

Harness the power of online video

by Abby Glassenberg

SAQA member Clara Nartey challenged herself to explore how to use stitching more extensively in her work this year. Instead of doing it alone in her studio, or sharing progress photos on her blog, Nartey decided to document her process in a weekly video series. “I film myself creating stitched drawings: pencil-like drawings using thread and fabric,” she says. “I post a video each week on YouTube.”

Nartey’s videos have helped other artists learn her technique, and they have also helped Nartey build a larger audience for her own work. Of the

very first video in her series, one commenter wrote, “What a great video and your sparkling personality really shows through!”

“I’ve got a good response so far,” Nartey notes. “I have people watching and learning how to create stitched drawings from all over the world. The other day someone from the United Kingdom emailed me a photo of a piece she’d created by watching my videos.”

As Nartey has discovered, video is a highly effective way to reach an online audience. A video grabs the viewer’s attention and has the power

to instantly convey emotion and personality, making a lasting impression in people’s minds. This is why many social media experts are predicting that video will become increasingly important for building a business in the years to come.

“We’re entering this new golden age of video,” Facebook founder Mark Zuckerberg recently told BuzzFeed News. “I wouldn’t be surprised if you fast-forward five years and most of the content that people see on Facebook and are sharing on a day-to-day basis is video.”



SAQA member Clara Nartey’s video series opens with a graphic animation that complements her website and creates memorable branding and identity.

