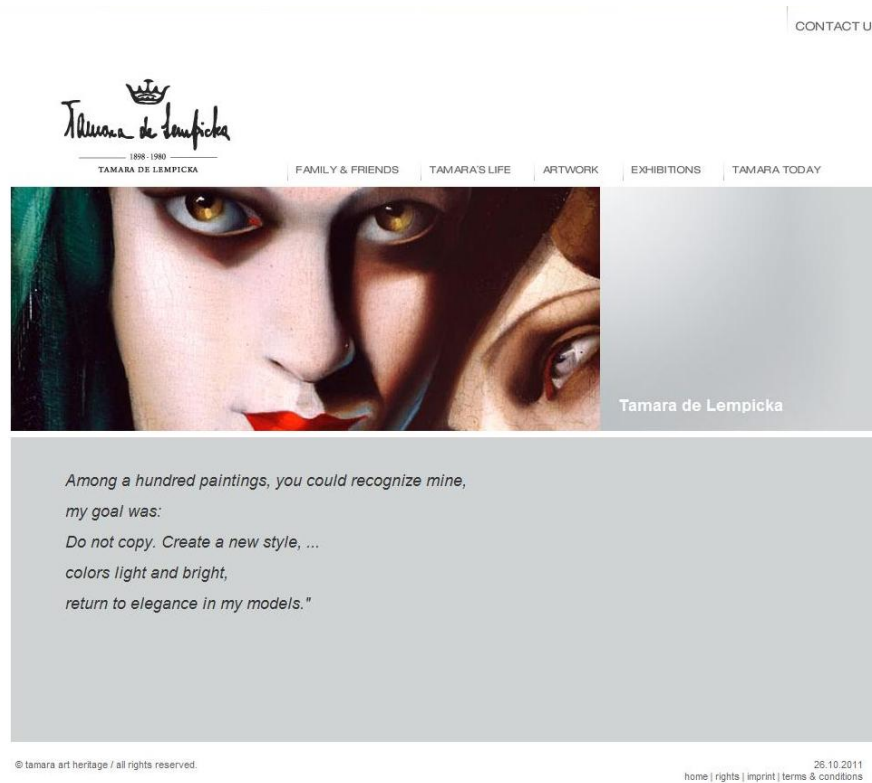# Webpage Analysis

Tamara De Lempicka (1898-1980) was a Polish Art Deco painter who became the first female artist to become a glamour star. Lempicka was famous for her use of bold colours and clean lines, or soft-cubism. The webpage (http://www.delempicka.org/) reflects Lempicka's work and style through layout, use of colour, text, and links to various pages on the website.

Use of Colour:

The background colour featured on the page is white, which takes up the majority of the space. On top of the background colour, two light grey boxes are placed in the centre to display text and a picture. The majority of the text is printed in various shades of dark grey, except for an emblem/signature at the top of the page (which is in black), and the artist's name printed next to the picture which is in white. The hyperlinks are also grey, and become a darker shade when the mouse hovers over them.

Wysocki (2004) states "The visual presentation of a page or screen gives you an immediate sense of its genre" (p123). When people think of art they often think of art galleries. Using white as the principal background colour creates the idea of being in an art gallery, and thus displays the painting in the centre of the page like it would be in a real gallery. The white background also creates the idea of a blank canvas in which the centre painting in covering. The centre grey boxes create a more intimate space which draws the viewers' eyes to the centre of the page, highlighting the important information. Heading back to the art gallery idea, the grey boxes also create a sort of border around the centre picture which is often featured in picture frames. The use of these subtle colours highlights the artwork displayed in the centre of the page, which is the purpose of the webpage: to advertise the artwork.

Text:

There is very little use of text on the webpage, again highlighting the main purpose of the page: the art work. The text that is featured on the home page includes the links to other pages on the site, along the top and bottom of the page, a signature type logo located in the top left hand corner that states the artist's name and the years in which they lived, and a quote from Tamara de Lempicka herself which is situated in one of the centre grey boxes directly below the picture.

The links along the top of the page are written in a basic modern font and are light grey in colour, thus making them noticeable to the viewer without being overbearing and taking attention away from other features on the page. Wysocki (2004) states "Someone designing a logo for a company considers very carefully how the colour and shape and images in the logo will persuade those who see the logo to think of the company." (p124) To the left of these links is a sort of page logo which is written, in black, as if it were a signature. This creates a sort of illusion that the artist has signed her name freehand, which


artists commonly do in actual paintings. Another text that also draws to the signature-in-the-painting notion, is the artist's name printed in a subtle white text in the bottom right hand corner of one of the centre grey boxes, which is usually where an artist would discreetly sign their name. This also lends to the gallery idea stated earlier.

Below the picture, in the second centre grey box, is the quote "Among a hundred paintings, you could recognize mine, my goal was: Do not copy. Create a new style, ...colors light and bright, return to elegance in my models." from Tamara de Lempicka, written in Arial font and in grey, matching the rest of the colour scheme. The quote not only reflects the artist's personal opinion and style, but also the layout and style of the page.

Links to other areas of the website:

The links to other areas of the website are located along the top and bottom of the page, the former is where the more significant links are located. They are all printed in a grey font and divided by thin vertical grey bars, and all open drop-down menus when hovered over by the mouse. The black signature-type logo also doubles as a link back to the homepage. The majority of the links are to pages about the painter's life, family, and of course a complete list of all her art in chronological order. Two of the links lead to pages on exhibitions, and the impact the artist has on the world today. A web shop link is located in the drop down menu of Tamara Today, which isn't a very prominent place. This suggests that the main purpose of the whole webpage isn't commercially motivated, but rather a celebration of the artist and her work.
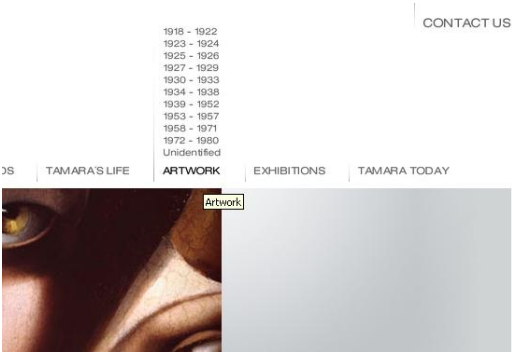
The overall effect of the page is very striking. The minimal and subtlety of the text, colours, and layout, work together to reflect the artists personal artistic style and create a bold statement by emphasizing the artwork and her use of colour, which in itself is bold.

References:

Wysocki, A.F. (2004). The multiple media of texts: How onscreen and paper texts incorporate words, images, and other media. In Bazerman, C. & Prior, P (Eds.), *What writing does and how it does it: An introduction to analyzing texts and textual practic,* (pp. 123, 124). New Jersey: Lawrence Erlbaum Associates.