HUMAK UNIVERSITY OF APPLIED SCIENCES
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ABSTRACT

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AbstractPhoto.Info – the producing process of abstract photoart net community

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Abstract

This practical thesis is about the producing process of cultural net community. I planned a social media concept net community for an abstract photography exhibition. To build an exhibition, gallery or community into an internet environment reduces costs and enables interaction to and from everywhere the world. Community art signifies a particular art making practice, emphasizing community involvement and collaboration. Community art is most often art for social change and involves some empowerment of the community members who come together to create artwork/s with artists. AbstractPhoto.Info community has been a strong learning project for its members.

Producing process used user based model (produsage) at social media concept. The process to build knowledge and human interaction based systems is challenging. As an item abstract photography is so "abstract" that it is not self-evident what, why, when and how to do something.

Practical thesis indicated that it is possible to build up demanding knowledge project. Important things are marketing, modelling service before starting and maintaining service all the time. Maintaining means fast reacting and fast publishing of new features, chores or information updates.

Most important is interaction with members and audience. Community is always dynamic, every movement effects somehow to every member and audience.

Keywords
Practical thesis, abstract photography, social media, net community, producing