

Sharing Your Work Transcript

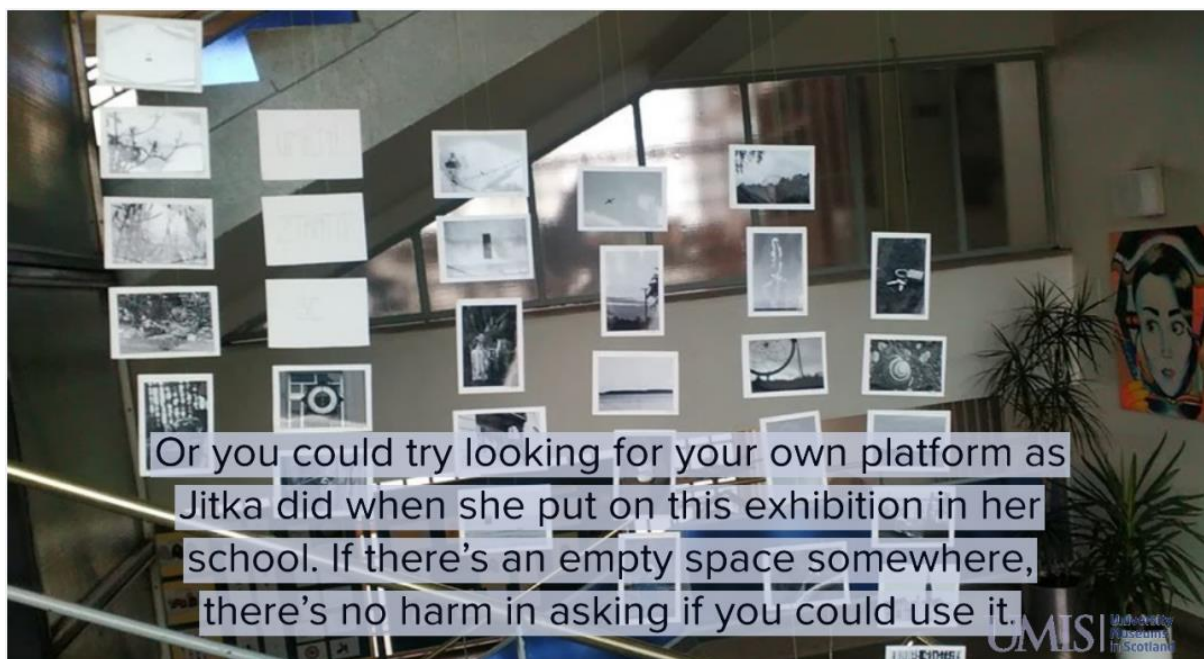
Once you've created your artwork, a next important step as an artist is to be able to share your work, there are many different ways to do this.

Exhibitions

One way that artists often choose to do this is by creating an exhibition of their work. There's a lot to think about when creating an exhibition of your work! One of the most important things to think about is what story do you want to tell with your exhibition? What message do you want your audience to receive from your work? You don't necessarily want to display all your work at once but rather pick those which you think convey a particular theme.

You might be asking: where am I supposed to create an exhibition of my work? Good question! Perhaps there's an existing project in your school or art club that you could join, do they have a magazine, newsletter or publication where they invite people to share their work?

Or you could try looking for your own platform as one of our mentors, Jitka, did when she put on this exhibition in her school. If there's an empty space somewhere, there's no harm in asking if you could use it.



You can also ask your local café, library, restaurant or club if they'd be willing to host an exhibition of your work there.

Or you could even ask your parents or carers if you can host an exhibition in your own living room. I used to do this as a child and try to sell my work (I don't think I ever made much money)

When putting together an exhibition or similar of your work it's a good idea to reflect on your process of creating it and think critically about your own work: why did you make the artistic choices that you did? Aayushi, current student at Edinburgh College of Art, explains more about how to do this for the different mediums we've been looking at in this project in her video below.



As well as sharing your own work, an important skills to develop is responding to other people's work, this is especially important if you are working on group projects so you can also think about some of the things Aayushi talks about in relation to the work of others.

We're still hoping that it will be possible to create an exhibition of the work you've created for this project on our University campuses so please don't throw anything away and at that point we'll be able to show you the process of creating an exhibition in more detail. A lot more work goes into creating an exhibition than you think! To get more of an insight into this, you can watch the video with Christina, Exhibitions Officer at the University of Aberdeen below.

Social Media

Of course nowadays there are also online ways to share your work. You can create a Google Site like we have done for our online exhibition of the project and upload your work there. They are free and quite easy to use. But if you do set up one of these you have to think about how you are going to direct people to go there.

The most obvious way to share work online is through social media. Again, if you do choose to share your work on social media, there are some things you need to think about before doing it – are you going to give your work a title? What about what hashtags you are going to use? Do you want to use your usual personal account or create one just for your art work? One thing you can think about it is participating in a social media festival where lots of people will use the same hashtag so it has much more likelihood of 'trending'. For example #InternationalArtistsDay on the 25th of October.

Or you can respond to initiatives by bigger organisations who will repost your work to much wider audiences. Throughout lockdown for example, the Ashmolean Museum in Oxford has been running an 'isolation creations' project and many other art museums have been doing similarly.

Also remember that people often like to see the process behind the artwork as well as the finished piece.

When putting your work on social media, it's a good idea to make sure you've signed the work so everyone can see who made it.

Competitions

Entering competitions can be a great way to get your work out to others, particularly as prizes often involve having it exhibited somewhere. A good place to look on the internet for upcoming art competitions is: <https://www.moma.co.uk/uk-art-competitions/>. It can feel daunting to enter competitions but it can be worth it to get used to the process or even gain some recognition.

I mentioned a couple of weeks ago that the National Galleries of Scotland run an annual competition for all pupils in Scotland up to 14. This year the theme of the competition is climate change so if you have a piece of work on this theme that you'd like to enter, let us know and we can help you do this!

Create gifts for family and friends

Creating gifts for your family and friends is a really lovely way to share your work and makes a very special present for them. If you create something like a calendar or a photobook with multiple images this gives you good practice in working with a certain theme or topic.

Do you have experience of sharing your art in other ways? Feel free to share some tips with your group members on the Teams site!