

Daniel James Lewis

1702173

Fine Art: Studio, Site & Context

Module: Changemakers: Creativity and Value Creation

ADAA5000

Paul Duerinckx

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Evaluation of Social Media links

One facet of the internet we've seen grow rapidly over the years is the capability to use the internet in relation to one's work and career, now, it's almost a necessity in order to progress in a technological world. A statement true for most, even those like me, an artist who works heavily in physical format.

I've been a user of social medias and the internet as a whole for many years at this point, at a more personal level amongst friends and family. Later down the line, my realisation of the importance of a professional online presence came from my family, as small business owners, the implementation of social media pages was necessary to grow, pages I would either run, or assist in running.

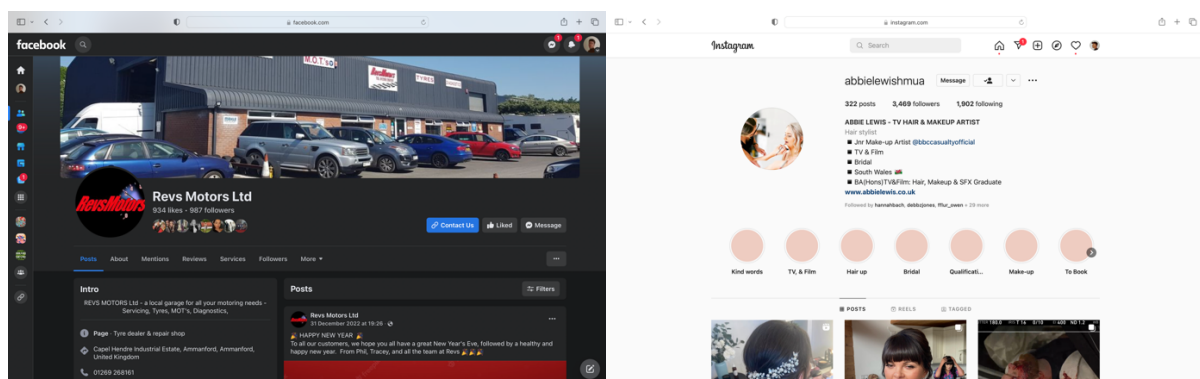


Fig. 1, *Revs Motors Ltd* on Facebook.com, January 2023, and
@AbbieLewisHMUA on Instagram.com, January 2023.

Through the usage of social media in a professional manner and seeing the exposure an online presence of each company, I realised the potential there was for anyone wanting to broaden their reach and opportunities no matter their field.

In the following years as my interest in pursuing art in a more professional way grew, I created my first art dedicated social media profile on Instagram in April of 2020. The profile simply titled '@danlewis.art', acted as easily identifiable, distinctively separate branch of me, one to share my interests and exploration of the arts separate from my personal profiles.

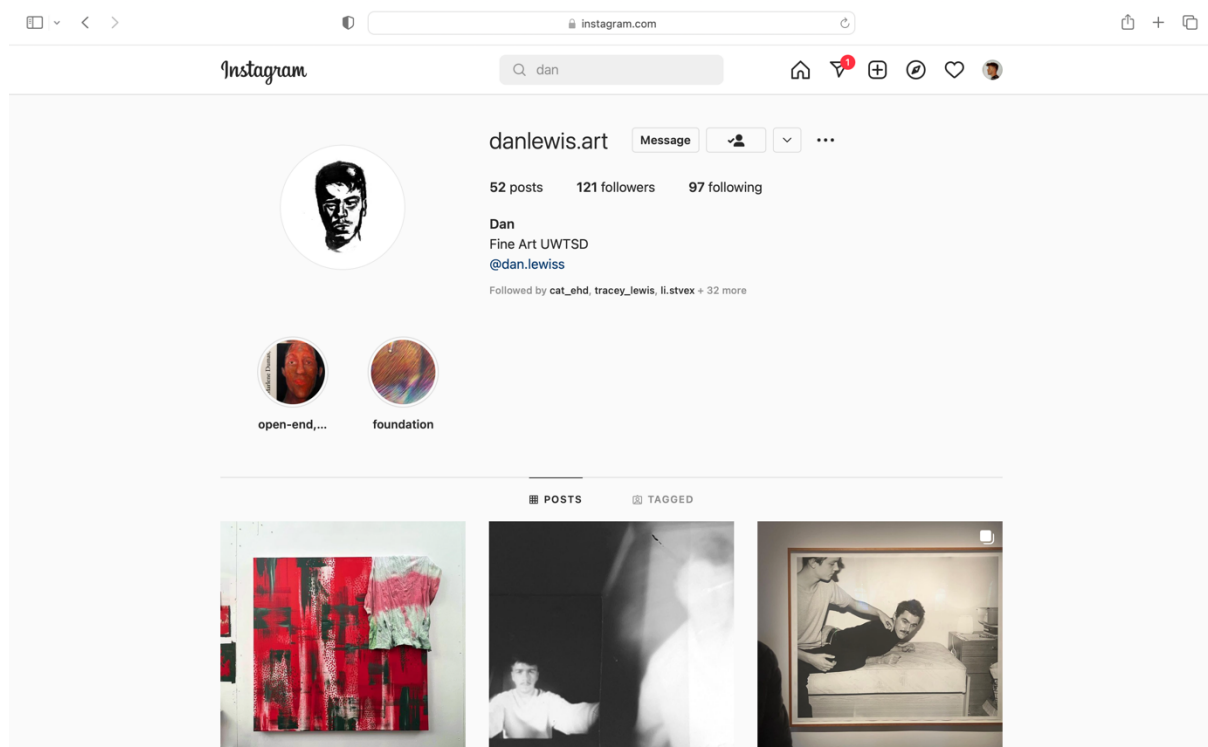


Fig. 2, @danlewis.art on Instagram.com, January 2023.

Through the existence of this new platform to share my art journey, I was able to build an audience that was solely interest in this area of media, in contrast to that of my personal profiles that weren't subscribed to a more art-oriented lifestyle. Through using the art dedicated account to document my journey of art, I found myself feeling freer in what I posted. In past, I was more anxious of showing the unfinished, unpolished processes I'd undertake in my practice, to an audience that typically only wanted to see pretty pictures. (Sarner, 2018) Now, with an acquired audience of likeminded people, that anxiety almost

completely vanishes. Though it's still important to consider everything that's posted, as the profile is still intended for professional use. The overall visual of the page, content relevance, interactions etc. are all important things to keep in mind, and how these things can be perceived by your desired audience, how you present your work is essentially a reflection of you. (Marsden, 2019)

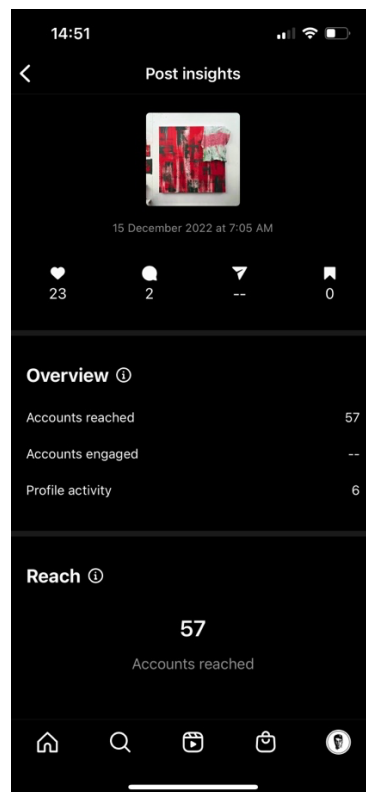


Fig. 3, Post insights page for @danlewis.art (Instagram.com), 05 January 2023.

A benefit of using social media as a platform for sharing your work, is the reaction that becomes available almost instantaneously, typically available on most platforms. A feature offering statistics like engagement reports with your posts, profile, etc., useful for seeing how the public respond to your work, whether they may 'like', comment or reshare the post, or if they just skip over it. This has its own pros and cons, as stated it gives you a feel for attitude towards your art, but on the other hand can influence your work, changing your approach to your own practice. (Heimkreiter, 2022)

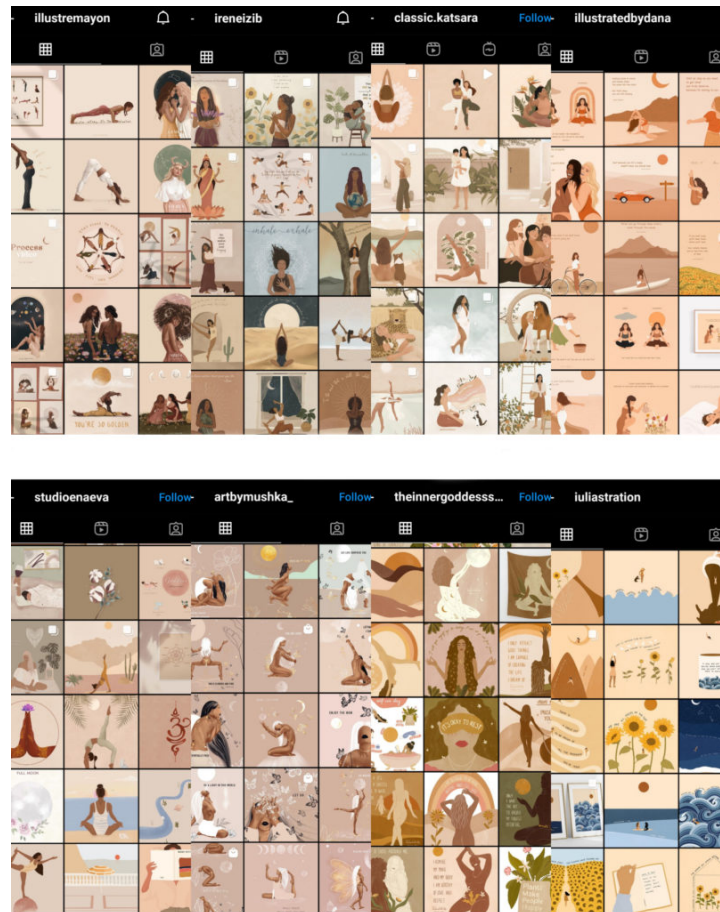


Fig. 4, Compilation image of 8 Instagram profiles, by Heimkreiter, 2022

to broaden your reach to the target audience, there's a variety of ways in doing so. The simplest and most common way in doing so is the use of hashtags, often one word or short phrases used to describe your post and/or profile. These can be as broad as describing the art style, colours used, medium and so forth, and this opens a door for people interested in those specific topics to find your posts and profile. (Woodie, 2017) This is a method applicable to most social media sites.

As much as I've described my experience with photography based social media like Instagram, which is my social media of choice seeing as its most

appropriate for showcasing my art, there are plenty of other platforms available appropriate for other art formats.

I've used video sharing platforms such as YouTube and TikTok to share my occasional film works. On the occasions I've made film art, or physical pieces that capture best in video format, or simply filming my creating process, I could post these onto a YouTube channel dedicated to my work. The same goes for the TikTok, with the short video sharing platform quickly becoming a dominant force in the social media landscape, it makes sense that many creatives alike are flocking to the app. With the ability to film videos and export fast or make detailed edits, a personalised home feed that with constant fresh content, and ability to tag and search in a way similar to Instagram, the exposure potential on the app offers great opportunities to anyone wanting to build their career.

The bottom-line is, the use of social media as a means of sharing art works come with great benefits and is common practice in today's world in order to gain exposure, fast. With only slight disadvantages, in contrast to the great usages, it makes sense for the 21st century artist to push the internet to its full potential.

Word count: 866

Bibliography

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Heimkreiter, A. (2022) *Compilation image of 8 separate Instagram profiles, Where Wonder Waits*. Available at: <https://www.wherewonderwaits.com/social-media-is-bad-for-artists/> (Accessed: January 5, 2023).

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Sarner, M. (2018) "The age of envy: how to be happy when everyone else's life looks perfect," *The Guardian*, 9 October. Available at: <https://www.theguardian.com/lifeandstyle/2018/oct/09/age-envy-be-happy-everyone-else-perfect-social-media> (Accessed: January 5, 2023).

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Fig. 1, *Revs Motors Ltd on Facebook.com*, <https://www.facebook.com/RevsMotors> (Accessed January 2023).

@AbbieLewisHMUA on *Instagram.com*,
<https://www.instagram.com/abbielewishmua/> (Accessed January 2023).

Fig. 2, @danlewis.art on *Instagram.com*,
<https://www.instagram.com/danlewis.art/> (Accessed January 2023).

Fig. 3, Post insights page for @danlewis.art on *Instagram.com*, (Accessed 05 January 2023).

Fig. 4, Compilation image of 8 Instagram profiles, by Heimkreiter, 2022,
<https://www.wherewonderwaits.com/social-media-is-bad-for-artists/>
(Accessed 05 January 2023).

Artist Statement

Daniel James Lewis, a Welsh artist based in his native city of Swansea and currently studying Fine Arts BA at the Swansea College of Arts. The young multidisciplinary artist finds inspiration across a variety of topics that he finds pivotal in his personal life, covering a broad spectrum of self-identity ranging from experience with psychology and mental health, queer life and sexuality, and living as a colourblind artist.

Lewis uses his practice as a journal of his life. His works are always driven heavily by emotion, using his work as a way to react to his life experience. Attributed to this fact, he makes use of a variety of mediums and methods appropriate to the circumstances., typically working in paints, drawings, and photography, but extending to sculpture and installation, film, performance, and literature.

Currently, the overarching theme to his work revolves around his experience with colour blindness, and the irony of this living as an artist. He leans into this, making his art in colours specific to his colour blindness, reds and greens. His colour works are typically in abstract forms, focused on the psychology of colour, often using the contrasting colours to depict conflicting emotions in harmony.

As well as his more abstracted pieces, Lewis equally explores more figurative styles of art in his practice, sometimes following his colour exploration and some not. In these we see clearer depictions of lived experiences, exploring his self-identity. He uses his art as a tool of self-discovery through indulging in his own mind, he explores his masculinity and femininity, sexuality, and overall

mental workings. He explores his appearance and body, and how these can alter or be altered to convey these concepts, both literally, and in physical mediums.

Overall, Lewis wants to evoke themes of the power of knowing one's self-identity through his art. Despite an instinctive passion for creativity, he makes his art to get to know himself, always questioning himself - to understand why he does what he does.

Word count: 331

Curriculum Vitae

Daniel James Lewis

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About me:

I am a Welsh multidisciplinary artist currently studying BA Fine Arts at the Swansea College of Arts. My work is heavily influenced by lived experience, making use of colour psychology to cover a broad spectrum of self-identity.

Education:

2021-2024: University of Wales Trinity St. David,

Fine Art: Studio, Site and Context (BA).

2020-2021: Coleg Sir Gar,

Foundation Studies in Art, Design & Media Level 3.

2019-2020: Coleg Sir Gar,

Introduction to Art & Design.

Work Experience:

2018-2019: Ysgol Gynradd Gorslas,

Children's art group leader.

2019-Present: Self-employed, Commission work in paintings, drawings & prints.

Skills:

- | | | |
|---------------------------------------|--|-------------------------------------|
| ○ Painting | ○ Curation | ○ Sculpture |
| ○ Drawing | ○ Art history | ○ Critical Thinker |
| ○ Digital and analogue
photography | ○ Business and self-
promotional skills | ○ Knowledge of colour
psychology |

Exhibitions:

2022 Group exhibition, *1st and 2nd year Fine Art show*, Swansea.

2022 Group exhibition, *Activism Week*, Swansea.

2021 Solo exhibition, *Rise Trail*, Mynydd Mawr Woodlands, Carmarthenshire.

2021 Group exhibition, *PRISM*, Carmarthen school of Art, Carmarthenshire.

Evaluation of CV

As an emerging artist, with little career experience, building an artist's CV was difficult. I haven't yet had much work experience in relation to my preferred area of the arts, but more so general work which I have included. The same can be said for my exhibition work, as I've yet to show my work in many instances outside of educational settings.

In terms of the skills portion of the CV, I listed skills I believe I possess that are mostly relevant to the art, listing my strengths in mediums, technical strengths, educational knowledge, etc. If this CV was written with a specific career path in mind, I would slightly alter this list, mentioning more specialised, and applicable skills in that specific area, but as I don't have a determined career path in mind at the time of writing this, I kept the list strictly to the arts, and wanted to showcase what I believe to be my greatest strengths in the arts.