

ARTIST'S STATEMENT - Wednesday 18th March

Introduction

When you approach this, please remember that this is not a statement for application to a degree course. Work from the viewpoint that this is a professional statement and you are a practising illustrator, **NOT** a student.

Please do not begin with “I have been drawing since I was an egg”, or similar. Show your personality, have some fun with it and make it ‘YOU’. This should reflect you as the illustrator you are/want to be.

From experience, speaking to industry professionals and reading journal articles, industry professionals/prospective clients are more interested in your work – they want to see images. Keep the statement quite short (see examples attached and on Moodle). Do not be long winded – they will be put off by heavy copy. They are usually busy people with little time to read through paragraphs of writing. Let your work do the talking and the statement add a little flavor of who you are.

To get you started, I always find that the following task helps:

- Get into pairs – obviously this will have to be done via email/WhatsApp etc., unless you live together. It is quite good to work with friends who know your work.
- Tell your partner about your work – your approach, inspiration etc., and a little about you.
- Your partner should then write a short statement about you and your work as an illustrator – naturally in the third person.
- Now, you do the same for your partner.

NB: Obviously, this will prove more difficult now, as we are not together in the studio – but it really is beneficial. If you have to have groups of three that is fine as long as you all have a turn. For those who haven't found a partner, please email me and I will put you together with someone.

MAIN TASK

Look through the examples I have given you and any others you find - that you like, and some you think are bad examples. These can all be added to your ***Business of Illustration Folio***. Write your statement in the third person, read it through, re-phrase/check spelling/grammar, check again until you feel happy with it. Then email it to me by **next Wednesday – March 25th**. Ian, Chris and myself will be looking through them and will approve or send suggestions/corrections for your next draft.