

Changemakers: Creativity and Value Creation

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Social Media Evaluation

Instagram -

Instagram is an extremely relevant form of social media for artists to use. You are able to present your artwork exactly how you choose by posting your artwork, videos of your art practice and your process to help engage your followers and show people your dedication to art. Instagram also allows you to sell your artwork directly through them or you can have a link in your bio to your own website making it a lot easier than going through the traditional channels. This makes Instagram invaluable as a tool to get exposure as an artist and to get your artwork out there. You can easily see how well your work is received by people because of likes and comments, where people can leave constructive criticism so you can improve and progress (Bamberger et al., n.d.).

A negative aspect may be that you have to be extremely consistent with posting and know exactly the right hashtags to really get exposure of your work because that's how their algorithm works. This could add a lot of pressure to your art practice, which could lead to rushing out artwork that isn't to the standard you want (Bamberger et al., n.d.).

Facebook -

Facebook is similar to Instagram in the way that it provides artists with a way to reach a potentially large audience, collectors, interact with potential customers, and possibly get your foot in the door of the industry and eventually even garner commissions, collaborations, and exhibition invites. Facebook advertisements now account for 75% of all page or brand "likes" on the social media network, making it one of the best ad platforms for artists and company owners looking to increase their exposure. The ad system is simple to use and affordable if you have even your budget is small (Joe, 2022).

A huge benefit of advertising on Facebook is how precisely you can target your audience. For example, in addition to age, nationality, gender, and location, you can select to only display your ads to people who share a particular interest, belong to a particular group, or are followers of a particular page. So, you can tailor adverts showcasing your art to people who will actually be interested. You have a better chance of being found in Google, Yahoo, and Bing if you have a page dedicated to your art business. One of the most frequently accessed websites worldwide is Facebook. People searching for your kind of art on search engines are more likely to find you if your Facebook profile has a good amount of relevant art. All these factors make Facebook a very relevant tool to use for getting exposure (Joe, 2022).

However, Facebook (and Instagram because they are owned by Facebook) has its negatives. The unauthorised usage of their photos by Facebook and other parties worries many artists. In its terms and conditions, Facebook makes it plain that anything submitted to the site becomes their property (they have the right to a non exclusive royalty free licence for it). There are, of course, ways to protect your work (watermarking is one such method), but it is very challenging to maintain control over anything you share online (Joe, 2022).

Deviant Art

The popular website Deviant Art is more of an online community dedicated to just art where artists can share their work, increase their presence and talk and discuss each other's artwork. This makes it a great tool to get feedback from people who have an actual interest in art. It is very user friendly, so it is a great tool for artists who just want to display their work and not have to worry about learning the complexities of the algorithms of other social medias like Instagram and Facebook (Kerns, 2019) (pekoeblaze, 2014).

Although you can post your portfolio images to the site, DeviantArt is not a platform for building websites. You cannot create a website on this site that should attract more

attention from other artists. Like most social media platforms, Deviant Art is also hard to gain recognition on if you have no consistency (pekoeblaze, 2014).

LinkedIn -

LinkedIn is one of the top resources for job seekers and those building their own brands. With LinkedIn you are able to create a detailed profile to improve your web reputation while also building a network of people who are interested in your ideas and journey as an artist. For these reasons it is regarded as the social media platform for high-quality material, where you may carry out efficient content marketing directed at a highly targeted audience (Art Rights Magazine, 2021).

Artists create private accounts where they can share their professional paths and accomplishments in greater detail than is possible with a simple CV by listing their skills in detail. This makes LinkedIn a very relevant social media to have because it gives a more professional edge where you can look at and contact different companies, museums, institutions and auction houses (Art Rights Magazine, 2021).

My Art Practice -

Currently I don't have any social media for my art practice, but in the future when my art practice is more consistent, to a level where I'm happy with and feel like I have my own unique art practice, I will be using Instagram as one of my main platforms to post artwork. This is because of the usability, accessibility, relevance/popularity and user base. Eventually, I will make a LinkedIn account for more professional circumstances.

Artist Statement

Max Hughes is an artist currently still experimenting with different themes, but at the moment leaning more towards experimentation with colour, texture and contrast to evoke bold underlying emotions hidden behind facial expressions or bringing new emotion out of it. Hughes' process involves photography and different coloured lighting as a starting point to capture images of side profiles and then heavily editing the image until the facial expression is enhanced through contrast and colour to develop what was originally captured. Using acrylic on canvas, Hughes will then build upon this digital image by using it as a reference to create something similar or something completely new, but with the original theme in mind of evolving the emotion of the image or enhancing it. Hughes plans to expand on this idea by introducing a 3D element to the work, either through texture and layering acrylic or through adding wire mesh and plaster to distort the flat surface and bring out facial features. Hughes wants to show the audience these over exaggerated emotions that protrude towards them that were initially from normal faces to illustrate the hidden emotions people hide behind their normal everyday expressions.

CV

Summary of Art Practice -

I currently work mainly with acrylic paint on self made canvases with a focus on facial expressions linked to colour and how these elements combine to create more expressive and bold imagery. I do this usually with a solid black background to create more contrast and make the colours stand out more. I plan to start experimenting with adding more texture to the surface of the canvas to try to evoke more emotion standing from the canvas and I also want to try larger canvases to see what effect this has visually.

Student Shows, Commissions, Exhibitions -

- None

Education -

GCSE - Fine Art: A*

A-Level - Fine Art: A

Fine Art: Studio Site and Context (BA): Ongoing

Current Skills -

- Canvas making
- Acrylic painting
- Charcoal & pencil drawing
- Attention to detail
- Adobe Photoshop
- Mould making

Skills to Develop -

- Ceramics
- Curation
- Oil painting

References

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