

Name, Eber Anwar
Student number, 2004413
ADAA5000
Changemakers: Creativity and Value Creation.
E-Portfolio Evidence of Learning
Tutors: Paul Duerinckx and Alex Duncan.

Social Media.

What does social media mean?

Social media, which includes utilising social media, is the greatest method to stay in touch with family and friends. Social networking includes social media, which explains why this is the case. The main goals of utilising social media are also to engage with others, communicate with them, develop our own communities, share information, participate in the interchange of ideas and connections, and interact with the audience. Social media is being used by people to advance their own agendas and interests. The abbreviation SLIM, which refers for putting in the effort to share, learning, engagement, and marketing, may be used to summarise the main goals of social media. **(Communications and Marketing)**

Interaction social media:

The traditional barriers of distance and time that keep people from communicating with one another are eliminated by social media. You are able to have face-to-face meetings with individuals located in any part of the world by using tools such as Skype as well as other video chat applications.

Sharing social media:

You can broadcast your own views verbally, visually, or through recorded conversations by using a variety of platforms, and you can share your data with your audience and link them to informative articles, photos, and videos.

Learning social media:

You are able to obtain up-to-date information about your friends and family, as well as what is happening in your local community as well as elsewhere in the world. You are able to learn what the local public believes about significant issues, recent events, or even their opinions on a recent restaurant or movie.

Marketing social media:

The app in question People use accounts on a variety of social media platforms for marketing purposes, including Fb and twitter, Twitter, Instagram, LinkedIn, and YouTube, to name just a few of the available options. The social media platforms have quickly become one of the most important platforms for marketing, and they offer you a fantastic chance to communicate with customers.

There is a reason behind the existence of each website devoted to social media. For example, Facebook, Twitter, and LinkedIn are all examples of social networks; Instagram, Snapchat, and YouTube are all examples of networks for sharing media; Reddit, Quora, and Digg are all examples of discussion forums; Pinterest, Flipboard, and Yelp are all examples of networks for collecting bookmarks and curating content; and Yelp, Zomato, and TripAdvisor are all examples of networks for networks for consumer reviews. **(The Purpose of social Media)**

There are two Advantages of social media:

1, You reach large audiences.

You reach large audiences:

The number of individuals who use various forms of social media is estimated to be in the millions. Your company has a fantastic opportunity to display its wares or service to a big number of potential customers who are truly intrigued by doing business together them. This is an excellent opportunity for your company.

YouTube: 73%

Facebook: 68%

Instagram: 53%

Pinterest: 29%

Snapchat: 27%

LinkedIn: 25%

Twitter: 24%

There are one main disadvantages of social media:

You can receive negative feedback

You can receive negative feedback:

On social media sites, both positive and bad content will be posted by users. This provides them the ability to talk about it with others and get it off their chest if they had a bad experience with your job.

Numerous other forms might be used to express these negative comments. It's likely that someone who had a negative interaction with your page would post a negative review of it on social media platforms like Facebook. When someone reads your work a second time, they will go through the comments and see the helpful critique that has been offered.

The many social media platforms may be used to share the work as well as provide constructive criticism. People use their online personas to share the bad things that have happened to them with others. Many people mistakenly believe that they have an obligation to discuss their past in order to prevent others from making the same errors they made.

Why I am using social media and why it's good for artist:

You have the chance to connect and engage with people from all around the world by using social media. It's conceivable that artists may benefit from it. The more connections and experiences a person has with the outside world, the more those connections and experiences impact their job, and it may even improve as a consequence. You could discover that you are able to expand the breadth of your thinking and produce novel ideas that are specific to both you and your experience if

you expose yourself to the work of other artists and interact with the artist themselves.

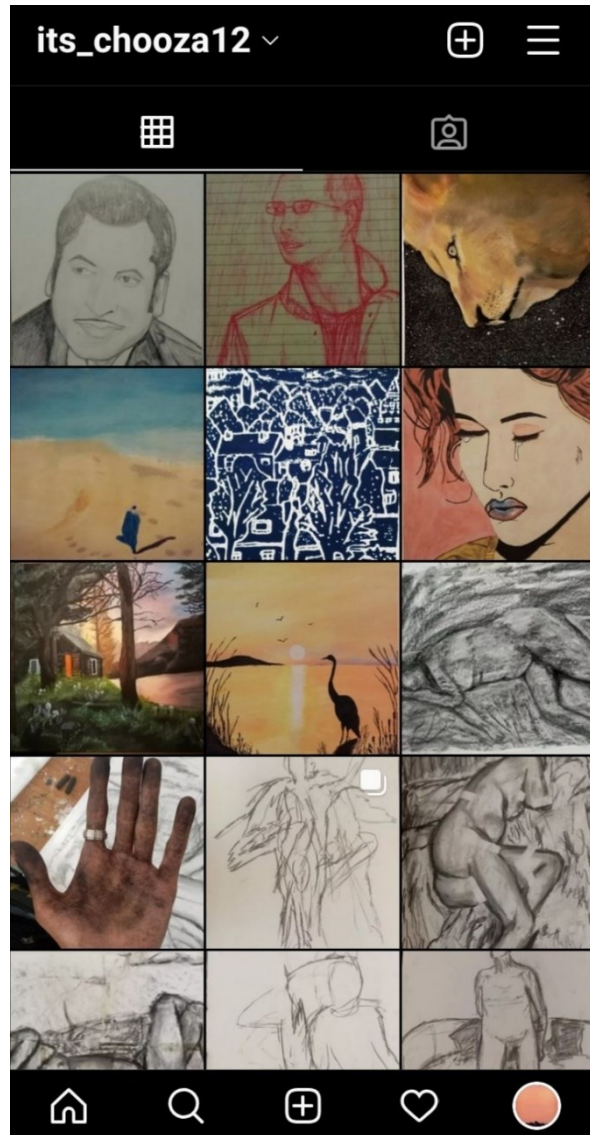
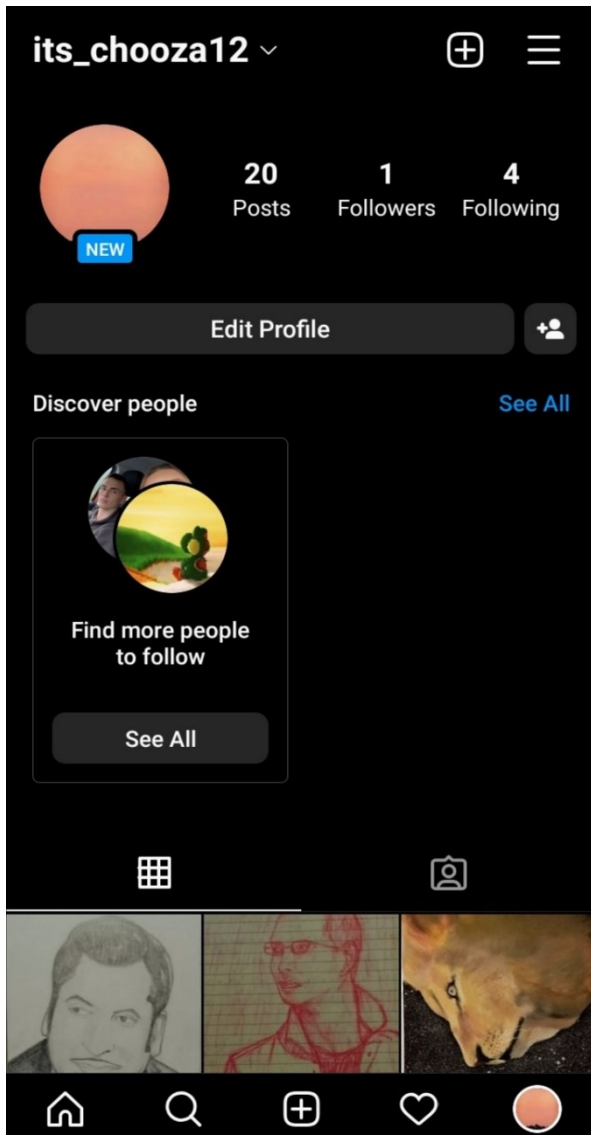
No matter their degree of experience, all musicians and artists are invited to advertise themselves for free via social networking sites like Twitter and Facebook. Through social media platforms like Facebook or Instagram, artists may communicate with one another and build a fan base while also sharing their creative processes. You'll often discover that artists were searching for any chance to promote their careers and increase the volume of work they produced. You should definitely follow this advice. Utilizing social media websites is a simple and affordable strategy that may be employed to achieve that goal. **(The Benefit of Social Media for Artist)**



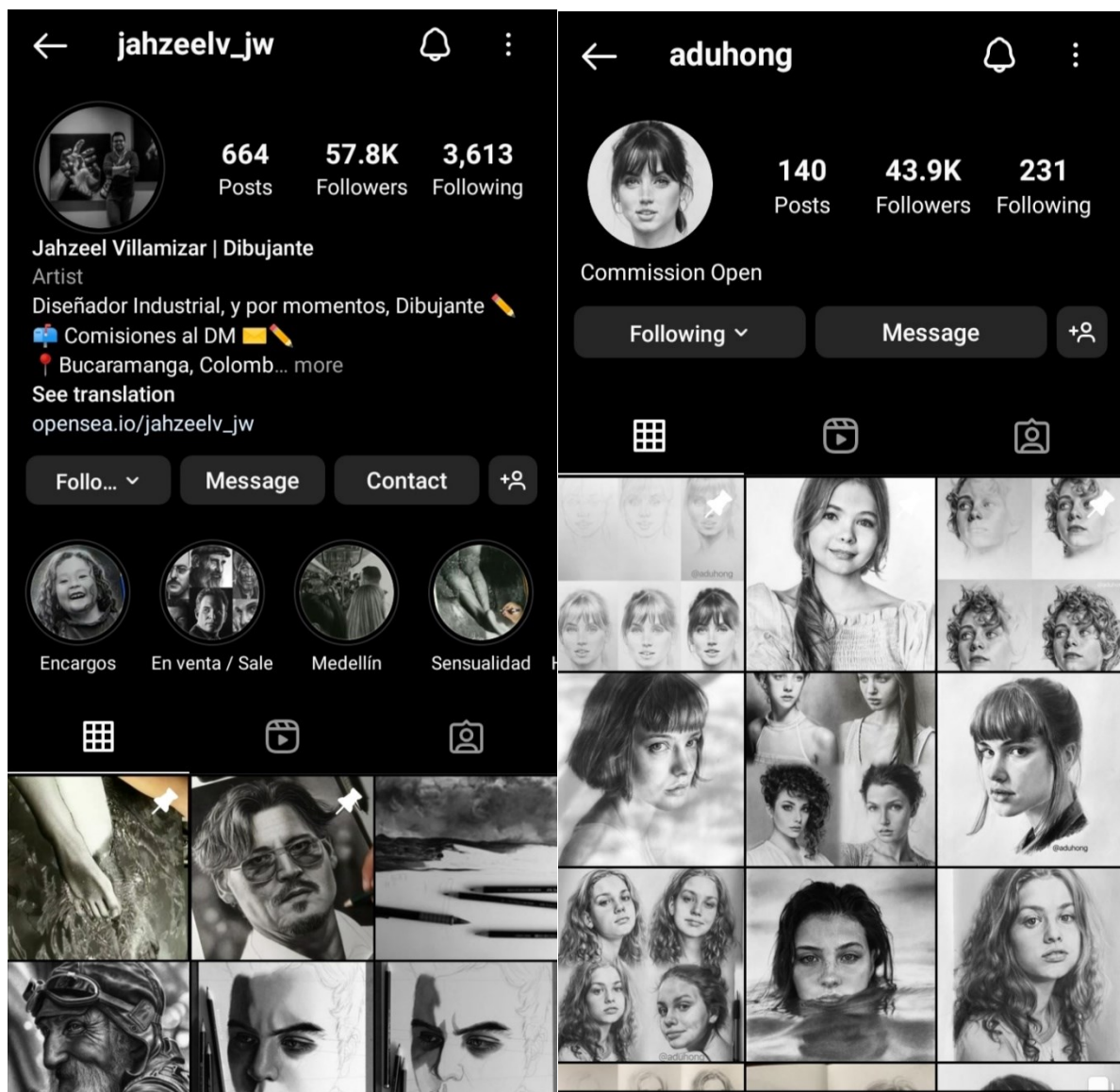
Figure 1 YouTube & Instagram.

One of the most popular methods now being used by modern artists to broaden the audience for their work is the use of social networking platforms. This is because social networking has made it possible for artists to reach a wider audience. There are potentially millions of users and profiles that can be found on a variety of websites, including YouTube, Instagram, and many more. Nearly every conceivable area of specialisation is represented by these people and accounts in their respective areas. People who are artistic and enjoy expressing themselves have many opportunities to do so thanks to the social networking features of the internet, which is a big benefit. You can run across other individuals who are seeking the

same sort of job that you are producing in addition to sharing your hobbies. These people are seeking for someone who have your qualities.



On the other hand, rather than using it to publicise my artwork, I use Instagram for my personal account. On the other hand, I have set up a second account that is dedicated only to my artistic endeavours, and I am now striving to evaluate my previous work, as well as my practise and expertise in the field. On my new account, you'll be able to see both my live drawings and my past works. My new Instagram account features artists Jahzeel Villamizar and Aduhong, both of whom I follow because I like looking at their work and the images they take of other people's faces.



Artist statement,

Andy Yoder.

Many people take great comfort in the bathroom towels being the same color as the soap, toilet paper, and tiles. It means there is a connection between them, and an environment of order. Home is a place not only of comfort, but of control. This sense of order, in whatever form it takes, acts as a shield against the unpredictability and lurking chaos of the outside world.

My work is an examination of the different forms this shield takes, and the thinking that lies behind it. I use domestic objects as the common denominators of our personal environment. Altering them is a way of questioning the attitudes, fears and unwritten rules which have formed that environment and our behavior within it.

<https://www.theartleague.org/blog/2015/08/24/8-artist-statements-we-love/>

My CV:

The reason I am so enthusiastic and interested in fine art is because I want to learn more about it, and the only way to achieve so is to pick up some new abilities. Because of this, I am very passionate and interested in fine art. As a result of this, I have a great deal of passion and interest in the field of fine art. My introduction to the field of fine art came about via the bodies of work produced by Carl Chapple and William Kentridge, respectively. South Africa is the birthplace of both of these talented artists. They produce breath-taking works of art that cause viewers to lose their breath. The incredible course gives me the opportunity to openly express my thoughts and beliefs, and as a consequence, I heartily recommend enrolling in it to anybody who is thinking about doing so. While I was in college, I got the chance to improve my skills in thinking that is both creative and transcends the borders of different fields of study. As I progressed through the first semester of my college education, my familiarity with the situations and occurrences that call for the use of acrylic paints and charcoal improved. This was due to the fact that I had previously been exposed to both of these mediums. Both of these are forms of expression in which I am accomplished.

Because I have this degree, I am more equipped to appreciate the broadest possible variety of abilities, such as the several creative techniques that always include the use of charcoal and a paintbrush. For instance, I am able to draw portraits in a variety of styles, such as realistic and cartoon. As part of this course on fine art, I have been practising both live drawing and sketching since I like doing both of them and believe that they help me develop both my technique and the way that I use my hands.

I've also picked up a tonne of new information, some of which I had never considered before, such as the fact that anything may leave traces only on the ground, a carpet, etc. I've learnt a lot of new things, some of which I had never considered before. I've also unearthed a tonne of fresh information, some of which you had never considered previously and some of which you had never considered at all. One other thing to keep in mind when making perspective drawings is that one-way perspective is all about the distance between yourself and the topic you were sketching. This is an important factor to keep in mind while creating perspective

drawings. Another thing I've learned from taking this course is all there is to know about light, such as how it influences the development of a variety of shadow patterns and how it connects to situations in which there is a lack of light. One of the many topics covered in this course is how to precisely measure different things, in addition to the many others. Because of the advancements in technology, I am now able to produce photos that are more precise and true to the source material. It is possible that even figurative painting might benefit from its usage since it can be used to evaluate the overall size and proportions of an object.

I still need to put in more work to develop my writing abilities and my ability to measure numbers throughout the time that I spend drawing from life. For the purpose of earning this degree in fine art, I believe that it is necessary to be in possession of the talents that have been outlined above. The capacity to properly compute numbers, in my view, is the single most significant talent that one may possess. When working from life, it might be challenging to gain an exact measurement of the figure to use in the drawing. In addition, it is vital to have excellent writing abilities for this subject since we will be asked to write several essays analysing the paintings and works of a number of different painters. Because of this, having great writing skills is essential. Because there are many projects that call for us to write a lot and because there are times when I find it difficult to write a lot of words, I need to focus on improving my writing abilities so that I can finish the tasks that call for us to write a lot. This will allow me to complete the projects that call for us to write a lot.

Bibliography:

Communications and Marketing.

<https://communications.tufts.edu/marketing-and-branding/social-media-overview/>

(Accessed 14 Oct 2022)

The Purpose of Social Media

<http://thoughtfullearning.com/inquireHSbook/pg271>

(Accessed 14 Oct 2022)

Advantages & Disadvantages of social media.

<https://www.webfx.com/social-media/learn/social-media-marketing-advantages-and-disadvantages/>

(Accessed 16 Oct 2022)

The benefits of social media for artist.

<https://evolveartist.com/blog/do-artists-need-to-be-on-social-media/#:~:text=For%20artists%2C%20social%20media%20can,become%20a%20waste%20of%20time.>

(Accessed 18 Oct 2022)