

Student name: Amber Marsh

Student Number: 2104233

Changemakers: Creativity and Value Creation

Assessment component 1: E-portfolio

Tutor: Paul Duerinckx, Alex Duncan

Contents:

Social media evaluations: pages 3 - 7

Artist Statement: page 7

Artist CV: pages 8 – 9

Skills to develop my practice: page 9

References: page 10

Social media evaluations

My social media:

www.instagram.com/mothcorpse_

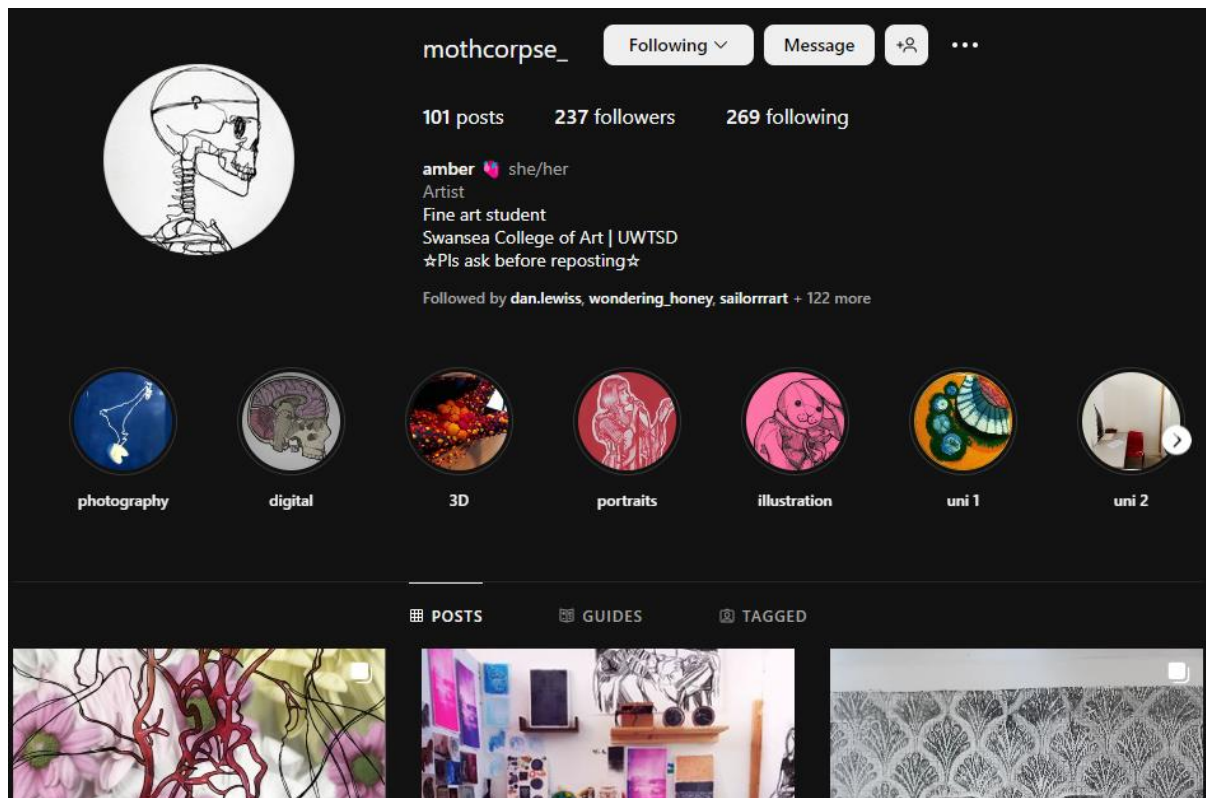


Figure 1 My Instagram account for my artwork

How do I use social media?

I use social media (particularly Instagram) to share photos from days out with friends and family or what I've been doing while away at university as my hometown is nearly 200 miles away and I find that social media is an efficient way to stay in touch with friends and family back home. I also use it to share my artwork and processes I learn and experiment with in workshops, however, this is on a separate account to my personal posts, which are shared on a private account that I only give out to friends and family, while my art related posts are shared on a public account for anyone to see.

I keep this account public because I don't care too much about who views this page as it's mostly for me to keep track of what I do and to assess my progress as an artist. I often also use it to reflect on my skills and keep it as a public diary. I find that using social media is also

an effective way to find other artists that inspire me or use similar processes and subject matter in their work.

Other perks of using social media include being able to find communities of like-minded people and having access to online events, such as live streams and online artist talks, which due to the recent pandemic have become significantly more popular and accessible to those who typically wouldn't usually be able to get to them in person either due to distance or accessibility issues.

While social media can be a positive thing, it does have its fair share of negative side effects, including feeling pressure to only share "perfect" posts and falling into a trap of comparing yourself to your peers and other artists based on their content and basing self-worth as an artist on the amount of "likes" you get on posts or followers you have.

Social media is a double-edged sword for artists

A lot of traditional art forms are gaining new attention due to social media

Relevance of different apps and sites:

Instagram / Facebook: "Meta" sites.

www.instagram.com

www.facebook.com

I've put these together because they are almost the same sites and are run by *Meta*. The only major difference is that Instagram is a more image-based social media platform and Facebook is more text-based. However, if you were to create a post or "story" on Instagram, you are given the option to post the same thing simultaneously to Facebook and vice versa if posting images, videos, and *reels* to Facebook too.

While these sites are very similar, it's still more common to find a younger audience on Instagram, with over two-thirds of the site's users being under the age of 34 as of April 2022 and a more balanced audience on Facebook with 49 per cent of users being under of 34 instead according to Statista (2022). These sites are possibly the largest and most popular platforms you could use to share artworks in comparison to other sites, however, they have a stubborn algorithm which, more often than not, buries most art-related posts under other

posts by larger brands and “influencers” or sponsored posts, which people have paid to have them show up on the feeds of people who don’t follow them. Recently, posts that aren’t video based are also lost to the algorithm due to the rising popularity of *Reels*, a short-form video post format created to compete with *TikTok*. Overall this creates a competitive and sometimes inefficient platform to build an audience on.

TikTok

www.tiktok.com

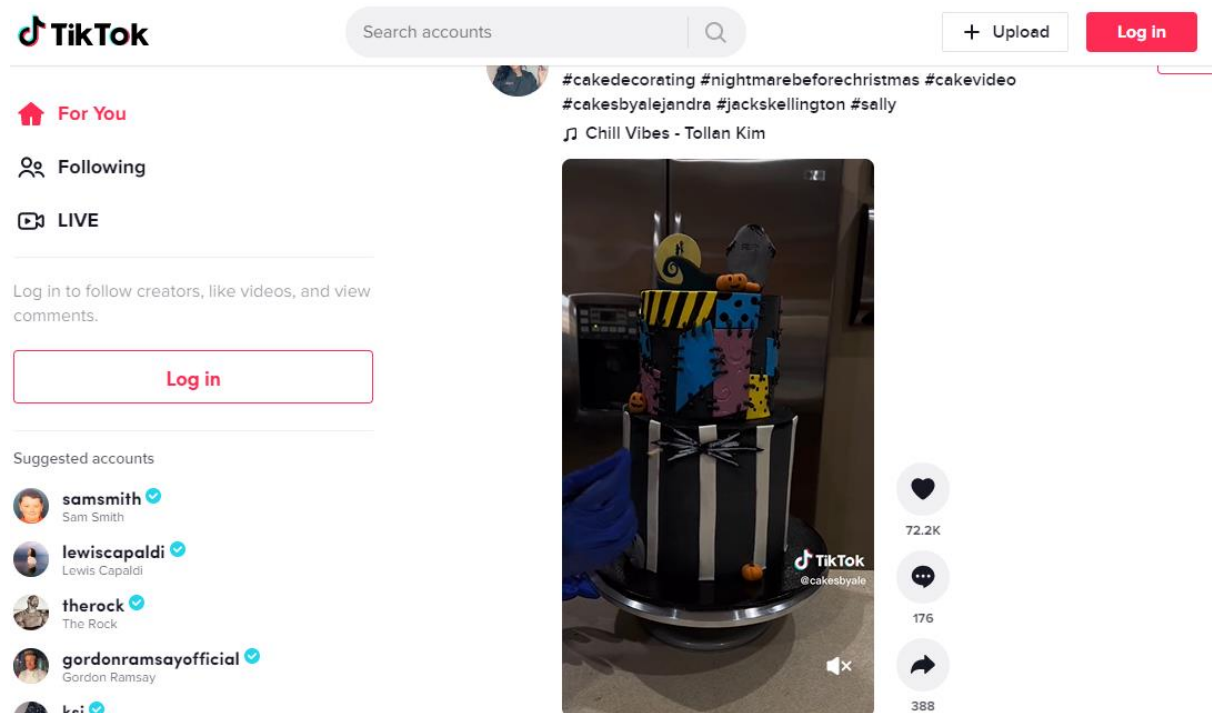


Figure 2 TikTok home page

Following on from *Reels* on *Facebook* and *Instagram*, TikTok is also a short-form video-sharing platform. This app is popular among young people, particularly 18–24-year-olds as they make up 42 per cent of all users on the platform as of April 2022 according to Statista (2022). The videos range from a couple of seconds up to 10 minutes long, although 10-minute videos are relatively new to the platform and the majority of videos don’t exceed 3 to 5 minutes. As a result, art-related posts on the platform tend to focus on processes more than finished pieces, such as timelapse videos of people creating artwork or sharing snippets of their process, but it appears that people using the platform prefer this.

Other art-related content on this site also focuses heavily on art history or other traditional art forms that have lost popularity until recently, such as fabric weaving and other textile crafts. However, their recent rise in popularity (along with *TikTok* itself) also coincided with the pandemic and people finding things to spend their time on while staying home. Despite its uses, *TikTok* can also be a difficult app to use to share artwork as like other social media sites its algorithm can be stubborn, and favours selected content creators and video formats and trends.

YouTube

www.youtube.com

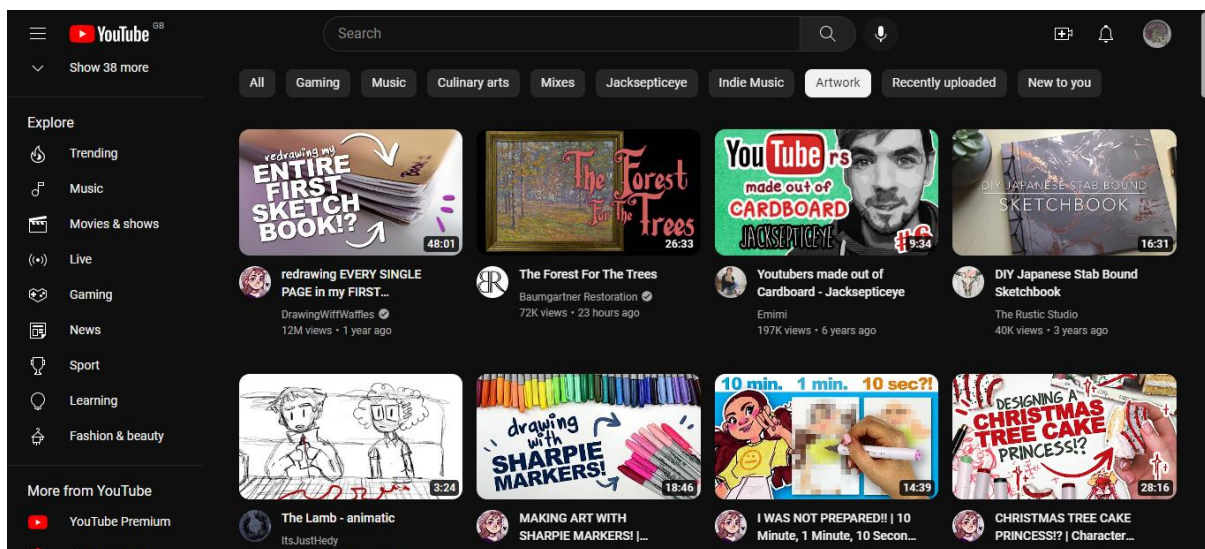


Figure 3 YouTube home page

Another video-sharing platform and possibly the longest-running video-sharing platform today. YouTube is the most effective way to share in-depth videos as there is no time limit on what you can upload, meaning it is possible to share finished video-based artwork or detailed videos on your process or practice. It's a good place to access artist talks or live events/live streams, as well as informative videos on other areas of arts and processes to learn on your own terms.

This site is still a favourite of mine to use to access art resources, however, over the past year, there's been a significant increase in multiple un-skippable adverts before and during videos and people using the site to share videos are often put off and eventually stop

uploading due to their content not being interacted with as there is no scrollable feed like previous sites discussed, unless they are in your subscriptions.

Artist Statement

Currently, Marsh's practice is still predominantly an inquiry into her purpose as an artist while exploring mediums she is familiar with in ways she has not considered before. She enjoys exploring the relationship between biology and Art and the human body's intricacies through various mediums, specialising mostly in textiles or embroidery. With influences ranging from abstract artists such as Wassily Kandinsky to present day bio artists and 15th century anatomical wax models.

Her subject matter focuses predominantly on human anatomy, she is fascinated and intrigued by what we are made up of and the complexities of our inner workings. At times a disconcerting beauty emerges through explicitly detailed imagery. She exhibits a playful curiosity through mixed media needlework and textile pieces, exploring infectious diseases and petri dish samples in an abstract manner and exploring domestic crafts in a fine art context, questioning the role of it through history and the present day.

Artist CV

Amber Louise Marsh

Email: amberlouise2501@gmail.com

Personal Statement:

As a hardworking and confident individual looking for temporary or part-time work to help me gain experience in my spare time as a fine art student, I am a naturally creative person as well as punctual, trustworthy, and approachable. I always totally commit to the tasks I undertake. In addition, I'm considered an exceptionally friendly person, who likes to be kept busy and enjoys a challenge.

Skills:

My skill set is varied and includes identifying and correcting problems as well as researching. I can work well as part of a team, actively listen to my peers, and comfortably verbalise my thoughts. I am also computer literate and find learning new skills easy, I also feel able to ask for help if I need it. I have been described as well-spoken and punctual by my peers and lecturers.

To add to this, in my artistic practice I specialise in textiles and sculptural work as well as painting and illustrating however my practice is open to all disciplines.

Exhibitions:

Group Exhibitions:

2021: "*Light in dark times*", Wardown House Museum and Gallery, Luton

Education:

Barnfield College. 2019 – 2021.

UAL Level 3 Extended Diploma in Art and Design. (Distinction).

Swansea College of Art at University of Wales Trinity St David. 2021 – Present.

BA in Fine Art: Studio, Site and Context.

Skills to develop my practice:

1. Time management – while I believe I have good time management when focusing on individual tasks, I find it difficult to manage my time with multiple tasks at hand and this results in me producing work to a lower standard and subsequently being unhappy with what I produce. I know I can produce work to a high standard if I were to manage my time better. To improve this I could make a routine for myself to do specific tasks before they get left to the last minute.
2. Self-promotion skills and confidence in my work – this would make it easier to write an artist statement and apply for exhibitions and shows outside of university. I could ask for feedback from my peers more often to find out how to improve my work and ask how they would describe my work.
3. Self-Motivation – I often find myself starting countless projects when I have ideas but if they aren't complete in one sitting then they are often forgotten about, and I struggle to motivate myself to carry on with them at a later date. This almost relates to my time management and could also be improved by creating a routine for myself.

List of figures:

Figure 1: My Instagram account for my artwork.

Figure 2: TikTok home page.

Figure 3: YouTube home page.

References:

Dixon, S (2022). *Distribution of Facebook users worldwide as of January 2022, by age and gender*. Available at: <https://www.statista.com/statistics/376128/facebook-global-user-age-distribution/> (Accessed 5 Jan 2023).

Dixon, S (2022). *Distribution of Instagram users worldwide as of April 2022, by age group*. Available at: <https://www.statista.com/statistics/325587/instagram-global-age-group/#:~:text=As%20of%20April%202022%2C%20roughly,platform%20particularly%20attractive%20for%20marketers>. (Accessed 5 Jan 2023).

Mothcorpse_ (2023). *Instagram Photos and Videos*. Available at: <https://www.instagram.com/mothcorpse/> (Accessed 9 Jan 2023)

TikTok (2023). *TikTok – Make Your Day*. Available at: https://www.tiktok.com/foryou?is_copy_url=1&is_from_webapp=v1 (Accessed 5 Jan 2023).

YouTube (2023). *YouTube*. Available at: www.youtube.com (Accessed 5 Jan 2023).