



# ***THE VOID ACADEMY***

Web Presence for Artists

Worksheets



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# INTRODUCTION

Thank you for taking our *Web Presence for Artists* course! We are so excited that you are working on this very important social aspect of your creative practice. We hope that you found the course helpful and are so looking forward to seeing you use online tools to grow your connection with your audience.

In this packet you will find worksheets we have made to go along with the information in the course. These worksheets are meant to help you complete some of the practical elements of setting up your web presence. They build upon and remind you of what you learned in the lessons in the course while simultaneously helping you to create some of the core elements of having a thriving web presence that helps you to grow your community.

Feel free to print them out and use them as guides or simply open them on your computer and work from your screen.

Warmly,

Karina, Siena, and Noah

The Void Academy



## DOMAIN NAME BRAINSTORM

When brainstorming for your domain name, remember the golden rule: you have to be able to shout it across a crowded bar, and the person you're shouting at should be able to remember it and write it down. Feel free to test this out with your friends. If you get stuck, you can use tools like <https://www.namemesh.com/> or <http://impossibility.org/> to help brainstorm ideas.



### A NOISY BAR IN 1880

Use the form on the following page to come up with your domain name. You can print the chart out or simply use its structure in a separate document on your computer or in your notebook.

Write down four options for your initial brainstorm. Take a break, then come back and pick your final option with a clear head.



Domain name 1

Domain name 2

Domain name 3

Domain name 4

Final Choice!



## PURPOSE STATEMENT EXERCISE

It's time to write your purpose statement! First, remember the example from the course video as a jumping off point:

*“My website exists to give people an easy and fun way to join my community”*

As you create your purpose statement, try and answer the following questions:

- What's the nature of the work you're presenting on the site, and who is likely to be interested?
- How do you represent your work so that walk-ins can resonate with it quickly?
- What's the best first step that someone can take to join your community?
- What happens when someone signs up for your updates?

If you're having trouble summing up the purpose of your site, it helps to brainstorm several variations, then take a break. Come back fresh an hour or two later, and make a decision based on what you've written.

Remember, once your purpose statement is written, it serves as a guide to refer back to as you continue working on your site. As you progress through building it, check back in with your purpose statement frequently. Your purpose statement can evolve and grow with your site as your goals change and you grow your community, so feel free to revisit this exercise every few months.

**Use the following page to brainstorm your purpose statement. You can print it out or replicate its structure in a separate document on your computer or in your notebook. Use the first four sections to brainstorm and fill in your final statement at the bottom of the page.**



Purpose Statement #1

Purpose Statement #2

Purpose Statement #3

Purpose Statement #4

Purpose Statement #5



## YOUR DESIGN SHOPPING LIST

In the space below, list the design elements that will define the style of your website. These choices will form the visual structure of your online style. You can create a similar guiding chart by using your computer's word processing system or doing it manually with a sheet of paper. Replace the examples with your own choices, and use this as a handy reference sheet when creating your site.

### Use the following links as resources:

Fonts: Choose from [Google Fonts](#) or [Typekit](#), depending on your chosen platform.

Color: Use this [online color picker](#) to get the hex values for your colors.

<b>Fonts</b>	Garamond	League Gothic	Bodoni
<b>Colors</b>	Menu highlights: Red #ff0000	Bylines and subtitles: Dark Red: #cc3300	Background highlights: Light teal: #e6fff
<b>Flourishes</b>	Links have dark red underlines	Images have rounded corners	X
<b>Other defining elements</b>	My Logo	My bio picture	My footer design





# CONTENT CALENDAR

It's time to create your content calendar! As you develop your content plan, remember:

- Take the first week or two to brainstorm and create a content buffer
- Focus on what's fun and efficient to create
- Remember, consistency is more important than quantity
- Focus on storytelling

**Use the following page as a guide to creating your own content calendar. You can create a similar table by using your computer's word processing system or doing it manually with a large sheet of paper.**



MONTH	WEEK 1	WEEK 2	WEEK 3	WEEK 4
<b>JANUARY</b>	Content brainstorm			
<b>FEBRUARY</b>	Content brainstorm			
<b>MARCH</b>	Sculpture images	News and announcements	Break to focus on open studio	Open studio pictures and recap
<b>APRIL</b>	New series images	News and announcements	Video shoot for new sculpture series	Videos released!
<b>MAY</b>				
<b>JUNE</b>				

