

Communications Assignment Brief

Communications (6N1950) — Artist Statement Development

Teacher: Joshua Aaron, Year: 2025-2026

Programme context: Level 6 Ceramics & Design

Overview (Student-Facing)

Over the course of your artistic practice, especially if you pursue art professionally, you will find yourself in need of an artist statement or biography, a piece of text that introduces yourself and your work, as well as some of the ideas and feelings behind your practice. This does not need to be about qualifications, nor does it have to be a celebration of previous artistic endeavors, rather an artists statement might just be an invitation to connect: a set of sentences that make the reader want to learn more about you, what you have produced, and why. Over the course of this project you will develop **two artist statements** (each **150–350 words**) with the following structure. In addition, you will provide feedback to and receive feedback from others, along with myself, and reflect upon the process:

- **Exhibition Artist Statement** (Audience: tutors, peers, artists). This will be a text you can place alongside your work, allowing your peers and tutors and viewers of your work to better understand your goals and ideas. Focus on your creative process, conceptual concerns, and how you want to represent your ceramic/design/artistic *practice*.
- **Website Artist Statement & Short Bio** (Audience: public, clients, grant providers, potential collaborators). This will be a text you place on a personal web page but also use for both applications for grants as well as for future applications for other arts schools. Focus on your journey, your current practice areas, materials, professional interests and include a clear **invitation to connect**.

Process & Timeline

1. **Outline:** Bullet points specifying what you want to include, what tone you want to strike, etc.
2. **Draft:** Create a draft for *both* statements (150–350 words each)
3. **Feedback Round:** Peer and teacher feedback through 1:1 sessions.

4. **Revision:** Work both in class and at home to improve your work
5. **Submission:** final statements *plus* a short **metacognitive reflection** where you reflect upon the process, what was difficult, what you learned, and what you would do differently next time.

Deliverables

1. Exhibition Artist Statement (**150–350 words**)
2. Website Artist Statement & Bio (**150–350 words**)
3. Peer Feedback (**150-350 words**)
4. Metacognitive Reflection (**150–350 words**)

Note: This makes for a total of between 600 and 1400 words, or between 2.5-5 pages.

Learning Outcomes Alignment

This task supports: MIMLO 5, MIMLO 6, MIMLO 4, MIMLO 3, MIMLO 1.

Sample Rubric (100 Points)

| Criterion | Goal | Points |
|-------------------------------|---|--------|
| Audience Fit (Exhibition) | Clear statement of ideas, process, context for peers/tutors | 15 |
| Audience Fit (Website/Bio) | Professional tone; overview of practice; invitation to contact | 15 |
| Structure & Clarity | Logical flow, coherence, appropriate register | 10 |
| Revision Quality | Clear improvement from Draft to Final, changes reflect Feedback | 10 |

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|------------------------------|--|------------|
| Feedback | Provided useful and actionable (and kind) feedback to others, received and implemented feedback graciously and connected to reflection | |
| Reflection | Specific insights into choices, changes, future goals | 10 |
| Responsible Research/Ethics | Ethical use of influences/sources, citations if needed | 10 |
| Accessibility & Presentation | Clean formatting, plain English, mindful of audience | 10 |
| Total | | 100 |

Sample Artist Statements (shortened for critique)

1. Exhibition Statement (Sample)

My ceramic work explores the tension between fragility and permanence. Clay, once soft and malleable, transforms through fire into an enduring form. In this body of work, I combine hand-built vessels with experimental glazes that reference geological processes. My aim is to invite viewers to consider the transformation of materials as a metaphor for resilience. This exhibition statement highlights my process and ideas rather than a finished product, opening a conversation with peers and tutors.

2. Website Statement & Bio (Sample)

I am a ceramic artist and designer working at the intersection of functional craft and contemporary design. My practice focuses on wheel-thrown forms, surface pattern, and sustainable materials. I draw inspiration from urban textures and natural landscapes, translating these into glazes and patterns that give each piece a unique character. I am interested in collaborations across design, architecture, and craft. Please feel free to reach out via the contact form on my website to discuss commissions, exhibitions, or partnerships.

Peer Feedback Checklist

When reviewing a peer's draft, check for the following:

1. Is the statement clear and easy to read?
2. Does it suit the intended audience (exhibition vs. website)?
3. Does the opening paragraph capture interest?
4. Are materials, influences, and themes communicated effectively?
5. Is the tone professional yet personal?
6. Does the structure flow logically (beginning, middle, end)?
7. Are there areas where clarity could be improved?
8. Does it include a clear invitation to contact (for website version)?
9. What is one specific strength you noticed?
10. What is one concrete suggestion for improvement?