

Heidi Lucca-Redcliffe

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Photography in the Arts, Documentary Photography & Visual Activism, Fine Art

Changemakers: Creativity and Value Creation

ADAA5000

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Illustrations

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Statista Research Department (2018) Social Media used to follow artists worldwide 2019, Statista. Available at: <https://www.statista.com/statistics/1022020/popular-social-media-platofmrs-artists/> (Accessed: January 6, 2023).

Figure 2 and 3 :

H.L (hlr_artt_). Instagram photos and videos (2023) Available at https://www.instagram.com/hlr_artt_ (Accessed January 5, 2023).

Evaluation of Social Media Links

Within society, social media is an outlet that gravitates into individuals lives by capturing their attention through posts, shares and likes. The term 'Social Media', according to Cambridge Dictionary is defined as "Websites and computer programs that allow people to communicate and share information on the interest using a computer or mobile phone" (Cambridge Dictionary, 2019). It is a common and accepted behaviour that individuals use for communication purposes with a variety of accessibility through different devices.

However, since the pandemic, social media platforms adapted and altered their purpose, that has now transformed into a broad range of possibilities. This can be supported by an online source that explained, "Where Instagram...once used largely to post static photos, it was now an important platform for video, a major shopping outlet and used increasingly for news, activism and even longer-form writing" (The Guardian, 2011). Social media platforms such as Instagram have adapted to the recent disruptions within society, as have taken this advantage to expand the original intention and function of media.

Digital platforms are created and intended for anyone to use; from businesses startups, News outlets, Artists, to individuals who want to share their life. Another quote from the previous source, said "Overall the social media landscape has atomised, with Tiktok, Snapchat, Zoom and even gaming apps becoming more central to our digital communication and self-presentation" (The Guardian, 2021). Digital platforms create a way for those to present personalised posts publicly to share amongst their following, which keeps that communication and connection between the presenter and those who follow.

Social media has a vast variety of platforms that are intended to communicate and share, however, each site even though have similar goals, produce different effects to how an Artist

may be presented and receive attention. Using an online source, it includes a list of the best social media platforms for artists. Instagram is a supportive social media platform for artists due to the “Creative artists and designers can share their work on Instagram, attracting many people due to its large community” (Luitel, 2022). Instagram is an extremely popular platform; therefore, it is a great place for an artist to begin sharing and uploading content. However, with popularity, the disadvantage is the number of posts to be lost and not receive enough recognition due to the high volume of posts, it is an extremely competitive community.

Tiktok was described as “ the best way to share your designs and arts through short videos, helping your video content go viral in a short period” (Luitel, 2022). A fast paced and with easily uploaded edited videos that will capture attention. But, due to the fast production of art being produced, this can easily push artists to be rushed, leading to burn outs, as well as another competitive platform with a high demand of videos constantly being uploaded.

Another platform mentioned by the source was DeviantArt. Deviant Art is described as, “an art community including artworks, photography, and videos to reach out and help connect to fellow artists and designers” (Luitel, 2022). This platform is a popular and well-known site, that creates a safe space for creators to communicate and have connections with those who share similar interest, as well as postings their own art.

Below is a graph that indicates data collected from the years 2018 and 2019 of what social media apps gained the most popularity with followers for Artists.

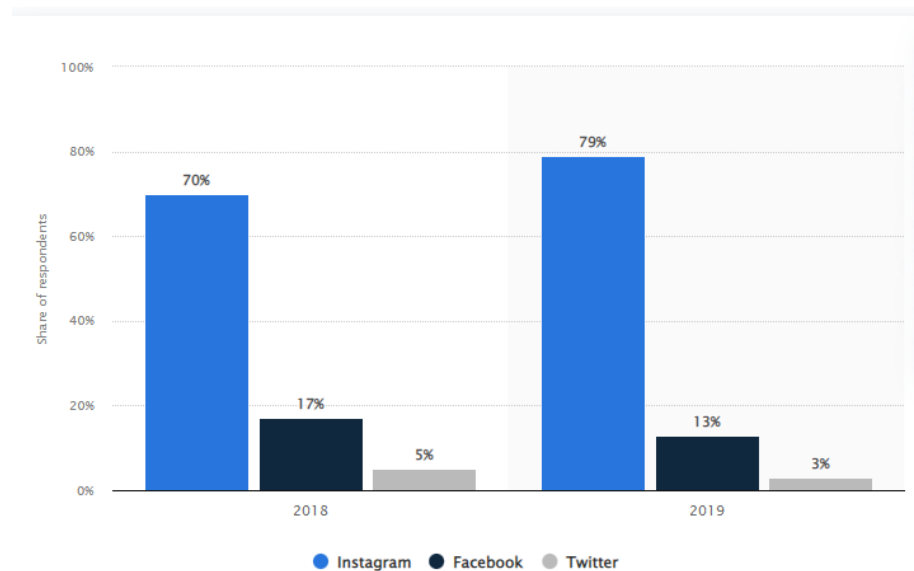


Figure 1: “Social media platforms most commonly used in order to follow artists worldwide from 2018 to 2019” (Statista Research Department, 2019).

The graph above presents evidence that Instagram out of the three selected social media platforms was the most popular amongst the art community. A one-year difference shows how it grew by 9%, as figures dropped in the other two categories. Another key element that presents how two other social media platforms; Facebook and Twitter, are not as frequently used to follow artists, suggests that perhaps these apps are outdated and not as familiar to the current generation.

A problem with this graph is the selection of social media platforms, as there is a wide variety of apps and websites that support Artists and their online platforms. By only including three

platforms, it reduces the statistics that are relevant and the commonly used apps that could change the overview of this result.

Digital profiles for an Artist, produces positives and negatives regardless of the site they choose. Their social media presence is how they can curate a viewpoint of how they would like to be perceived on the internet; from the ascetics of how their digital profile is presented to what they have already accomplished and what their plans as well as goals are.

It is easily accessible; anyone can produce an account and it is normally free. Artwork, exhibitions, anything an individual would like to post can be uploaded and presented on their page or account. However, the person or business would have to be cautious of what is appropriate for their social media account, the consideration of what is necessary and appropriate to be on their account.

Multiple people can view profiles and posts, expanding the audience, therefore, an opportunity to push their following, increase recognition and increase of opportunities. Businesses, individuals, people who are interested can easily contact and discuss, create a chance for collaboration. However, the question of legitimacy when communicating to someone online, what are their intentions? Questioning the safety, how much of an individual should be shared and with who.

Social media is fast paced, constantly moving and evolving. Therefore, there is never a pause button for those who are a part of it. This creates the idea of fast production for art, to keep growing and to keep a following. Resulting with the idea to completely focus on the number of likes, shares and follows. Creating a harmful approach for artists, an idea of approval from a like over the own creators' values and opinions.

Social media can support an individual's vision through a variety of ways, such as videos to photos to written documents, an individual has the options of what they want to upload and where. Some individuals have multiple social media platforms, different accounts on the same site. This can be a form of producing a professional account and have a private personal account that only is open to friends or family.

Social Media within Heidi Lucca-Redcliffe's practise has recently become relevant to her own art, it has become a personal envelope that she discusses within the captions beneath her posts. There is a current theme of her practise and what her focuses are.

Below is a screenshot of the profile of Lucca-Redcliffe's main choice of a social profile. She uses Instagram as a platform to reach other artists and to keep a consistent flow of her own practise.

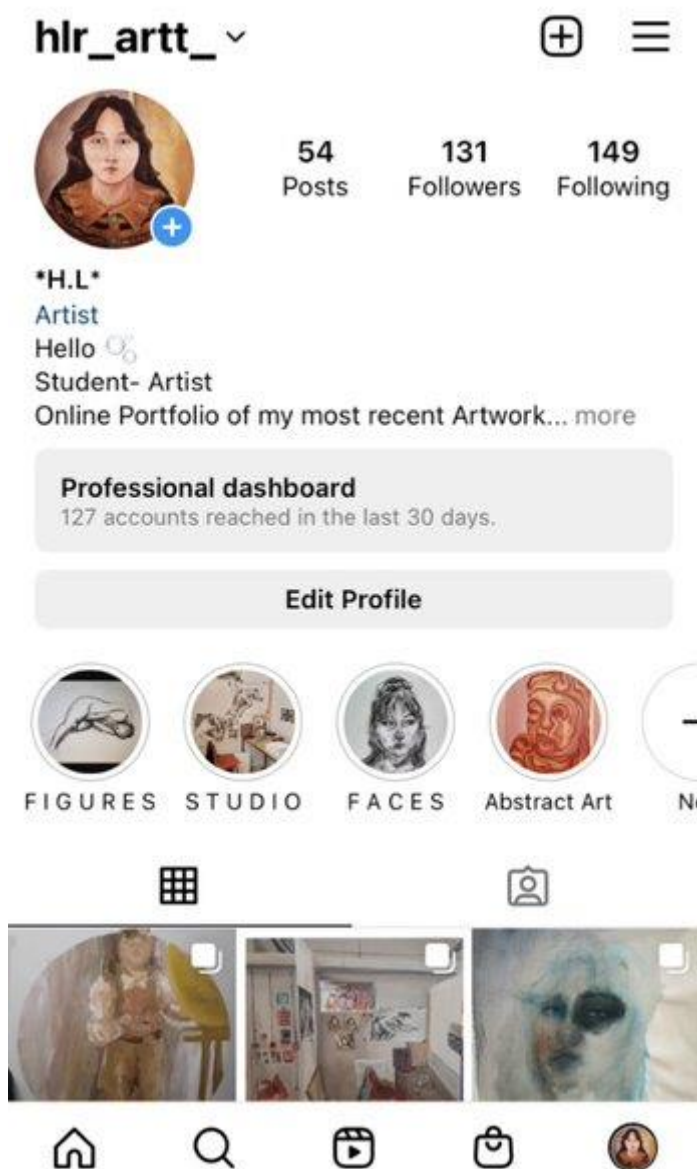


Figure 2: @hlr_artt_ (2023)

The profile presents her following, how many she follows and how she has chosen to present her artwork. Selected images have been posted; the four bubbled circles are highlights she has ordered that capture previous stories/posts.



Figure 3: hlr_artt_ (2023)

In the image above, it presents a graph of Lucca-Redcliffe's insights to how many accounts she reached within the last 30 days. In the graph, there was an increase of 'reached accounts', due to the post she had made, but as time passes, her account declined views due to nothing new# and not as interactive with her following.

To conclude, social media is supportive and a useful platform for artists to upload their content and expand their contacts. The sources previously used, suggested appropriate sites, such as Instagram and Tiktok, are incredible platforms for Artists. However due to the popularity of these apps, it can be unfair for some artists who don't receive appreciation or praise as by being lost within the algorithm. Additionally, Lucca-Redcliffe's insights page provided evidence of having to upload constantly or interaction between the followers and her will be lost.

Heidi Lucca-Redcliffe Statement

Reflections and perspectives. Heidi Lucca-Redcliffe is investigating self-portraiture and questioning **who the figure is that stands in the mirror?** They have always been intrigued by their own reflection, a moving image as a subject. She is refining her practise to revolve around their physicality, the key features of her figure and where the figure is. Currently Lucca-Redcliffe has become fascinated with space and environments, the excitement radiates whilst she is painting. Observing her form, her reactions to creating the art, the cool and warm tones of lighting. While Lucca-Redcliffe paints herself, she prefers to be surrounded with tactile surfaces, pulsing colours and sceneries that reflect her mood. Clothing and fabrics, the materials that she is wraps herself in, are an element she enjoys to paint, from soft delicate lace to chunky crochet jumpers. She has a sensitive and thoughtful approach to her work. Her art and her research involves a consideration and a deep root that connects within. Lucca-Redcliffe is not searching for an answer, she prefers to have an idea of a never finishing cycle, so the idea or process never concludes. Lucca-Redcliffe works with a variety of mediums and creates between realism and surrealism. Two artists she often refers to are Francis Bacon and Gwen John, her inspiration. Another focus of Lucca-Redcliffe are her processes. Lucca-Redcliffe is currently in second year of her Fine Art Undergraduate Degree in UWTSD. She uses the same subject and same room, multiple times, as she is intending on curating a collection of self-portraits. Her approach to her portraits differs with each painting, as she has concentrated on one element, and throughout her collection has expanded from it and developed other features. Lucca-Redcliffe plans to keep refining her reflection paintings she as the subject is always there, waiting for the next painting to begin.

CV

Heidi Lucca-Redcliffe

Student Artist

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Profile

Through the beginning of Lucca-Redcliffe's Art Career, she has involved herself into suitable and relevant courses that focused on practises to form an experience of a variety of paths of where her art career could go. She has volunteered herself to work with primary school children with multiple creative exercises and workshops and later focused on her own practise, refining her art and producing work that has been exhibited within her education. She is a self-driven and independent artist who can motivate themselves to regularly remain practising her skills.

Lucca-Redcliffe is still currently studying in her 2nd year of her Fine Art Undergraduate Degree in Swansea. However, she wishes to keep expanding her practise as well as wanting to challenge herself to produce more art to go forward in exhibitions and more on her social media feed. Lucca-Redcliffe needs to consider expanding her communication and social skills, such as collaborating.

Additionally, her social media page on Instagram showcases a variety of pieces of work created, but for Lucca-Redcliffe to enhance her image, she would need to consider what does she want to showcase, including not only her finished pieces but to consider the overall layout of the Instagram page.

Exhibited Art in Person

- Graphic Design - Design of a logo Workshop 2018
- RISE Exhibition 2021
- 1st Year Activism Exhibition in the Creative Bubble 2022
- Summer Show - Year 1 Undergrad Degree Show 2022

Online Art Exhibition

NPTC A-Level Art CVP 2021

RISE! (Exhibition Summer School) 2021

Summer Show 2022

Voluntary Work

Workshops - Arts and Craft sessions with Primary After School Club 2018

Supportive Sessions with ALN Students in Ynystawe Primary School 2019

Social Media

Instagram created in 2021 - @hlr_artt_

Tiktok Created in 2021- @h1r_artt_

Education

Ysgol Bae Baglan 2014-2019

NPTC 2019-2021

GCSE Art and Design – B

A-Level Fine Art – A*

GCSE Music – B

A-Level Music – B

A-Level Sociology – B

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<https://dictionary.cambridge.org/dictionary/english/social-media>. (Accessed: January 6, 2023)

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Online Images

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