

**ADVANCED CREATIVE ENQUIRY PROJECT
PROPOSAL AND PORTFOLIO OF EXPERIMENTATION:**

By Nia Williams

FULL NAME: NIA WILLIAMS

Proposed name of project: Identity

Describe your project using three key words:

- Growth
- Repair
- Deconstruction
- Visualisation
- Feminism

Provide a short summary of your proposed project:

For this project I wanted to find a theme in which I could connect to and create a lot of meaningful work about. Originally, I had thought of a way to photograph people and how they identify themselves through how they dress etc. However, I knew this wasn't where I wanted to go with my work and that I needed to find a deeper meaning within my work, finding something I could talk about. After weeks of looking at different ways I could create art I came up with the idea to make my work based off of Body dysmorphia. As it being something I can relate to I wanted to raise awareness on the topic. I had not seen many artists raise awareness on this and I knew that I was able to create art that is relatable to people with BDD. I am constantly battling with my image and wanting to change something about my appearance, it takes over your day-to-day life which is my main area of motivation for this project. I will be manipulating my images and creating some physical experimentation too, this is just to find out what path I want to go down with this project. I will be carrying out a lot of research for this project weekly, this way I am able to experiment with lots of different materials and wording for my project.

STRUCTURE:

- Time line and milestones

Start Date	End Date	Activity or task Details:
1/10/2024	20/10/2014	I started looking into different themes that would fit me best. I done some research into my past theme and how I could grow that.
15/10/2024	20/10.2024	I looked into my past theme and tried growing it, I looked into ways I could make it more detailed than the previous year. I researched how that theme was photographed and different meanings I could use for it. (I knew this is not what I wanted, I wanted to find something that related to me and weren't so general).
20/10/2024	20/10/2024	After researching my theme and exploring different choices and ways I could go into that theme I sat and noted things that are related to me and chose to explore Body Dysmorphia.

Start date	End Date	Activity or task details
21/10/2024	26/10/2024	I had begun to research BDD and different organizations to help people with BDD and also artists who raise awareness on BDD.
1/11/2024	30/11/2024	I had written a lot of research on this project and wanted to relate it back to me as I want to make this project a bit more personal and relatable than my past projects. I had begun manipulating my images after researching visualizations of BDD.

Start Date End Date Activity or task detail

1/12/2024 10/12/2024 Continue developing project and keep researching to grow the project. Start taking new photoshoots after some extra editing of images so you kniw where youre going with the project.

10/12/2024 27/01/2025 Start making some physical prints and experimentation with different materials. Use natural materials in physical produces. Create new photoshoots to work with. Start finding where exactly I'm going with the project.

Start date	End Date	Activity or task detail
01/02/2025	20/02.2025	Do self portraits and take photos in different locations, use lighting to represent emotions etc, experiment with different materials and editing tactics. Make plans for exhibition work.
20/02/2025	26/02/2025	Make all exhibition plans throughout months of February Put together final piece and experiment
01/03/2025	20/03/2025	Should know what work I am producing. Decide how I'm producing my work. Still do some experimentation and change things about my work until I'm happy Should be finalising my work Document everything

Start date	End Date	Activity or task detail
30/03/2025	13/04/2025	Keep up with prep for exhibition Print all your prints Get your final piece ready and mounted onto the walls Make sure all final touches are done
16/04/2025		Swansea Exhibit opening

BUDGET:

Description	Cost	
Travel	Per day: £5.04 = £90.72	
Flowers	£5.95	
Sketchbook for Backing of flowers	£9.99	
Food whilst traveling total	£71.10	8
Scissors	£15.99	1 2 / 9 / 2 0 2 4
Cube Travel light	£32.99	
Photo printing A4 for experimentation	£2.99 each = £11.96	
	Total cost = £238.70	

DESCRIBE THE DEVELOPMENTAL OPPORTUNITIES, EXPERIMENTS AND PROCESSES YOU HAVE UNDERTAKE, WHAT DID YOU GET OUT OF THEM, AND HOW WILL YOU USE THEM TO SUPPORT YOUR PROPOSED PROJECT?:

For this project I have undertaken many developmental opportunities to get to this point. A big amount of my time was taken finding my project and where I wanted to go with it, however once I found what I would do for this project I have nonstop been researching and making developments ever since. Firstly, I researched the project as a whole. This was challenging as all artists who have raised awareness on BDD have done all such different work and have all represented BDD in a different way. Some artists suffer from BDD themselves whereas others know of people who do which creates a different view point between them. I have experimented mainly with editing my images, after research on BDD visions and scans I have created some edited images to morph them into something completely different to what they started out as. I was really pleased with the results of these images which inspired me to keep on experimenting with manipulating my imagery. I had then got the idea to deconstruct flowers as flowers represent self love which someone with BDD doesn't have. I also later manipulated these too. Although I was happy with the outcomes of those, if i had the idea earlier on in the project I could've done more with it. However, with this experimentation I will now further grow the project and keep experimenting.

WHAT ARE THE MAIN RISKS OF MY PROJECT MEETING ITS AIMS? WHAT WILL I DO TO MANAGE IT?

- The main risks of my project is the message not getting across. For this, I will keep creating multiple pieces of artwork and make sure I find something that fits the project best. I will also fit the project to me as I want to make it more personal than my previous projects and something that relates to me and my practice.

IDENTITY

—BY NIA WILLIAMS

IDENTITY:

- "Identity is the set of qualities, beliefs, personality traits, appearance, and/or expressions that characterize a person or a group".

HOW DOES APPEARANCE AFFECT IDENTITY?

- A change in your appearance could lead to low self esteem whilst looking back on how certain features might've looked before. A persons appearance makes their identity and shows personality. Dress and appearance announce who we are and how we are presenting ourselves at that current time.

THEME WORDS TO RESEARCH AND/OR I WILL BE INCLUDING IN MY PRACTICE:

- Feminism
- Beauty
- Appearance
- Body Dysmorphia
- Control
- Photoshop

FIVE WORDS TO DESCRIBE MY PROJECT;

- Feminism
- Deconstruction
- Growth
- Repair
- Visualisation

BODY DYSMORPHIA:

- Body Dysmorphia (BDD), is a mental health condition where a person spends a lot of time judging and stressing about how they look and ways in which they can change it. They often see themselves differently to everybody else and have triggers.

WHY I WANT TO LOOK INTO BODY DYSMORPHIA FOR MY PROJECT:

- I was finding that my past themes were far too general leaving me with not much to do or write about. I knew I needed to find something a bit more specific and something that I could grow. Body Dysmorphia is a close subject to me and something I can show well in my work. I wanted to find something I could present well and create a lot of work for as my past work I found difficult as it was too general and I didn't have enough to work on.

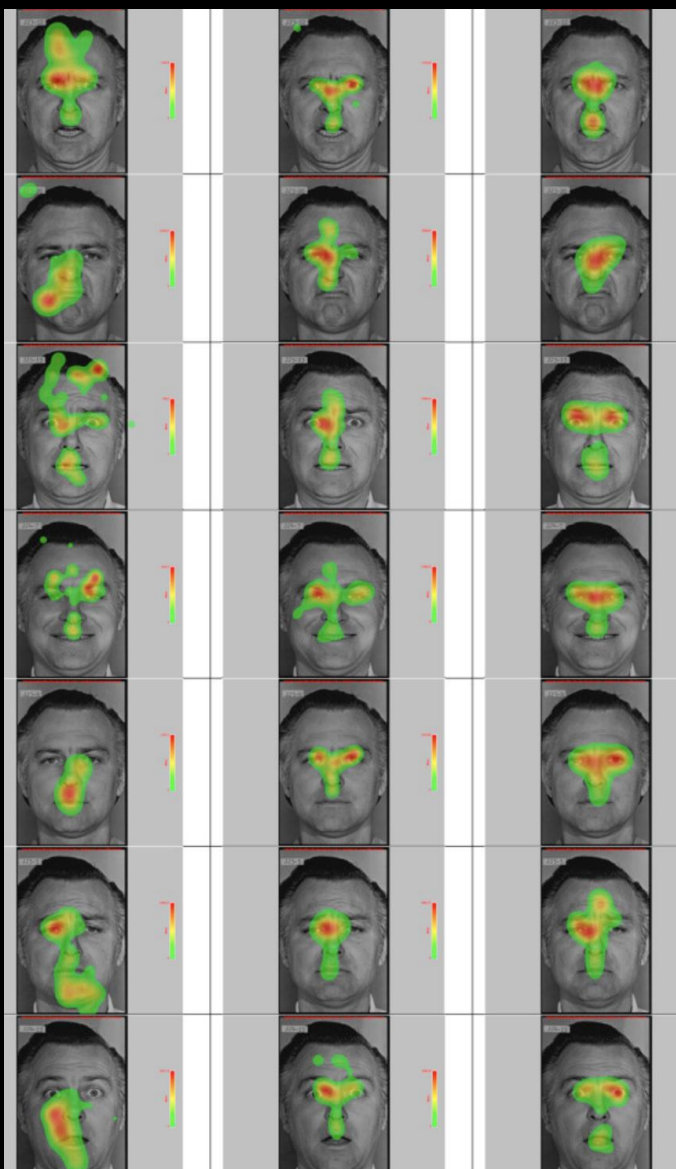
BRAIN ACTIVITY/ VISION IN PEOPLE WITH BODY DYSMORPHIA:

- People who have BDD are shown to have abnormal brain activation patterns when viewing their own face. This shows hypoactivity in primary and secondary visual processing regions for LSF faces and hyperactivity in frontostriatal systems for NSF faces.

VISION OF PEOPLE WITH BDD:

Scans show the effects of
BDD
Visual scan:





MY IDEAS BASED OFF OF RESEARCH SO FAR:

- After doing some research I want to start off with making edits. My work has always been very general so I want to start off small and find a deep meaning for my work. I will be editing to recreate the scans that you can see in the previous slides. This is something I wanted to do when I seen the scan images as I think it is a different way of approaching this topic and something that is different to what I usually do for my work.
- I will keep my photos black and white however I will do one or two images with a small amount of colour to represent the images that have colour in them to where the person with BDD has looked.

EXPERIMENTATION WITH SOME OF MY IMAGES
FROM LAST YEAR:







MY EXPERIMENTATION WITH EDITING:

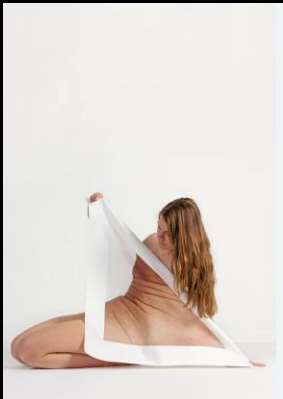
- I had chosen a few different options for editing after looking at different vision scans and brain scans for people with BDD. I wanted to manipulate my images and create something different without giving an obvious meaning behind my images. The first set of images I had created to look similar to the vision scan. I want to create visual representation of BDD without just creating imagery that's purpose was to state the obvious on what its about as I want the audience to interpret the imagery itself. The second set of imagery is the same theme however, the first image on that slide has some colour which represents where the persons eyes are focusing on their face similar to the vision scan in slide 9 which shows where the person had looked in that time. Moving forward with this I would like to manipulate these images more and physically draw lines over the images to show where the model had looked at themselves in this time. For the last set of images, these are personally my favourite as they are really distorted and different. You cant really tell what the image is of although you can see a slight outline of the model but I really like the lines and shadows throughout the image and I think it looks really different and represents the vision of BDD well,

GOING FORWARD:

- After experimenting with a few different ways of showing body dysmorphia after looking into different scans, I want to expand my research and experiment with digital and physical images with different outcomes. I also want to take some new images including self portraits and experiment with manipulating all of the images making cut outs and edits. This way I am able to expand my knowledge further and find exactly where I want to be in terms of my project.

MELTEM ISIK:

- Isik had done a shoot taking photos of their models holding up a piece of fabric with a picture of how they see their bodies. The images on the fabric are enlarged compared to them holding a meaning of them seeing themselves as larger and different to what they actually look like. This shoot reveals to the extent that BDD can distort someone's perception of themselves. This shoot caught my eye and inspired me to create as it is different to what I have seen before and holds a strong meaning. I really like how the message comes across in the images and it strongly shows what it is like to live with BDD and the struggles that come along with it also. This photoshoot was exhibited and became very popular raising awareness on BDD.



WHY FEMINISM IS LINKED WITH BDD:

- Feminism plays a big role around BDD for multiple reasons. To begin, it has been proven that women are said to be more effected as they feel the need to fit the “social standards” however, this isn’t to say that men aren’t highly effected by this too. The media has set high standards for females to have to look a certain way and be a certain size which causes eating and body issues. The male perception of women in some cases has also got a big impact on this too. Traditional gender roles have led to women and their bodies being more objectified by the media and in general. In general, women are expected to prioritise their appearance and beauty standards far more than men. This adds pressure to many women and makes them want to change something about their appearance.

THE DIVINE FEMININE:

- The divine feminine is a spiritual concept often describing someone who is confident and strong. It is often associated with fertility, creativity, and new life. It is a symbolism of 'The Seed of Life'. It is based around meditation and mindfulness and also healing.
- I would like to link this with BDD as it is about growth and healing after trauma. I want to experiment with some portraits and see where I can go with it. The link between women and nature is strong and they have always been associated with each other. Femininity is a strong subject around BDD so I want to experiment with as much as possible.

FLOWERS AND BDD:

- If flowers are painted or photographed dark they usually symbolise fear or create a sense of mystery whereas colourful flowers being painted or photographed usually represent a sense of peace and tranquillity.
- Flowers are also a symbolism of beauty and hope.
- Depending on the flower they can represent decay, rebirth, purity, love or hardship.
- Artists usually create a field of bright colourful flowers when painting or photographing art that is made to represent feminism or self love.

WHAT I'M GOING TO DO GOING FORWARD:

- I want to include and photograph flowers in my project, however I do not want to photograph them in colour as that gives the opposite meaning to what I want to give. I will keep my photographs black and white along with the flowers.
- I want the idea of sadness, no confidence and “death” of self love as this is what represents the meaning of BDD best for me.
- As this is just experimentation I will try a few different techniques until I achieve the desired outcome.

PHOTOSHOOT PLAN:

- I want to take images of flowers individually
- I want to deconstruct them to represent BDD as flowers are a representation of self love
- I want to create a broken image for the flowers to represent a broken image for people
- Flowers are fragile, beautiful and overall a good representation for BDD
- I am going to use different lighting to show how it changes how the flower looks and adds different shadows etc
- I will place the flower on a blank canvas so that I am able to edit it in with my portraits and create different edits from it.

EXPERIMENTATION:

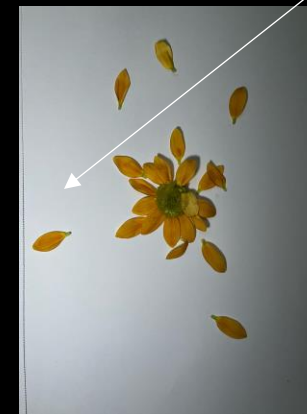
Set out: deconstructed flowers
Blank sketchbook for base
Scissors for taking flowers
apart



EXPERIMENTATION PHOTOSHOOT:

Blank
background
good for my
desired edits

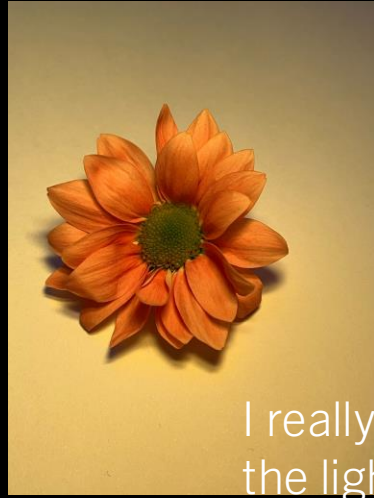
Lighting too
white for my
aims



Lighting makes
flowers stand out
Good for desired
edits



Lighting may be
too harsh
I like the set out



I really like
the lighting in
this one for
my desired
outcome

36





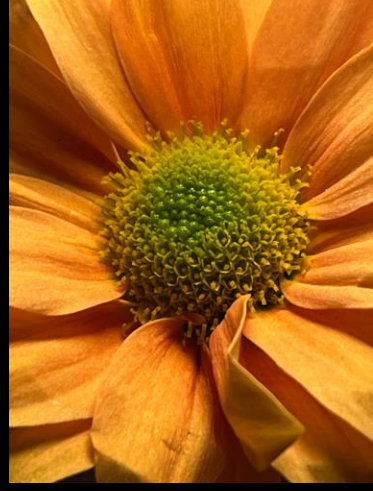
Photos would be
good together as
a sequence



I like the soft
lighting



I like the green
lighting against
the flowers





I like the outcome of all of these images I like the different placement of shadows

THINGS I LIKE ABOUT THE PHOTOSHOOT:

- I like how I used different lightings as I am able to compare the differences and what fits best for my images meaning I am more clear about what I want in future photoshoots or my final piece.
- I like how I used different zoom points in my images so I am able to see closer details in the image or also see the image from further away and make different edits of the images
- I like the set out of my images as it works well for the deconstruction.

WHAT I COULD CHANGE FOR FUTURE PHOTOSHOOTS:

- I will use dried flowers
- Take macro photos of my images
- Use a variety of flowers
- Use a different set up
- Keep the warm/cool tones fitting to the set up

THE CONCEPT BEHIND THESE EXPERIMENTATION IMAGES:

- After researching into different artists and meanings I found that especially in art, flowers are used to represent self love. For this experimentation I had decided to deconstruct flowers to represent the idea of self love slowly dying or “fading” for someone who has BDD. Although I would not produce something like this alone in a final piece I think I could include it in my art by using double exposure or making physical prints and including flowers there. If I had more time for this experimentation I would have dried the flowers over two weeks and included those in physical prints but as I thought of this idea late in the semester I ran out of time. However, going forward over December and January I would like to experiment with this still as I like the idea of making physical prints for this project! I used different coloured lighting with a cube light to create different shadows and represent different emotions and feeling within the images.

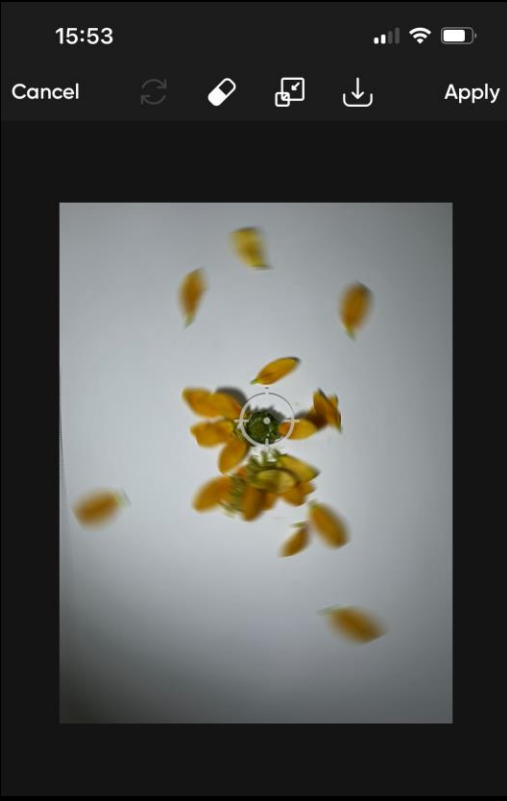
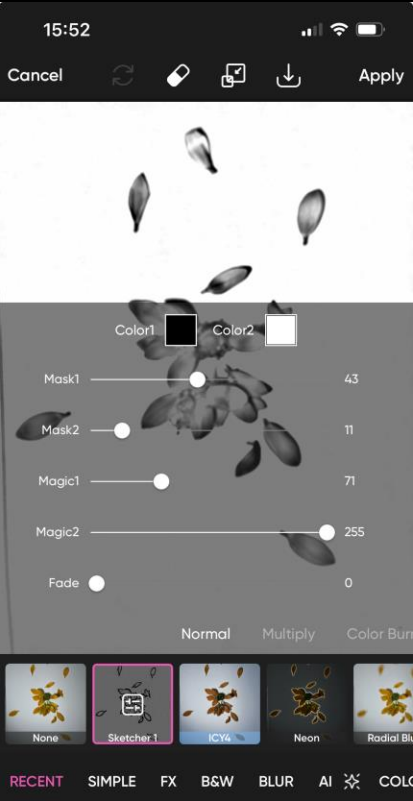
THE PURPOSE OF THIS EXPERIMENT:

- The purpose of this experiment is to find new ways in which I could photograph BDD. I have never really taken in-depth photos with a deep meaning behind them they have usually been quite general. I wanted to find deeper meaning within my imagery by doing a lot of experimentation. I wanted to find ways in which I could take imagery that meant something. I am a portrait artist who has made myself too comfortable taking images of people, although I want portraits in my final piece I also think that I could try different materials and techniques and create a new style of imagery for me. This project is all about experimenting and creating lots of imagery. I made sure to experiment with a few different aspects in this project such as lighting, deconstructing the flower and different angles. All of this gave me different opportunities in creating imagery.

GOING FORWARD:

- Going forward I am going to use the imagery I have and create some edits. This will just be changing settings to get a desired outcome in my work. However, I want to edit them in the same way I edited my previous images to look in the same way as the BDD visual scans. I haven't seen any artist focus on this and I find it interesting and a good way I could grow this project.

EDITING IMAGES:

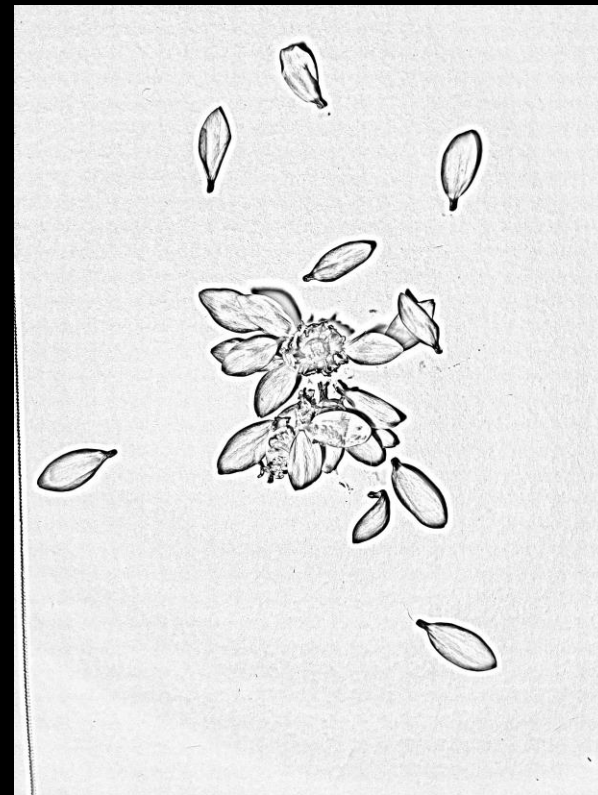
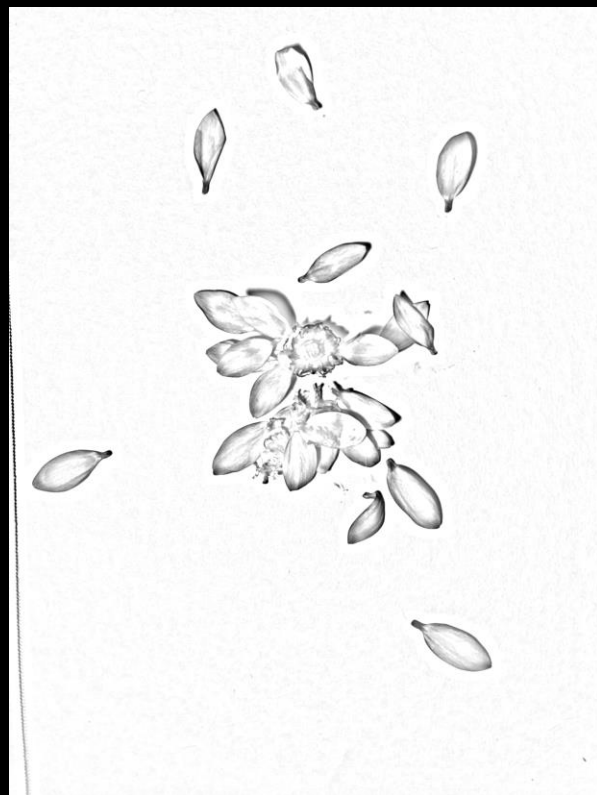


HOW I EDITED THE IMAGES:

- For these images I wanted to experiment with a few different looks. I changed brightness, highlights and shadows, adjusting them until I was happy. I wanted the outcome of my images to be eery and something that you have to study to understand. I didn't want it to be something that you understand straight away. I like any blur effect on my images for this project as it represents the vision of BDD not being clear and not being the same to everyone else. I also like the black and white as it looks more similar to the scans than the coloured images.

THE FINAL OUTCOMES TO THE EDITS:



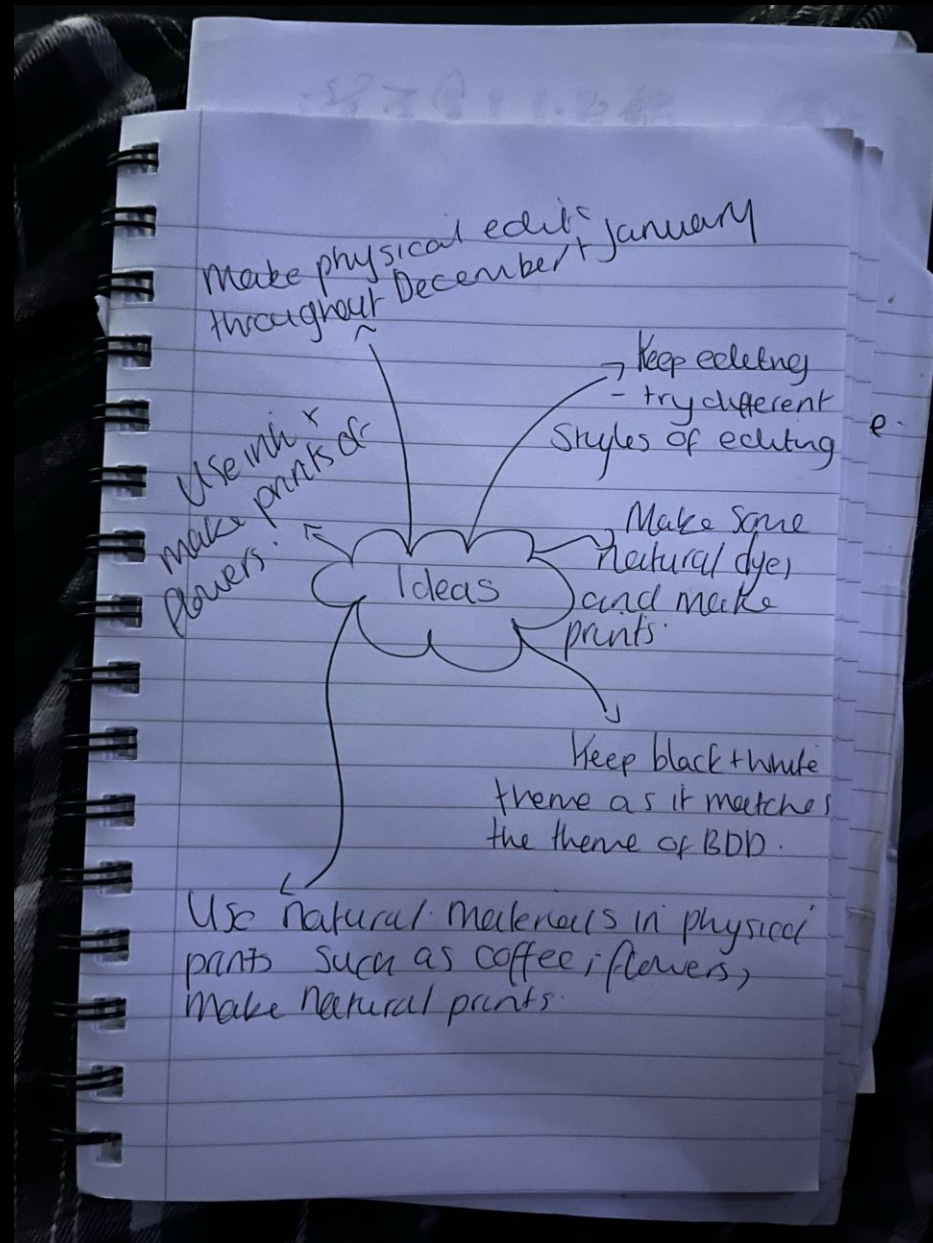




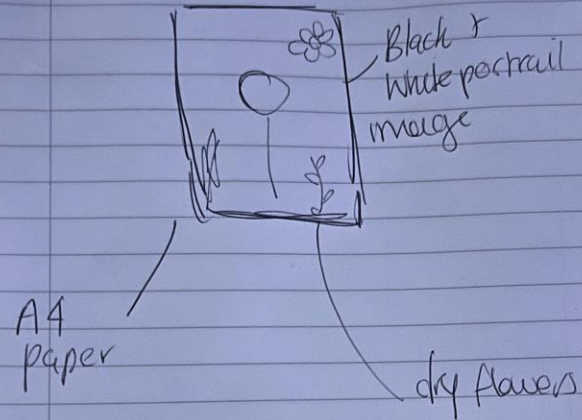
REFLECTION ON EDITS:

- I am overall happy with the results of my edits. However, moving on I want to create more imagery and keep changing how I edit them. These by themselves would make a good final piece put together however, it is not what I want for my final piece as I want to create something more meaningful and in depth. This experimentation has helped me find ways in which I could manipulate my imagery in my final piece. I think the images are effective and have a hidden meaning which would let the audience find the meaning behind the images without it being obvious. I like how the flowers are fragile and colourful but I have edited them in a harsh way adding lots of grain and black and white whilst also having deconstructed the flowers to begin with.

IDEAS:

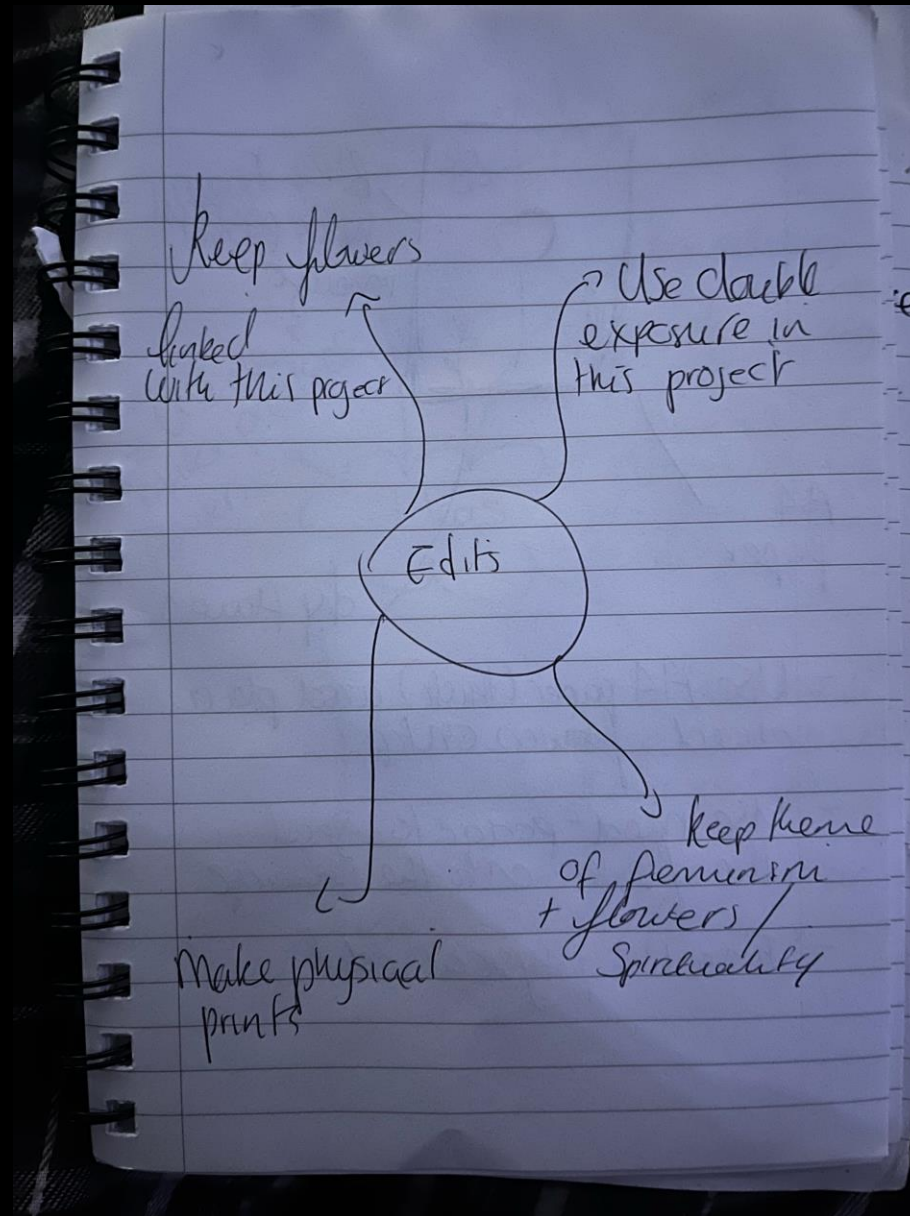


IDEAS:



- Use A4 paper (thick) and place dried flowers on top
- Use mod-podge to seal the flowers onto the image
- Final = physical edit.

IDEAS:



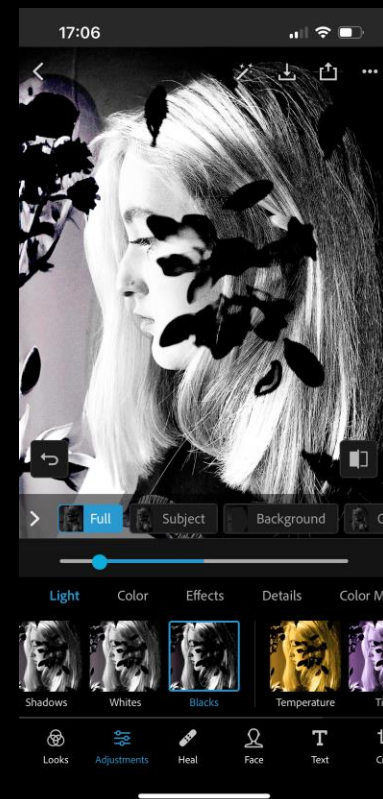
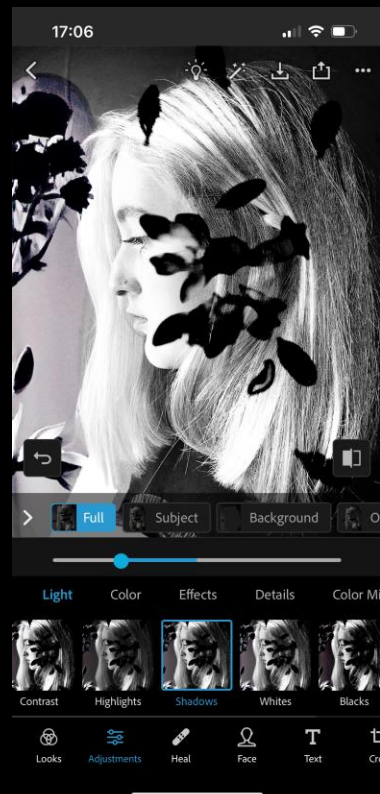
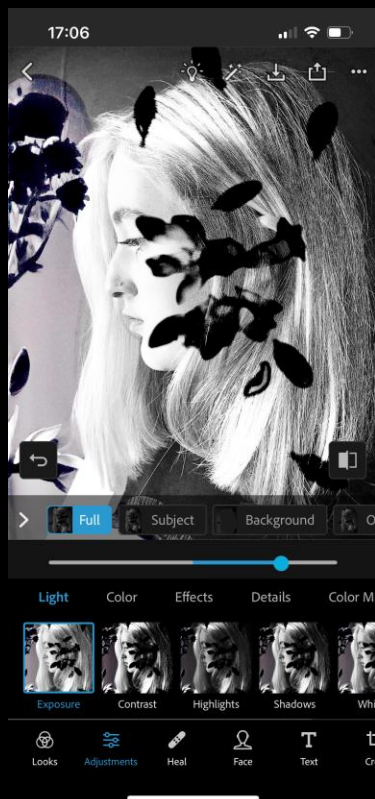
EDITS FOR EXPERIMENTATION:



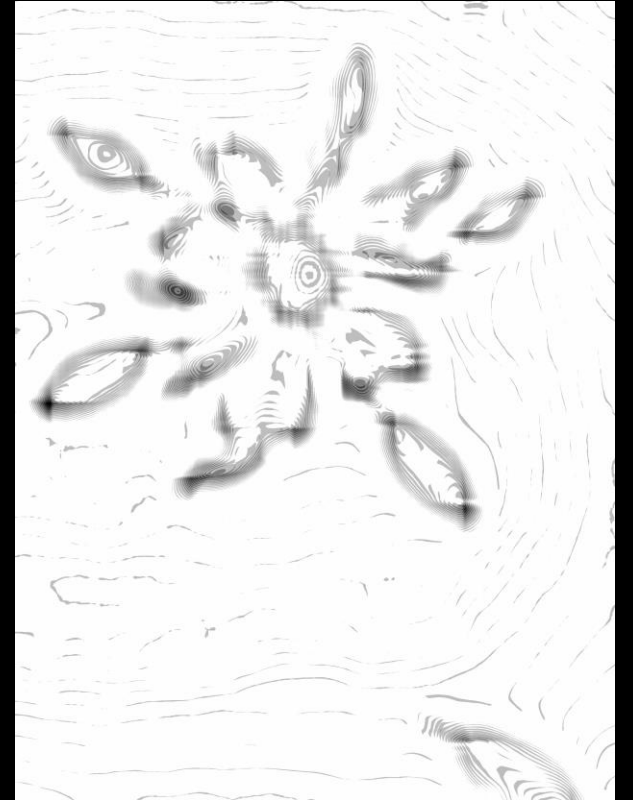
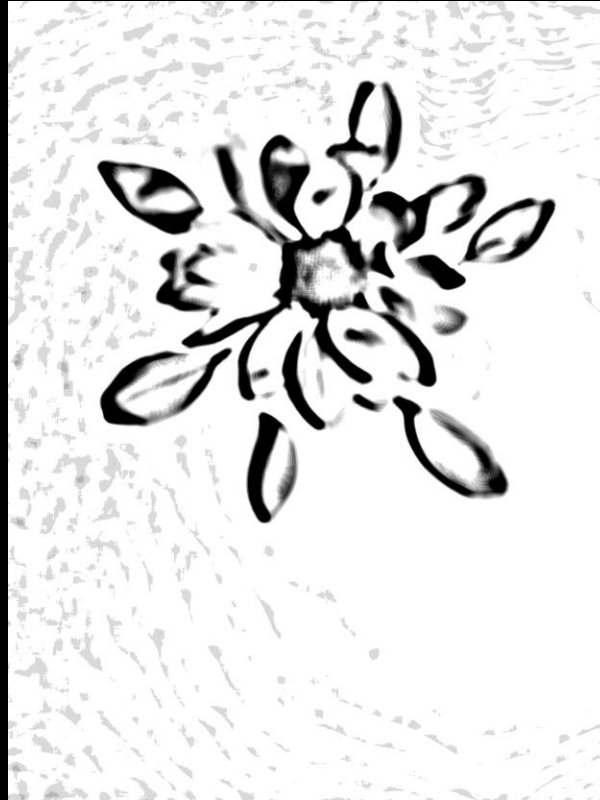
REFLECTION:

- I had experimented editing by using double exposure in my images, I then overlayed them so you are able to view both images. In general, I like both images separately but together I think they work really well. I kept both images black and white for this edit as that's how I want to keep most of my imagery.
- I edited both images together on Picart and then later went onto photoshop to make all the adjustments to the image such as adjusting the brightness.
- I think something like this would be good for a final piece with some adjustments.

EDITING:



EDITS:



MOOD BOARD FOR MOVING FORWARD WITH THIS PROJECT:



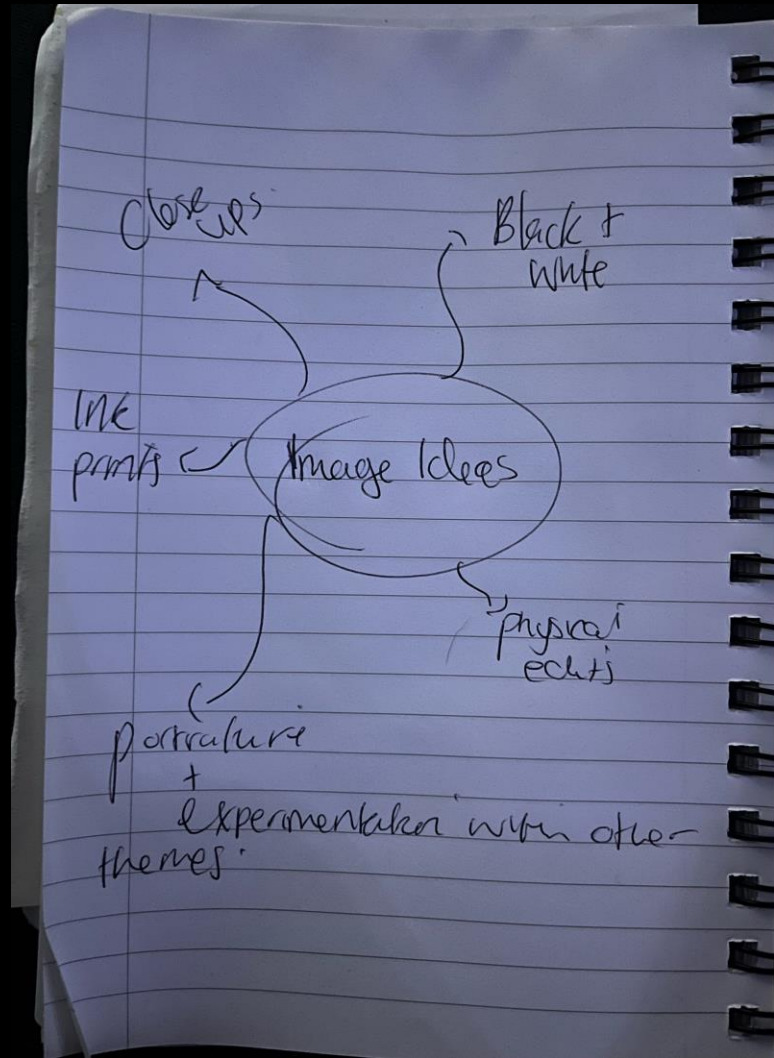
REFLECTION OF MOOD BOARD:

- If I had not come up with the flower idea too late on I would've liked to have dried flowers before Christmas. However, I will do this starting this week and let the flowers dry over a three week period. I will also press some flowers giving me dried flowers to work with in my practice. All of these ideas are possibilities as physical pieces for my final piece. I want to focus on the connection between feminism and flowery for now and find different ways in which I can connect them through my work.

MY IDEAS FOR WORK GOING FORWARD:

- For this period of time I want to focus mainly on BDD and the affects of it. However, leading up to my final piece I want to create some portraits to at focus solely on feminism and finding “light” and confidence. This is how I want to evolve my project over time as it requires a lot of experimentation and leads me back to portraits that I can change to be more fitting for my project and not fitting in a general theme.

IMAGE PLAN:



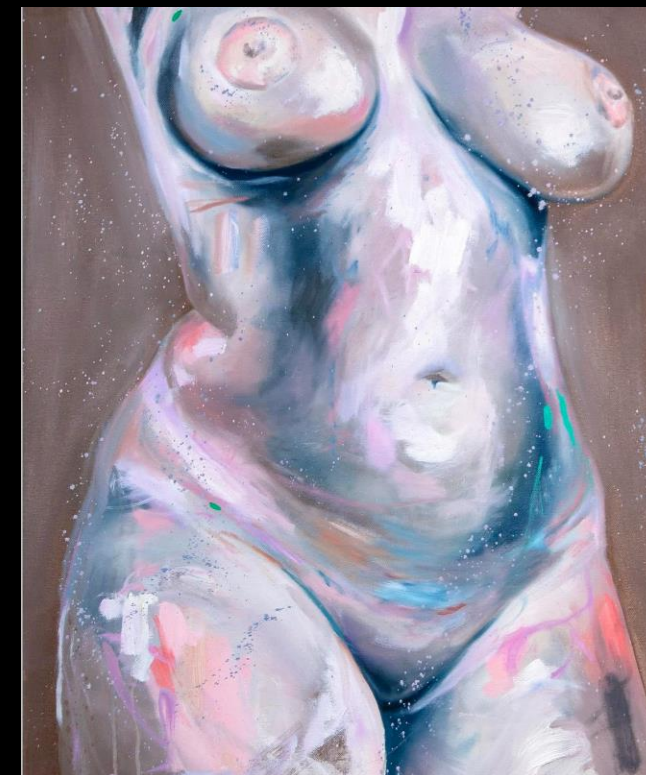
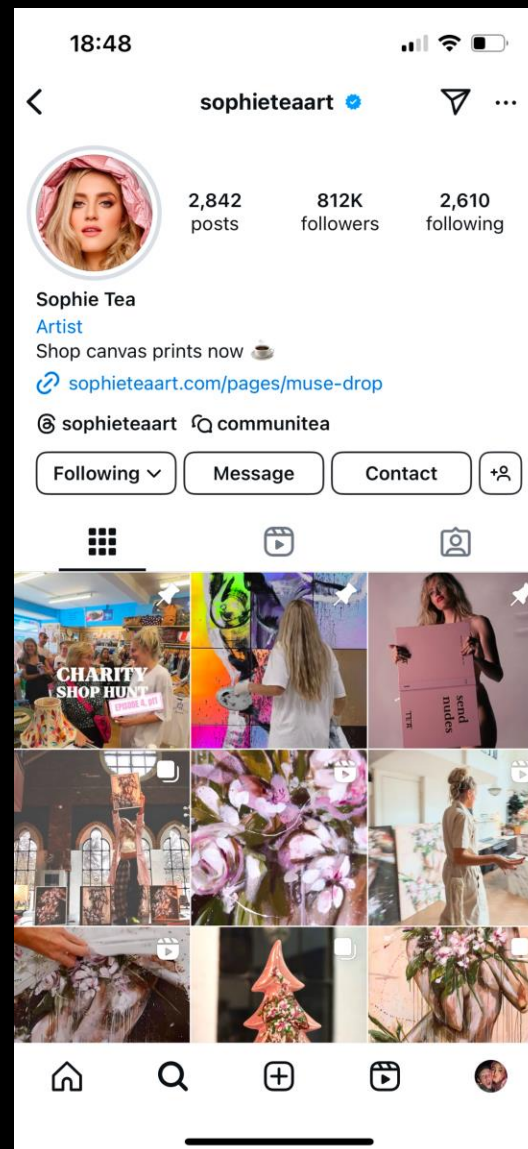
MY IDEAS AND RESEARCH:

- Researching different artists and looking at different articles has really helped me with the development of my project as I am able to see how other people have presented BDD and identity. This way I was able to find my own way of representing it.
- As this is still a growing project I want to develop it further, I will do this by continuing research and experimentation.
- Throughout December and January I am going to develop on developing ideas and also try my best to make more work based on new ideas.

WHAT I WILL DO THROUGHOUT DECEMBER:

- 12/12/2024 – start to dry out flowers and press flowers also ready for experimentation with dried and pressed flowers and ways I can link them into new research and experiments.
- 15/12/2024 – take new photoshoot to keep growing my project
- 16/12/2024 – edit all given images
- - start a new style of editing in comparison to what I've been doing
- 18/12/2024 – start creating some physical prints using ink, paint and flowers
- 20/12/2024 – upload physical prints digitally
- Develop project further

SOPHIE TEA ART



Accessed on: @sophieteaart on
instagram

MY INSPIRATIONS – SOPHIE TEA ART

- I first came across Sophie on tik tok when promoting her body confidence themed art work. I was instantly drawn to her work, this was far before I had started this project but has inspired me to create my art. She uses different colours and flowers in her work to promote body confidence.
- She paints all different types of bodies as a way to promote body confidence
- She popularly paints these bodies on objects which are famously sold
- I think her work promotes a good message and she has also done her theme based off of personal experience which is makes it much more understanding to her.

TRYING NEW TECHNIQUES:

- This semester I have explored multiple different techniques in order to develop my project. I knew my work from last year was too general and I weren't experimenting enough.
- Firstly, I have experimented with editing far more as I weren't using it too much last year. I have also edited it different styles which I were afraid to try last year which have resulted in some of my favourite work.
- I have also experimented with coloured lighting and different objects instead of sticking to portraits