

Examples of Web Copy by Alan McNairn

Sample of web copy for Aboriginal Art Paintings

From the time when negotiations between the Australian government and the Aboriginal peoples on land rights were initiated through the subsequent granting of universal suffrage to the Aborigines and the abandonment of the policy of assimilation in the late 1960s, there arose a profound resurgence of Aboriginal cultural pride. This was expressed in part by a proliferation of production by artists who sought to revive traditional practices and invent new ways of visualizing significant elements in Aboriginal culture.

The Early White Settlers and Aboriginal Art

Explorers and settlers who encountered the original inhabitants of Australia commonly bought, traded or simply appropriated their artefacts as souvenirs. These pieces were created by peoples regarded by the whites as primitive or more commonly as noble or ignoble savages. The material culture of the Aborigines was collected as evidence of their as exotic, strange and barbaric nature.



Photographs taken during anthropological research in the 1938-1939 Harvard-Adelaide Universities Expedition to North Queensland

More systematic collectors of Aboriginal artworks sent their material to museums and universities, for scientific study. There the Aboriginal artefacts were treated in the same way as botanical, zoological and geological specimens. Items illustrative of Aboriginal material culture and the bones of Australian indigenous peoples were shipped to museums in Europe and placed in Australian museums of natural history where they could be filed and classified confirming the belief that they were scientific evidence of the otherness of Aborigines. That is, the notion that they belonged to peoples who existed well outside the civilized world as defined by Europeans.

Sample of Web Copy for Cuban Art Beat



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ABOUT US

Cuban Art Beat has one of the most comprehensive selections of Cuban art outside the Caribbean nation.

Richard Wiebe, the proprietor of Cuban Art Beat seeks out the finest works by emerging and established Cuban **artists**. He visits their studios frequently and selects works that he considers represent the best examples of their creative abilities.

These excellent works are offered for sale to an international audience of seasoned art lovers, connoisseurs and collectors. Cuban Art Beat has a very high reputation for prompt and safe delivery of artworks worldwide.

Clients of Cuban Art Beat have, over the years, been exceedingly pleased with their acquisitions. They choose works of varying styles, from abstraction to photo-realism, that enhance a **home** with an infusion of Caribbean atmosphere. Paintings, drawings and graphic art offered by Cuban Art Beat reflect the vibrant colors of Cuba, its lush landscape and fascinating cityscapes as well as the many intriguing faces of Cubans as they go about their daily activities.

Looking through the Cuban Art Beat web **gallery** is intended to be an eye-opening, enjoyable activity for everyone. Acquiring one or more of the fabulous art works in the gallery is a simple process and shortly after you have made your selection you will be hanging it, or them, on the walls of your home.

Whatever your budget, whatever your taste, Cuban Art Beat has an artwork that will give you years of pleasure.

[\(Cuban Art Beat\)](#)

Sample of web copy for Creations Gallery, Ancaster, Ontario

The screenshot displays the website for Creations Gallery. At the top, a navigation bar includes links for Home, About Us, BROWSE ART, Artists Portfolio, Picture Framing, Commerce, My Account, a shopping cart icon, and a search icon. The left sidebar contains a 'Picture Framing' section with sub-links: Framing Ideas, Hand Made Frames, Glass, Matting Ideas, Matting, Moulding, Jersey Frames and Cases, and Restoration of Frames. Below this is a 'Popular' section with tabs for 'Popular' and 'Recent', and a search icon. Three featured items are listed: 'Fiona Hoop Biography' (August 17th, 2014), 'Picture Frame Designs Abound' (February 13th, 2015), and 'Exceptional Innovations' (January 23rd, 2014). The main content area is titled 'Framing Ideas' and contains two paragraphs of text. The first paragraph discusses the value of framing, and the second describes a computer simulation service. Below the text is a large image of a framed portrait of a man in a military uniform. The caption below the image reads 'Framing Ideas Memorabilia' and includes a short paragraph about honoring veterans.

Home About Us BROWSE ART Artists Portfolio Picture Framing Commerce My Account

Picture Framing

Framing Ideas

Hand Made Frames >

Glass

Matting Ideas

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Moulding

Jersey Frames and Cases

Restoration of Frames

Popular Recent

Fiona Hoop Biography
August 17th, 2014

Picture Frame Designs Abound
February 13th, 2015

Exceptional Innovations
January 23rd, 2014

Framing Ideas:

If a picture is worth a thousand words, as the saying goes, then a well-framed picture is worth even more. Two dimensional images, and even certain three-dimensional ones, speak most eloquently when they are emphasized by a frame and in some cases by a mat as well.

The best way to verify this as simple as looking at what a frame will do when revealed in Creations Gallery computer simulation. You can experiment with various options. Bring in what you think might look better or speak louder in a frame or download a photograph of it at Creations Gallery and be surprised at the difference a frame can make.

Framing Ideas

Framing Ideas Memorabilia

Frame your Hero! What better way to pay tribute to the special people who defend our country. This can be a birthday present for a veteran or a way to honor someone [...]