

FV4101 Portfolio Preparation
Instructor: Krishna M. Sadasivam

Artist Statement and Logo Preparation

Part 1: Write your Artist Statement

Develop your artist statement using the guidelines and suggestions offered in the accompanying handout (given in class). Type your artist statement. Make sure to include your name and course number at the top of the document. Print your Artist Statement and turn in at the beginning of class on Week 2.

FORMAT:

Your Artist's Statement should be one to three paragraphs and no longer than a page. It should be written in the present tense.

THINGS TO CONSIDER:

Here are some questions to ask yourself when developing the concepts to include in your artist's statement (NOTE: you do not need to address all of these issues to have a successful statement):

- What is your motivation for making the work? (personal connection, social/political awareness, etc.)
- What issues or ideas are most important to you (be specific)?
- What do you want the viewer to learn or come away with after viewing your images?
- How are you different from other photographers dealing with similar subject matter (be specific)?
- What kinds of questions does your work raise?
- Who is your audience? This idea may be important to you but is it interesting to the audience and why?
- How do your techniques work to best communicate your ideas?
- What photographers have inspired or influenced your work?

Part 2: Develop a logo you will use in all your self-promotional materials.

- 1) Come up with at minimum of 20 concepts. Think carefully about your logo. Your goal should be to develop a unique logo that speaks to you. It should be easy to read and iconic.
- 2) **Sketch** each logo concept large enough to where we can see it, one page per logo.
- 3) Open a Blogger account and upload your 10 concepts to your blog. *Email your Blog URL to my e-mail address: krishna.at.ait@gmail.com*

	Advanced	Proficient	Emerging	Not There Yet	
Concept 20 points	Creative and original. Concept work and process evident, thorough and well planned. A variety of logo explorations are shown. More than 20 solid concept sketches shown and uploaded to process blog	Solid ideas, but not particularly unique. Between 10 and 20 solid concept sketches uploaded to process blog	Ideas cliché or derivative. Very little originality present. Less than 10 solid concept sketches shown.	Weak or negligible attempt. Not uploaded to process blog.	
Concept 20 points	Process blog set up, customized, and work uploaded and URL e-mailed to instructor	Process blog set up, and work uploaded and URL e-mailed to instructor	Process blog set-up. Work uploaded. URL not e-mailed to instructor.	Process blog set-up, work not uploaded and/or URL not emailed to instructor.	No process blog created
Neatness & Organization 20 points	The artist statement is very neat and easy to read. It has very well organized information.	The artist statement is neat and easy to read. It has well organized information.	The artist statement is somewhat neat and easy to read. It has adequate information.	The artist statement is sloppy and hard to read. It does not have adequate information.	
Spelling / Grammar 20 points	There are no spelling or grammatical mistakes found within the document.	There are one or two minor spelling or grammatical errors found within the document.	There are between 3 to 5 spelling or grammatical errors found within the document.	Document has numerous spelling and grammar issues that distract from the readability of the document.	
Content / Accuracy 20 points	The statement has all of the required information and some additional information. Student has explored their art making experience in a compelling and advanced manner	The statement has all of the required information. Student has demonstrated effort in exploring their art making experience.	The statement has some of the required information. Student effort and understanding of exploring their art making experience is emerging.	The statement has little of the required information. Student shows little effort and no understanding of their art making experience is emerging	
Critique and Reflection 20 points	The required self-critique is included and has all the required evidence of thoughtful, mature reflection on work effort and product.	The required self-critique is included and has most of the required evidence of thoughtful, mature reflection on work effort and product.	The required self-critique is included and has little of the required evidence of thoughtful, mature reflection on work effort and product.	The required self-critique is not included.	

Total Points Possible: 120