

Name: Zobia Ahmed (2103273)

Programme of study: Documentary Photography & Visual Activism.

Module: change makers: Creativity and value creation. (ADAA5000)

Tutor: Paul Durenickx

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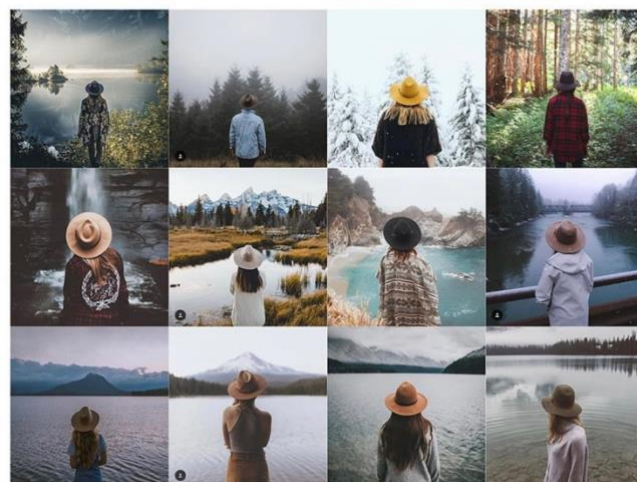
Cv:8-9

Evaluation of Social Media Links (800-word equivalent)

Word count:810

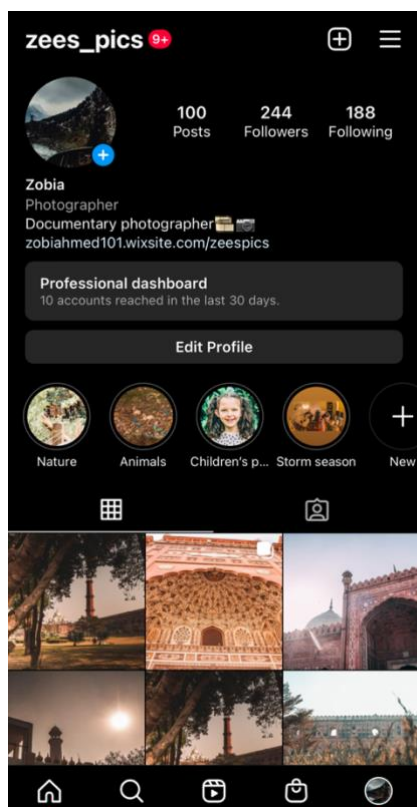
When it comes to social media, I primarily use Instagram because I find it to be simpler for posting and keeping up with things. It is not good for concentration though because I feel like I spend a lot of time browsing other content rather than focusing on my own work, and it is very simple to get sidetracked and fall down rabbit holes. The dopamine hit cycle has definitely enslaved me, and I find social media to be extremely addictive. Without a doubt, it is a tool for exposure, but there needs to be a balance because I can waste hours scrolling mindlessly on my screen.

Looking at what types of images are popular, how they have been posted, and how they have been captioned can help me come up with ideas for posts on my own pages. I can get these ideas from the explore pages. However, Instagram will occasionally start repeating patterns based on what I'm viewing and liking, which keeps me scrolling. photographer James Popsys refers to it as "photographic groupthink." When people take and post the same image because it's popular on social media, He thinks that social media platforms like Instagram, in particular, have encouraged people to combine the concepts of quality and popularity into a single category, which has resulted in the flood of images that are nearly identical simply because they perform well online.(Cade)

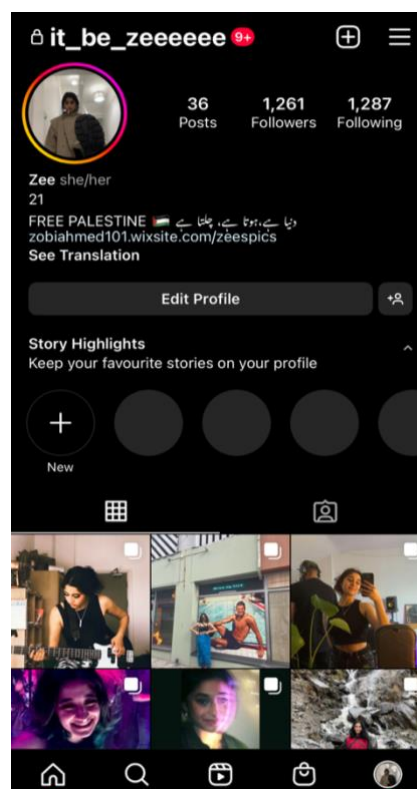


1. An example of the "groupthink".
@intsa_repeat (Cade)

Type equation here. Instagram also helps me keep up with the photographer community in my area, I repost other artists work on my stories which gets them views and that way my account benefits other in this community too. I often shoot gigs for local bands so keeping up with their playing dates helps. Instagram also helps me keep a watch over galleries, agencies and opportunities that may arise locally. I have a professional photography page which I made during the first year of my photography course at college, and two private accounts (personal and spam). This helps me keep my professional photographs in one place and not mingle with my personal social media accounts.



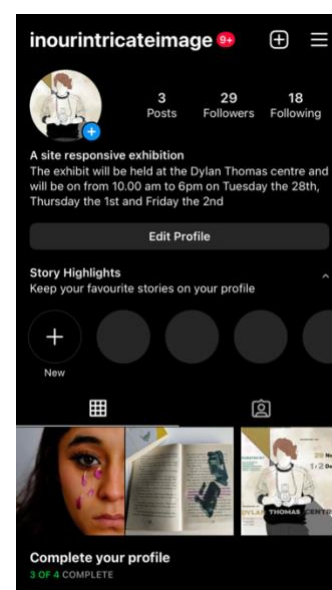
2. My photography page.2023



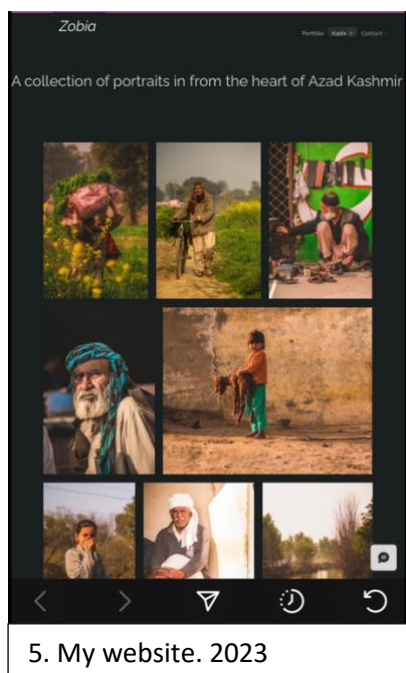
3. My personal account.2023

Instagram also helps with ongoing things like

exhibitions, we had a group exhibit in this semester and I created an instagram page and we had four people turn up due to the instagram account, however it is really hard to do well due to the algorithms. I also use TikTok and YouTube to gather ideas. Other photographers who are successful on these platforms are great to follow because they frequently provide advice on how to manage your own pages/accounts as well. How to organise grids, make reels, and even what time to post etc. Today's generation definitely benefits from TikTok for exposure. Thanks to its nearly 690 million users, TikTok has the potential to introduce artists to millions of new fans every day. (Lyons) I haven't yet produced any of my own content on this platform, but I've learned a lot from other photographers there. Everything from editing to setting up shots can be found there.



4. Uni exhibit instagram page. 2022



I frequently share my Instagram with others when I am out in public or if they want to see my work. It contains a link to my website, which I made with Wix and contains a portfolio as well as my current Kashmir project. The same link is also on my personal Instagram, which aids in directing friends and other users to my photography account and website. My website does require updating because it was authored during my final year of college and my abilities have since improved since enrolling in university. As an university student, I don't really care how many views or followers I have because I am more concerned with my

studies. Right now, I use social media as a journal to track my own progress. It is difficult with the algorithms of instagram making it harder to be found, and the expectations for your instagram grid to be aesthetically pleasing that makes it difficult for me to post as regularly as I want to. I have to wait and make sure all my images match up to the the 3 or 6 image grid I plan on doing, making sure all the posts have something in common or their composition to work well with each other. Its really time consuming and I think I need to start adding it to my calendars in the future.

In the future, I'd also like to use my social medias almost as instant portfolios, uploading with the hope of getting hired or even showcasing my current and upcoming projects. In other words, I'll be using social media for marketing rather than journaling in the future. My worry is that I will loose sense of who I am as an artist if I start conforming to the norms and expectations of social media. Or even start to post and create for the likes and according to algorithms.

Figures:

1; instagram @insta_repeat.

https://www.instagram.com/insta_repeat/?igshid=YmMyMTA2M2Y%3D

2- instagram @zees_pics

https://www.instagram.com/zees_pics/

3- instagram @it_be_zeeeeee

https://www.instagram.com/it_be_zeeeeee/

4- instagram @inourintricateimage

<https://www.instagram.com/inourintricateimage/>

5- Ahmed, Zobia. "Portfolio." *My Site 1*, 2019, zobiahmed101.wixsite.com/zeespics.

Accessed 16 Jan. 2023.

Works Cited

Cade, D. L. "Why Good Photos Turn Bad: Instagram and Photography

"Groupthink." *PetaPixel*, 9 Sept. 2019, petapixel.com/2019/09/09/why-good-photos-turn-bad-taking-photos-for-the-likes/. Accessed 15 Jan. 2023.

Lyons, Jennifer. "A Guide to TikTok for Artists." *Constant Contact*, 12 May 2021,

www.constantcontact.com/blog/tiktok-for-artists/.

Artist statement 300-500 words

Word count: 388

My name is Zobia Ahmed and I was born in Azad Kashmir in 2001, I have travelled extensively before enrolling at UWTSD in Swansea to study documentary photography and visual activism. I am currently in the second year of my BA and I use photography as a form of therapy every so often. My work explores my battles with self identity as a second generation immigrant, from religion to culture to reflections of my own emotional burdens and traumas.

My independent work sheds light on the peaceful and vibrant side of life in Azad Kashmir, the people's tenacity in the face of corruption and poverty, the landscapes that have witnessed crimes against humanity for more than 75 years, and the absence of human rights within my region.

I want to use my camera as tool to capture the reality of the world in an attempt to make change. I know it the task wont be easy, but, as they say, "pennies make pounds." And with a conflict like Kashmir's, its very easy to forget. So until I graduate, I goes back home every year to build a body of work that I intend to publish as a book.

I have gained a lot of practical photography knowledge throughout my studies, from college to university, I have continually experimented with studio photography, darkrooms, colour and black and white film photography but mostly I work with digital cameras.

Throughout my BA so far, I have often taken diaristic approaches to my work, and I attempted to encapsulate the "divide" in my identity as a British Kashmiri Muslim woman, and the struggle of now adjusting to life in the west. I pour all my emotions into my work, my emotions are usually what lead me to take images and occasionally I use poems to help

visually express the mental burdens that come as a result of traumas. My study modules also gave way to a wide area of research and ultimately being inspired by many photographers along the way, including the likes of Antoine d'Agata, Abid Bhat, Maryam Wahid and Robert Mapplethorpe just to name a few.

I hope to carry on documenting the world through my camera, whether it be harsh and taboo subjects or hard to digest truths about the lengths we will go to destroy ourselves.

Cv- 600 word equivalent

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PROFESSIONAL SUMMARY

I am a student photographer who uses images to express my identity as a British Muslim woman from Azad Kashmir. I was born in 2001. I investigate identity, migration, memories, perseverance, and the idea of belonging and home through my complex and deeply ingrained family history. I work primarily with digital photography, but I've also dabbled in B&W and colour film photography, as well as investigated studio lighting and darkroom technology.

WORK HISTORY AND SKILLS

Freelance photographer, 09/2018 to 09/2021

Birmingham, West Midlands

- *Gig-photography – Photographed high-quality images for both print and Internet distribution. Along with post production showcasing image manipulation skills and use with software like photoshop and adobe Lightroom.*
- *Photographer for BIMM's extra sessions.*
- *Wedding photography – planned and Prepared for on location shoots and managed all states of pre-and post production for seamless client experiences and social media, expressing skills for creative techniques and photographic storytelling.*

- Musician social medias-Applied digital styling techniques to enhance photo colour and quality, editing and planning shoots to align with brand guidelines for local musicians and bands. I also create content for artists for use platforms like YouTube and facebook. Showcasing my videography skills and use and understanding of lighting. My photo and videos have featured on bass player magazine and social medias gaining over 4k views.

Freelance photographer, 09/2021 to current

Swansea, South Wales

- Local gigs and music venues- dabbled in the local music scene.
- Partaken in two university exhibits.

EDUCATION

Bachelor of Arts, Documentary photography and visual activism, Expected in 06/2024

University of Wales Trinity Saint David – Swansea, SWA

Second year

A-Levels, photography, 06/2020

Halesowen Collage – Halesowen.

Reflection on cv

I believe I could have improved this cv further, but at this point in my studies, I feel as though I have little to show for it. I also noticed I may have skills in software and cameras, but I lack team work skills. Although I enjoy working alone, I've realised that I need to change that. I also need to have more confidence in my ability to find gigs and small jobs in Swansea because I am currently completely focused on school and am not giving enough time to my own practise. I have ideas for local shoots and I would like to execute them but there never seems to be enough time. I would also like to collaborate with other artists in an attempt to build my team

working skills. I also have medium skills in adobe softwares, I would like to improve my skills in apps like premier rush and in design. I use Lightroom and photoshop so I am comfortable to adhere but maybe attending more workshops will help me improve.