



# **What Lies Beneath**

## **Project Resolution Proposal**

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Assignment two

Sustaining your practice

22<sup>nd</sup> July 2024

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## **1. OVERVIEW OF THE PROJECT**

**'What Lies Beneath' expresses my reflections on community** using the landscape of an ancient woodland as a visual model where diversity flourishes and members support each other. Conversely this is uncommon in my local community which is often disharmonious and driven by difference.

**The stimulus to the work** is my sadness that 'incomers' and change/difference are not accepted locally, despite what they bring or contribute to a community. My passion for the natural environment and photographing in a small area provided the platform for my work. I find internal and external passage through the woodland cathartic; combining the world in my head with the one before me has helped to heal some of the wounds that inspired the story's beginning.

**My photographic style** is shaped by others who have explored 'affect' and 'effect', what is in the mind, as opposed to realism. Previous documentary work on layers of truth, and 'slow looking' has led to close observation, then presenting creatively, often metaphorically.

**'Insiders' versus 'outsiders' is a sensitive topic locally, I must be cautious when disseminating.** Response to the work has been positive and interested, (exhibition entries, portfolio reviews) and there has been strong suggestion that **the story extends globally and should be shared more widely.**

**My ethical code impacts on the way I will disseminate the work. Two of my ethical codes particularly dictate my choices:**

1. **Principle:** My work will maintain my freedom of thought and expression, whilst not harming others  
**Enacting:** I will be mindful of the possible impact of my images and words on others and recognise other's perspectives. Then I will consider whether I should exhibit or publish.
2. **Principle:** I support the protection of sensitive environmental locations  
**Enacting:** With an awareness of whether there is a need to protect a habitat or location, I may choose to keep it anonymous, by not sharing with others where my work was captured.

**The projects work consists of various parts: main images, poetry and footnotes images with definitions.** I will combine this in one copy of a book, to retain control locally. I plan to share with a limited local audience via an artist talk and tour in the woodlands. I am sharing more widely via open calls, exhibition calls and portfolio reviews; the initial response to these tells me that the work does have wider interest and effect.

## **2. MAXIMISING THE PRESENCE OF THE PROJECT AND ENGAGING WITH AUDIENCE:**

### **TARGET AUDIENCE:**

**Designed to attract limited local attention,** due local sensitivity of the work: use existing and emerging networks to engage a selected local audience (friends, local visual artist network).

**Designed to attract broader attention for the wider relevance of the work:** Wider new networks, professional and artistic, out of local area: open calls, exhibition entries, networking opportunities.

## OUTCOMES/CREATIVE CHOICES TO PROMOTE WORK:

### A. Book:

#### Objectives:

- To capture interest, engage and offer others opportunity for reflection (Hook: secrecy about my work locally has made it intriguing)
- To have a good understanding of designing and publishing a Photo book, using artistic strategies and making effective creative decisions.
- To demonstrate good knowledge of the professional context of presenting a visual body of work.
- To broaden my professional photography practice, enabling me to engage in professional and commercial contexts and to establish relationships and network and understand markets.

The book is to accompany the artist talks, and will not be for sale. It's purpose is to combine the images and poetry in a way that will offer access to viewers to reflect on some parts of the nature of community. This will work on 2 types of audiences:

- 1) **The professional:** via portfolio reviews accompanying the images, via gallery showings of images where appropriate, and offering the opportunity to extract for magazine articles and similar.
- 2) **Local open-minded friends** who are likely to respond to the stimulus: via a viewing and reading in the woodland.

### B. Artist Talk and tour:

#### Objectives:

- To capture interest, engage and offer others opportunity for reflection (Hook: secrecy about my work locally has made it intriguing)
- To confidently engage with a public audience face to face when disseminating my body of work.

This will be with individuals and small groups in the woodland with poetry reading and image sharing in the environment, with feedback opportunity on postcards. Viewers will be able to takeaway postcards with images to give them talking points, the poetry will remain with the author. The sensitive nature of the subject means I will be most likely to get frank responses in 1:1 situation. This gives access to different types of learners:

- Visual: book, images, physical woodland, written feedback on postcards
- Auditory: discussions and woodland sounds
- Kinaesthetic: Physical woodland experience, physicality of book and postcards
- Auditory: voices and woodland sounds

#### Promotion avenues:

- **Own:** Own website, Instagram, LinkedIn, newsletters/emails to contacts. Conscious decision not to use Facebook as this has a local following that I can't confine.
- **Paid for:** leaflets, posters, connections from membership and subscribed to organisations (Shutterhub, Source).
- **Worked for:** from promotions from open calls, exhibition/magazine inclusions, networking (OCA and external), portfolio reviews.

**Publications:** Must be clear and simple, to create a reason for engagement, relevance to themselves or an audience they know.

- Publicity PDF for artist promotion

- Talking point and reward postcards
- Photo Book: Online dummy for use with professionals and portfolio reviews  
One physical copy for Author's use and sharing during talks.

### **3. TIMELINE**

#### **Monthly tracker for resolution of project**

<b>2024: Month</b>	<b>Action</b>	<b>Deadline</b>	<b>Achieved</b>
<b>Prior to June</b>	Images produced and finalised		April 24
	Footnotes produced finalised		April 24
	Poetry produced and finalised		April 24
	Own media/promotion channels set up		February 24
	Networking		✓
	Peer reviews		✓
<b>June</b>	<b>Timeline decided</b>	End June	<b>23.6.24</b>
	Networking		✓
	Peer reviews		✓
<b>July</b>	Budget draft	23.7.24	
	Detailed timeline	23.7.24	
	<b>Publication proposal to Tutor</b>	<b>23.7.24</b>	
	Publication research		✓
	Networking		✓
	Peer meetings		✓
<b>August</b>	Publication research		
	Marketing research and outline		
	Marketing designs finalised		
	Peer reviews		
	<b>Book draft to Tutor</b>	<b>23.8.24</b>	
	Marketing leaflets/postcards ordered	26.8.24	
	Networking		
<b>September</b>	Book design finalised/ordered	2.9.24	
	Marketing publication	4.9.24	
	Artist talks/tours arranged	6.12.24	
	Book publication	12.9.24	
	Artist talks/tours execute	16.9.24- 4.10 24	
	Networking		
<b>October</b>	Book evaluation		
	Engagement evaluation		
	<b>Evaluation to Tutor</b>	<b>23.10.24</b>	
	Networking		
<b>Throughout</b>	Open calls/competition entries		
	Portfolio reviews		
	Networking		

**DETAILED PROJECT PROPOSED TIMETABLE IN APPENDIX ONE (p.5)**

#### **4. BUDGET: Costs involved with the resolution of the project and payments**

**DETAILED BUDGET APPENDIX IN TWO: (p.6)**

Also see blog post on calculating my creative fee day rate:

<https://nkssite6.photo.blog/2024/07/24/assignment-two-setting-a-day-rate/>

## APPENDIX ONE: Detailed project proposed timeline

PROJECT TIMELINE - PUBLICATION AND RESOLUTION: From July 24					
ITEM		DUE DATE	DATE ACHIEVED	% COMPLETE	
<b>A Planning and research</b>					
A.1 Decision on project plan		Prior to Jul 24	22.7.24	100%	
A.2 Research for budgeting		Jul-24			
A.3 Research for self-publishing book production		Aug-24			
A.4 Quotes for above		Aug-24			
A.5 Research for leaflet/postcard printing		Aug-24			
A.6 Quotes for above		Aug-24			
A.7 Plan agreed		Jul-02	1.7.24	100%	
A.8 Plan shared		Jul-24	26.6.24	100%	
<b>B Book production</b>					
B.1 Review images		Prior to Jul 24		100%	
B.2 Review poetry		Prior to Jul 24		100%	
B.3 Research photo books further		Jul/Aug 24			
B.4 Obtain sample paper from exwhy zed 7 Mixam		Aug-24			
B..5 Design book		Aug-24			
B.6 Design input on layout and text/graphics from peers.		Aug-24			
B.7 Finalise book layout		Aug-24			
B.8 Produce online dummy book		Aug-24			
B.9 Tutor and portfolio review input on dummy book		Aug-24			
B.10 Finalise book layout		Sep-24			
B.11 Print final book		Sep-24			
<b>C Marketing and promotion</b>					
C.1 Artist statement and Bio		Prior to Jul 24			
C.2 Website creation		Prior to Jul 24			
C.3 Instagram account creation		Prior to Jul 24			
C.4 Project PDF teaser design		Jul-24	26.6.24	100%	
C.5 Project PDF teaser printed		Aug-24			
C.6 Enter competitions/open calls		Ongoing			C.6 note
C.7 Exhibitions		Ongoing			C.7 note
C.8 Magazine exposure		Ongoing			C.8 note
C.9 Join organisations for networking		Ongoing		75%	C.9 note
C.10 Audience engagement plan		Aug-24			
C.11 Marketing campaign finalised		Aug-24			
C.12 Leaflet/postcard design and peer review		Aug-24			
C.13 Leaflet/postcard printing		Sep-24			
C.14 Begin woodland artist talks					
C.15 Complete artist talks					
C.16 Build Website instagram & Linkedin accounts		Feb-24		100%	
C.17 Update website and Instagram		Ongoing		50%	
<b>D Financial</b>					
D.1 Set draft budget		Jul-24		100%	
D.2 Claim enterprise grant		Nov-24			
<b>E Evaluation</b>					
E.1 Portfolio reviews		Ongoing	A Smith Gallery 4.4.24 lens Culture 26.4.24	50%	
E.2 Peer reviews		Monthly		50%	
E.3 Collate feedback from audience engagement		Oct-24			
E.4 Review marketing and engagement		Oct-24			
E.5 Review Publication		Oct-24			
E.6 Review artist talk and tour		Oct-24			
E.7 My learning		Oct-24			
E.8 Self- evaluation		Oct-24			
E.9 Make future plans: poss to involve		Nov-24			
Key % complete:		100%	75%	50%	25%
<b>Notes</b>					
C.6 note	Enter competitions/open calls	See link: <a href="https://nkssite6.photo.blog/category/sustaining-your-practice/competitions/competition-tracker/">https://nkssite6.photo.blog/category/sustaining-your-practice/competitions/competition-tracker/</a>			
C.7 note	Exhibitions	Glasgow Gallery of photography Oct 24			
C.8 note	Magazine exposure	Suboart Magazine Aug 24			
C.9 note	Join organisations for networking	Shutter hub, AOP, ISSUU, Ffoton, Art Doc, Nwar, On Landscape, lens scratch others to add			

## APPENDIX TWO: BUDGET

DETAILED PROPOSED PROJECT BUDGET						PLANNED COST £	ACTUAL COST £
ITEM							
EXPENDITURE TO DATE:							
A	<b>Subscriptions</b>						
	Shutterhub pa					£87.00	
	On Landscape pa					£52.10	
				Subtotal	£87.00		
B	<b>Software</b>						
	Adobe creative plan 1yr					£100.00	
				Subtotal	£100.00		
C	<b>Portfolio reviews</b>						
	A smith gallery trees 4.4.24					£17.00	
	lens culture					£25.00	
				Subtotal	£42.00		
D	<b>Open call/competition entry fees</b>						
	A smith gallery trees 15.3.24					£30.00	
	Lens culture critics choice 17.4.24					£14.00	
	Green Exhibition Glasgow Gallery of Photography 24.5.24						
	Exhibition fee 8.6.24					£48.00	
	Source Graduate show 12.5.24					£33.00	
	AOP Student awards 24.5.24					£9.00	
	AOP Group publication ISSUU - free						
	Suboart Magazine 29.5.24 - free						
	Publication fee 13.6.24					£36.00	
	Somewhere Lightreading magazine 12.6.24 Free						
	Shutterhub Yearbook 11.7.24					£10.00	
	AOP Open awards 12.7.24					£25.00	
				Sub total	£205.00		
				Total spent prior Aug 24		£486.10	£486.10
	<b>FUTURE EXPENSES – DRAFT</b>						
	<b>Resolving work</b>						
E	<b>Future photography open calls/competitions</b>						
	Approx 10 @ £ 25 each (some are free)					£200.00	
F	<b>Future subscriptions</b>						
	Adobe I design 3 months at@£22					£66.00	
G	<b>Portfolio reviews</b>						
	Shutterhub Free						
	Other					£50.00	
				Sub total			
H	<b>Publication costs</b>						
	Design software -idesign					£66.00	
	Book self publishing fee					£350.00	
				Sub total			
I	<b>Marketing costs</b>						
	Leaflet printing					£50.00	
	Postcard printing					£60.00	
	Projected Travel costs					£20.00	
				Sub total			
J	<b>Artist time: not costed in</b>						
	Book preparation						
	Marketing preparation						
	Artists talk and tours						
K	<b>Support in kind - no cost</b>						
				Sub total est costs to come		£862.00	
					Total	£1,348.10	£486.10
					Est		Actual
					Minus enterprise grant £100		
					Grand total Est	£1,298.10	
					Grand total Actual		