

Exhibition 1.0 Pro forma

Please ensure to answer all questions posed in this document. This document is used to help facilitate the assessment of your final year exhibition. Ensure to be thorough in how you address each point.

Student Name: Malachi Smith

Part One: Knowledge and Understanding Skills (30%)

Artist Statement

In this section, students must provide an **artist statement** clearly demonstrating their understanding of **key themes** and **ideas** underpinning their photographic practice. The statement should **contextualize** the exhibited work. The artist statement should function to support the audience's engagement with the work during the exhibition.

Attention is the currency of the digital age. Malachi Smith's work critiques corporate control and media manipulation through 10-second video projections, reflecting the short-form content that dominates modern consumption. With raw, ungenerated imagery, the work exposes a dystopian world where corporations control a digital landscape that keeps society idle and distracted. It reveals how audiences no longer know what is real or what is engineered to control their attention, questioning who shapes what they see and how their focus is manipulated.

Part Two: Knowledge and Understanding Skills (30 continued %)

Key Research

In this section, students must provide a clear and concise overview of **3 key pieces of artwork research**. This research should demonstrate **how** it has informed the making of your exhibition work. We aren't concerned with knowing background information on the artist (biography), instead we are interested to understand **how** the work has influenced you. Please provide visuals to support your writing.

Max 3 artists, 500 – 1000 words (approx.) words.

My work has been influenced by artists, Nye Thompson, Daido Moriyama and Antony Cairns.

Nye Thompson's work explores digital effects and glitches. Showing a more digital and broken side to photographic art as well as different ways of presenting the work in creative ways.



Daido Moriyama's work shows black and white street photography that uses a rawer look, photos taken at a whim. They show neon lights and blurry figures throughout the environment.



Antony Cairns focuses more on architecture and design of the buildings around him. The photos show inverted cityscapes with different burns and warps in the photo.



In my work I used aspects of all the artists, bright neon cities, glowing unnaturally bright, adding colour to add to the effect. The way the artworks are shown have given my ideas in how I can demonstrate my work, I have wide landscape images of warped cities and landscape images from the ground. I have images showing close ups of buildings and textures that associate with the images and story that I am creating. I have explored different styles to see what best works with what work I want to be able to show as my own; grainy dark monochromatic street photography, fake neon cities made from circuit boards, and finally looking into a more futuristic look, with beaming bright lights and shining visual glitches. Each deriving from one of the artists different styles. I investigated going further into Nye Thompson's style of work, with data bending and visual glitches, but I decided to go with more subtle audio glitches, as to not distract from the work itself, and to work with the environmental atmosphere instead.

Part Three: **Presentation Skills** (40%)

Exhibition Methods:

How have you chosen to present your work and **why**? (include installation photographs of your final display).

Students should **clearly articulate why** their chosen method of presentation best suits their intended audience and context.

How well have you produced and installed your work (consider technical skills)?

500 – 1000 words.



My work was displayed via light projection with a short throw projector. The work depicted edited images for 10 seconds each, for 60 seconds. I chose to display it in this way as the projector being older tech, is on theme of how the images show a dystopian future, broken down. Like if the past had a different future, where people must scavenge for older tech, which is all they have. It shows a future from the past though the past itself. With whirring and wining sounds that I have added in, as well as the projector itself adding to the broken, glitchy experience.

The time for each image is intentionally short lived, replicating the way that short content doesn't give enough time to the audience to fully digest the info that they are being presented with. The viewers are being forced to wait a minute to see the image again, forcing the viewer to wait for them to see it again.

To be able to have my work as I imagined I decided to stick to a white colour scheme for the physical aspects of the exhibition to make it look sleek and blend in with the wall and floor, apart from some black wires that stick out into the projector to show that it's still using older worn technology, which is what the exhibition is about. The camera used for the photography itself and the projector being from a similar time.

The exhibition itself was darker than this in the room, being able to see the artworks more. It is not easily captured though a camera as the framerate of the video effects the quality of the image. The number of images that it is changing to, the exhibition is not truly experienced or viewed unless in person.



An Image of the exhibition, finished, as presented to those who attended. I had changed a lot of the settings within the projector to be able to get the colours as bright as I could to be true to the original images, as well as digitally framing it onto the wall without it being slanted.

Part Four: Transferrable Skills for Life and Professional Practice. (20%)

Final Year Exhibition Evaluation

Have you participated in all tutorials, group seminar and workshops?

What role have you taken in facilitating the end of year exhibition and what have you learnt from undertaking that role?

How have you managed your workload for this module?

What new skills have you developed in producing this exhibition, and what aspects would you refine or approach differently moving forward? 500-1000 words

I have attended all tutorials, group seminars and some workshops to be able to fully develop myself into my work and to be able to share my thoughts about what I want from the exhibition. I have managed my work well, being able to work together with other students to be able to reach an outcome that we would both be happy with in the execution of the exhibition. Sharing my ideas in my team, graphic design, I helped to be able to shape the way that the show was presented in a manner that I thought everyone would be happy with and so that the design works for all the different artworks shown within the exhibition. I helped in the social media team with

recording for different posts that would be announcing where and when the photography would be able to be seen, and a preview of the artworks displayed. I also helped the hospitality team with the layout of the drinks and snacks, and was handing out drinks to different attendance, and making people feel welcome. I had volunteered at a previous exhibition bar, so I thought to share my experience. As my work was not printed, but projected I had more time to think about how I wanted to lay it out, I used my extra time wisely to be able to show my ideas as best I could though a different medium that was being shown without taking anything from the other photography work. I experimented with different software and apps to be able to develop my outcome, using code and data moshing, which was new to me at the time. I used mostly audacity and HxD, for creating sound with code, and premier pro to put the images and sound together. I widened my knowledge in my software skills by using the different software and accommodating for the format and colour change of the projector.