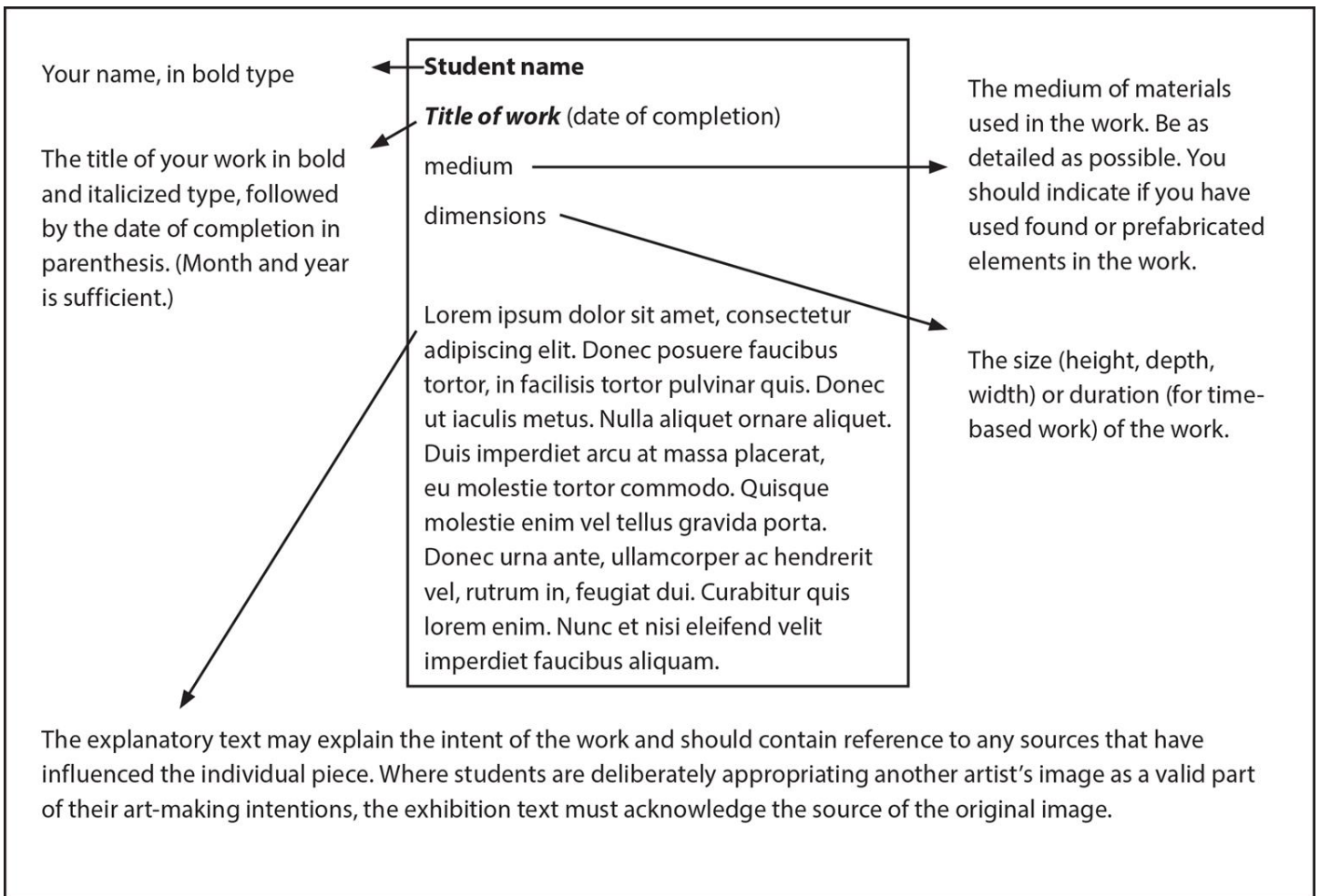


Exhibition Texts Guidelines:

For each artwork you submit, it should be supported by exhibition text that outlines the title, medium and size of the artwork. The exhibition text should also include a brief outline of the original intentions of the work (500 characters maximum—including spaces—per artwork). This can be presented in the following way.



Sometimes you have to do something you don't want to do and it is easier to just do it than to exert excess energy fighting it. This is one of those things.

Writing a curatorial statement

A well-written curatorial statement is your chance to guide the way the audience perceives your exhibition. It represents an opportunity to communicate directly with viewers, and help them recognize your intent and purpose in your body of work, understand your point of view, and generate intrigue and curiosity about the body of work they are about to experience.

When writing the curatorial statement, it is good to keep some general guidelines in mind. The statement has a word limit. For SL students, it is 400 words. For HL students, it is 700 words. If you exceed this, parts of your statement will not be considered in your assessment.

It can be helpful to follow a basic structure:

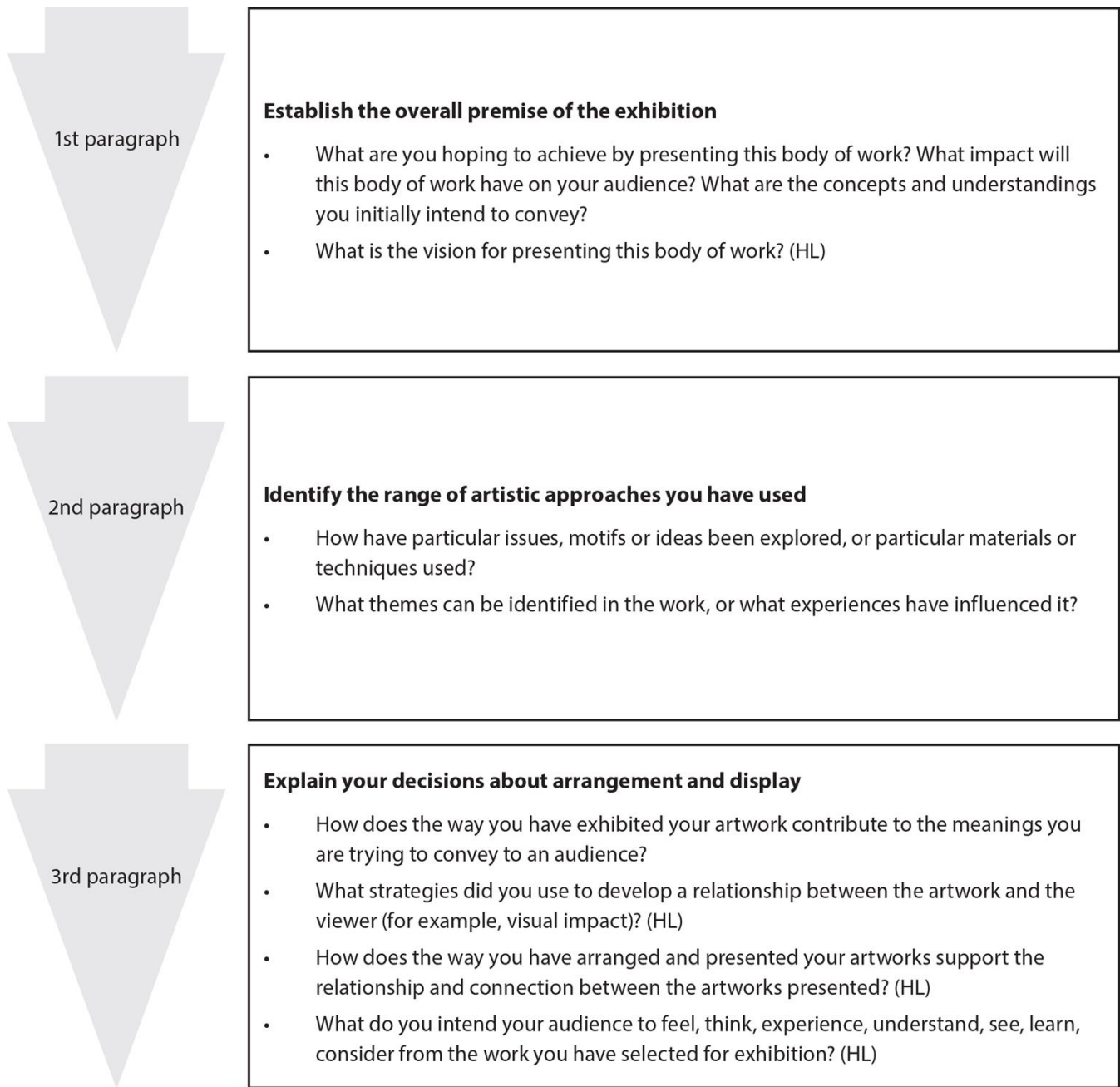


Figure 11

Further advice

- If there is a particular work that was especially instrumental in the way you perceived your exhibition, it might be

interesting to describe that work in more depth to draw the audience into your thought process.

- It is important to remember that you have an opportunity to write a short statement to accompany each artwork in the exhibition, so do not use up your word limit describing each work. Rather, identify thematic and/or stylistic connections between works.
- Consider the style of the statement. There are two audiences for your exhibition: your school community and the IB assessment system, which will include your teacher and IB moderators. You want to avoid using the kind of art-world jargon that might alienate a general audience but still be specific enough when articulating your vision to engage the teacher and moderator. If there is a specific art term that is central to the main idea of your exhibition, be sure to define it within your statement.
- Your statement should be written in an informative and persuasive tone, but because you are writing about your own work, personal pronouns (I, my and so on) are appropriate.
- Be realistic, frank and honest about your work. Statements that do not reflect the work that is presented cannot score highly against the marking criteria.
- Less is more. While the word limits for SL and HL are 400 and 700 words respectively, most curatorial statements written for exhibitions in galleries are between 300 and 500 words.