Developing Artist Statements

Some Do’s and Don’ts

- **DO** write a strong, compelling statement without art and media jargon.
- **DON’T** imitate the writing often used in art or film magazines. Avoid artspeak and overly flowery or pretentious language. If your statement is difficult to read, it will not be read.
- **DO** develop a strong first sentence. Explain clearly and precisely why you chose to create this art, what it means to you and what materials you used. Or give us a story about something that moved you into making specific work. Draw the reader into your world.
- **DO** keep it as short as possible – a few sentences up to no more than 2 paragraphs. It is an introduction and a supplement to the visual information, not your life story.
- **DO** clearly express what you have or wish to accomplish.
- **DO** focus on topics that may not be apparent from viewing documentation of your work, such as, influences in your work: themes and issues as it relates to sustainability. The techniques, materials used, or scale of the work can also be important information to include.

Your statement should stand on its own: so that the reader can imagine what your work looks like even if they haven’t seen it. Make the reader want to see your work after reading the statement.
Intention: what was your intention in the making of the work in terms of what you wanted to communicate to the viewer or to yourself?

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Personal Decision-Making (Manner of Working): What personal decision-making did you engage in when making choices about what to include in the art form/subject matter? This might also reflect decisions having to deal with physical conditions that needed to be considered due to the nature of the work.

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Content: What is being seen in the work’s content? Be as detailed and specific as you can in describing what you have included in the image.

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Design Concept: Explain your incorporation of the elements of art and the principles of design as they relate to the design concept of the work.

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**Process/Technique/Procedure:** What *process, technique, and procedure* did you use in the creation of your work? Discuss steps, materials and tools that you used.

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**Discovery:** What did you become aware of while creating the object or after its completion, including connections to other experiences, art history, and the source(s) of your exploration as a part of the *discovery* process?

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Each of these topics must be addressed in a clear and concise way in your written artist statement. The artist statement should be a few sentences or no more than 2 paragraphs, and should cover some of the topics above. A highly engaging artist statement uses proper grammar, well-formed sentences or paragraphs, and reads smoothly.

[checkboxes for Intention, Proper Grammar/Spelling, Personal Decision-Making, Neat Penmanship or Typed, Content, Well-Formed Paragraphs, Design Concept, Reads Smoothly, Process/Technique/Procedure, Discovery]