



What Lies Beneath

Revised Project Resolution Proposal

NOVEMBER 2024

Niki South

514516 PHPRO(CRS)

Assignment two

Sustaining your practice

Submission

Word count omitting cover, content pages and appendices: 1216

Contents:

1. Overview of the project	2
2. Maximising the presence of the project	2-3
3. Timeline	4
4. Budget	5
Appendix One: Detailed proposed timeline for project	6
Appendix Two: Detailed proposed Budget for project	7
Appendix Three: Competitions entered	8

1. OVERVIEW OF THE PROJECT

The project 'What Lies beneath' consists of photographs accompanied by poetry, and subsidiary images adjunct to dictionary definitions. I will combine these in a book to be shared locally with a limited audience via an artist talks and in the woodland where photographed. I am sharing more widely via open calls, exhibition calls and portfolio reviews. The work was provoked by the behaviours of my local community, however initial responses from my peers shows the work has much wider relevance and interest: <https://nkssite6.photo.blog/category/sustaining-your-practice/online-meetings/student-peer-hangouts/peer-hangout-4-4-24/>

The project is stimulated by my disappointment that 'incomers' and diversity are not well accepted locally, despite what people may bring or contribute to a community. Though humans prompted the work they are not evident in my images; **I express my reflections on community using the landscape of an ancient woodland as a visual model** of a contrasting community where things coexist and support each other harmoniously. **My aim is to provoke others to reflect on elements of community.**

My interest in the landscape and photographing within a small area provided the platform for my work. The internal (reflective) and external (physical) passage through the woodland whilst photographing helped to heal some of the personal wounds that inspired the project's beginning.

My photographic style is shaped by others such as Minor White (1908-1976), and John Blakemore (b.1946) who used photography to represent what is in the mind, as opposed to the realism of the subject. I experimented by photographing the landscape metaphorically in my landscape project (2019) based on the Brexit vote '51.9%:48.1%', <https://nikisouth.myportfolio.com/brexit> . In my documentary project 'Layers of truth' (2020) I focused on the local attitudes to tourists and 'second homers' which was exacerbated by Covid 19 lockdowns and fears, to shine a light on different local perspectives: <https://nkssite5.photo.blog/category/submissions/a3-submission/> .

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

My ethical code impacts the way I will disseminate the work: <https://nkssite6.photo.blog/2024/10/23/my-ethical-code-needs-category/>

One part of my ethical code is especially relevant to this work:

Principle: My photography maintains my freedom of thought and expression, whilst not harming others.

Enacting: I will be aware of the possible impact of my images and accompanying text and recognise other's perspectives. I will be honest in my representations. If I wish to publish or exhibit my work I will seek permissions from any individuals represented. If my work does not represent individuals but does points to generic groups/sets, it will retain anonymity to any particular locations or groups of people.

As there is strong feeling locally about 'incomers' and tourists, I knew I should be cautious when disseminating my work.

However initial responses from peers and reviewers indicates that it is not just a local phenomenon. My reviewers from lens culture wrote “You pull any single member of the community out, and the whole forest suffers... we continue to make the same, irreversible mistakes, over and over. And this project brings these questions, and more, to my mind” (<https://nkssite6.photo.blog/category/sustaining-your-practice/putting-myself-out-there/portfolio-reviews/lens-culture-critics-choice-review-april-24/>.)

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 (Contacts, local visual artist network).

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

OUTCOMES/CREATIVE CHOICES TO PROMOTE WORK:

A. Book:

Objectives:

- To capture interest, engage and offer others opportunity for reflection
- To broaden my professional photography practice, enabling me to engage in professional and commercial contexts and to establish relationships and network and understand markets.
- To understand how to designin and publish 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.

The book (2 copies) is made to accompany the artist talks and will not be for sale initially. Its purpose is to combine the images and poetry in a way that offers an opportunity for viewers to reflect on 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 people:** via artist talks in the woodland. (My reticence to share my project locally has created an intrigue which will be useful when I invite people to artist talks).

B. Artist Talk and tour:

Objectives:

- **To capture interest, engage and offer others opportunity for reflection**
- **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 enables access to the work at various levels:

- 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: <https://nikisouth.myportfolio.com/home>, Instagram: nikiks_photography, 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 (Shutter Hub, Art Doc, Lens Culture, Association of Photographers, red Eye photography network)
- **Worked for:** from promotions from open calls, exhibition/magazine inclusions, networking (OCA and external), portfolio reviews, **see Appendix three p7**

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

- **Publicity PDF** for artist promotion:
<https://nkssite6.photo.blog/2024/07/01/assignment-1-publicity-pdf/>
- **Talking point postcards** for invitations to artist talks and publicity feature images and a couplet from the poetry: <https://nkssite6.photo.blog/2024/08/21/assignment-four-publication-proposal-publicity-material/>
- **Photo Book:** Online proof copy for use with professionals and portfolio reviews: <https://nkssite6.photo.blog/2024/11/08/sustaining-your-practice-final-book-pdf-proof-copy/>
One physical copy for Author's use and sharing during talks:
<https://nkssite6.photo.blog/category/sustaining-your-practice/submissions-sustaining-your-practice/a5-syp-submission/a5-syp-published-book-and-reflections/>

3. TIMELINE

Monthly tracker for resolution of project

2024: Month	Action	Deadline	Achieved
Prior to June	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		✓
June	Timeline decided	End June	23.6.24
	Networking		✓
	Peer reviews		✓
July	Budget draft	23.7.24	done
	Detailed timeline	23.7.24	✓
	Publication proposal to Tutor	23.7.24	✓
	Publication research		✓
	Networking		✓
	Peer meetings		✓
August	Publication research		Aug/sept

	Marketing research and outline		Sept
	Marketing designs finalised		Sept
	Peer reviews		✓
	Book draft to Tutor	23.8.24	✓
	Marketing leaflets/postcards ordered	26.8.24	✓
	Networking		✓
September	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		✓
October	Book evaluation		Oct 24
	Engagement evaluation		Partial Nov 24
	Evaluation to Tutor	23.10.24	✓
	Networking		✓
Throughout	Open calls/competition entries		✓
	Portfolio reviews		✓
	Networking		✓

See detailed project proposed timetable in Appendix one (p.5)

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

See 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/>

Bibliography:

Photography Ethics Centre (s.d.) At: <https://www.photoethics.org/> (Accessed 08/11/2024).

Promoting your art (s.d.) At: <https://artquest.org.uk/how-to-articles/promoting-your-art/> (Accessed 08/11/2024).

APPENDIX ONE: Detailed project proposed timeline

PROJECT TIMELINE - PUBLICATION AND RESOLUTION: From July 24					
ITEM	DUE DATE	DATE ACHIEVED	% COMPLETE		
Planning and research					
Decision on project plan	Prior to Jul 24	22.7.24			
Research for budgeting	Jul-24	Aug-24			
Research for self-publishing book production	Aug-24	Sep-24			
Quotes for above	Aug-24	Sep-24			
Research for leaflet/postcard printing	Aug-24	Sep-24			
Quotes for above	Aug-24	Sep-24			
Plan agreed	Jul-02	1.7.24			
Plan shared	Jul-24	26.6.24			
Book production					
Review images	Prior to Jul 24				
Review poetry	Prior to Jul 24				
Research photo books further	Jul/Aug 24	Aug-24			
Obtain sample paper from exwhy zed 7 Mixam	Aug-24	Aug-24			
Design book	Aug-24	Sep-24			
Design input on layout and text/graphics from peers.	Aug-24	aug/sep 24			
Finalise book layout	Aug-24	Sep-24			
Produce online dummy book	Aug-24	23.8.24			
Tutor and portfolio review input on dummy book	Aug-24	24.9.24			
Finalise book layout	Sep-24	26.9.24			
Print final book	Sep-24	4.10.24			
Marketing and promotion					
Artist statement and Bio	Prior to Jul 24				
Website creation	Prior to Jul 24				
Instagram account creation	Prior to Jul 24				
Project PDF teaser design	Jul-24	26.6.24			
Project PDF teaser printed	Aug-24	Ongoing			
Enter competitions/open calls	Ongoing	Ongoing			C.6 note
Exhibitions	Ongoing	Ongoing			C.7 note
Magazine exposure	Ongoing	Ongoing			C.8 note
Join organisations for networking	Ongoing	Ongoing			C.9 note
Audience engagement plan	Aug-24	Sep-24			
Marketing campaign finalised	Aug-24	Sep-24			
Leaflet/postcard design and peer review	Aug-24	Aug-24			
Leaflet/postcard printing	Sep-24	Sep-24			
Begin woodland artist talks	Oct-24	23..10.24			
Complete artist talks	Ongoing	Ongoing			
Build Website instagram & LinkedIn accounts	Feb-24				
Update website and Instagram	Ongoing	Ongoing			
Financial					
Set draft budget	Jul-24				
Claim enterprise grant	Nov-24				
Evaluation					
Portfolio reviews	Ongoing	A Smith Gallery 4.4.24 lens Culture 26.4.24			
Peer reviews	Monthly	Ongoing			
Collate feedback from audience engagement	Oct-24	Ongoing			
Review marketing and engagement	Oct-24	Ongoing			
Review Publication	Oct-24	9.10.24			
Review artist talk and tour	Oct-24	Ongoing			
My learning	Oct-24	Ongoing			
Self- evaluation	Oct-24	end Oct			
Make future plans	Nov-24	Ongoing			
Key % complete:					
	100%	85%	75%	50%	25%
Enter competitions/open calls	See link: https://nkssite6.photo.blog/category/sustaining-your-practice/competitions/competition-tracker/				
Exhibitions	Glasgow Gallery of photography Oct 24				
Magazine exposure	Suboart Magazine Aug 24				
Joined organisations for network	Shutter hub, AOP, ISSUU, Foton, Art Doc, Nwar, On Landscape, lens scratch others to add				

APPENDIX TWO: BUDGET originally set April 24

DETAILED PROJECT BUDGET				Apr-24	Nov-24
ITEM				PLANNED COST £	ACTUAL COST £
EXPENDITURE TO DATE:					
Subscriptions					
Shutterhub pa				£87.00	£87.00
On Landscape pa				£52.10	£52.10
		Subtotal	£87.00		
Software					
Adobe creative plan 1yr				£100.00	£108.00
		Subtotal	£100.00		
Portfolio reviews					
A smith gallery trees 4.4.24				£17.00	£17.00
lens culture				£25.00	£25.00
		Subtotal	£42.00		
Open call/competition entry fees					
A smith gallery trees 15.3.24				£30.00	£30.00
Lens culture critics choice 17.4.24				£14.00	£14.00
Green Exhibition Glasgow Gallery of Photography 24.5.24					
Exhibition fee 8.6.24				£48.00	£48.00
Source Graduate show 12.5.24				£33.00	£33.00
AOP Student awards 24.5.24				£9.00	£9.00
AOP Group publication ISSUU - free					
Suboart Magazine 29.5.24 - free					
Publication fee 13.6.24				£36.00	£36.00
Somewhere Lightreading magazine 12.6.24 Free					
Shutterhub Yearbook 11.7.24				£10.00	£10.00
AOP Open awards 12.7.24				£25.00	£25.00
		Sub total	£205.00		
		Total spent prior Aug 24		£486.10	
FUTURE EXPENSES – DRAFT					
Resolving work					
Future photography open calls/competitions					
Approx 10 @ £ 25 each (some are free)				£200.00	£24.00
Future subscriptions					
Adobe I design 3 months at@£22				£66.00	£0.00
Portfolio reviews					
Shutterhub Free					
Other				£50.00	£0.00
		Sub total			
Publication costs					
Design software -idesign				£66.00	£0.00
Book self publishing fee				£350.00	£300.00
		Sub total			
Marketing costs					
Leaflet printing				£50.00	£0.00
Postcard printing				£60.00	£27.90
Projected Travel costs				£20.00	£8.00
		Sub total			
Artist time: not costed in					
Book preparation					
Marketing preparation					
Artists talk and tours					
Support in kind - no cost					
		Sub total est costs to come		£862.00	
				Total	£1,348.10
				Est	Actual
				Minus enterprise grant £100	£100.00
				Grand total Est	£1,298.10
				Grand total Actual	£754.00
* Used affinity free 6 month trial					

Appendix THREE: Open call competition tracker

Photo competitions/exhibitions

Entered:

Competition	Deadline	Organisation	Cost	Submitted	Outcome
Trees exhibition	18.3.24	A Smith Gallery	\$39 review \$20 Total £47	5 images	Not accepted. Review verbal zoom.
Lens Culture critics Choice	17.4.24	Lens Culture	£31.50, Review \$25 Total £39	10 images statement and bio	Useful written review
Source graduate online	12.5.24	Source	£33	Statement & 8 images	Published online with other grads
Green Exhibition 2024	24.5.24	Glasgow Gallery of Photography	Free entry £48 for gallery inclusion	8 images 1 image accepted	Selected for Oct 24 physical exhibition and online gallery 27.4.24
AOP Student awards	24.5.24	AOP	£10	Statement and 100 word statement per image. 4 images	
AOP group grads PDF	11.6.24	AOP	Free	1 image and media links	Published online
Suboart Magazine deadline May 29th:	29.5.24	Suboart	Free entry £26 for inclusion if accepted	4 images Bio and artist statement	Selected for August magazine two page feature edition no:28 13.6.24 Published 18.8.24
Somewhere	12.6.24	loosenart	Free	3 images and image statements	
Shutterhub Year Book Awards 2024	11.7.24	Shutterhub	£!0	1 image and link to website live 8.8.24	Selected with only 250 worldwide photographers
What you see is what you get		Ffoto Gallery	Free	3 images and statements	
Open Awards	12.7.24	AOP	£25	5 images and statements	
Enigma of life	31.7.24	Light readings magazine	Free	6 images and statement	

To do:

Art Doc Magazine entry possible