

Student name: Anastasia Sevcova

Programme: Bachelor of Arts (Part-time): Fine Art- Studio, Site and Context

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Module code: ADAA5000

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Lecturer: Paul Duerinckx and Alex Duncan

Assignment Title: E-Portfolio Evidence of Learning

Word count

Evaluation of social media links: 867

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Evaluation of Social Media Links

My involvement with social media began in 2018. I was studying for a Fine Art degree in the Art Academy London. I was encouraged to develop a digital presence, such as a website or social media account, as it is expected that any business or professional would have a digital footprint in some way. I created a website using WordPress.com platform, as a tool for presenting myself as an artist to galleries, curators and potential clients. The platform has the advantage of being relatively cheap and easy to manage. However, I soon realized that having just a website was not sufficient for self-promotion. To generate interest in my profile, I needed to actively promote it. One suggested way that was typically effective was to write a blog, with regular posts. However, at the time, I was unable to commit to this on the top of my other commitments. I created the website <https://anastasiasevcova.wordpress.com/> and left it for the future, when I would have more time to update it.

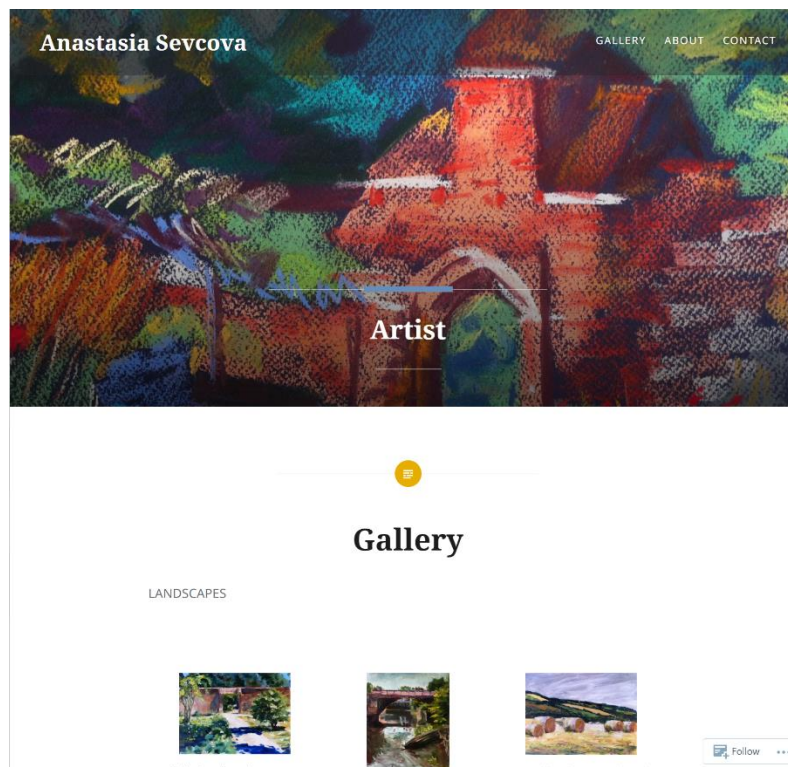


Figure 1. Sevcova, Anastasia (2022) The front page of website <https://anastasiasevcova.wordpress.com/>

Accessed: 4th of January 2023

My main art social account is now [@anastasiasevcova](https://www.instagram.com/anastasiasevcova) on Instagram. I started it in 2018 and used my archives of 5 years of drawings, sketchbooks and paintings to generate daily posts for several months. This attracted over 300 followers without the pressure to produce works specifically for the purpose. I also follow my peers and artists I am interested in, both to keep in touch with them and to have a better knowledge of their artistic practices. I use the account purely as a professional one. It has helped me to secure a commission and a proposal of a residency from a gallery. Sometimes my content is reposted on other accounts, that belong to the subjects featured in my works.

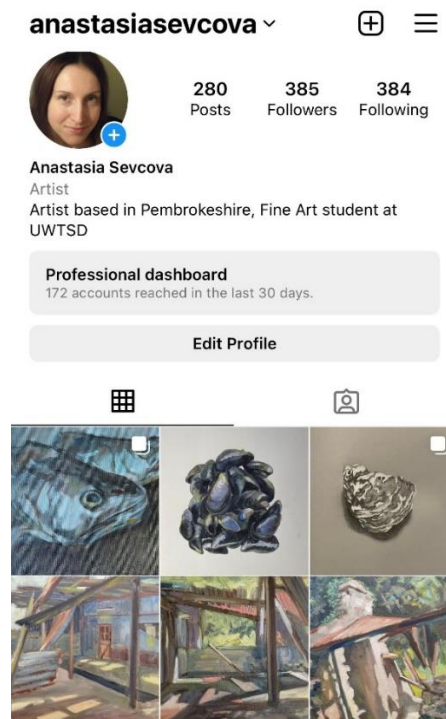
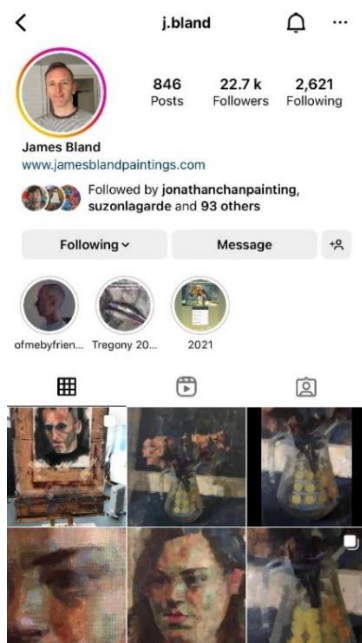


Figure 2. Sevcova, Anastasia (2022) Instagram Art Account, Accessed: 4th of January 2023

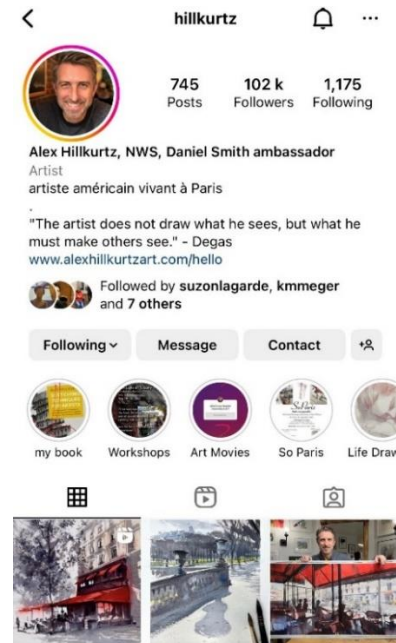
Overall, I consider Instagram to be my main social media account for presenting my artistic practice to the public. It serves well as a digital portfolio and helps me to show my progress over time. It also allows me to introduce my work quickly to potential clients and provides tools for easy interaction with my audience. It is more efficient for quick communication and feedback than a website. Instagram is useful to some degree for finding other artists who work in similar media or on similar subjects, and can be a source of inspiration at times. I have also used it to promote my exhibitions. Social media researches show that “94% of the audience wanted to see real exhibitions by the artists who they follow online” (Weiner, 2020).

However, the negative sides of Instagram are significant. Like any social media platform, it has a built-in algorithm to encourage use, which can easily become over-use. Seeing other artists' works in such large quantities can be demotivating, distracting and time consuming. Social media's excessive use can lead to decreased productivity and may increase or, in some cases, even cause a depressive state.

Additionally, to generate a serious number of followers, such as 5,000+, which would allow one to have a sufficient income from Instagram, one needs to spend a significant amount of time and effort on the application.



Bland, James Instagram account (2022)



Hillkurtz, Alex Instagram account (2022)

Figure 3. The number of followers for the established contemporary British artist James Bland, NEAC, is significantly smaller than the number of followers of the American watercolorist Alex Hillkurtz. Accessed: 4th of January 2023

Another pitfall for artists actively promoting themselves on Instagram is that its algorithms promote predictability. The analysis of very successful accounts has revealed that wider audiences are attracted to those with a clear consistency in subject and media, leading to high predictability of content. As Weiner said: "The push to put out more attractive photos can quickly turn authenticity off in favor of the kind of calculated pop-sexiness that pulls in large audiences" (Weiner, 2020).

It is demotivating to see that many artists that I like, which I consider to have both impressive skills and captivating concepts, whose work I have seen both online and in exhibitions, have relatively few followers. The most popular artistic accounts often feature less impressive works but straightforward concepts, such as flowers or tourist destinations painted in watercolours or highly realistic drawings of animals made in pastels.

The other social media platforms I use are Facebook, Pinterest and YouTube. My Facebook account serves as both a personal and artistic account, allowing me to use different privacy settings to share different content with different audiences. I can show some photos from personal events to my friends and the images of my artworks to a wider public. Facebook is particularly useful for advertising exhibitions and connecting with local communities.

My YouTube channel features video works created during my fine art degree course, but I primarily use YouTube for professional software tutorials on Photoshop, InDesign and Premiere pro. YouTube has proven to be an invaluable resource in this regard.

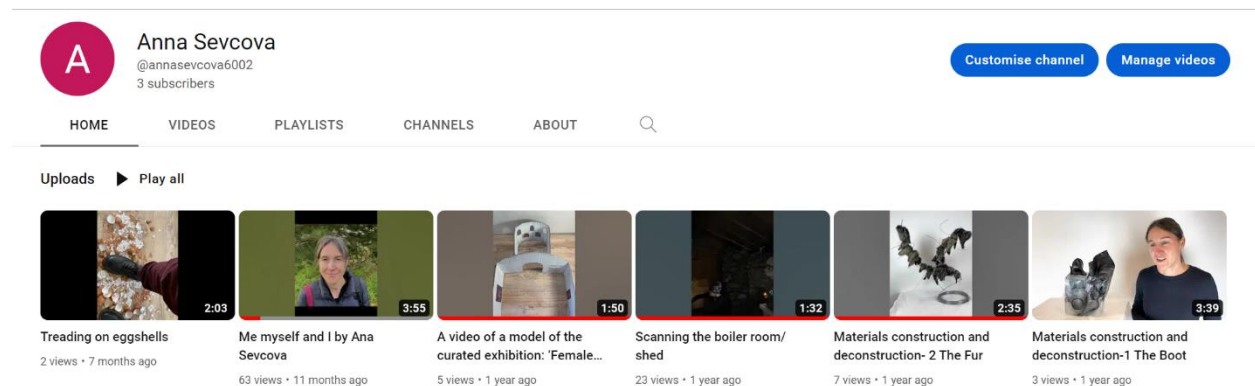


Figure 4. Sevcova, Anastasia (2023) The YouTube channel is not open to the public. It is used for posting my student video works within the course only. Accessed: 4th of January 2023

Pinterest was initially used as a source for visual research and inspiration but it has since been overshadowed by Instagram. I do not use LinkedIn for my art practice, as my account there is related to a different occupation.

Currently I am focusing on my actual art practice and only posting on Instagram once every month or two. In the future, I plan to invest more time and effort into social media when I have more available time. It will be important for me to find a balance between maintaining a consistent presence and allowing for creativity and open-mindedness in my practice.

Portfolio links

<https://anastasiasevcova.wordpress.com/> Accessed: 4th of January 2023

<https://www.instagram.com/anastasiasevcova/?hl=en> Accessed: 4th of January 2023

https://www.youtube.com/channel/UCSISMaYKOa_DgGh9bOXhv-Q Accessed: 4th of January 2023

References

Weiner, P. (2020) *Social Media and the Art World*. London: Delphian, Foolscape Editions

Weiner, P. (2020) *Navigating the Art World*. London: Delphian, Foolscape Editions

Bibliography

Benjamin, W. (2008) *The work of art in the age of mechanical reproduction*. London: Penguin.

Berger, J. (2008) *Ways of seeing*. London: Penguin

Berger, J. (2005) *On Drawing*. Cork: Occasional Press

List of Figures

Figure 1. Sevcova, Anastasia (2022) The front page of website <https://anastasiasevcova.wordpress.com/> Accessed: 4th of January 2023

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Anastasia Sevcova Artist Statement

My practice is centred around the concept of capturing a moment in time on canvas or paper. When I am painting from life, I am fully present and engaged with my surroundings, using all of my senses to absorb and interpret the world around me. My art is a way for me to record my existence and document the ever-changing and fleeting facets of reality.

One of my primary interests as an artist is landscape, and the ways in which we interact and connect with the environments we inhabit. Whether I am working in the countryside or in urban spaces, I am drawn to the feelings of awe and wonder that these places inspire in me. I use oil and watercolour in my paintings to express through colour and shape the exquisite chaos and the subtle harmony of the natural and man-made world.

My recent works have been based on old, ruined buildings in the countryside and on traditional farms. Affected by time and elements, they convey the sense of history and materiality. I am particularly attracted to the quiet, humble beauty of dilapidated buildings and the harmony of the farm shed structures. Standing in a farm shed surrounded by the smells of manure and hay, I am reminded of the eternal cycle of life and death, and the way in which the seasons dictate the rhythms of farm life. It is in these moments that I feel a sense of reassurance and connection to the world around me, and it is this feeling that I strive to capture in my art.

Currently I have decided to take the opportunity to dive deeper into my creativity and explore different media and subjects. My present project is an installation that incorporates interactive sound, small sculptural pieces, and drawings. Through this work, I am exploring the complex relationship dynamics between a family couple and the ways in which problems in communication can lead to frustration, anxiety, and conflicts. By using sound and 3D media, I aim to sensitively address this delicate subject without being overly moralistic or didactic.

Word Count 346 (Longer version)

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Word Count 262 (Shorter Version)

Anastasia Sevcova CV

anastasia.sevcova@gmail.com Instagram [@anastasia.sevcova](https://www.instagram.com/anastasia.sevcova)

Visual artist who primarily works with 2D media. My art explores landscape, architecture and the relationship between a personality of an individual in relation to their environment

Education

2020- Current **BA Fine Art Degree**, UWTSD Swansea College of Art

2019-2019 **Fine Art Foundation Course**, London Fine Art Studios

2017-2018 **BA Degree Fine Art**, The Art Academy London

2014-2015 **Diploma in Fine Art**, Putney School of Art and Design, London

Group Exhibitions

2022 **Landscape Competition Finalists Show**, Picton Castle Gallery, Haverfordwest

2022 **Confronting the Present**, Creative Bubble, Swansea

2021 **Year End Student Show**, Dynevor Campus, Swansea College of Art

2019 **Dissolute Geometrix**, Newington Gallery, London

2015 **Fine Art Diploma Exhibition**, Oil and Water Gallery, London, Putney School of Art and Design

2014 **Sheringdale Art Project**, Southfields Gallery, London

Skills

Proficient in Oil and Watercolour painting

Considerable experience in Figure drawing from life

Good experience in Printmaking

Good knowledge of Adobe Photoshop, InDesign, Premier Pro

References

Professor Sue Williams UWTSD sue.williams@uwtsd.ac.uk

Lecturer Alex Duncan a.duncan@uwtsd.ac.uk

The skills I need in order to develop my practice

- Painting- improve existing painting skills in Acrylics
- Improve working and compositional skills from sketches and photo references
- Expand the existing Photoshop and InDesign skills
- Learn Procreate application
- Learn about AI's working with visual content, such as Dall E, Stable Diffusion, Midjourney
- Improve my digital marketing skills
- Improve my self-presentation skills
- Get more experience in collaboration with other artists
- Improve my existing photography skills