

Student Guide* to the Audience Paper:

There are four separate audiences you should address in your audience paper. The paper should answer the question, "How would they react to my art?" for all of these audiences?

Direct audience - These are the people that see your presentation. They will hear you explain your artistic choices and you will be able to answer their questions. How will these people react, considering they have the context to your art?

Indirect audience - These people may not see your entire presentation, or may not listen to your presentation at all. They may just see your art. They are the audience that you did not intend for. maybe it's a teacher that walks into the class during the middle of the presentation, or a student who's attention you've grabbed for one reason or another. It's possible they'll hear a small part of your presentation, Because they don't have the context of hearing your artistic choices in your art, they will only be able to judge it off of what they see. Be sure to remember that your indirect audience may make assumptions about your art since you weren't there to explain it to them. How will people react without the context of your presentation?

Invisible audience - You don't have any control over this audience. People who have seen your art might tell friends or family about the art. The invisible audience may not ever see your project, but they know of it through word of mouth or through advertisement of your presentation, or even just eavesdropping into a conversation about your art. This group of people will not only lack the context of your presentation, but they will also most likely lack the pleasure of seeing your art at all. Whatever your direct and indirect audiences have taken with them regarding your art is what they'll share with your invisible audience, so consider what impacts you've made on your direct and indirect audiences to estimate exactly how much of your project your invisible audience will know about. How will this affect their opinion on your art? How do you expect your invisible audience to react to your art?

Ideal audience - If you could manipulate the conditions to anything you wanted, who would you want watching your presentation of viewing your art? Why? Is it a large group of people, or just one person? How close is your ideal audience to any of your other audiences? How would you want your ideal audience to react, and why?

**(these insights largely based on Live Journal writings from Anthony Baney, VSAA class of '06)*

Artist Statement Description

The **Artist's Statement** accompanies all art work. It is a public document available to your audience. It expresses the intent of the art as well as the specific choices and vocabulary within the art forms used in the piece. What did you do? How did you do it? Why did you do it?

Artist Statement RUBRIC

	4	3	2	1
What did you do?	<ul style="list-style-type: none"> • beyond the obvious • background and context of project explained with clear and specific supporting evidence • theme/purpose is clear • thorough clear explanations and vocabulary of your chosen art form 	<ul style="list-style-type: none"> • beyond the obvious • background and context of project explained with clear supporting evidence • theme/purpose is clear • explanation using the vocabulary of your chosen art form 	<ul style="list-style-type: none"> • somewhat obvious • background and context of project explained with vague supporting evidence • theme/purpose is present • explanation using some vocabulary of your chosen art form 	<ul style="list-style-type: none"> • general & obvious • minimal thought • background and context of project explained without connecting evidence • theme/purpose is inadequate
How did you do it?	<ul style="list-style-type: none"> • beyond the obvious • techniques, materials and processes carefully explained 	<ul style="list-style-type: none"> • beyond the obvious • most techniques, materials and processes explained 	<ul style="list-style-type: none"> • somewhat obvious • some techniques, materials or processes are missing 	<ul style="list-style-type: none"> • general & obvious • minimal thought • techniques, processes and materials are missing
Why did you do it?	<ul style="list-style-type: none"> • beyond the obvious • intent is thorough and clear • thorough explanations using the vocabulary of your chosen art form 	<ul style="list-style-type: none"> • beyond the obvious • intent is clear • sufficient explanation using the vocabulary of your chosen art form 	<ul style="list-style-type: none"> • somewhat obvious • intent is present, but vague • 	<ul style="list-style-type: none"> • general & obvious • minimal thought • intent is missing
Writing Quality	<ul style="list-style-type: none"> • significant effort and depth of thought • Little to no grammar errors. • Clear organization 	<ul style="list-style-type: none"> • Effort and thought are clearly shown • Some grammatical errors • Clear organization 	<ul style="list-style-type: none"> • Some effort and thought • grammar errors are distracting • Some organization 	<ul style="list-style-type: none"> • minimal thought and quality • grammar makes it difficult to read • Disorganized

TOTAL _____ ÷ 4 = _____