

Student name: Cheye Carwyn Williams Mcfarland

Student ID: 2004826

Module: Changemakers: Creativity and Value Creation

Module Code: ADAA5000

Lecturers: Paul Duerinckx, Sue Williams

Assignment Title: E-portfolio Evidence of Learning

Instagram has a monumental effect in my experience as artist currently, I would argue that Instagram is my main form of media when it comes to being able to find inspirations for ideas and paintings, one of the main reasons for me using Instagram for art is due it's main factor on the image being the main purpose of the post you make. Due to Instagram's reliance on the imagery itself, it makes it extremely useful for artists much like me because the first thing that is seen on Instagram is your work, paintings, written poems, music can all be put online to be seen and shared but the one thing being seen the most is the image itself. Another reason why I find Instagram a good tool to use for social media, is its allowance for tags to be used in the posts if you're wanting to find a image made or a painting made by someone usually all you'd have to do is put the painters name and follow it by a hashtag and you'd find millions of posts usually in relation to the person or thing you're looking for. Another good feature with Instagram which I find to be useful is that of the saving feature, so whenever you have posts you want to save to look back on to either use for inspiration or finding tabs on artists pages for future research or analysis, you can do so by looking into the save features. As well as being to save images on your account, Instagram as well is an extremely good tool for marketing and getting your work out there, although there are paid ads in which you can have your work to appear more, there's ways of being in contact with other creators and friends to share content with. A good example of a professional art profile on Instagram would be of one of my favourite artists, Eric Haacht. If we were to look at this artists profile, it's a professional profile and is done well. It mostly consists of the where artists work is located and exhibited at, the artists name and most importantly his website which has displayed his CV, his exhibitions as well as his artist statement. Idealistically this is something that I would want my Instagram to look like idealistically.

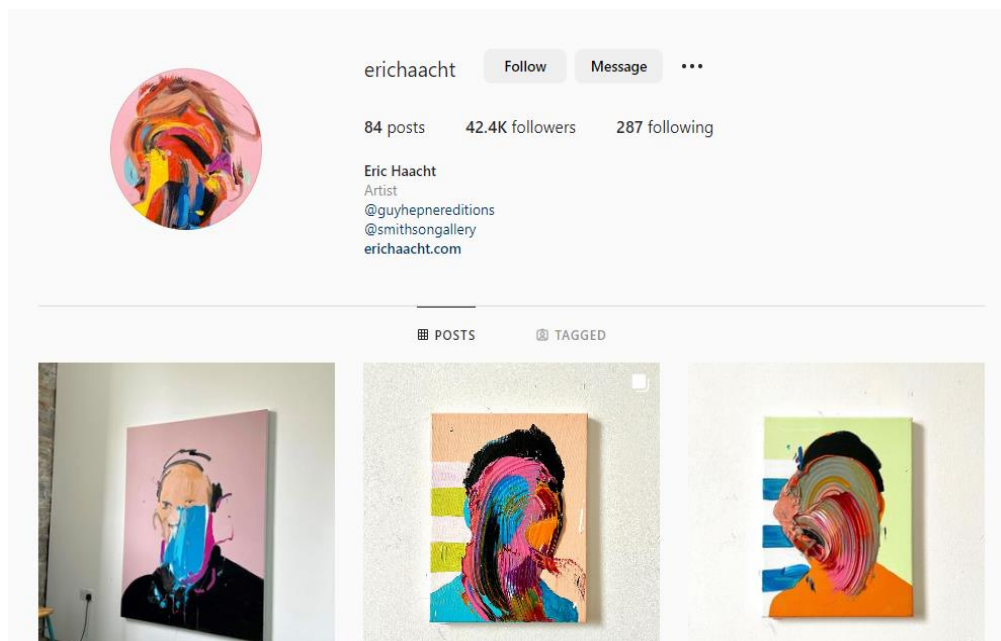


Figure 1 - (<https://www.instagram.com/erichaacht/?hl=en>)

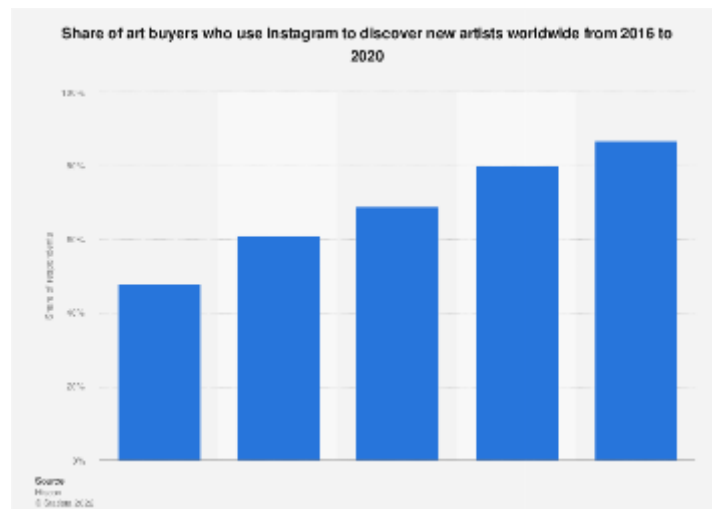


Figure 2 - (Research Department, n.d.)

Here's a graph taken from Statista explaining the amount of art buyers have found more artists and how this is a growing trend gradually building more and more over the duration for the past years.

The downfalls of Instagram are also a leading cause to they're success with the expansive amount of people there will come the hundreds of those who will make accounts to either spam users with sales on unwanted products and or scammers in the art world wanting to sell work as NFT'S. As said previously there's ways to promote your work on social media but again this may come at a cost if you really want to get your work out there more than others, this again doesn't even guarantee your working becoming noticed at all just that your work will be shown up in the algorithm that is social media. Another issue with Instagram and social media itself is its way it works; you are entirely dependent on the number and how many likes its getting this much like most social media can be extremely discouraging for artists and people who use it.

Pinterest is another form of social media that I find to be useful in my work, Pinterest is a app/website that only focuses on images themselves Pinterest is used as a app mainly used for mood boards or inspiration for artists, illustrators and many people in the creative scene. One of the upsides for Pinterest is it's diversity for finding lesser known artists, it has a great tendency for clicking on one image to finding similar images to the one you saved so you can keep finding more and more artists as you look at more and more art. Pinterest is also more of a search engine than that of a social media app, due to it's dependency on less communication and more of just displaying work to be sold or to be seen. One of the main parts of Pinterest that is a strong point is the element of organisation in the website, being able to put images into categories As well as it being more organised than Instagram, it's also a platform that is less trafficked than Instagram, so you're less inclined to be getting spam messages or false accounts bombarding you.

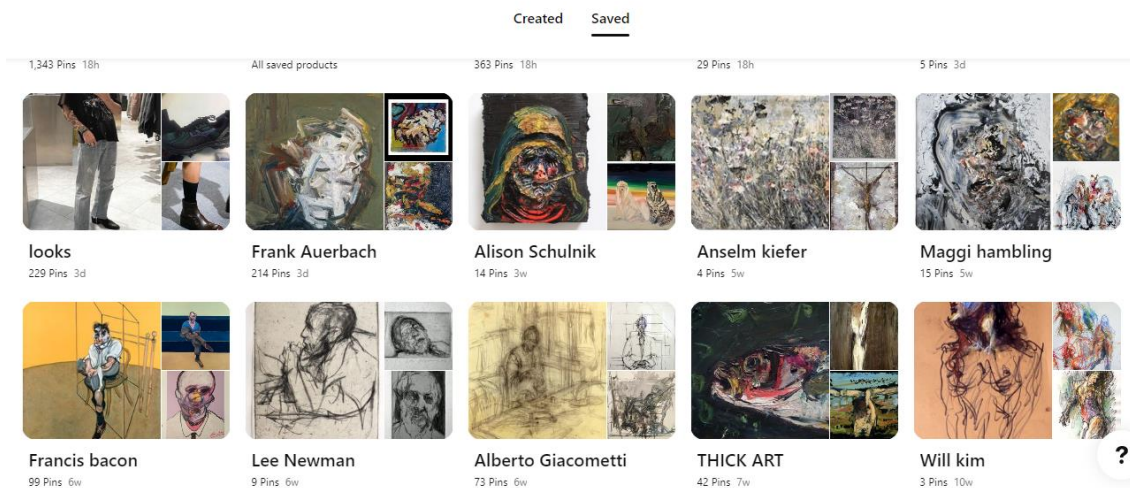


Figure 3 - (<https://www.pinterest.co.uk/osferlindeman/>)

The downfalls of Pinterest are that it's lesser-known form of social media so you won't be growing as much on this as you would with other sites like Facebook or Instagram, this again influences your growth as a creator or artist meaning again you'd have to be more patient than you would be with using any other site. One of the issues again with Pinterest is it's sourcing of images, much of my saves above were taken from places and weren't given credit to the correct authors or artists some of the times the people who upload the images themselves just won't give the sourcing to who made the image or did the painting you would save. Leading on from the last point the images as well can be extremely bad quality on Pinterest due to the fact they're images mostly taken, which again leads into stealing from the original source. Again, with any social media you will come across you need to apply yourself a tonne of time and patience to your social media and this can become extremely exhausting to someone who may be working a regular job or have other priorities.

Conclusion being both are useful to artists, but Instagram is more favourable in terms of selling your work due to its more developed, popular and catered towards selling your work and showing it to many more people than people who use Pinterest, meanwhile if you're looking for a more dialled down approach for looking at art and images without the association of the social messaging and just wanting to look at art and photos Pinterest would be more favourable.

Artist statement

Cheye Williams Mcfarland was born in Swansea South Wales, some of Mcfarlands work consists of recently is mass explorations of environments and figurations most of these were from life drawing sessions in the Fine Art: Studio site and context at UWTSD. Mcfarland firstly started their creative endeavours in Neath Port Talbot College studying Creative media studies, this had built skill into their editing software which became an influential benefit later working on digital projects, then later becoming more interested with the concepts of art and illustration, which then later on put them on to the foundation course later on they developed a significant passion for abstract painting and drawing. This then brought them on to the Fine art course, which they then were able to experiment with more focusing of painting, many artists that inspired they were that of Francis Bacon and Frank Auerbach's figurations being huge benefactors to they're style with the elements of the non-figure and environment becoming that of a distortion. Other elements of Mcfarlands paintings are that of the extreme size and expressive mark making, these mass figurations and environments become that of an overwhelming state due to the seismic nature and gestural markings. The process of these and how they are made, is usually similar to that of murals which is something that had greatly affected the artist when going to Germany at 16 and to Paris at 14 and seeing the graffiti and wall art, the process as to why they work on walls is due to the act of not being limited being free to express the gesture to its maximum capacity and not being limited or stagnant, energy is the main modum of the art. In future they plan, to push the boundaries of they're materials, the focus is on that similar to their inspirations with the painters they are inspired by which is to bring the paintings into another dimension to bring you into that space the paintings in, to really push and expand the boundaries of what paint or materials can do, whether this be a physicality of medium or with expansion of the medium they put the mark on to. Another thing wanting to be developed is the practise of life drawing sessions, to further on improve the accuracy and depiction of their world and to bring more life into the paintings they produce.

CV

Education

Cefn Saeson Comprehensive – 2012 - 2016

NPTC

2017 - 2018 Level 1/2 BTEC Creative Media Production, Neath Port Talbot College

2019 - 2020 Level 3 UAL Creative Media Production & Technology, Neath Port Talbot College

UWTSD

2019 - 2020 Foundation Art & Design (CERTHE)

2021 – Present Fine art: Studio Site and Context (BA)

Skills

Knowledge of fine artists dating from several decades. Research skills, due to my current course being heavily dependent on artists and art in the current world you must be up to date with the current exhibitions and artists. Creativity is another example of something I greatly have, having the knowledge to take different inspirations or visual inspiration from other artists that you enjoy and put it into a product. Communication is crucial too when being a artist, due to the field of wanting commissions or needing a certain type of aesthetic for a painting or piece of work done. As well as communication with customers, there's again aspects of being able to stretch and cut in the processes on making canvases these are skills that can be used in the future with working with such materials.

Also having a great deal of confidence and self-criticism is integral to being an artist, having the knowledge and to question things is something that many people don't have that artists do, and it's something that is needed in the work world. Due to arts specificity most artists know what they're work is worth and how it can be sold and what type of person wants they're art and how it can exist in a clients place of living and if it works or not. Another skill which I possess is that to know time management when to know to get a product done for a client and when they need it, without time management there comes slacking of quality of work and that's something that needs to be upheld with an artist. Knowledge of materials much similar to making canvases can also be applied to other mediums the knowing of what you're supposed to use with a certain paint and how to replicate a other painters similarity of paint to get a certain look is something I have knowledge of, to know whether the client wants a oil based painting to have the result of something more rich and textured , and what chemicals are safe to use with this medium. Curation is a skill only artists know how to do knowing what works with each other in galleries knowing how pieces of art can work with one another, the spacing and most crucially the actual work to find places to put galleries in and to make the space around the pieces of work and to make a fulfilling experience for the people going to the exhibition is something that only a artist can do.