

How to write a statement of intent

Typical features include:

- your name
- your medium, for example, clay sculptures, turquoise jewellery, paintings, textiles
- recap the assignment
- your process for making art (tools, materials, techniques)

Examine your art

Analyse your own work and noting the thoughts, words and feelings that come to mind is a good way to generate ideas for your statement.

Consider your inspiration: artists from your field of expertise and artists who work with cardboard

Why you became interested in art, as this helps you craft a personal and meaningful statement. Maybe an event, a person or a particular memory of an experience inspires you. Write out in detail, with the inclusion of a list of your influences,

Define your message: Consider what you intended to convey through your artwork, whether this is an obvious message or something more abstract. Consider what message you want to convey and express this clearly in your artist's statement.

Remember your audience: Who is the target?

Be brief: Aim to keep your artist statement between 100 and 300 words, or only one page.

Be **engaging:** bold, memorable statement for your opening. It's also best to avoid cliches as these provide little meaning, instead describe your work specifically. Adopting a first-person perspective is also a good way to write engagingly and personally.