

- Hi my name is Rachel and I have done my presentation on @CheesebyKonbini because I genuinely love this account and think it is a great addition to ones Instagram feed.
- The structure of my presentation is in a gaming format because I think games are hugely nostalgic and interactive and you may recognise some of the references.
- If there are any questions, I would love to address these at the end of the presentation

So welcome to Cheesebykonbini the game!

Choose your fighter

- I have two accounts here because initially I was drawn to going with @Lovewatts primarily because of its larger platform, nonetheless this account is still one of my favourites but Cheesebykonbini has a uniqueness and innovative quality which draws me to the account more.

STRENGTHS.

AESTHETIC QUALITY

- I love that this account shows a variety of subjects and mediums of work- photography/ graphic design/ 3d rendering- but yet maintains such a beautiful aesthetic which is highly pleasing to the eye.
- I am a big fan of symmetry and how a picture can look effortlessly perfect and I see this account at being a master of finding works that fit this.
- I love the use of colour and it extremely eye catching.

INNOVATION

- Whilst having works that feature a certain aesthetic this account also shows it in a variety of ways.
- Not afraid to feature controversial subject matter like nudity and show it in a way/ perspective that is may often not be shown in.
- There is a range of subject matter and a range of artists, not heavily dominated by one group of people but celebrates the perspective and art of many different people.
- Doesn't stick to one medium, features the work of artists whether art, music of film like my favourite Moonlight.
- Moonlight is my favourite film because like cheesebykonbini it isnt afraid to push boundaries and is one of the best shot films ive ever seen, the use of colour and artificial effects that portray emotions/ tone.

INSPIRATION

- Features the works of individuals on Instagram who submit their work and so gives everyone a chance to get recognised and inspire others.
- Because of the beautiful work it is hard not to be inspired by it.

WEAKNESSES- AS WELL AS WAYS THEY CAN DO BETTER

SUPPORT FOR SMALL ACCOUNTS

- One thing they could do is support smaller accounts, they primarily repost those that have a decent following and it would be nice to give some smaller accounts a platform.

YOUTUBE

- One thing they could do better is to utilise YouTube, document their process of choosing pictures, shooting pictures and the way the account came about.
- YouTube is also a great and lucrative medium for people to share experiences and make money.

ACCESSIBILITY

- It is a French account so majority of the captions and the interviews are in French however I may just be jealous because I don't know French and am privileged that a lot of things are in a language I speak.

CONCLUSION

- Overall, I love this account and it was genuinely hard to find negatives and ways they can do better, nonetheless the drawbacks and the way they can improve outlined in this presentation will only enhance this account further.
- This account is extremely inspiring and innovative and definitely a nice addition to ones instagram feed.
- This account doesn't have as large of a following as Lovewatts but yet creates the same level of content which is extremely engaging.
- Reason WHY I chose this account- I love photography/ digital forms of media and this account makes me question who did this work, why they did it etc and I think art always should raise questions.

GAME OVER