

Persona – Mark

Mark is a 34-year old art professor at the University of Calgary. He graduated with a Bachelor and Masters of Fine Arts from the University of Calgary, conducted research in screen printing and has been teaching screen printing classes for the last 5 years. In his free time, Mark runs the screen-printing Reddit, where he shares his work on a weekly basis with other internet netizens who appreciate the process and art. In the future, Mark aspires to open up his own gallery, consisting of only screen-printed art pieces.

Mark would use InspireUs as a way of sharing his creative process and honing his art. By sharing regularly based on prompts, Mark would be able to expose a new group of individuals to screen printing. Additionally, Mark will be able to build a following on his InspireUs page from individuals who wish to regularly follow his content and learn from him. This platform will provide a creative outlet that will force Mark to step outside of his comfort zone, where the prompts are provided to him instead of created by him as he is usually used to.

Mark will also be using InspireUs as a form of digital portfolio. Many artists find it daunting to create a new separate website to showcase their artistic pieces, and other forms of content. By providing a dedicated portal for Mark to do this, Mark will be able to track his own progress of art and learn to improve from the constructive criticisms of others.

All of this will improve Mark's creative abilities, give him an outlet to express himself and help him reach his goal of opening an art gallery eventually. These same lessons will be shared by Mark to his own students, to help these budding students improve their own skills and give them the confidence to share their artistic creations with the entire world.