

Exploring Web Options

Defining Your Creative Identity

Use your answers to these questions to guide your website's copy, look and feel, and content organization. For all questions, feel free to add your own keywords if something is missing.

1a) Who are you? Circle the words that you identify with:

Painter Illustrator Graphic Designer Poet Musician Composer Dancer Set Designer
Choreographer Exhibit Designer Animator Filmmaker Sculptor Textile Designer Writer
Comedian Actor/Actress Costume Designer Curator Lighting Designer Fashion Designer
Photographer Printmaker Teacher Model Storyteller Jewelry Designer Art Historian

1b) How is your creative identity changing? Your website should leave room to grow with your dreams/goals. Going back to the same word bank, are there identities you relate to and want to grow into? If there are, circle those in another color or line weight.

2) What styles tie together your body of work? Choose 2 or 3 max.

Sleek Handmade Grunge Minimalist Bold Cultural Vintage Modern Feminine
Masculine Tranquil Industrial Nostalgic Luxurious Neutral Fresh Eclectic Earthy
Mechanical Festive Futuristic Whimsical Tranquil Sophisticated Colorful Intricate

3) How would you like to be contacted?

Phone Email Snail Mail Visit In Person

4) Do you sell anything?

Yes No Sometimes

5) What should your website showcase?

Awards Grants Images The Process Collaborators Press Writing List of Exhibitions
Teaching Coursework Resources Exhibition Photographs Outreach Work Video Audio
Interactive Experiences Expertise Ongoing Projects Client List Reviews News Biography

