

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: Kelsey Lewis

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.

“Exploration” is an ongoing project that shows new environments the artist has never been before. This project was created from the artist’s move to Swansea, a place they have not been before, for the start of their university journey. They incorporated their love for landscapes and nature with their passion for exploring new places. They have used opportunities such as a trip to London to expand the project using architecture as the main subject. Although this part of the project was not chosen for the exhibition, the artist has chosen to upload it to their Instagram. Using digital cameras such as Nikon and Canon the artist went to Singleton Park to capture the amazing landscape and vibrant flowers. This project was created to document how the artist takes in the new environment from the vibrant colours or the view of the landscape. |

Part Two: Knowledge and Understanding Skills (30%)

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.



Oak and Rhododendron, Oxfordshire, by Robin Dodd.

This photo was created by Robin Dodd and can be found on his website fast fox photography. The link: <https://www.fastfoxphotography.com/woodland>.

What I like about the image is that 2 thirds of the image is covered by the flowers with the rest of the image showing the environment behind. This does lead you to look around the image and creates a kind of magical experience especially with the lighting of the image with the little bits of light coming through by the tree at the top of the hill. The flowers add a pop of colour to the image which draws you in initially. I chose this image because it is similar to what I did for the exhibition, with trying to capture flowers in one part of the image while showing the background. I didn't end up using the image I took but it did give me different ideas on how to capture flower bushes. I like images like this, where one part of the image is colourful as it draws your attention to it. The overall lighting and bright colours of the image creates a very calming and peaceful aesthetic to the image which I enjoy looking at and trying to create.



The Oasis, Oxfordshire, By Robin Dodd

This image is also by Robin Dodd and can be found on his website in the woodland photography section. I like this image because it shows the reflection of the trees in the water which creates symmetry in the image. I think this image is similar to the lake image I took and used for the exhibition. The difference between my image and Robin Dodds image is mine was taken further back from the edge of the lake, which gives the viewer an idea of how big the lake is, and it shows more of the trees and sky. Whereas Robin Dodds image is more of a close-up image which is great for showing textures and reflections in the water. You can also see the light coming through branches in sections of the image, like the water at the front of the image and further back in the image, which creates dark and light spots in the water. This highlights the green leaves in the water which adds more vibrant green into the image. In this image you can see the textures of the leaves, trees and water, which helps the viewer connect to the image. Overall, this image helped me get an overall idea of what types of images I want to create with the calming atmosphere, and textured images.



David Austin Roses, By Jonathan Buckley.

This image was created by Jonathan Buckley in collaboration with David Austin Roses and can be found on his website <https://jonathanbuckley.co.uk/portfolio/david-austin-roses>.

I like this image because it shows a shallow depth of field which highlights the colour and texture of the flowers and leaves. I like how the artist kept the texture in the

image which allows the image to capture the individual petals and how they bend at the edges. By looking at the colour of the blurry background, you can safely assume that there are similar flowers in the background which creates the pink blurred background which makes the image look calmer and happier. I have created similar image using a red flower I found when walking around Singleton Park. I tried taking close images of the flower to capture the texture and vibrant colour of the images, while also trying to capture some images of the flowers in focus while having the background of the image out of focus which would highlight the flower. I like these images because of the vibrant colours and the texture as it draws you into the images. Overall, this image has given me inspiration on how to capture good images of flowers.

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.



To present my work for the exhibition, I chose to use vinyl as it allows me to print large images, and it allows me to overlap images. Originally, I was going to have the larger two images as vinyl and have the flower images on MDF boards, however, I could not afford the MDF boards, so I went with just using vinyl for all the images which worked out great. The flower images work best being the smaller size as it allows them to surround the images of the tree and lake image which adds a pop of colour to the space. Having the tree image and the lake image being bigger than the flowers allows the viewer to view the smaller details in the images like the texture of the grass and the shadows from the trees. It also highlights the light coming through the trees on the water which shows the reflection of the trees. This presentation method suits my work because it allows the viewers to see every detail in each image. The flower images being smaller allows them to contain the vibrant colours and sharpened. It also allows the space to have small but vibrant spots of colour which is what I want. During the cutting of the vinyl images, I did struggle to cut the edges straight. So, some of the edges of some of the images have slightly bend lines, however, I only cut slightly into the image, which you cannot really see. I also had to re cut the same edge

as I didn't put enough pressure on the blade the first time which did kind of create rough edges. I do think that I did better doing this than what I initially thought I would have. During capturing the images, my camera battery did die and my back up one was already dead so I had only a limited time to capture images which meant that I had to be picky on what to take photos of and didn't allow me to explore the hole of singleton park. I have now learnt from this and will always check the battery of the camera. Even though the camera battery died I did manage to capture good images to use for the exhibition. I also did do a photoshoot of London, where I took photos along the river path which I did consider using for this task but forgot about when choosing what photos to print out. I did use shallow depth of field when taking images of the flowers. I also tried using rule of thirds when capturing the image of the tree. I used to photoshop to edit the images, where I kept the texture high and chose to have high vibrance to highlight the vibrant colours.

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 been present in all scheduled lessons, including workshops, seminars and tutorials all of which have been helpful in learning new information to help develop an idea for what to do for the exhibition. The individual tutorials I attended helped me develop an idea for what I want to capture images of and helped me find new areas in Swansea to explore. I enjoyed the workshop on printing on MDF as it is a new way of presenting work for exhibitions. I also think that it adds variety in exhibitions if some images are on MDF and others on vinyl. For the end of year exhibition my role was marketing, in which I work closely with the design team. I created an Instagram page where I uploaded the poster created by the design team which had the details of the exhibition on it. I also uploaded first looks of everyone's work, which everyone agreed to, to the Instagram. However, before I would upload the images, the design team would add the title and name of the artist onto it and then send to me. Then I would upload one or two images a day up to the day of the exhibition. I would say I do need to work on time management and, I need to schedule one day a week on each unit of work I have. I also need to borrow cameras more to learn the settings. I will say that for this unit I have done better at keeping up with work than I did last semester, however I still need to work on it. During this exhibition unit, I have learned how to print onto MDF boards which I might use next year. I would say I need to move from landscapes of nature to landscapes of cities or towns to add variety to my portfolio and to develop new skills. I also might try taking photos of people to develop my skills in the photo studio and skills for portraits. I would also like to try black and white images on digital camera as I think it would help me work on lighting and contrast. I have also started getting into events which I have enjoyed doing, so I would like to do this more to build up skills in this area. I think next time I would adjust the editing methods of the images and try a mix of colour images and black and white images. I would also use a tripod when taking photos as it will make the images straighter. Moving forward, I need to find a topic I want to explore in a different style of photography to gain new experience and skills in my photography.

