

S E R A H A

A Transformative Rebrand for Fine Artist Serah A

An NC State Arts Entrepreneurship Consulting Team Proposal

A large, bold, black cursive signature of 'Serah A' is centered on the page. Below the signature, the words 'Visual Alchemist' are written in a clean, red, sans-serif font.

Visual Alchemist

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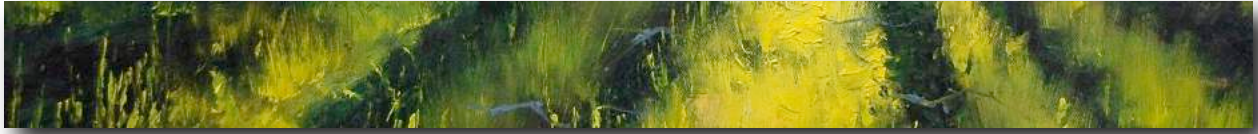
GRACE MURRAY

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May 4, 2020

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Introduction to the Rebrand

Serah Ashby, professionally known as Serah A, is an artist who philosophizes humanity through painting, sculpture, and theater. In her career, she has accomplished multiple residencies, successful art walks, and fostering relationships with new consumers in the Arts world. To assist Serah on her journey, we created a chapter-based layout of a transformative rebrand with initiatives to unify her presence as an artist. The beginning sections of the rebrand reveal Serah's art themes and artistic vision, then expand on how to reach new communities and connections in different geographic collections. Afterward, a detailed marketing plan provides new ideas for powerful outreach strategies, which is complemented by illustrious mock-ups and wireframes in the visual identity section. Our visual aids provide before-and-after graphics, and carefully crafted brand suggestions to aid Serah. Lastly, our final initiative paves a way for her to discover new opportunities that can further highlight her abilities as an artist, and delve into new mediums. Overall, our goal is to create a revolutionary rebrand appealing to Serah's values and launches her into a realm of transformation.

Team Observations of Art Themes in Serah's Work

Much of Serah's work approaches realism with a technique that creates a sense of balance between the direct and the implied. Her subtle brushstrokes create softer boundaries within the painting. This can be noticed in *King of the Red Sea* (2017), as the folds of fabric fade into the background and the crown appears more illuminated than detailed. Also displayed below, *Ubuntu* (2017) demonstrates the same process where the artist's hand in the work can be seen in the carving of the sculpture, giving a sense of intimacy or vulnerability in a work that states

“unapologetic power.” This technique creates a sense of directness that is immediate, and more inquisitive than traditional realism.



(Above: from left to right: King of the Red Sea, Ubuntu)

As we view these works, we learn the subject matter of Serah’s art is a continuity of classical art in terms of illustrating human subjects with balance and restraint. She mixes the classical by incorporating modern elements like bullets, Nike Air Jordans, or iPads. This departure creates a startling contrast that forces the viewer to re-contextualize the work into a modern framework, perhaps one they are more accustomed to understanding. In doing this, one can create a deeper, more provoking connection to the work, asking themselves to consider the relationship between the subject and the implied.



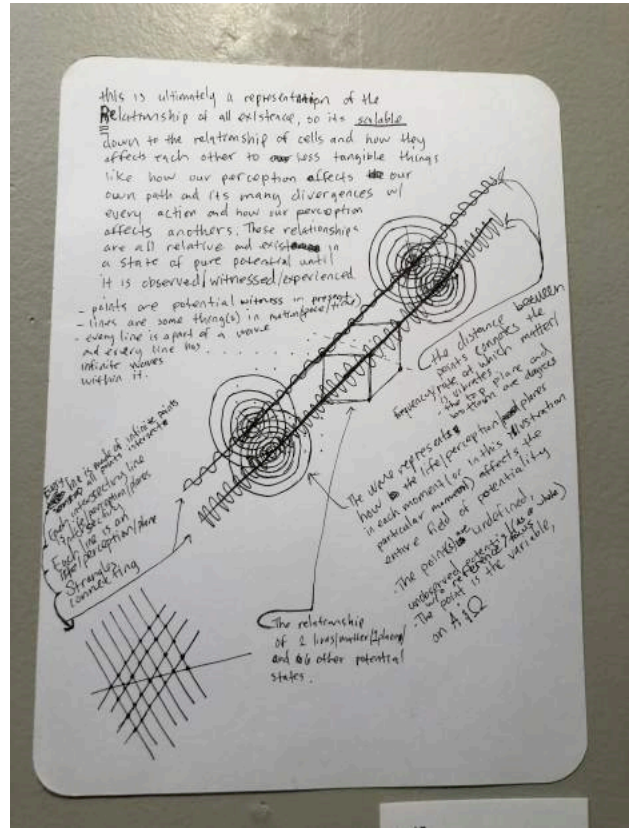
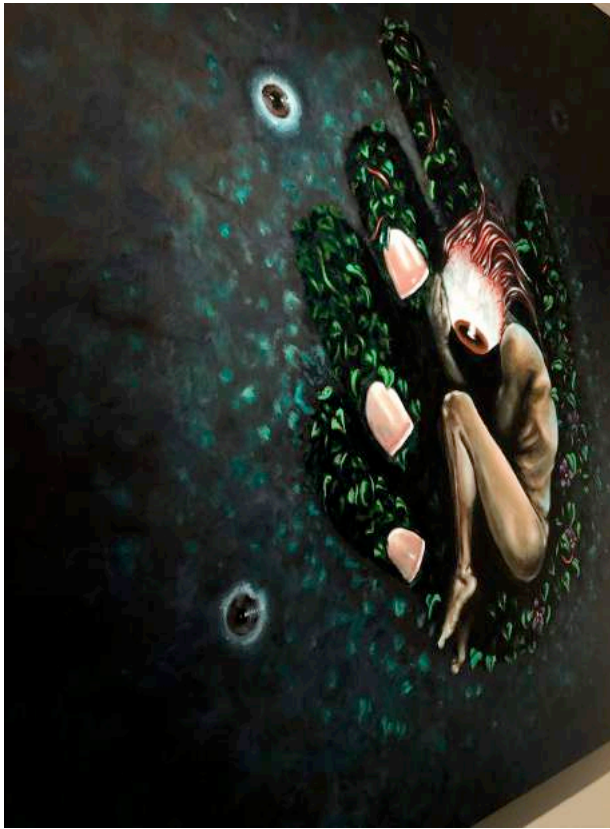
(Above: *The Crown Bullets*)

Another chief accomplishment in Serah's body of work is the *Coronation of the Descendants*, a fearless installation that moves between mediums. Disregarding the traditional boundaries of visual artists, Serah seamlessly transitions from painting to sculpture without wavering in her message. Unlike contemporaries and precedents alike, Serah's commitment rests in mastery of message, rather than specialization in medium. This boundless confidence equips her with the ability to alchemize any concept into a materialized reality.

We can see this in observing the metal sculpture, *The Crown Bullets*. Beyond existing as a subject to the painting, *The Crown Bullets* exists as an artifact of the coronation, a reckoning of the weight of crimes committed against humans, by the rest of humanity. The strength of this relationship, the interplay between the two pieces, propels each past their individual value, asserting worth in terms of emotional and intellectual resonance. The effect is visceral without ne-

cessitating an aggressive confrontational quality - this is earned through Serah's ability to translate vision to tangible using any means necessary.

The most unifying aspect of Serah's work is her investigation into the human consciousness, drawing from spirituality, renowned thinkers, and her own life experience. She has an ability to soak up inspiration from sources anywhere—one might compare her to a sponge—



absorbing everything piquing her interest. However, this would be a false comparison; she is more like a filter, identifying what is truly worthy of her interest and emotions and filtering it out as so. You could say the product of this is the physical art piece itself, but you could also call it her philosophy. In Serah's own words, "Down to my being, I am a philosopher at heart... I just choose the medium of art to express those thoughts that a lot of minds wrestle with throughout their lifetime."

¹ Serah Ashby, (@Serah.lenea), "Perception 11:11 Getting a little into the depth of some of my work up at @thisthatgift I'll be there

By understanding the artistic properties of Serah's work, we have a better foundation for understanding how to position her within the appropriate arts markets. The technique, purpose, and nuances lead us towards a more holistic view of Serah's art that allows for growth while grounding us with working principles. As a disclaimer, we understand these themes are not comprehensive, however, we found they are the most significant in the current stage of her career. In synthesizing these themes, we determined an appropriate category for Serah would be that of a visual alchemist: one who takes ideas and transforms them into the visual.

Artist Values

In order to craft solutions complementary to the beliefs of Serah, we began contextualizing her values as an artist. Dissecting her values helps our team understand Serah's conscious thoughts and ethical being, as well as give us a new angle to develop her market with. To put simply, while the understanding of an art piece is essential in generating an effective, engaged market, the values of an artist guide the strategy to cultivate this market more powerfully.

For example, if an art connoisseur who is viewing Serah's *Coronation of Descendants* installation for the first time has no prior knowledge of what her values are as an artist, he or she may walk away generally impressed, but nothing more. This connoisseur enjoyed the paintings and understood the message of the installation, but he or she knows nothing of Serah's methodology, the importance of precision, her purposeful illumination, her desire to paint something that would be a 'tough conversation'. To take it even further, he or she may not know her value in bringing her dreams into visual creations, or how she picks up new art mediums without hesitation. If he or she (the art connoisseur) learned that Serah is an artist who places value on intent, purpose, sacrifice, calling out the 'ugly' part of society, all while being someone who has faced the oppression depicted in her art, he or she may crave knowing more about her work and biography.

@thisthatgift", Instagram IGTV post, February 6, 2020, <https://www.instagram.com/p/B8POU87neXS/>.

This can cause the connoisseur to develop feelings of tribal connection to her work, and a feeling of resonance to who she is as an artist. Serah sees emotional responses as an opportunity to parlay that into a deeper connection through questioning. In this way, her art is more accessible to her audience in that it provokes thought rather than requires it. The point here is, knowing an artist's values can draw in an even more powerful, cult-like market to their work when their general audience is aware of the values within their artwork. Ultimately, the solutions we propose in the coming paragraphs will empower the passion Serah employs in her practice to stay true to her purpose.



Community

In this section, there are details for Serah to create connections with others and gain additional connections in other places of the world, and suggestions to maintain them. First, we must adhere to what her ideal community looks like. Serah expressed that she does not define herself by one community, but rather multiple communities where people freely express themselves without fear of societal standards. Additionally, she found some art communities did not give her full self-expression, perhaps limiting participation in new communities. This is a natural reaction, but fortunately, Serah conveyed interest in creating her own community for her audience.

In our interview with her she stated “I hope that people who have the opportunity to see my work and me, that there is a home for them even though I am not looking for one.”² Although Serah states that she doesn’t have a formal home (symbolic for a community), she still wants to create a home for her audience. We believe if Serah formally creates this community, it can allow others to feel confident in expressing themselves artistically and even foster a tribal-like connection towards Serah.

As mentioned above, Serah does not dwell in communities that restrict self-expression. She has tried to be a part of different ones, but notices that these communities are not open to deeper conversations. To create her ideal art community, one would have to keep this in mind. The goal is to create an art community open to such conversation and self-expression. Serah mentioned that the only community she feels like she can truly be herself are those in theater. In our interview with her, Serah stated “I really enjoy being around theater people. They, in my opinion, have managed to find a way to express themselves completely and that’s okay and

² Personal conversation, Serah Ashby, January 27th 2020

that’s liberating. My mom’s always called me a drama queen and to be a drama queen and to be surrounded by drama queens and for it to be ok was incredible.”³ Serah feels at home with groups free to express themselves. Surrounding herself with those in the theater community helped her realize that there are ways to fully express yourself and mentioned her desire to make the viewer feel powerful. Indeed, she is looking for an authentic human experience. Overall, our suggestion is for Serah to look into the creation of a community where people, like in theatre, can be as dramatic and human as they want to be—one where the human condition and human emotions are freely expressed.

Connections

Serah’s connection with her audiences center around helping them feel relaxed, engaged and authentic. Choosing to live with no mask and encouraging others to do the same is her goals.



With all of these connections, Serah is able to maintain lasting and meaningful audience relationships. They can feel as though they are a part of her life, rather than a distant spectator. Her audience should feel like they are a part of a larger community whenever they go to her shows or are interested in buying her art. We suggest Serah engage with her audience in such a personal way that they come back not simply for the art, but for the expression of her intrinsic nature. This will activate feelings of connection and self-worth whenever they see Serah in person or online.

(Above: Photo of Serah at an art show)

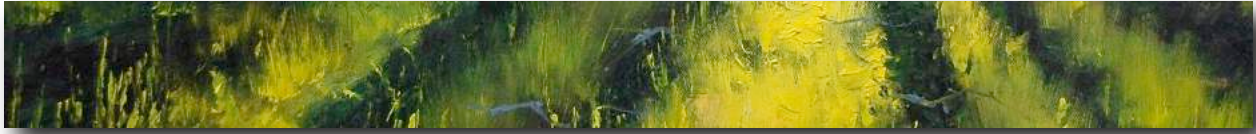
³ Personal conversation, Serah Ashby, January 22nd, 2020

Geography

Serah expressed that one of her goals is to travel the world and make connections with people around her. One way to tap into the markets of multiple geographic locations while simultaneously making connections is to hold art shows or events in different regions and engage with attendees. In this instance, Serah can share her website or preferred form of contact through business cards or social media handles. She will then be able to connect with others, maintain long-lasting connections, and fortify her community without restriction.

On Instagram, there is a way to see where followers are located. If there are places with a smaller number of followers, it could give Serah ideas on where she may like to travel to next to build a larger community in that area. As an example, Charlotte, North Carolina has a growing artist community only a short drive away from Raleigh. In Charlotte, Serah could interact with a new art scene and build her audience. According to UNC Charlotte, “Charlotte’s art scene is growing, as well as becoming more diverse and even, some say, edgy.”⁴ Charlotte may be a community building opportunity for Serah.

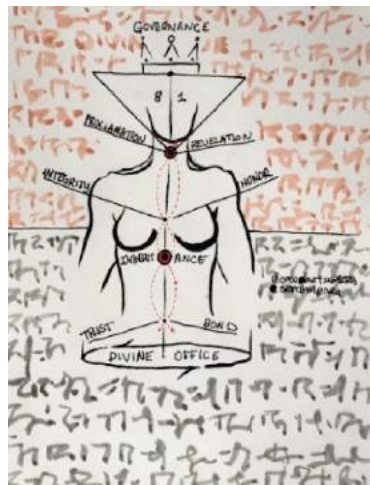
⁴ Israel, Mae. 2019. “We are not giving ourselves credit.” *Charlotte’s art scene is growing, changing.* April 23. Accessed April 21, 2020. <https://ui.uncc.edu/story/Charlotte-Arts-Scene-Quotes>.



Markets

After careful evaluation, identified Serah’s art as falling into two markets: Elitist and Aspirational. Serah’s art falls into these markets because she creates remarkable artwork demanding its presence in the Fine Arts world (the Elitist market), but also creates sketches and leather jot-down journals that don’t quite dwell on the same island as the Fine Arts (the Aspirational market). However, these varying forms of art nonetheless still encompass Serah’s values in a significant ways. This means her work, even those living outside of the Fine Arts sphere (sketches and jot-downs), still assert certain price points because of her inherent intrinsic values, and ability to pour emotion into all her creations.

In the following paragraphs, there is a detailed discussion concerning Serah’s current prices, and what we believe her new prices could be based upon her status as an artist. But first, we begin with comprehensive definitions of the two initial markets that explore far more than the simple explanation of ‘inside the Fine Arts’ world and ‘outside the Fine Arts’ world. This will precisely describe why Serah’s art falls within these two respective markets.



Above: left to right: original sketch and leather jot-down journal

Elitist Arts Market

To briefly define, an Elitist market is one group of capital A(art) consumers. An important thing to note about the Elitist arts market is that their consumers demand authenticity—their desire for it is insatiable. An Elitist market is uninterested in cost; many consumers in this realm are well-off enough to imbibe art content boundlessly, and their first area of concern is ‘Is this art appealing to me, my values, and connects me to my spirituality?’ Their concern is never ‘Hmm, I wonder how much this costs.’ Elitist art consumers have very similar viewpoints to those in the gifts sphere where money is degrading, and they do not usually embrace the viewpoint of an economist. If a work of art entices them with intrinsic value and authenticity, they are willing to pay the price and conduct the transaction gladly, but with necessary discretion. We believe Serah’s skills and artistic vision allows her to fall under the Elitist arts market because she is undeniably creating Fine Arts work, and has a persona intriguing to this market.

Aspirational Arts Market

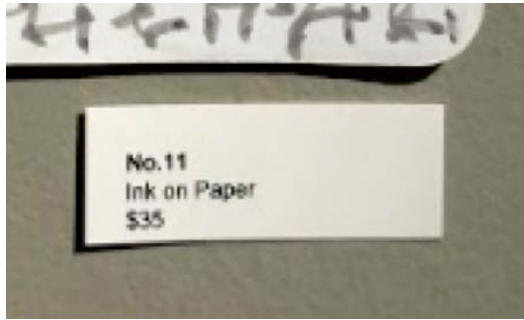
An Aspirational market consists of consumers who aspire to own a certain art product because they feel it will boost their self-efficacy. The art products within this market are usually accessible and live on a spectrum where the pricing is expensive enough not to buy on impulse but affordable enough to be purchased when preparations are made to own the art. The primary works of art Serah creates for the Aspirational market are her sketches and jot-down journals. These works hold a significant amount of value and authenticity, especially when learning of the journal's hand-crafted leather components, and the pure outpouring of emotion and detail into the sketches. Physically smaller in comparison to her other works, we believe her sketches and journals can live in the Aspirational arts market: a market where consumers are making preparations to buy one of her sketches because they feel a connection to the message, or purchase one of the journals to convey their own ideas and emotions. Though the possibilities are endless for how Aspirational art consumers can use these works, our only light suggestion for this Aspirational art relates to pricing.

Pricing

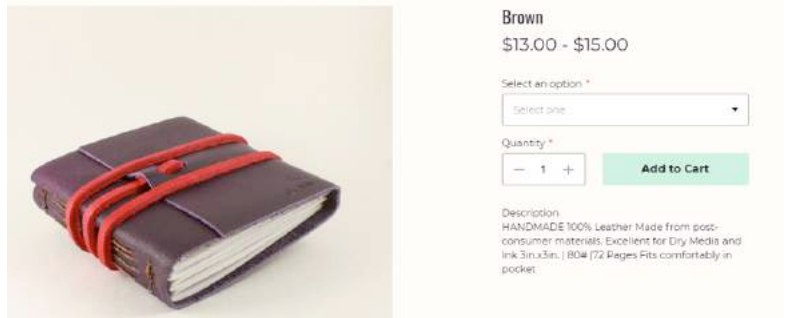
Pricing is an incredibly important factor that communicates value to art consumers. Although money can be seen as ‘unimportant’ to many art world consumers, it is undeniable that price is a significant indicator of worth. Take, for example, Banksy’s *Ballon Girl*. When this work was shredded at auction, its price skyrocketed. Watching its public destruction by the artist created a sensationalized experience for audiences—a feeling of intense desire to acquire the now-destroyed art product. People needed this product even more because it sent a more powerful message and its rapid price increase confirms the desire. The shredded painting was now connected to an unforgettable moment and the craving to own the message it embodied.

Now, imagine this same event occurred, but a highly respected art world critic declared this to be an act of sabotage: the price would be slashed by 75%. Though the attendees may have experienced an unforgettable moment, hearing that the art is being devalued indicates the it is now worth less than it was. This is when art becomes “of lesser value” to an arts consumer—it is simply *easier* to own. We provide this example to explain our rationale on why we recommend Serah should increase her pricing: we do not want her consumers to devalue her work because they feel it is too easy to own. Serah’s work bleeds emotion and thought-provoking detail—her sketches are sometimes the first blueprint of a future work. Her sketches and journals hold worlds of value due to the vision, experiences and perspectives. This naturally demands a price point nothing short of \$100 for a sketch, and \$75 for a journal.

Visual Aids for Pricing



(Above: \$35 sketch at Carrboro art showing)



(Above \$13-\$15 jot-down journal)

The two photos above are Serah’s current pricing as displayed at a show, and on her e-commerce website, *Honeydoes*. By increasing these prices, her work can live properly in the Aspirational arts world, offering fans and consumers alike an opportunity to own her art, but only with prior preparation and consideration for the art they are about to possess. Next, this brings the question, “well, where will Serah’s art live?” since she creates both Fine Art and art for an Aspirational market. To address this question, we created a plan that designates where they will live, and how they are presented.

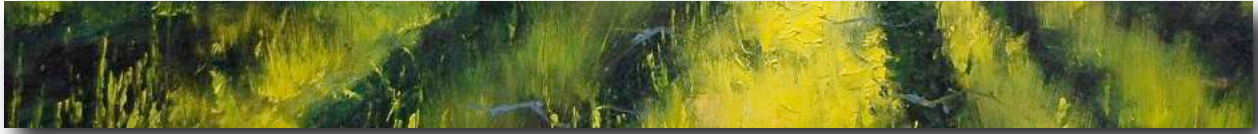
Where Does the Elitist (Fine Art) Live?

Serah’s fine art work demands a digital presence and living space of its own. One way we recommend digitally housing her art is to have Serah’s fine artwork be placed under a “Gallery” tab on her primary website “Serah-A.com.” We see the art pieces displayed under this tab to continue not to reveal prices; we’d desire the art to only have descriptions concerning its authenticity, and intrinsic values, as Serah has in place presently. Artwork such as those in the *Coronation of Descendants* installation and her other acrylic on canvas work shout skill, adept methodology, and an artist who generates value. We believe this creates a consumer eager to inquire further about the work, showing a genuine desire to own Serah’s pieces and learn more

about her as an artist; rather than purchasing in a distant, non-connected fashion that online shopping inherently creates.

Where Does the Aspirational Art Live?

To reiterate, Serah's aspirational art is her sketches and leather journals. We suggest having a separate area where it is digitally shown, because like the Elitist arts market, its properties are individualistic and delivered through a different medium. We suggest Serah's Aspirational art be displayed on her current e-commerce website, *Honeydoes*. Note that *Honeydoes* currently holds more of Serah's Aspirational work such as the journals, but currently does not have any e-commerce options for her sketches. By having the sketches and journals live here, we combine two Aspirational art products in one place where individuals can freely see prices, and make purchases. Another implementation on the website we propose is renaming "*Honeydoes*" to "*Alchemy by Serah A*" or "*Honeydoes by Serah A*." We recommend this simply so consumers do not experience confusion when they are redirected or launched outside the Serah-A.com website when trying to reach her Aspirational art.



Marketing

In-person Marketing

After identifying Serah’s markets for the rebrand, we established several marketing tactics in order to successfully transfer the value from her work to potential consumers. We plan to effectively communicate her brand (and what sets her apart) across all face-to-face and digital platforms.

Serah’s presence is extremely powerful, and we believe leveraging interactive experiences is critical in order to connect her to her consumers. By developing in-person relationships with individuals forming the Elitist market, Serah has the opportunity to strengthen her community. While digital marketing is important to create brand awareness, as an artist, in-person engagement can create an even more powerful message.

One way we believe Serah can captivate potential consumers in face-to-face settings is through unique business cards. It is a simple yet impactful tool to make an initial conversation memorable. We recognize Serah’s creative gifts and think it could be incredible if she made her own business cards.

Serah currently works with leather for her jot down pocket journals, and other accessories such as earrings. While leather is an unusual material to make business cards, we believe creating an unconventional design is a clever way for Serah to embrace and communicate her brand. Not only would this medium leave a lasting impression, it could potentially spark interest about the other leather products she creates. A simple and time efficient way to produce several business cards would be to create a

stamp containing her contact information and logo. Once Serah crafts the actual textile into a card, she could choose an ink and quickly produce high quality original pieces using the stamp. If Serah wishes to use a different medium it can easily be implemented on different surfaces such as canvas, or metal.

This design would appeal to both Elitist and Aspirational markets. We envision each card as a high quality original piece made by Serah that all consumer types would find striking and unique. Additionally it could also act as an initial tangible object for an Aspirational consumer. By gifting individuals who are potentially entering her Aspirational market with something so personal, Serah would create an immediate connection. We hope this connection would lead to consumer loyalty and drive sales down the line with other Aspirational products such as her leather journals and sketches. Overall, sharing a one-of-a-kind, leather business card, with the ability to rotate her business cards onto different media, is a key strategy to shift simple networking into a personal experience with a consumer.

Since we deeply desire Serah's in-person networking to be a memorable experience for her consumers, we have thought of another strategy—one which is highly interactive and delightfully unforgettable. This idea would be an event located in an open space that can fit 15-20 people, called "Journals and Dreams with Serah A." Some potential open spaces could be Serah's home, a friend's home, or a rented space. The 'Journals and Dreams with Serah A' event would be an opportunity for Serah to engage with her consumers (both new and old) by hosting a sit-down session where Serah gives out a free leather jot-down to each person, and they proceed to write down certain thoughts and sketches, under Serah's supervision.

We see the event proceeding as follows: Serah would sit at the front of the space, while the other individuals would sit facing her, mimicking a classroom. Serah then has

the opportunity to talk to her audience about herself, her upbringing, and some of her values. Once the audience knows a little more about her, the event can get started. Serah can then instruct individuals to open the first page of their leather journals, and then share statements pertaining to the creative part of the event. For example, Serah could say “In 2 minutes, sketch parts of your most beautiful memory”, or “Write the name of someone meaningful to you, and then tell the person beside you why they are important”, and so on. This would foster an incredible relationship between Serah and audience members, especially if they could take home the journal they’ve created a new memory with. Lastly, and most necessarily, this event is not free. We suggest an admission fee for this event in the range of \$35-50 per person because, as mentioned previously in the Markets chapter, nothing of Serah’s can be too easy to own, even if done for marketing purposes. We recommend this price range confidently because attendees would be receiving a free leather journal and an opportunity to foster a deeper connection with Serah, all while being surrounded by other like-minded individuals sharing similar values.

After hosting the ‘Journals and Dreams’ event, another way Serah could leverage in person marketing is through more exhibitions. One event we explored is First Friday in Raleigh, North Carolina. This program is produced by the Downtown Raleigh Alliance and takes place from 6p.m. to 9p.m. on the first Friday of every month. Artists, entertainers, restaurants and more come together to share their work with the Raleigh community at specific locations downtown. There is an annual fee to join, and a simple google form to submit an application.

While the majority of artists who are a part of this community showcase their artwork in galleries, the COVID-19 virus is causing a shift in how First Friday members are participating. Rather than walking around downtown to storefronts, First Friday is

currently going virtual for the first time ever. Artists are hosting demonstrations, studio tours, and other events online. Whether or not Serah is interested in participating in a community event like First Friday, we believe imitating this type of shift with in-person interactions to virtual experiences will provide Serah's consumers with consistent engagement. This leads to our goals with Serah's digital marketing.

Digital Marketing

We believe finding ways to effectively communicate Serah's powerful presence through her online platforms is an important marketing strategy. Not only will her digital brand act as a community center and reference point for her current consumers, it provides her with platforms to expand her market.

Through our strategy, we recommend focusing on awareness, engagement, conversions, and consumers across all of her digital platforms.⁵ This includes her blog, social media accounts, and website. By developing the in-person relationships we mentioned above, Serah can take the opportunity to promote her digital presence and increase online awareness.

Developing a cohesive brand across all online platforms is beneficial for several reasons. It is the closest thing to an in person interaction, and Serah can engage with or update her audience immediately. Engagement is where the transition from a possible customer to a loyal consumer takes place. Having the opportunity to connect with a consumer instantly through a comment or post on social media cultivates better relationships with her followers. Also, utilizing online platforms could be a cost efficient way to advertise her current work. Whether someone is exploring her

⁵ "Create a Website." Quicksprout. Accessed April 22, 2020. <https://www.quicksprout.com/instagram-engagement/>.

website for the first time, or scrolling on her Instagram account, having her impressive art and compelling presence online would bring them a one of a kind experience.

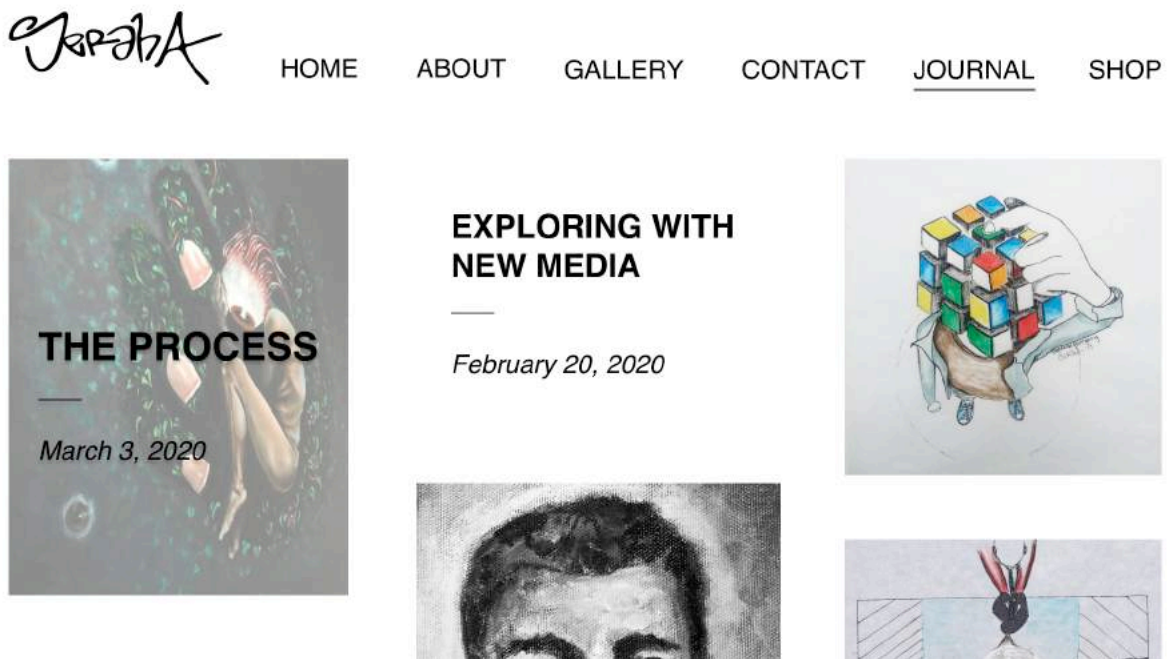
Blog

Effectively communicating Serah's incredible work and presence in a cohesive manner is one of the rebrand's main focuses. One platform that displays Serah's full process of work is her blog, which can currently be found through her website. Serah's blog holds a variety of content including her art processes, spotlights of other channels and platforms, and previous exhibitions. Her most recent posts are from March of 2019. We are presenting Serah with three options for the future of her blog. By providing her with numerous ideas, Serah will have the flexibility to decide what works best for her.

Option one is to preserve and maintain the blog. We believe utilizing the blog is a digital way to market herself. This could provide more content for the website and a snippet of exclusive content that can be viewed only through her Patreon. This is a valuable marketing approach to reach individuals who take interest in Serah's previous involvements and keep her audience updated with current projects, thoughts, and adventures.

If Serah wishes to keep the blog on her website and continue posting, we've provided a design in order to give a visual idea to support this option. The design we created uses a non-linear format. Having several images and blog posts above the scroll line immediately provides the audience with Serah's overall brand essence. This also gives Serah the flexibility to use text only, or accompany her post with images. As seen in the design, each post will have an option for a title and date. We would like to recommend this blog design because it is easy to maintain, and a perfect combination of simplicity and authenticity.

If Serah is not attached to the content on her blog, **option two** is to have her main Instagram account to function as a new form of long and short form communication. Many of Serah’s blog posts are under three paragraphs long. They reveal a personal side of her work and thoughts appealing to consumers in her Elitist and Aspirational markets. Since Serah’s schedule likely makes her busy and she may be unable or want to prioritize a formal blog, relocating all of her future blog content onto a platform that is easily accessible would help her grow her social media. We believe this option could simplify her website by removing the blog tab, and increase engagement on her main social media account.

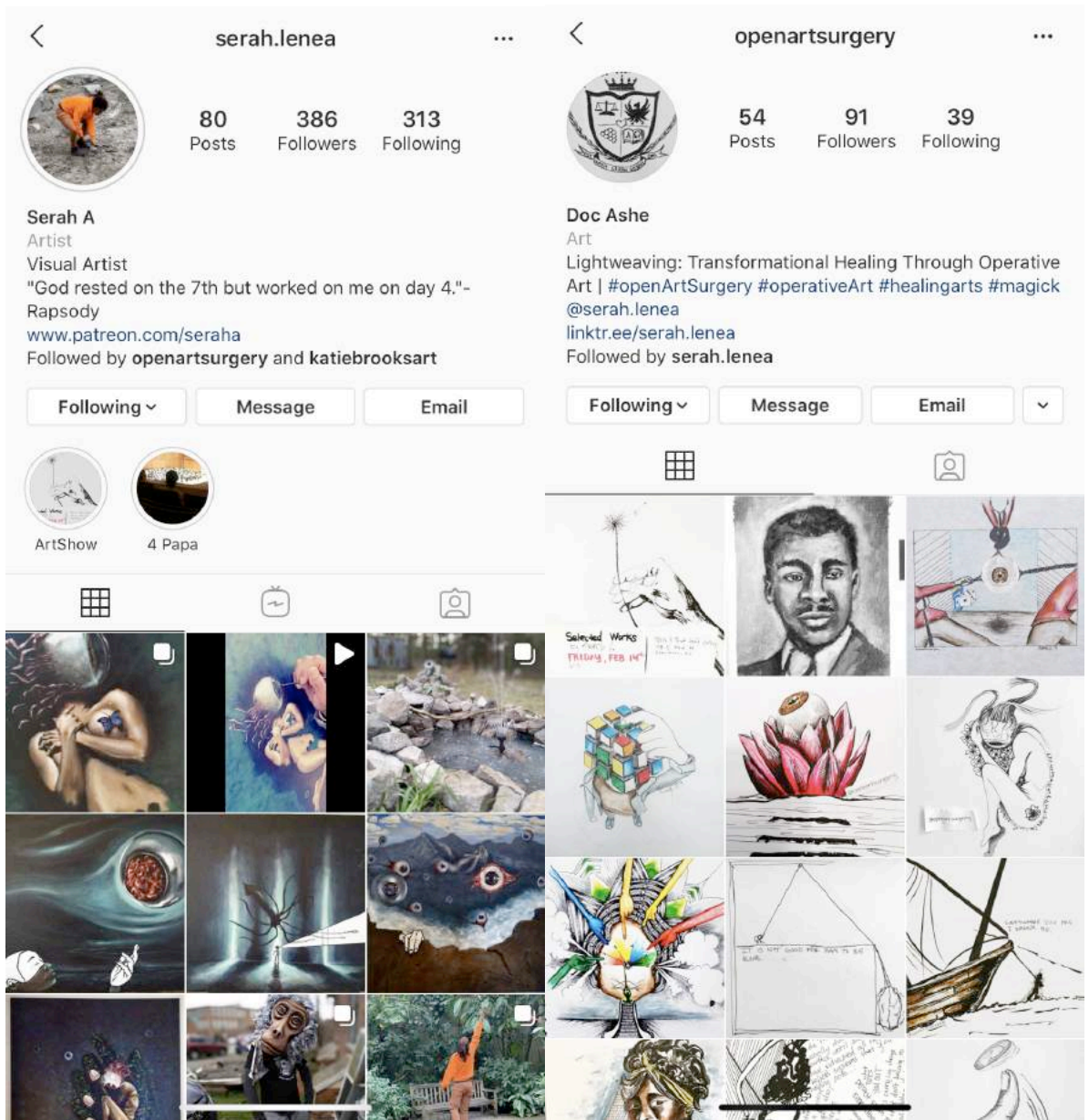


Option three is a combination of the options presented above. If Serah chooses to, she can preserve all of her previous blog content on the website but move forward with blog-like content on her main Instagram account. By having the blog as an archive of her work on the website, Serah doesn’t have to remove anything she feels necessary.

At the same time, she can use the second strategy of posting new blog content on her Instagram, and engage deeply with her followers, at her own convenience.

Social Media

While Serah doesn't dwell heavily in complicated social media spheres needing frequent updating, we'd still like to provide an idea of how we believe she can navigate her social media in a non-exhausting fashion. Brands use this to attract new consumers through various forms of content including photos, videos, hashtags, and more. Serah's social media engagement includes her two Instagram accounts and Facebook. Currently, Serah uses Facebook as a platform to leverage her Instagram posts. Below are simple strategies, and recommendations to raise brand awareness on both of her Instagram accounts.



Serah’s main Instagram account, *@serah.lenea* currently has 386 followers. She has 80 posts and uses this for her personal and professional content. Currently, the bio for this account is under Artist. Beneath that her bio states “Visual Artist,” followed by “God rested on the 7th but worked on me on day 4.’- Rapsody.” Her bio also has a link to her Patreon account, and two highlights that include “Artshow” and “4 Papa.”

Serah's other Instagram account, *@openartsurgery* currently has 91 followers and 54 posts. The content on this page corresponds with her main account due to the fact that the posts contain Serah's art. However, Serah dedicated this page specifically to her sketches, and uses each caption to convey a powerful message supporting her mind and creations. Currently, the bio for this account is under Art. Beneath that her bio states "Lightweaving: Transformational Healing Through Operative Art", followed by several hashtags including "#openArtSurgery, #operativeArt, #healingarts, #magick." This page additionally has a link to her main Instagram account and has a LinkTree.

Our strategy is to create an effective overall brand essence for both accounts while also honoring Serah's current content. Although we stress the importance of cohesive branding in order for Serah to successfully cross promote throughout her different digital platforms, we recognize the originality of each of Serah's Instagrams and want to leverage the differences in content on each account, not make them exactly the same.

The first thing we would like Serah to consider are the differences between a business profile and a creative profile for Instagram. Both types of profiles offer analytical information up front, and offer additional contact information to the account's followers. The analytical engagement includes follower activity and audience insights. The main difference between the two profiles is creative profile having more detailed insights, and direct message settings.⁶

For an artist like Serah, we recommend the creative profile for both accounts due to the detailed metrics it would provide. As stated previously, our goal is to provide Serah with convenient tools in order to run successful Instagram accounts. We believe

⁶ Tony. "Everything You Need to Know About the Instagram Creator Account." Hootsuite Social Media Management, October 17, 2019. <https://blog.hootsuite.com/instagram-creator-account/>.

implementing a creative profile and providing her with the metrics such as demographics and detailed follower activity, gives her the opportunity to assess how different types of activity and content impacts her account.

Serah's accounts have personal bios representing who she is as an individual. We want her to feel confident in the content placed there, as it is one of the first things a potential follower views when coming to her pages. One thing we believe would add value to her bio is to place her tagline on both of her accounts. Currently, as a business account, Artist and Art appears as her professions. By placing "Visual Alchemist" beneath her professions, it creates a cohesive message across her profiles and website.

Another thing we believe would be helpful would be to include Serah's LinkTree on both of her profiles. It is a tool used to optimize Instagram traffic and provide links to several platforms in one place. Serah's includes links to her portfolio, Patreon, email address, and artist statement. Currently, LinkTree is only on her *@openartsurgery* account. On her *@serah.lenea* profile she has a link to her Patreon page. By including the other links on her main account and replacing her patron-ship with a LinkedTree, it potentially offers a new follower multiple platforms rather. Below, you can see the image of Serah's current LinkTree.



@serah.lenea

Portfolio

Become a Patron

Email

Artist Statement

If Serah chooses to include her email or any contact info using Instagram business or creative profile, we recommend removing it from her LinkTree. This simplifies the links when a user clicks on it, and support the minimal aesthetic we suggest building on her bios.

Currently, on Serah's *@openartsurgery* profile, she has her other account in her bio. On her *@serah.lenea*, she does not include a link to her *@openartsurgery* account. Cross promotion is critical in leveraging digital marketing on social media accounts. We believe if Serah places her *@openartsurgery* account in her main accounts bio, this will create a simple flow between the two accounts. A potential consumer who wants to explore Serah's social media platforms would find this easy to navigate.

On *@openartsurgery*, Serah currently has four hashtags in her bio. As stated previously, we see Serah's digital marketing strategy as being more unified. One thing we

want to highlight is the need for a simpler bio in order to let her art and content become the main focus. Her bio could be further simplified by identifying one hashtag across all social media accounts, which supports the engagement motive of our marketing strategy. By using one hashtag on all of her content and platforms, it could make her accounts more discoverable to a potential follower. It also encourages consistent audience interactions. For example, if an individual attends one of Serah's shows and decides to post on their Instagram story using a hashtag, it can be leveraged as free advertising to new people online. Lastly, hashtags act as a way to continuously engage with followers through posts. When Serah posts an image or video to her Instagram account, she could then add a second comment using her main hashtag and other relevant ones.

Setting convenient social media goals will support Serah's content strategy on both of her accounts. The goal is to cultivate a community on both platforms through compelling content and consistency. By updating Serah's bios, and allowing her content to be the main focus of her profiles, we believe potential followers will be able to easily navigate between the accounts and grow a better understanding of Serah and her work. Not only will Serah have the ability to update her followers on projects, art, or anything she is feeling on her own schedule, she will also create a cross promotional flow between all digital accounts. This includes links to her Patreon, and website.

Some ideas or options Serah could use going forward could be "behind the scenes" content, Instagram live, and a new profile image. Videos are extremely successful on social media and we encourage her to post more videos as it will diversify the content range and drive audiences to her page.⁷ Additionally, video also connects with followers in a more intimate way. By bridging the gap between her online presence and

⁷ Hitz, Lucy. "Social Video Marketing: What We Know for Sure." Sprout Social, December 5, 2019

in-person essence, Serah will have the ability to easily share her brand and herself through her Instagram accounts.

Website

When entering Serah's elite artistic realm, it should be the beginning of the Visual Alchemist experience. The current website design above-the-scroll is Serah's logo, three defining words to summarize the website, and a bit of white space that may leave first-time visitors wondering where their experience should begin. The purpose of a homepage is to provide a holistic view of the website with effective content highlighting what Serah—as an artist—can provide for consumers. Serah's essence of the Renaissance shows through her different channels of art creation, and is best conveyed through the metaphor of Visual Alchemy. By revisioning and designing the website Serah will be able to communicate with art enthusiasts, future supporters, and those who value art on a deeper level.

Serah also has the opportunity to share the stories behind her process, display her art, and provide consumers with tangible experiences. By identifying themes in her work (as it pertains to the process and products), we created a website redesign mock-up. The goal is to provide cohesive and consistent brand communication throughout the website and eliminate the number of clicks required to reach Serah.

Homepage

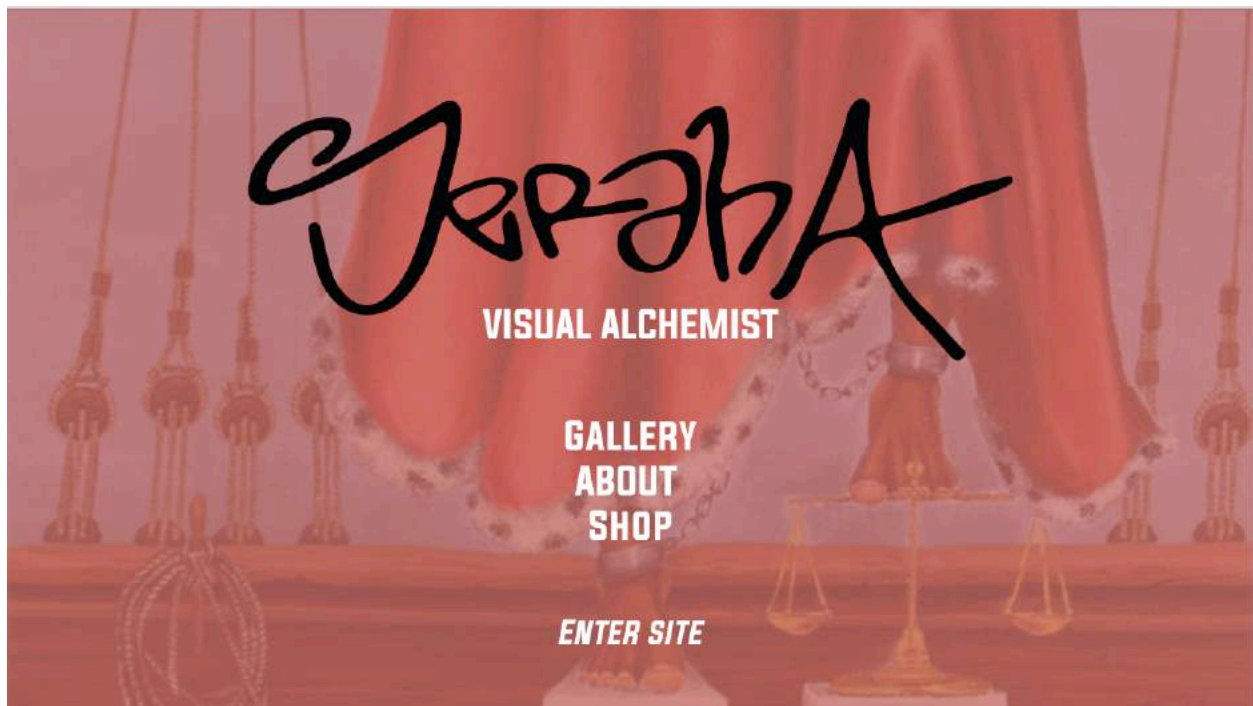
The words "Rethinking. Reimagining. Everything" are followed by a brief description of the features provided on the site. Serah appeals to an elitist market where people see the deeper meaning of art and experience it on a different level. The website's current description is, "*Art Showcase & DIY Blog. From Arts to Craft, Step by Step*

Project Build outs. Sharing stories, resources, and tips” This specific language is better suited to an aspirational or educational market. In order to shift the website and brand identity to that of a Visual Alchemist, we suggest incorporating new features such as a landing page, full-bleed slideshows, and new theme colors.



Creating a landing page when entering the site would provide a feeling that a journey is about to start while giving consumers an action. Landing pages help build brand awareness and remove distractions, providing focus and clarity for those entering the site. Using Serah’s logo to initiate this digital visual journey helps to start the process of brand recognition. In an effort to identify themes in Serah’s work, we were inspired to create a color palette conveying the brand we envision. The use of red brings a level of attention to the eye and a common color found throughout her work. Red then becomes the primary introduction to the concept of Visual Alchemy. This pro-

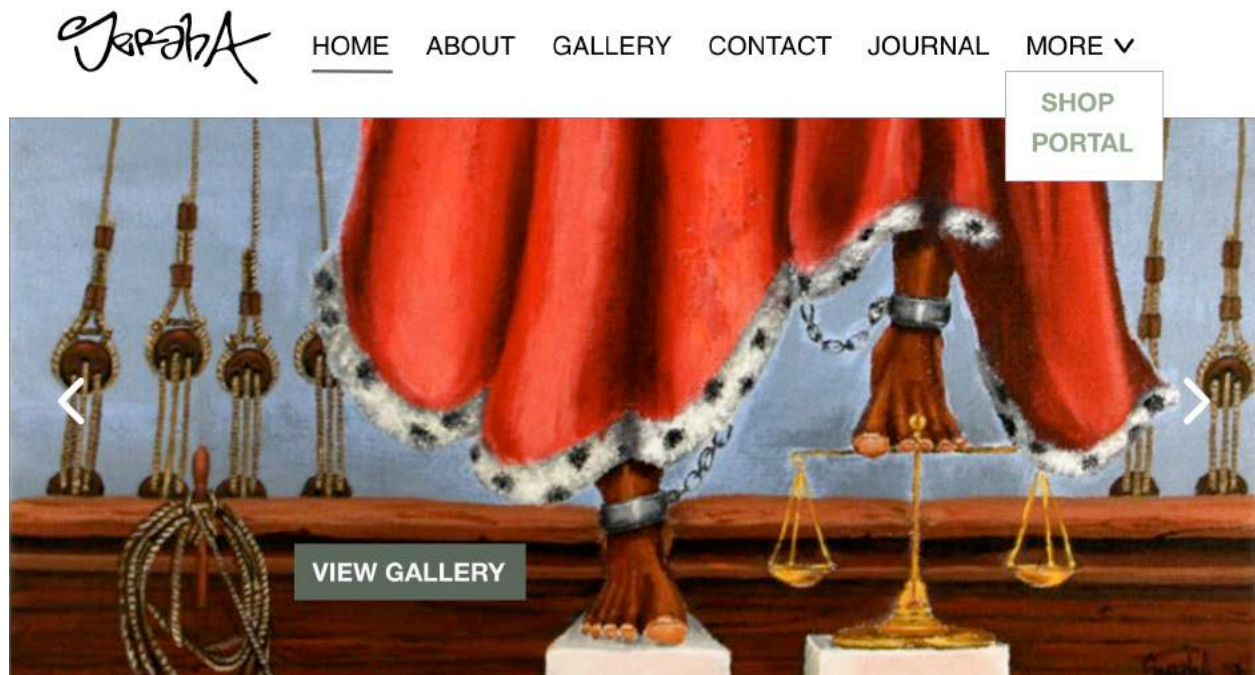
vides flexibility for the landing page to transition between the works Serah chooses to highlight. On a landing page, users have the choice to begin their journey.



(Above: Mockup of a potential design for Serah's landing page)

Once the user enters the site, a full-bleed slideshow would exhibit possible upcoming events, different mediums of art, and other meaningful “call-to-actions.” The slides can incorporate buttons taking users to various pages to enhance their journey through the content. Eliminating white space and filling the consumers eyes with wonderful art would generate and retain traffic throughout the website. Providing clear “call-to-actions” helps destroy decision fatigue and confusion. Direct and meaningful content ensures that each action is based on the needs of the reader.

Navigation Bar



(Above: Mockup of a potential design for Serah's website home page)

In addition to continuing to incorporate the blog and merging e-commerce and Patreon to Serah-a.com, we wanted to ensure the website did not feel cluttered. Each tab was intentionally designed to best communicate Serah's values and establish clear expectations for viewers. If Serah continues to use her blog and implement new content on her page, it seems fit to title the blog "Journal." This way both Serah and her potential customers can view her blog as a place where thoughts turn into process and eventually into art. A "cleaner" design increases visibility of each tab, while effectively summarizing the "beyond the click" content. For example, the "More" tab holds the entry into the shop and portal. Later, we discuss how the portal advances the user experience and Serah's as she creates art.



Visual Identity

Website Gallery

The experience...

When you walk into an art gallery, you're taken by the white walls and expressive art that lies in between those spaces. You are able to consume the art with no distractions. As you walk around observing each piece of work, you see one that pulls you in. You move in closer to examine the texture of the art, the artist's description, and in some cases the monetary value of the art. You find yourself enthralled by the art for several minutes and having an intrinsic experience. The emotions fill you as you appreciate the value of work in front of you. You are able to walk away feeling whole.

These same experiences happen to those fortunate enough to explore a body of work like *The Coronation of the Descendants*. Removing the physical engagement with the art should not take away from the intrinsic value of Serah's work. The beauty of Serah thriving in the Elitist market is due to the fact that they see art on a deeper level. If someone is unable to physically experience the art, we suggest that the website gallery display the progression of her work and provide a gallery-like experience. We want to duplicate this experience with people who visit serha-a.com.

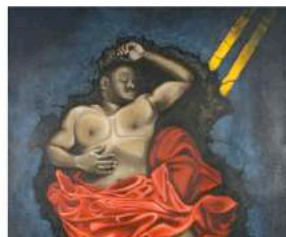
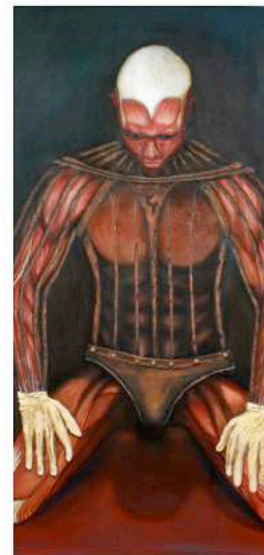
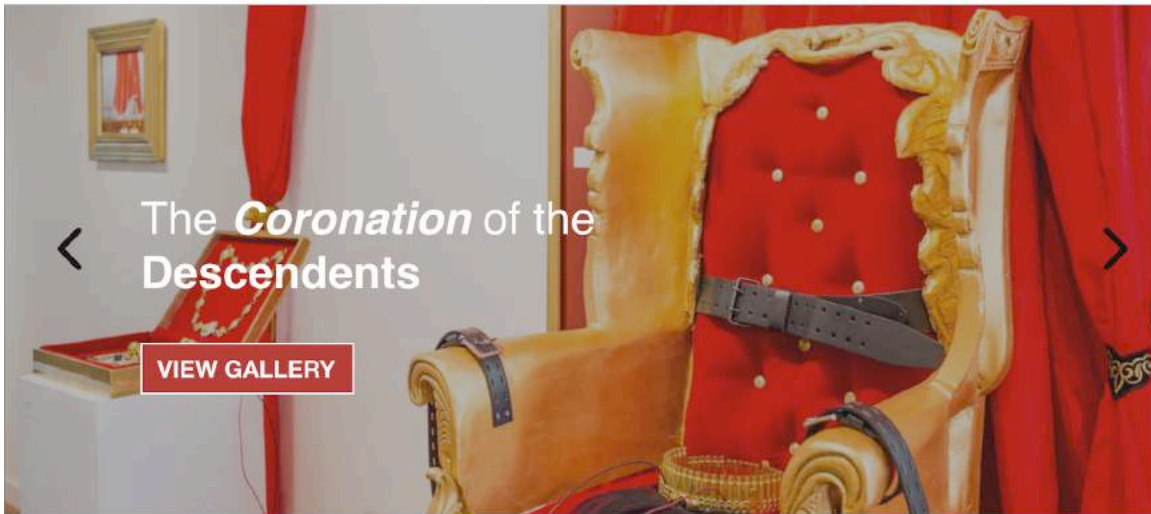
In the mock-up, we decided to use "gallery" to define the essence of the experience versus "portfolio" as the purpose of an online gallery is to showcase the work of the artist. We want to replicate the feeling of being in an art gallery and eliminate the feeling of over-professionalism from the word 'portfolio.' Inherently, the word portfolio sounds like a component used in job interviews, often being synonymous with the word resume. The definition of

portfolio is a set of pieces of creative work collected by someone to display their skills, especially to a potential employer. In contrast, the word gallery is a display or sale of art and/or a collection of pictures. By changing the page from “portfolio” to “gallery” changes not only the perception of the work but helps in recreating the gallery experience.

The portfolio in its current state is broken down by timeline and project, and presents the dimensions of Serah’s work with brief descriptions for some pieces. As a fine artist, an exhibition should reflect the elitist experience consumers have with the art since she strives to create work her audience would experience on a different, deeper level. We know this experience primarily aligns with the Elitist market.

Design

The current set up of Serah’s portfolio shows images of her work from 2013-2017. She has them separated by her “most recent” exhibit *The Coronation of the Descendants* and then her work spanning from 2013-2017. The compilation of photos and videos from *The Coronation of the Descendants* allows her audience to look into the process and exhibition of the series. By including videos associated with final pieces she created is beneficial for those unable to engage with the art in person. It helps build the story of the work in a distant yet connected manner. Hearing Serah’s passion and purpose behind her work builds the emotional connection she wants consumers to have with the art. Continuing to incorporate videos of this nature could help build a sense of community and attachment for potential regular financial supporters and fans alike.



(Above: Mockup of a potential design for Serah's "Gallery" Tab on website)

To approach the challenge in segmenting her work based on year, we decided that highlighting her most recent work in a slideshow aspect would be better as it is the first thing appearing above-the-scroll. This is the beginning of the experience for her audience when viewing her work. The slideshow can be controlled by the user who chooses to stay on one image and truly examine the work. It would also come with the feature to automatically move through the images.

As you continue to scroll down the gallery page, works are displayed similar to her current layout. In organizing the gallery, we chose to put more white space between each image in the gallery to set each piece apart. Again, we want audiences to feel as if they are at a gallery. By providing more space, one can focus on one piece at a time. We appreciate Serah naming each work. Users finding an image they want to see in a more full view can click on the image for a “lightbox view.” Like the original design on Serah’s website, the image would include the dimensions, description, and title of the work.



(Above: Mockup of “Lightbox” view when a user clicks on an image in “gallery” view. A user can also use the “previous” and “next” buttons to scroll through her work in this view.)

A new section we suggest that would be good for Serah’s site is a shop page, briefly introduced in the Markets section as “*Alchemy by Serah A.*” This integration provides a space for Serah to redirect possible clients to canvas and prints, as well as her other creations like the leather journals. If she chooses to sell pieces of her Aspirational art, users would be directed to the shop page. Providing call-to-actions in the description can help navigate traffic to the appropriate location on her website.



SHOP
PORTAL



- CANVAS
- SKETCHES
- PRINTS
- CRAFT



PRODUCT
\$XX



PRODUCT
\$XX



PRODUCT
\$XX

Patreon Portal

We know from interviewing Serah that much of her art is driven by emotion and the ability to live life. “The whole point is to be engaged with all of life. The definition of art is living.” To be a *Visual Alchemist*, there’s an emphasis placed on the magical and unconscious process in creating art. Serah looks for support through Patreon Members who value her process and want her explorations to continue.

8 Personal Conversation, Serah Ashby, January 27, 2020

An innovative way to eliminate the number of channels is to incorporate Serah's Patreon effort on her website. The exclusivity of the portal can be intriguing for both the Elitist and Aspirational Market. Currently, her Patreon has various membership levels based on the monthly subscription. Serah promises access to exclusive content for members with different incentives such as Handmade Thank You Cards, to access-only process videos. By dangling the key to view and support a Visual Alchemist's process, integrating the Patreon Portal would increase digital engagement with existing clients and patron alike. By creating monthly incentives for Patreon members featured on her website, she will be able to direct more traffic to Patreon without having to necessarily leave her website. There is a magical essence that is communicated through Serah's process as it goes from dreams and thoughts, to a canvas. The "portal" acts as an entrance into an experience that is magical and sacred. Providing this intriguing illusion that Patreon can enhance both a user's and Serah's experience.



SHOP
PORTAL

Exclusive content
for Patreon Members

BECOME A MEMBER

Patreon Portal

WELCOME BACK MEMBERS

USERNAME

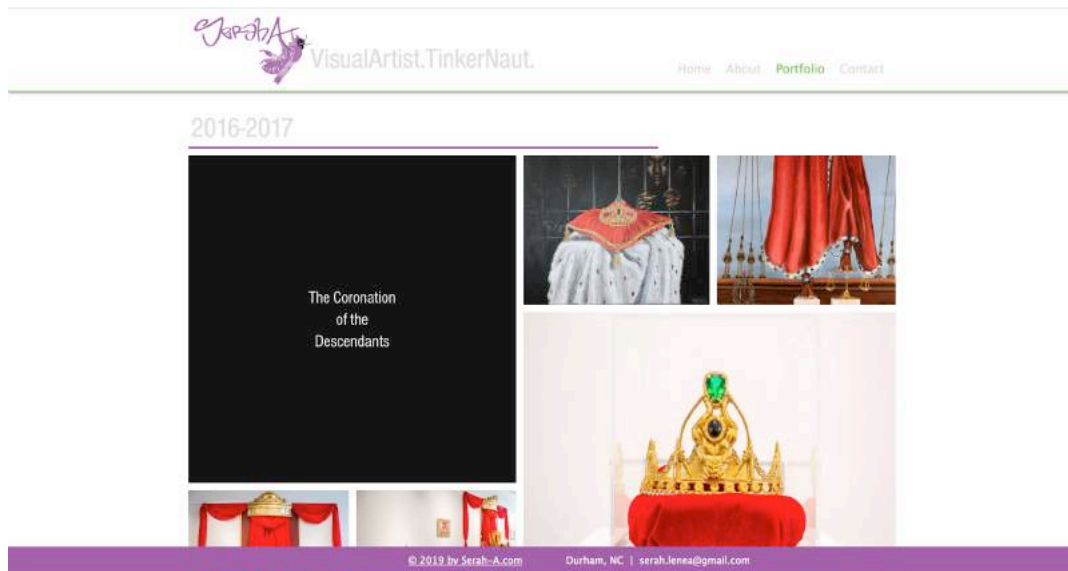
PASSWORD

LOG-IN



Brand Identity + Color Palette

The color palette we developed for the rebrand was inspired by the softness and use of red and greens in her art. We wanted to ensure that the flow of her artwork would not interfere with the website color scheme. In its current state, the purple and green clash with some works in Serah's art. Additionally, the obligatory footer interferes with the gallery experience. By incorporating new and softer color, the gallery will feel united with the rest of the website. Our goal is to prevent the website's color palette from taking away from the identity of Serah's work.



(Above: Current view of Serah's portfolio page on her website.)

Definition

An artist's visual identity consists of all the visual elements associated with their brand. This typically includes the artist's logo, as well as any typefaces, colors, and recurring motifs within their website, social media, and other marketing materials.

Importance

A cohesive visual identity is essential to establish an artist's brand. The visual elements incorporated in an artist's marketing materials set the stage for first impressions. An artist's branding is always being communicated, so it is important to be intentional when developing one's visual identity as it also communicates meaning. By developing a strong visual identity, we are working to convey an accurate impression of Serah to those who come across her work through her marketing materials.

Goals

Serah shared with us that she finds branding challenging due to the difficulty in defining herself in a way she believes will be digestible to the public.⁹ We believe that Serah is seeking a visual brand identity that allows space to evoke and explore her art. Therefore, we see the role of Serah's visual identity as emphasizing her already captivating work.

Our intentions for the visual aspects of Serah's branding are to:

- Elevate a perception of esteem associated with her work
- Communicate an emphasis on expression and exploration
- Establish the artwork itself as the central focus

Existing Visual Identity

During our initial meetings, Serah explained that the current visuals making up her website and social media are a snapshot of her interests at the time she built these channels. She expressed an openness to any changes that will allow her art space to evolve.¹⁰

⁹ Personal Conversation, Serah Ashby, January 22nd, 2020.

¹⁰ Ibid.

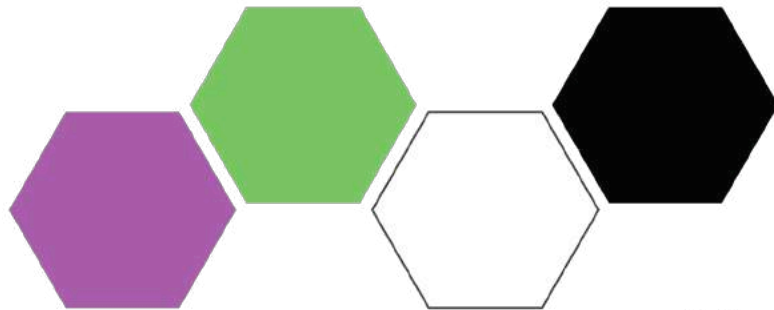
Overview: Current Visual Elements



Logo



Isolated Logo Graphic



Color Theme

Futura PT Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lucida Grande
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typeface Theme

RETHINKING.REIMAGINING.EVERYTHING

Art Showcase & DIY Blog. From Arts to Crafts, Step-by-Step Project build-outs.
Sharing stories, resources, tips & hacks.

Tagline



Instagram: @Serah.Lenea



Instagram: @OpenHeartSurgery



Facebook: @SerahAART

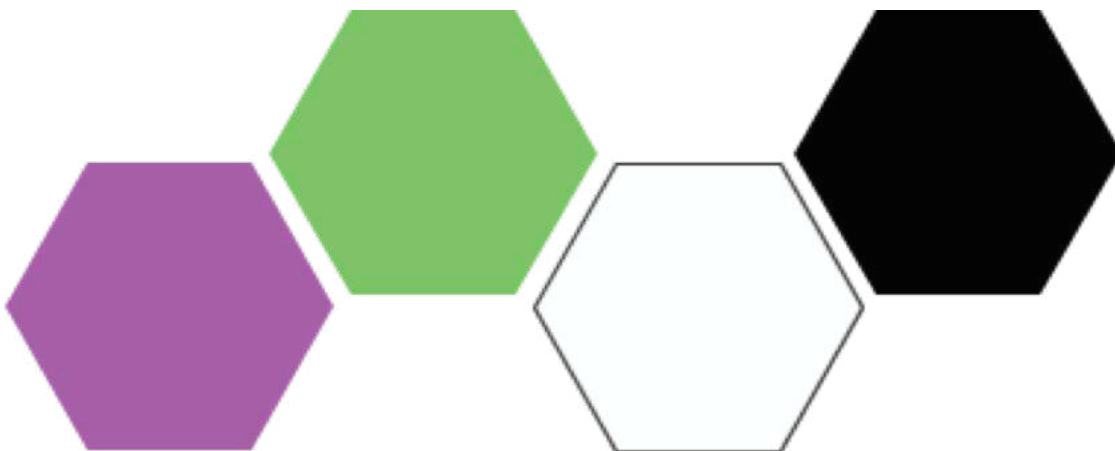
Profile Photos

Logo



Serah's original logo plays with the use of her own signature, with an additional honey bee element hanging from the A. She shared with us that the bee is a symbol of artistic sacrifice in her eyes, as a honey bee will die once it stings, but is willing to die for the sake of the hive. Serah sees her artistic approach reflected in this metaphor.¹¹ This current logo is not vectorized, meaning the quality may be compromised when the logo is scaled. However, we found the use of her signature to be especially strong.

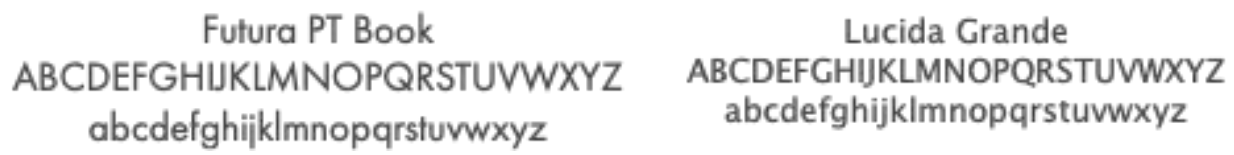
Color Theme



¹¹ Personal Conversation, Serah Ashby, January 27th, 2020

Serah explained to us that the use of this bold violet hue was a call to the crown chakra, as this website was developed during a time when this idea was special to her.¹² This purple is counteracted by its complementary green hue. When close enough together, these colors create a sense of visual vibration that is eye-catching. While the interplay of these two colors is exciting, we found that in some areas, it clashes with the colors in the images of her artwork.

Typefaces



Two main typefaces are used in Serah’s website; *Futura PT Book* for the tagline and tab headers, and *Lucida Grande* for the supporting and body text. Both typefaces are clear and easy to read, but could be adjusted in order to better accentuate the typeface invented by Serah’s unique signature.

Tagline



The tagline currently found on Serah’s site, “Rethinking. Reimagining. Everything,” highlights the evolution of her artistic practice, as well as her broad (and growing) range of creative skills. However, this tagline leaves us questioning who the artist herself is.

¹² Personal Conversation, Serah Ashby, January 27th, 2020

Profile Photos



Serah's profile pictures offer us a peek at her personality, however it's important to remember that these images will be much smaller than depicted here. Especially for an artist, profile images should be easily recognizable at first glance.

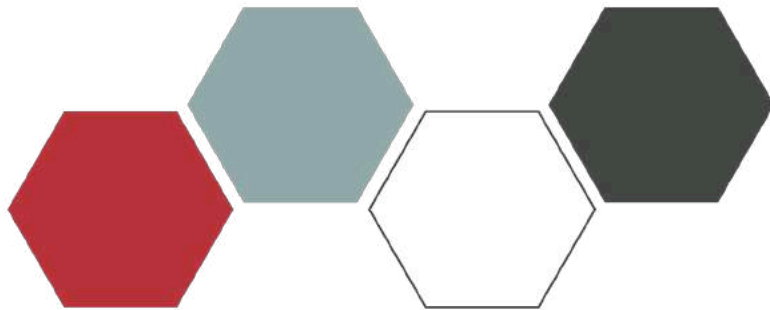
Overview: Proposed Visual Elements



Logo with Tagline



Initial-Based Favicon



Color Theme

Campton
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typeface Theme

Visual Alchemist

Tagline



Instagram: @Serah.Lenea



Instagram: @OpenHeartSurgery



Facebook: @SerahAArt

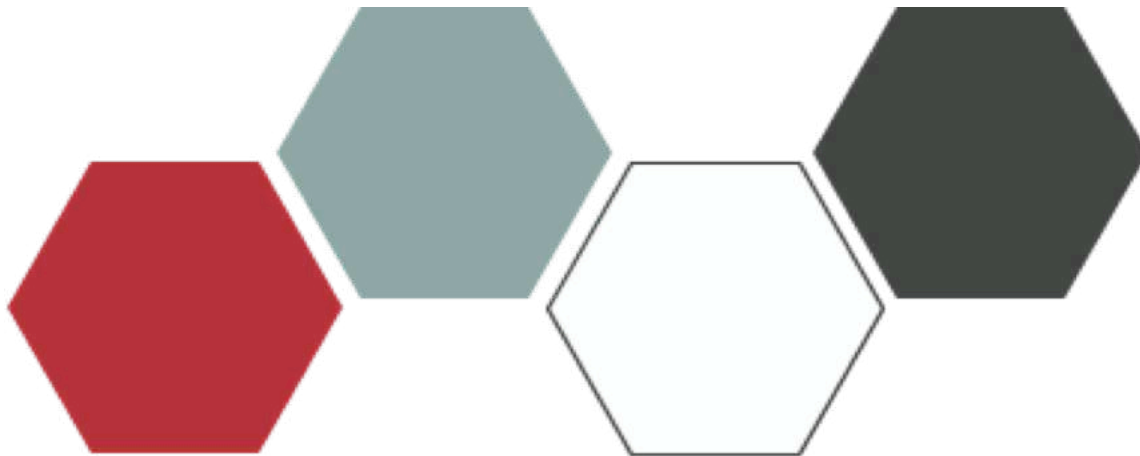
Profile Photos

Logo



Our proposed logo is still based around Serah’s signature. We feel that using an artist’s signature as a logo is an impactful way to establish a consistent, recognizable motif. As pictured here, our proposed tagline for Serah’s site nests nicely into the shape created by her signature. While the bee added visual interest, we find a more simplified logo such as this one will turn the focus back to Serah’s artwork.

Color Theme



Like Serah’s current palette, this color theme is centered around only two hues, supported by a neutral charcoal and white. This slightly desaturated crimson was based on the color motif found in *The Coronation of the Descendants*, and is supported by a dusty teal sourced from her most recent painting. While rooted in her more recent artworks, we feel this color theme

calls to the values found in her creative practice as a whole. Serah shared her artistic goals with us in our first meeting, saying:

“I am not afraid to say the things that are hard to say - but always with love, grace, compassion, and hope.”¹³

Crimson reflects the passion, depth, and (when necessary) harshness expressed in Serah’s meaningful pieces. Supporting the main crimson, this dusty teal hue is a nod to the overarching natural themes and sense of hope she consistently returns to.

Typeface



We are proposing the use of two new typefaces in Serah’s marketing materials. *Campton* for her tagline and tab headers, and *Arial* for all supporting and body text. These typefaces are complimentary and available on most platforms. As sans serif typefaces, they will both accent the character of her signature logo, as well as call for a balance between high art and accessibility.

Tagline

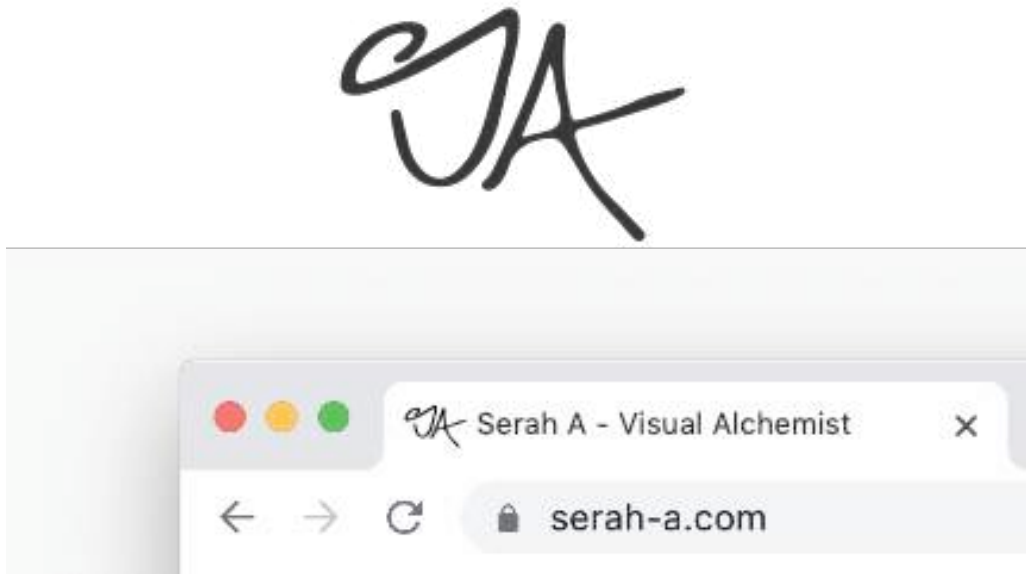
Visual Alchemist

For Serah’s proposed tagline, “Visual Alchemist,” we are proposing the use of the *Campton* typeface, as well as the crimson from the color theme. This crimson hue will help to differen-

¹³ Personal Conversation, Serah Ashby, January 22nd, 2020

tiate the tagline from Serah's logo, while calling viewers' attention to it. The use of *Campton* as a typeface here is done to compliment the hand-drawn character of Serah's signature in her logo.

Favicon



Currently, there is no favicon icon on Serah's website. In response, we adapted her signature into a simplified version of her initials. While a favicon may seem like a minor detail in comparison to the rest of the visual identity elements, we recognize these finer aspects establish a sense of esteem, and emphasize the respectability of Serah's fine art.

Profile Pictures



Instagram: @Serah.Lenea



Instagram: @OpenHeartSurgery



Facebook: @SerahAArt

For Serah's main social media channels, we propose a consistent profile photo clearly depicts both the artist and her work. This is an image that will be quickly recognizable to viewers, and establish a uniformity across Serah's many channels. The profile photo for @OpenArtSurgery is the same illustration, but vectorized to be more crisp and recognizable at smaller scales.



Opportunity

Commissions

We strived to create a system of commissions that would fall under Serah’s brand as a whole. To that end, we feel her commissions should only be a ‘collaboration and meeting of two minds’ rather than a forceful interaction that can demean Serah’s values. We envision Serah having the choice to approve commissioned artwork email requests, and decide if she would like to meet and engage with the consumer in a meaningful way to confirm the commission exchange.

One of the ways we suggest is for Serah to position herself as only accepting open commissions. Essentially, the consumer would not have input into what the piece can be—all discussions are limited to cost and timeline. This will give Serah the freedom and ability to create whatever she is feeling at the time. The consumer also wins because they get a completely original custom piece of art was made just for them.

We would never want Serah to take on too many commissions and become overwhelmed, so we suggest they be restricted. We propose that Serah restrict the commissions to one piece being created and a maximum of two reservations unless there is a special case. Creating a limited supply of commissions will help Serah because pricing is fluid and would be an exclusive opportunity. This could also increase her online following, audience engagement and increase potential commissions. To summarize: limit commissions to increase prices, reduce stress and give Serah complete control over the art. This combination will create a type of commission beneficial for both Serah and her audience.

Potential Residencies

Serah had a few larger shows such as the *Coronation of the Descendants* and we feel she would benefit from additional gallery appearances and residencies. These would help grow her following, and as Serah expressed a desire to travel and not be held down.

Below is a list of a few potential residencies we found that seem to align with Serah's rebrand and could allow her to grow and practice new skills. While these may not be perfect for Serah they are a good jumping off point to get her thinking about potential residencies. These were easily found through a quick Google search. One of the places we found early on was WomenARTS, which had a large list of varied residencies for many types of artists. Some of the explanations and dates may not be exactly up to date but sites like these are perfect for Serah to explore. We did not want to push Serah in any exact direction for residencies but wanted to show her some more general options and places to start looking as she will likely want to find the perfect residency.

The summaries below are taken straight from their own sites as they can explain them best. However, we felt as these matched up with Serah's ideals and brand based on the creative environment they provide, location, and opportunities they present.

- **Go Elsewhere:** (Greensboro, NC) – “Elsewhere, a living museum set in a former thrift store in downtown Greensboro, NC, is now accepting applications for 2014 residencies. Installation, sculpture, textile, sound, video, performance and kitchen artists, musicians, urban agriculturalists, homesteaders, curators, scholars, system-thinkers and game-makers crossing interdisciplinary boundaries are encouraged to apply. Artists are invited to create using the museum's immense 58-year collection of cultural and material surplus for site-specific projects that interpret and contribute to Elsewhere's concepts, collections, and communities. Individuals and collaborative teams working across media, fields, and disciplines are encouraged to apply. Residencies 2-6 weeks. Residency fee is \$500 and offers the support of a five person curatorial team including media, production, building and documentary resources. 24-hour museum access includes work-

shops equipped for construction, textiles, screen printing, and book arts, and a small material budget is provided to support incidentals necessary for artistic production. Residencies provide online and on-site presentation of work, vast material resources and collaborative work environment to experiment and learn.”

- **Snug Harbor Cultural Center, Newhouse Center for Contemporary Art:** (Staten Island, NY) – “Residencies of 6 months-1 year, year-round. Open to national and international artists, except artists living in New York, New Jersey, and Connecticut. Open to artists in all disciplines. Residencies include studio space, housing stipend, and general stipend (\$200). Organization works with accepted artists to find funding for other expenses; they provide letters of invitation and prepare individualized budgets. Artists are expected to participate in events that foster relationships with the Staten Island community.”
- **Penland Winter Residency:** (Bakersville, NC) – “Penland’s Winter Residency program is a short-term residency opportunity for artists seeking to work independently in one of our 16 studios during Penland’s quiet season. Emerging and established artists are encouraged to apply for our 2-week and 4-week sessions. Shared studio access is provided to a small number of artists each session, inviting enough people to encourage conversation and creative camaraderie, but not so many that focused time in the studio is compromised. Our goal is to support artistic growth, experimentation, and inquiry in all media by offering artists the time, space, and equipment they need to promote professional development.”
- **McColl Center for Visual Art:** (Charlotte, NC) – “McColl Center for Art + Innovation is a nationally acclaimed artist residency and contemporary art space in Charlotte, North Carolina. McColl Center annually awards residencies to approximately eighteen artists. Regional, national, and international artists are selected through a combination of open

applications, invitations, and solicited nominations. The artist-in-residence program is open to artists working in drawing, painting, sculpture, photography, film, video, new media, design, or interdisciplinary practices.”

Potential Artistic Explorations

The art forms Serah generally engages in creates opportunities to let her hands feel the creation as she pushes materials to their peak potential. Continuing with this theme, we identified a few avenues of potential for Serah to expand her skill set that allow her to create even more incredible pieces.

We propose Serah consider adding kinetic 3D works to her portfolio. Though her 2D works are incredible in and of themselves, we suggest leveraging her skill. Introducing an experiential element embedded in a work—especially if linked to a specific 2D piece—can further enhance her market’s perception of what an alchemist does: creating magical acts from both common and exotic materials.

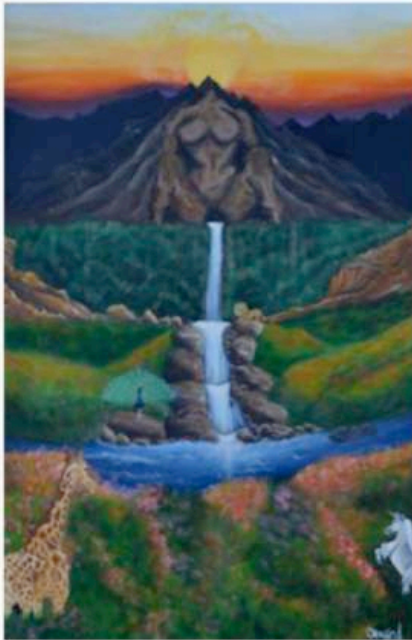
Serah’s innate ability to learn as many mediums and skills as possible creates an incredible situation as nothing is out of her reach. Below we created a simple mockup of a painting pSerah created and added elements of motion and designed something completely coherent with the piece. This allowed it to evolve from a stunning painting to an intriguing and kinetic work of art.

The canvas painting leads right into a 3D sculpture of the landscape, which includes animals and other floral intricacies. However, the piece doesn’t end there as the waterfall itself transitions from the 2D canvas, into our reality once the water comes rushing down the falls to invigorate and add motion to the once stationary piece.

We feel that Serah could create these mixed media pieces to add a unique twist to not only her art, but to art as a whole, inspiring others to take leaps and not rely on conventions even if they are practicing a traditional art form such as canvas painting. While water may have worked for the piece described above, we suggest that tapping into basic elements like fire

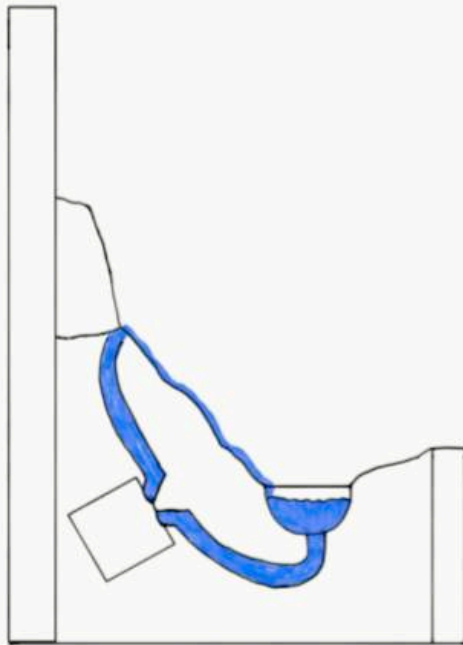
would add an incredible flare to her pieces. While it is quite obvious that flames would not work with canvas it is perfect for pieces involving metal. Other basic elements of air and earth could also be integrated into these kinetic pieces. This could lead to a set of four pieces where each embody one of the basic elements.

Overall, we feel that including motion and other elements to her pieces will not only act as additions to the overall themes of the pieces, it would be a great addition to her brand as a whole.



← Original Artwork

Altered piece using 3D sculpted elements in addition to running water.



Inner workings of the piece would rely on a small water pump hidden within the structure running off of an AC outlet plug in, sculpted piece and canvas artwork would need to be waterproofed so the piece would not be altered by the running water.

Above: Mockup of a canvas piece by Serah implementing 3D elements and motion

A true dark horse candidate for the expansion of Serah’s art (and brand) takes a step out of the traditional and dives headlong into the experimental field of virtual reality art. While we feel that digital creation forms such as digital 3D sculpting and digital painting or sketching that have to be done on a two dimensional screen with mouse, keyboard, and tablets are a bit restrictive to Serah’s style of hands on creativity, virtual reality addresses this challenge.

Before we delve into the abilities of the software, we want to quickly praise the hardware. We mentioned previously that digital creation can be restrictive in many ways to the user as all interactions is through a flat screen. This seems counterintuitive to Serah’s love for three dimensional and physical art such as set design, welding, and sculpting. The most basic tool that Serah has is her hands—everything is an extension of that.

Having to use a mouse, keyboard, or drawing tablet pushes her outside the screen, essentially making her an outsider to her own art. However, virtual reality allows Serah to take the tools in her hands and gear on her head to step right into the art. The abilities of digital art aren't just at Serah’s fingertips anymore. Dual hand controls of virtual reality platforms allow her to control the art while stepping into a digital space where distractions become a thing of the past.

Once the virtual reality headset is placed on her head, Serah will disappear to a world where the inhabitants are just her and her art. This level of tranquility turns the entire world into her medium, with no restrictions based on the size of a canvas or the amount of materials available. Below, we outline the technology (the description of which is simplified to its key components of the customizable dual controllers) and the headset, which is wireless. The Oculus Quest, which is the first wireless virtual reality system or a separate computer is a truly immersive experience that Serah could use to express her creativity and abstract ideals like never before.

Now, we want to talk about a very specific piece of software, Google’s Tilt Brush. Tilt Brush is top of the line when it comes to virtual reality art, allowing one to easily paint in a three dimensional space intuitively using the controllers. Tilt Brush offers basic brushes like ink

and paint, but the virtual world allows for some incredible opportunities as they also offer brushes that create smoke, snow, fire, light, and much more.

Below, we included four screenshots of “The Rescue” by Peter Chan. We want to preface this by saying that we didn’t find these images on the internet, they were screenshots taken during our exploration of the piece. Since this piece was created in a full 3D environment it is easily navigated on the computer and can tell a story. “The Rescue” starts the user off at the ground level where they can look around the environment to perceive the situation. However, the user is then flown into the sky where the beast now stares directly at them as the scene on the ground still unfolds.

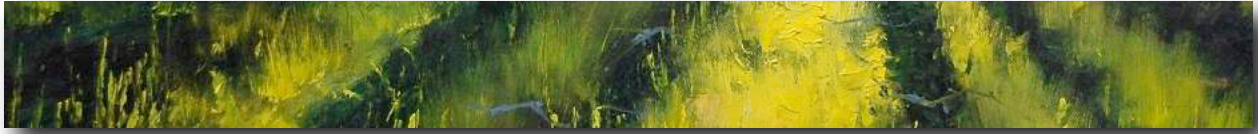
Even while inside the piece, it isn’t a stationary 3D environment to explore. Snow falls around the entire scene as a wizard casts moving lightning in addition to the lights and effects. Needless to say, the ability to explore an environment on a computer was an incredible experience and viewing the piece through a virtual reality headset is even better. It is important to restate that once the headset is on, users are no longer an outsider connecting through a screen in their hands—they become part of the art. They can walk around as much as they want and explore aspects of the piece.

We believe that if Serah was to use Tilt Brush with the Oculus Quest she would be able to create art like never before. While the tools may be new and in some ways crude compared to art forms refined over centuries, we believe that Serah would find freedom in the digital world as long as she has the tools to create her way. The controllers of the Oculus Quest seem to match up perfectly with her abilities as a hands-on artist, creator and innovator.





Above: Screenshots from "The Rescue" by Peter Chan



Conclusion

After learning more about Serah on this journey, we learned that Serah transcends the word “painter.” She is the definition of a visual alchemist. Indeed, she exists as someone who creates art through a seemingly magical process, and her charm intrigues audiences across all arts markets and spheres. Serah’s magical process is shown through her ability to transform dreams into visual art and craft messages out of the depths and crevices of her emotions. Her creation process is also complemented by her passion to create art through new mediums, and continuously explore themes within her life to be brought into her work. This adds to her abilities as a skillful visual alchemist. We hope the suggestions, opportunity-recommendations, and visual mock-ups outlined in this document appeals to Serah’s values and will act as a guiding force to further unify her brand identity and revolutionize her presence in the Arts world.