

Changemakers: Building your Personal Brand for Sustainable Employment

(ADAA5001)

Assessment 2

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Website Link: <http://swansea.art/privateprofile/isabella-mcwilliams/>

When deciding which of my works should be featured on the Fine Art webpage it was important for the works to be both a good demonstration of my skill as well as pieces that I enjoyed making. I chose my latest piece, *Last Day In Chicago* (2023), to represent where my practice is currently at. The piece itself is not what I would consider final or finished, since it was a jumping off point for a series I wish to make in the future. That being said, I still believe that it demonstrates a change in style from my past painting experiences. In my artist statement I briefly spoke about exploring the idea of visually interpreting memories, and *Last Day In Chicago* was the beginning of that process. If I were able to change anything about the piece I would have pushed it further in order to more accurately portray my intention



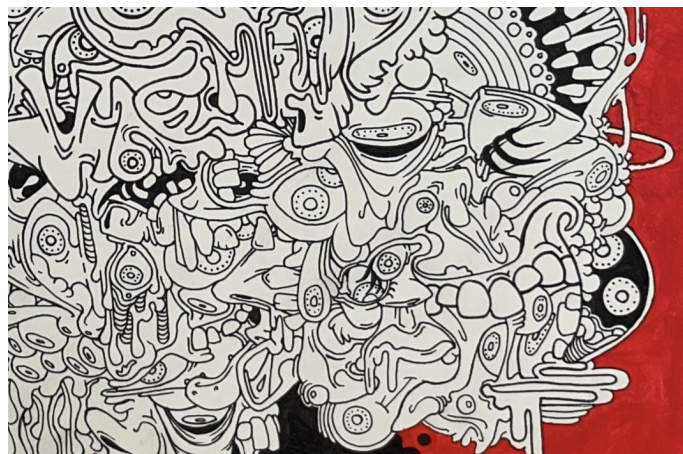
Last Day In Chicago (2023)

In order to demonstrate my traditional go-to style I selected an earlier work that was more focused on realism, although it still holds some abstract components. It also goes along with the first piece in that both works show my focus and interest on figurative paintings. I feel as though this piece is a better representative of my technical abilities and although it is not very recent it is still one of my favorite paintings in terms of process.



Untitled (2021)

The third and final piece I selected was very different from the first two. Everything from the medium to the subject is different, but I still felt it was necessary to include. This style is one of my favorites; I make these types of pieces without a plan and usually on scraps of paper lying around. I felt it was important to include in order to demonstrate the variety of my work and how I like to explore extremely different genres of art. Although I did feel the piece was important to include, I can see how it would detract from an overall brand or tone as an artist. However, these types of works are important to my practice and are some of my favorite pieces to create since they seem to come the most naturally to me compared to other mediums/subjects.



Untitled (2022)

When viewing other artist websites, Jason Revok's site really stood out to me. Its use of transitions and movement made it stand out from other websites, although this can give off the feeling of being too busy or slow since the transition would need to play out before reaching your desired page. The overall look of the website is very clean and uniform, with a basic white background and black font. It is clear and simple to navigate making it an enjoyable user experience.

Another website that stood out to me was Tania Hillion's. Hillion's is different from Revok's in that it is a lot more simple- no transitions or animations as well as only a few options for different pages. Her website only offers baseline information such as her CV, current shows, and selected works. This format is much more attainable than Revok's and it is most likely what I would use as a reference for my own website.

Duncan Shoosmith is an artist on Instagram with a very uniform and professional page. His bio isn't cluttered with excess information and only lists his name, occupation, and link to his website. All of his photos are taken in a polished way and are captioned with the scale, medium and a short description. He uses hashtags in each post to help reach a wider audience and I feel that his page is very effective at communicating who he is as an artist and what he specializes in. His website itself is very basic with not much information. It also isn't as clear as it could be when it comes to navigation- there are no titles of different pages, just numbers that take you to different photos of his paintings.

D__shoo [Instagram] Available at: https://www.instagram.com/d__shoo/ (Accessed on: 20 April 2023)

Hillion, Tania (2023) *Tania Hillion*. Available at: <https://taniahillion.com/decouvrez/> (Accessed on: 10 February 2023)

Revok, Jason (2022) *Jason Revok*. Available at: <https://www.jasonrevok.com/profile/> (Accessed on: 30 January 2023)

Shoosmith, Duncan (2022) *Duncan Shoosmith*. Available at: <https://www.dshoosmith.co.uk/> (Accessed on 20 April 2023)