

Title: Exhibition & Digital Presence

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Task 1: Exhibition

On Thursday the 30th of March for the end of the year exhibition, the initial idea is to create more than one piece of artwork artistically showing my time in New York City as an individual artist. New York art is found everywhere from outside to inside, all sorts of forms, perspectives, through architecture, paintings, sculpture, graffiti and all different materials. I decided to use canvases to paint comfortably with acrylic paints using a mixture of primary photographs of my time in New York. My first creative idea is to create another canvas piece combining Welsh culture and New York culture, as a Welsh artist site seeing, staying in New York for 12 days I had learnt a lot about the different types of ranges in artworks and that is more impacted wider out in America compared to Wales. In my aspect combining the two together is a sense of my culture being taken further as a Welsh artist what I was born as and creating an outcome with the aspect of my time in New York that I was truly inspired by since I was a child with the different places such as the museum of modern art, central park and the subway. In addition, another piece that I effectively created was a primary image that I had from New York of the Brooklyn Bridge. I creatively made a shadowy, gloomy and a realistic acrylic piece just by using three colours. I really wanted to show how the lighting of the buildings could show the reflectiveness of the shadows and depth on the waters, how calming and peaceful it was that day. Thirdly another outcome that I worked on has different frontage of the caption New York in the background and a mutli coloured acrylic painting of the Statue of Liberty - Using dark to light tones for effectuality. The final piece is an acrylic painting of the skyline also refecction off the water using vibrant colours for expressionism for myself as how excited I was at that time in New Jersey across from New York City. As planned, I wanted to do mismatched sized canvases to show I can work on small and large scale.

Task 2: Digital Presence

From gathering various research, I believe it is essential for every artist to promote and market their work. In addition to this, the digital presence I have chosen to share my artwork is on the primarily visual platform Instagram. As an artist Instagram especially is a great platform to build a stronger audience and to show people what you bring to the table. Instagram today is one of the most influential social media apps for the traditional art market for an example, illustrators, digital artists and fine art artists. The reason why I have chosen Instagram is because it is one of the most leading social media apps today and which allows artists to become more discovered by viewers viewing their various artwork. Instagram is a potential game-changer for emerging artists like me, it can allow artists to

build a large follower base and convert them to collectors. In 2023, Instagram still has a disruptive power, it can cut through the structures of the art market.

Instagram can be an intimate photo diary of artists creative artwork, by using Instagram artists can share studio shots, 15 second videos of their work, works in progress, scenery and textures which they find inspiring, a close perspective of their art or work in a gallery. Also, by artists using Instagram it's a land of new opportunity where artists can get commissions, invitations to participate in shows or exhibitions if viewers really enjoy viewing their artwork. Instagram can give artists a great potential to really get their artwork out there and for offers to be made for others to use their art for commercial purposes and more. If an artist successfully creates a well-crafted active Instagram account, it can lead to many great opportunities for them and can gain attention of direct messages of people wanting to purchase their artwork or display they're work in exhibitions.

Instagram is very easy to use, its free, any of my artwork that I promote on social media keeps a track, it allows artists to build up a large follower base, a diary and an engagement with the audience. The engagement can be discussed with other artists showing similar interest and ideas can be talked about privately or on a post as well as getting help from other inspirational artists. When using Instagram, it can allow artists to meet and interact with people all around the world, for artists this can be priceless. The more interactions and experiences artists have with the world, the more their art can be influenced and potentially strengthen their work. By seeing other artists work and interacting with them it can enable new artists to grow and expand and build creative ideas.

Posting multiple finished or unfinished art pieces can create a closer relationship with the audience/ followers who may be invested in my type of style of work. On the other hand, Instagram effectively helps to get art put out there for the public to buy through the structure of the art market or just as an interest, for instance promoting my work on Instagram is creating a gallery for the audience for who I am as an individual artist. In addition, Instagram allows you to create your own story wall and an intimate photo diary of my creative life including a creative process with or without any context showing the public my own artistic creativity. Instagram is an opportunity to advance a career, it can be a unique way to grow creative ideas for yourself as an artist in the future and in the art society. Myself as an art student having an Instagram account is all about my journey through art, things I have learnt, things that I am still learning today and revelations about becoming a potential artist in the future. Additionally, using a relevant hashtag in a relation to your artwork can increase the strength of having more followers and can also benefit to promote the work for new people to discover.

Furthermore, Instagram can allow artists like myself to be able to get friends, family and colleagues to share my work on their stories and allow them to purchase it if they were interested. Also, from friends, family and colleagues sharing my artwork it can allow it to go global and give artists like myself the opportunity to get discovered by the public. Instagram allows peoples Instagram pages to have a choice of having their account private or public, from using the public option it can allow anyone to view my Instagram page to like or share my artwork or even follow my art account to get it prominence. Using social media such as Instagram is an important tool for any artist, having an online presence can raise your

profile to a global network, help artists sell work and even attract commissioners or galleries. Using hashtags on social media posts is a keyway to boost an artist's success of being discovered online. Hashtags also allows what you long to share with the world easier to find and using them are still very relevant across social media. Using these relevant hashtags when you post a new piece or artwork to Instagram can help promote your gallery, so that new people can discover it. In addition to this, Instagram tags can also help artists get their content in front of many people. Tagging other Instagram accounts and users is a great way to boost reach and cross-promote to people with other relevant interests. Tagging other accounts is good for engagement, the more accounts you tag the better.

Moreover, Instagram is a great way to put your own contact information such emails and phone numbers on your Instagram page, to be out there for anyone that is interested in contacting artists. It is a big opportunity for any artist to control their own virtual business card for their art career. Usually, this information is located in the bio section of an Instagram page for the public to see this contact information. For artists who are no longer in an art university and are no longer connected to a university network, gaining feedback from your contemporaries can encourage motivation and help drive momentum. Also, receiving critical feedback can be constructive and can boost an artist's confidence, it's reassuring to hear that people like and appreciate the work an artist is putting out there. Lastly, unlike artwork in galleries which are placed in exhibitions and show them in a certain way and space with artists using Instagram you are completely in control. Instagram can allow an artist to be the creator and the curator, which allows you to decide how you appear online. You get to choose what and when to share your work, whether it's in your studio or artwork in progress or finished pieces in a show, this can allow artists to control their own market. Overall, the social media platform Instagram can be a beneficial tool for artists to grow, but it doesn't guarantee success. From artists like myself using it as a tool to enhance my skills, meet fellow artists and gain new insights and experiences, the true benefits of using this platform can be staggering. Instagram is great for sharing my artwork, this powerful platform can increase my exposure and allow me to engage with people who appreciate artwork. This increased exposure and reach can lead to more sales of my artwork.