

THE ASSIGNMENT:

You will be given a contemporary artist to research and report upon to the class. Each student is required to research the artist and develop a written profile and a slide presentation to deliver to the class. You will be asked to know about the artist, their artwork and genre, document your reaction to the artist work and also present your work to your peers. Please don't forget to keep a record of your sources. Multiple sources are required to support your information.

WHAT IS AN ARTIST PROFILE?

An artist profile is often the first piece of information available to readers and collectors, and as such it offers you a chance to frame their practice and give collectors a reason to want to learn more.

These are the three cornerstones of the perfect artist profile:

- The bio should summarize the artist's practice—including medium(s), themes, techniques, and influences.
- The bio should open with a first line that encapsulates, as far as possible, what is most significant about the artist and his or her work, rather than opening with biographical tidbits, such as where the artist went to school, grew up, etc. For example: John Chamberlain is best known for his twisting sculptures made from scrap metal and banged up, discarded automobile parts and other industrial detritus.
- The profile should be between 80 and 140 words. The ideal is ~120 words, though a tightly written 80-word bio is preferable to a longer profile that includes repetition and filler sentences.

Audience engagement researchers at museums have found that visitors lose interest in wall labels after 150 words. The philosophy for artist profiles is to leave your audience wanting more by limiting your word count to ~120 words. At most, a reader should take away one or two key points.

Questions to consider when writing about an artist's practice**Physical**

- What medium/media does the artist work in?
- What is his or her style like?

- What work or works can you talk about that will give a visual description of the above qualities?

Subject matter

- What are common or characteristic themes depicted in the artist's work?
- What subjects drive the works or provide underlying themes?

Art-Historical

- Why is this artist important?
- What impact has this artist made on history, or what precedent has he or she set in art-making? What other artists have impacted the artist's practice?
- How does this artist redefine a medium or media?
- Who are the artist's peers or teachers?

Context

- In what political or technological climate is the artist working in? I.e. what historical or political events might have influenced the work?

Popular Culture

- What areas of the arts or popular culture does this artist incorporate into his or her work?
- What other areas of the arts or popular culture does this artist engage with? E.g. creating theatrical sets, costumes, music videos, etc.

Quotes

- Can any of the above questions be answered in a brief (1–2 sentences), engaging quotation from the artist?

THE PRESENTATION

Your presentation should include the artist profile, multiple images of the work of the artist, your personal reaction / feeling towards the work and a photograph of the artist. Please make sure the aesthetic of your presentation matches the style/ genre used by the artist. Your presentation should include legible font choices and be able to be read at a distance. A minimum of 10 slides are required. Cite your sources on the last slide.

LINKS TO OTHER ARTIST REPORTS:

<https://drive.google.com/drive/folders/1wFJkDwwrwMmSCJtquolKM4-QwdKYxy3C?usp=sharing>