


The **Conceptual Framework** is a system used by **art** students to highlight and explain all the information and ideas that consist within and about an artwork. The **Framework** consists of four agencies; **artist**, **artwork**, **world** and **audience**. Each of these agencies describe and integral aspect of an artwork.

What aspects of the artist's **world** ( **personal, physical and psychological experiences**), **where they live**, **events, influences**, culture etc are seen in their work?



WHAT IS AN ARTIST'S PORTFOLIO?

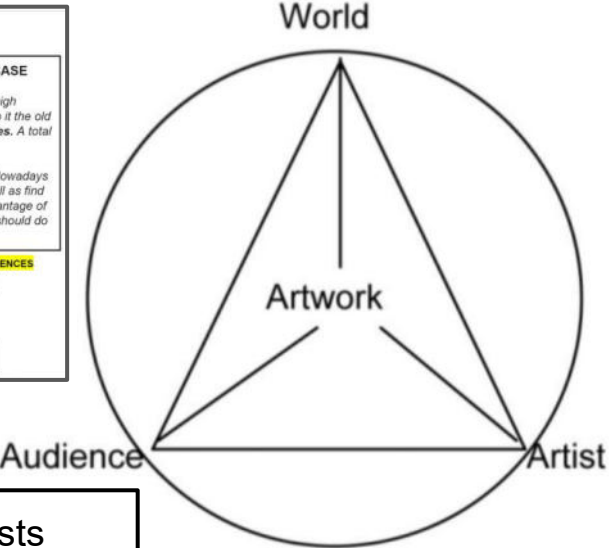
An artist's portfolio is an edited collection of an artist's best artwork intended to showcase their style or method of work. A portfolio is used by artists to show employers their versatility by showing different samples of current work.



An example of Ben's portfolio

AUDIENCE: **INSTAGRAM & ETSY ARE PLATFORMS FOR ARTISTS TO PROMOTE AND SELL THEIR WORK TO AUDIENCES**






**ARTIST'S WORLD**

An artist's world includes their interests, experiences, where they live, those they surround themselves with etc.

**BEN'S EARLY INFLUENCES**

As a kid growing up in the 1980/90s I was extremely captivated by the **cartoons, TV shows, and movies of that time**. The list is endless but some examples would be **Who Framed Roger Rabbit, Fraggle Rock, Ren & Stimpy, and especially the classic Looney Tunes cartoons.**



**HOW DID BEN BUILD HIS SKILLS?**

"I would draw all sorts of characters from everything that I really liked and that became a form of art practice for me without knowing it because I was enjoying it so much (something I **HIGHLY** recommend for anyone learning to draw or harness their skills) Like for anything else you want to succeed in, practice truly is **EVERYTHING**, no matter what your skill level may be. You can never have enough."

I started to improve quickly and by the age of 7 and I knew for sure that I wanted to be some kind of artist in my future."

- Who is the artist?
- Where are they from?
- What influences the artmaking?

- How can Contemporary artists promote their Artworks to audiences?
- How can Artists build a profile and build a market?

**ARTIST**

Name: Ben Avis  
Age: 38 (October 12th, 1982)  
Born in: Fall River, Massachusetts USA



"According to my mother I started to draw as a 7 year old and I've been making some kind of artwork through my life ever since. It is something that I have always felt driven to do."



# THE FRAMES: BEN'S WORK RELATES TO THE

# FRAME



Education  
Public Schools

## The frames

Different perspectives for viewing  
and making artworks.



### Subjective

Personal thoughts or feelings an artists  
has created into an artwork about an event,  
time or place.



### Structural

How the artwork is constructed, signs  
and symbols used, and material choices.



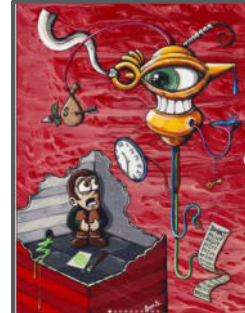
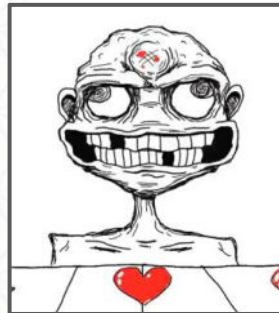
### Cultural

Beliefs that form a custom or tradition  
about a group of people.

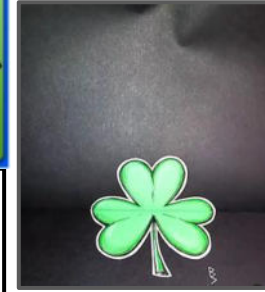


### Postmodern

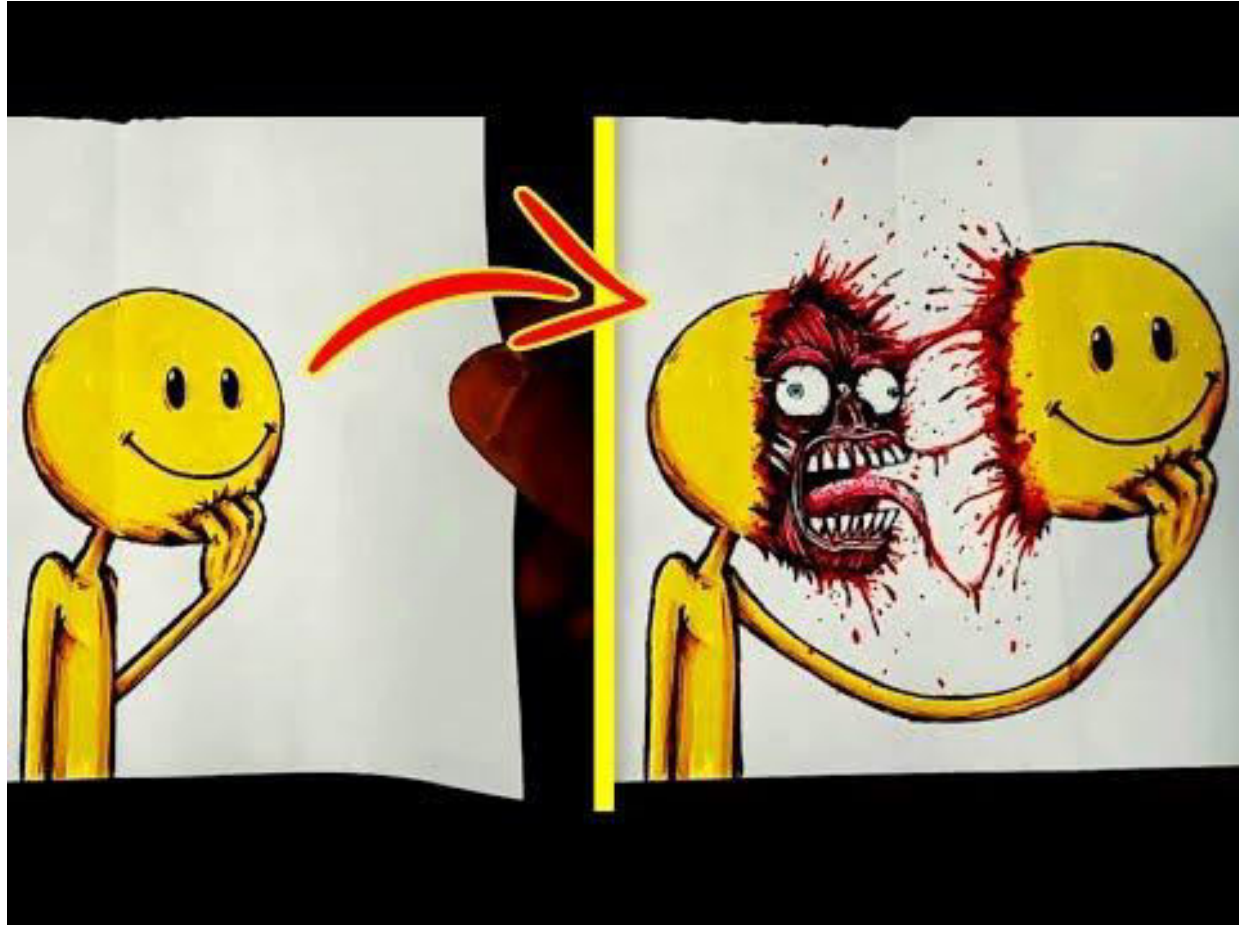
Challenging traditions of the past using a wide  
range of art materials including technology,  
to express current social issues.



- Emotions
- Feelings
- Imagination
- Intuition
- Subconscious
- Dreams
- Nightmares
- Reactions



**ARTWORKS: THIS CLIP IS A COMPILATION OF BEN'S "PAPER-PULL-OUTS"**





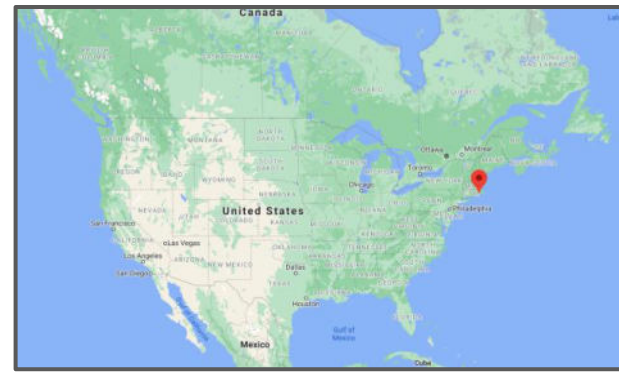
# ARTIST



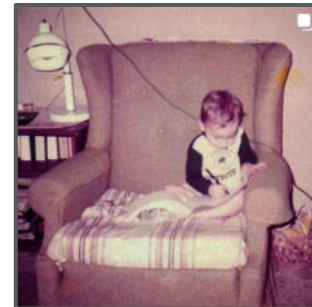
**Name:** Ben Avlis

**Age:** 38 (October 12th, 1982)

**Born in :** Fall River, Massachusetts USA



*“According to my mother I started to draw as a 1 year old and I've been making some kind of artwork through my life ever since. It is something that I have always felt driven to do.”*



# HOW DID YOU BECOME AN ARTIST?

*"I never had art classes or went to an art school. An "art career" wasn't really an option while growing up for many reasons. But like most "dreamers", I always believed that if I kept working at it then that art career dream would become a reality. **Even though I was told by so many people that becoming a working artist was almost impossible, I still kept at it no matter what. Again, LOTS of practice!**"*



*The process for making my artwork varies depending on what I'm making and with what medium. **The one thing that I ALWAYS do for every drawing/painting/sculpture is to draw a TON of sketches of subject before I officially begin.** It not only helps me practice a bit but it can also bring out new ideas/techniques that might benefit the process. I think it's always good to prepare a bit before diving in."*