

## VA Artist Statement Criteria and Guidelines

“Your artist statement is about facts, a basic introduction to your art; it's not instructions on what to experience, what to think, how to feel, how to act, or where to stand, and if it is, you'd better do a rewrite.

Like an introduction to a book, your statement presents the fundamental underpinnings of your art; write it for people who are about to read "your book," not those who've already read it.

In three to five paragraphs of three to five sentences each, provide basic information like WHY YOU MAKE YOUR ART, HOW YOU MAKE IT, WHAT IT'S MADE OUT OF, and perhaps briefly, WHAT YOUR ART MEANS TO YOU. Don't bog readers down, but rather entice them to want to know more. As with any good first impression, your statement should hook and invite further inquiry, like a really good story is about to be told. Give too little, not too much.”

Alan Bamberger “Your Artist Statement: Explaining the Unexplainable”

Remember your audience encompasses people with a wide range of visual art experience, make your statement inviting, and easily understandable with someone with no VA experience.

1. Describe Why you did it: (Don't say because it was an assignment- Why did you make specific, individual choices as you developed your original art work)
  - Why did you choose your particular subject matter?
  - Why did you choose the colors and technique you used?
  - Why did you choose the composition/layout?
  - What are the ideas that fueled all of these choices?
2. Describe What you did: (Address things that are not obvious to the viewer)
  - Subject matter, Media and materials, size and scale used to create the work
3. Describe How you did it:
  - What techniques did you use
  - Share any interesting facts about your process and how you developed the piece that would entice the viewer to want to know more.

“**Connect what your art expresses with the medium that you're expressing it in.** For example, if your art is about world peace, and it consists of twigs protruding from pieces of clay, explain the connection.”

### **Your statement will be assessed on the following criteria:**

Addresses: What, Why, and How in an interesting way that is not obvious to the viewer

Writing Quality: Little or no grammatical errors, depth of thought, and clear organization

4 pts. Each for What, Why, How, and Writing Quality = total of 16 possible points