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Module Code: ADAA5010
Course: BA Photography in the Arts

Exhibition Evaluation

Development of Work

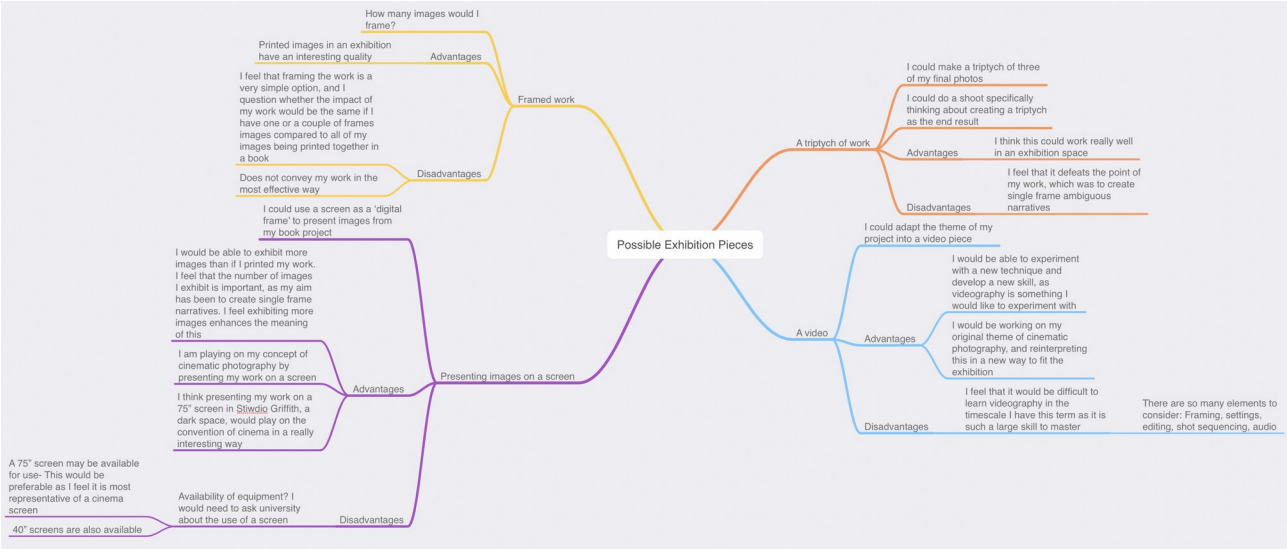
Research:

One key point of this exhibition was thinking about work from the Personal Philosophies model and reworking it into the context of an exhibition. I felt research was a logical first step in this process, so I looked into Polina Washington's work, as she has been a key artist I have looked to while making work for my book. She works a lot with video, so this is something I looked to especially for this exhibition.

In terms of exhibition research, I visited a range of exhibitions. One I found particularly interesting was Michal Iwanowski's 'Go Home Polish' exhibition at the National Gallery. I was intrigued by Iwanowski's ability to employ different methods of presenting the same work; this inspired me to explore various approaches to display my own work. He used a mix of prints and screens to present images, creating an interesting dynamic within his presentation.

Initial Ideas:

In the early stages of thinking about this exhibition, I made a mind map of potential ideas. I felt it was important to consider a range of options for showing work, considering the potential for both printed and digital work.



My Personal Philosophies project is a collection of cinematic portraits which draw inspiration from the horror/ thriller genre. Each frame is an ambiguous hidden narrative, which transforms ordinary scenes into visually compelling stories. My work delves into the human psyche,

highlighting the vulnerability and fear inherent in everyday life and experiences. Reflecting on the idea of the unknown, my imagery plays on the thin line between normalcy and chaos, contemplating the unsettling beauty found in the moments just before something sinister unfolds.

Since my focus is on cinematic photography, I thought making a video echoing my photographic style would be an interesting way of reinterpreting my work in a new context. However, upon finishing and reflecting on the video, I felt it didn't meet exhibition standards. I revisited my mind map to explore alternative ideas.

My Final Idea:

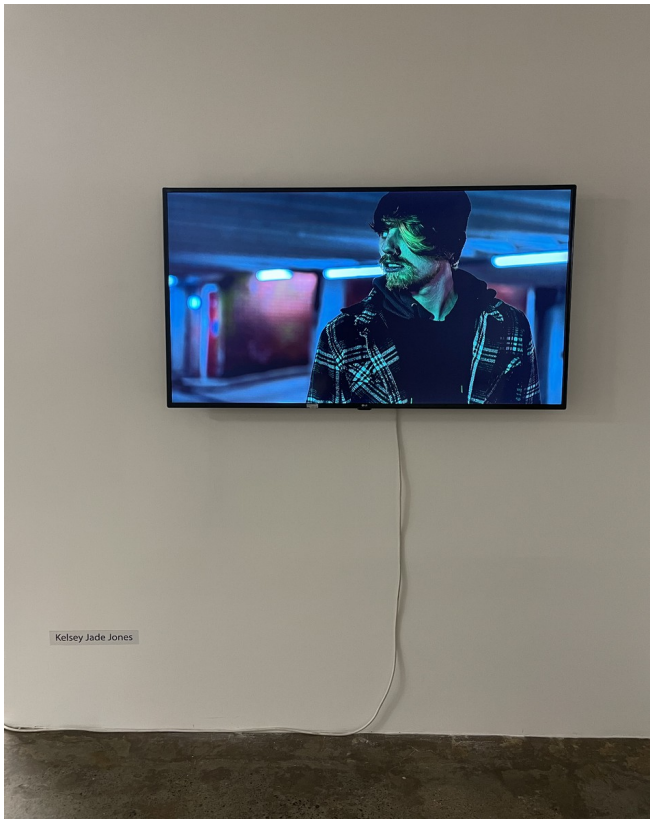
The final idea I decided on was using a screen to display my cinematic images, taken for my book project. I felt presenting my photos on a screen almost as a 'digital frame' would be an interesting way of recontextualising images taken initially to be presented in a print format, as I wanted to evoke the ambiance of a cinema screen, in line with the thematic essence of my work.

When putting this together, I selected 16 of my best images and put these together in a video. I experimented with a variety of transitions, which was a difficult choice to make. In line with feedback, I tried adding a transition that would blend each image into the next. I also tried a transition which faded to black, as a pause between images. Ultimately, taking advice from lecturers, I chose no transition, resulting in a quick cut to the next image. I had each photo up for the duration of a breath, linking my images to the physiology of horror/ thriller movies and the idea of suspense and how it is presented by humans, physically.

Reflecting on My Final Exhibition Piece

I feel that presenting my images on a screen worked well, and really spoke to and enhanced the cinematic nature of my images. It's interesting how the impact varied from the book to the screen, yet I feel my work still maintained the cinematic quality. I think the work translated well, and it was interesting to see it in a different format. Using the screen matched my vision, and overall I am really pleased with my exhibition work. I feel that everything from my presentation to the location of my work was effective. My work was located downstairs in Stiwdio Griffith, at the back of the room where the lighting was dimmed for projection and screen pieces. This added to the impact of my work, by further emulating a cinema environment. However, one issue I had was when I tried to loop my video on the screen, because of the way the TV works there was no option to replay one file, meaning I had to replay all files. Although my piece was the only file on the USB, the TV would go back and scan the USB for the next file, resulting in a loading screen. This could have been fixed with a media player, however I spoke to technicians and lecturers and unfortunately the university did not have a working media player. I fixed this to the best of my ability, duplicating my images within one video as many times as possible. This meant the loading screen, although still there, only showed every 10 minutes.

For future exhibitions, if I continue to work with the theme of cinematic photography, which I plan to do, it would be interesting to experiment with exhibiting printed images. I think comparing this to the piece shown at this exhibition would be interesting.



OneDrive Link to further images, and video:
https://uowtsd-my.sharepoint.com/personal/2101007_student_uwtsd_ac_uk/_layouts/15/onedrive.aspx?id=%2Fpersonal%2F2101007%5Fstudent%5Fuwtsd%5Fac%5Fuk%2FDocuments%2FExhibition%20Images&view=0

My role within the exhibition

- Attended all lectures and group meetings, meaning I was involved in and aware of all decisions being made
- Helped clean and prepare the exhibition space- Including filling, sanding and painting, as well as cleaning the floor
- Helped prepare the catalogues
- My role was on the hospitality team, which involved participating in discussions around what drinks to get and the logistics of setting up the bar
- Tended to the bar at the exhibition opening
- Invigilated the book table at the exhibition

Online and Practical Skill Enhancement

Preparing for this exhibition has led me to develop both existing and new skills. One key skill I feel this exhibition gave me a chance to develop was videography. Although I did not present my video as my final exhibition piece, I did gain the experience of putting it together. I borrowed a DJI RS3 Pro from the photography store and learnt how to use this. Moreover, I learnt the basics of using

Premiere Pro for video editing.

In terms of putting my final piece together, I learnt the importance of the process of image selection. I needed to find a balance between including enough images so that my work was not repetitive, yet keeping my piece short enough to avoid losing an audience's attention.

Word Count: 1044 words