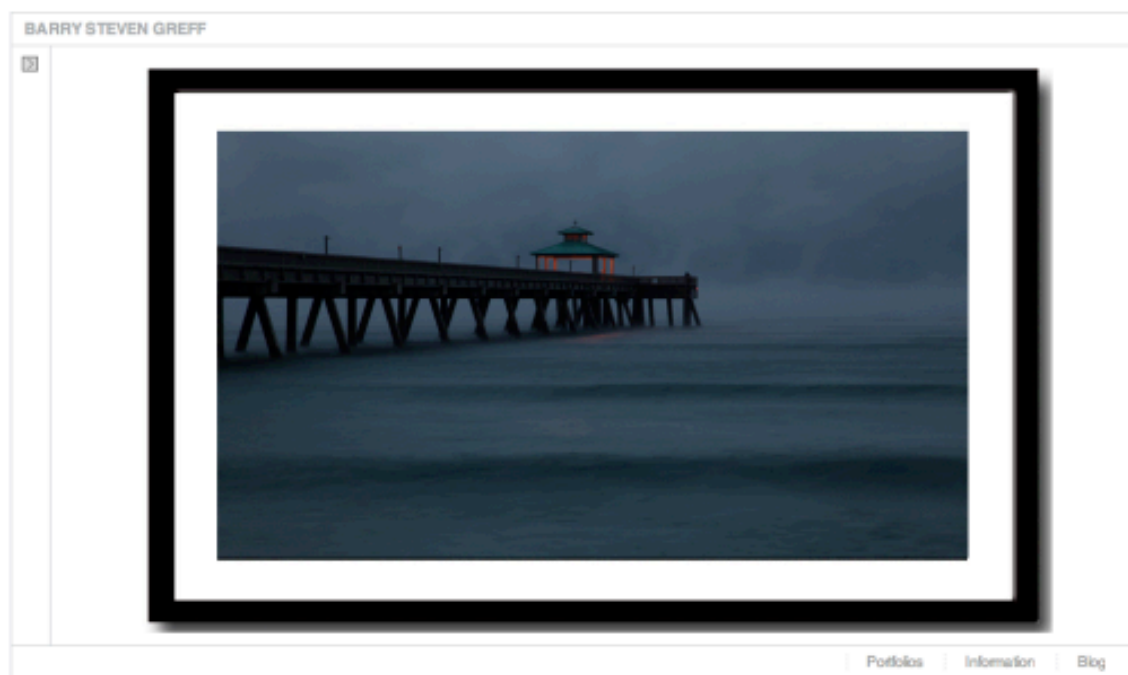


It's Okay to Have Multiple Websites

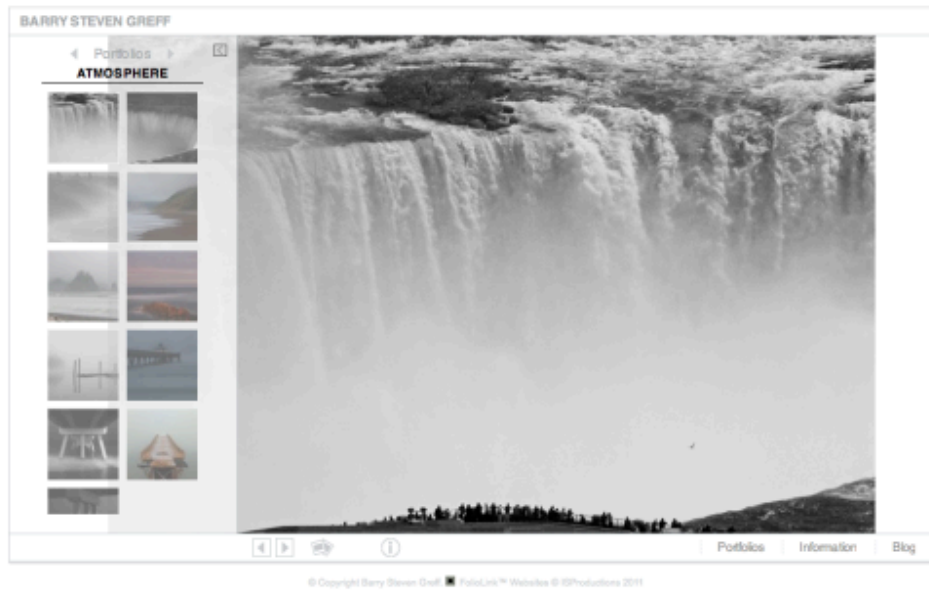
A while back I worked with fine art photographer [Barry Steven Greff](#), who wanted to separate his work into two different websites, with two different looks and two different messages, but with the main goal of elevating his fine art work in particular, to the next level. The stock website was more utilitarian and functional, while the fine art website, the new one, was like a breath of fresh air – light, airy and expansive, which tied in with the beautiful images of land and seascapes. Barry wanted the website to look like a gallery as if the images were hanging on a clean, white wall.

Once the new site was in place, Barry focused primarily on pursuing the fine art and high end commercial markets that utilize fine art – his real passion - and he eventually phased out the old website, thus refining his message back down to the one singular website. After that, to keep up with the social networking trends, and to add another dimension of creative self-expression, he added a new blog to compliment the website.

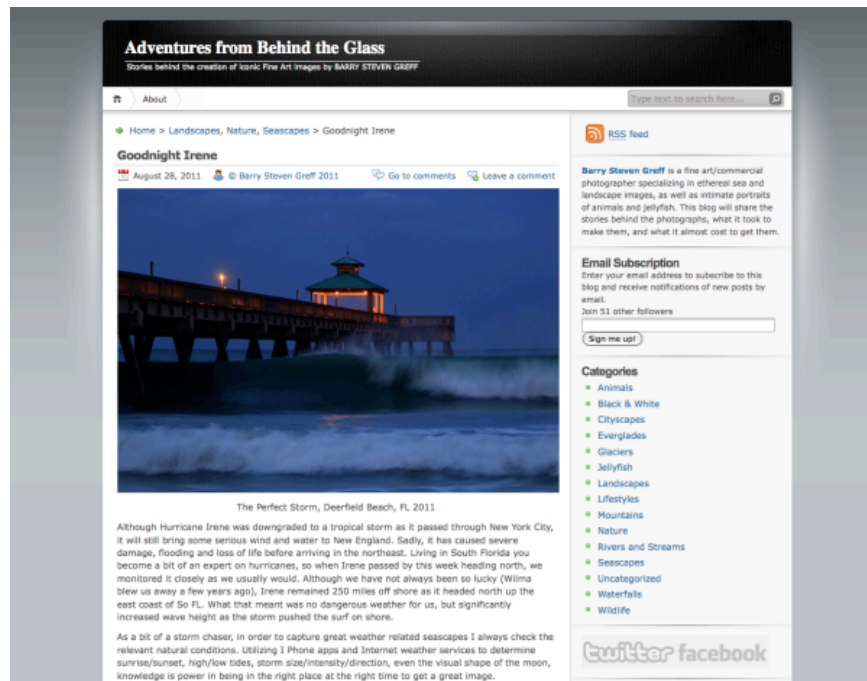
Barry's Website



Barry's Portfolios (portfolio shown: Atmosphere)



Barry's Blog



Does Size Really Matter?

In this case, yes it does! It just doesn't work these days to be showing small images.

You're selling beautiful images - this is your visual art online, not postage stamps! So show them to their fullest advantage and use as much of the screen area as you can – why wouldn't you?

Keep your message simple and don't have too much text – you're selling images, not your life story. And, people are generally lazy about reading. Their attention spans can be short, especially if they're looking for images. If you are in the business of image making and this is what you want the viewer to see – then show it off and let the work do the talking.

To answer the question of how an artist gets their message out there, photographer [Chris Crisman](#) is a good example. I worked with Chris a few years back and I have watched both his business grow as well as his work develop since that time. In the beginning, we completely updated the look of his website and branding, and edited the work into portfolios. We then created an initial set of mailing lists, along with a template for his email promotions that matched the branding of the new website. All he had to do was insert new images into the template each time he wanted the next promotion to go out. This set up gave him more time to continue shooting new work. Over the years, Chris has changed his branding to better represent his latest work, while consistently promoting to the people he wants to work with.

Chris' Website



Chris' Newsletter

Having trouble viewing this email? [Click here](#)

CHRIS CRISMAN NEWSLETTER

SUMMER 2011 | WWW.CRISMANPHOTO.COM

PHOTO OF THE MONTH





Photo from a campaign for Novation, a healthcare services company.

AWARDS

American Photography 22

Chris is honored to be selected as one of the photographers for the 2011 AP27 awards. This marks the second year that Chris's photography has been selected in the American Photography competition. In their own words: "[M]ore than 7,000 pictures submitted by over 700 photographers, magazines, agencies, publishers, schools, our jury selected, by a majority vote or better, only 133 images to appear in the book and represent the best pictures from 2010."



Chris' Blog

CHRIS CRISMAN

Photographer

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Search

Collection II - behind the scenes

By Robert Luesen
07-09-2011


Behind the Scenes, Blog, Creative, Feature, Photos, Promotional, Qu&A, C&A, Video

Chris Crisman Photography - Behind the Scenes, ...



We recently finished up production of our second handmade collection of Chris's work. Even though it's a labor of love, hours and hours go into the planning, designing, and manufacturing of these books. Each one is a unique and individually crafted piece.

The craft of each book is such an important aspect of the project that we wanted to try and capture the process, as you can hopefully see in the short film above. I worked with our awesome assistant/bookmaker "Eye Worthington" to put the video together and I hope that it shows how the care that we put into each of these pieces.



Webites

- Chrismanphoto.com
- RobertLuesen.com
- PhotoUpictures.com

Stay Connected

@ChrismanPhoto on Twitter

- RT @robertluesen: For anyone who likes to create with their hands: Great but Mighty...making Book 2 - Chris Crisman: [http://t.co/5C2B...](#) 2 hours ago
- Now behind the scenes video. New promotional book. Check it out! [http://t.co/5C2B...](#) 21 hours ago
- Real [http://t.co/5C2B...](#) 3 days ago
- This is a wedding party. No expense spared. [http://t.co/5C2B...](#) 5 days ago
- Studio manager @robertluesen's holding down the fort in Philly. Check out his weekly wrap up: [http://t.co/5C2B...](#) 6 days ago

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Louisa J. Curtis - Creative Consultant, Chatterbox Enterprises, <http://www.chatterboxenterprises.com>. For information on services, or to be added to Louisa's monthly ChatterBulletin mailing list, please contact: info@chatterboxenterprises.com.