

build a
PROFESSIONAL PRACTICE

THE WORKS

PROJECT DESCRIPTION

PROJECT DESCRIPTION:

Think of this as the story of your project or what you want to do. Who/What/Where/When/Why/How is answered here. Talk about your goals for the project. Share exactly what your project entails.

—————→

If you have questions, request an example.

A **narrative description:** This is a pragmatic map or timeline of your project. This will make it easier to write about when you start to talk about less concrete aspects of your work. There is structure even in the most conceptual works.

ANSWER THE QUESTIONS THEY DON'T ASK

The more specific you can be the better received your application will be

What makes your project special?

Why are you qualified to do this?

STRUCTURE:

The first sentence of your project description should describe exactly what your project is.

Include the medium, title, and a short description of what it is

"I propose to..."

"I am proposing..."

"The PROJECT is a DESCRIPTION that will take place DATE"

"For my upcoming exhibition on DATE at LOCATION, I intend to ———→
DESCRIPTION."

FIRST PARAGRAPH: Why do you want to do it? ie what are the MAIN THEMES of the work and WHY are you addressing them:

EX: "The proposed work is a culmination of my research into available water resources in Central Asia."

SECOND PARAGRAPH: Materials you will use and why you are using those materials

Ex "The sculpture will be a large-scale, abstracted model of Central Asia's landscape. Using the Google Space Map of Water Deserts I have created a 3-D digital model of the map. My sculpture will be CNC-cut from layers of recycled cardboard using the digital file I have created and stand on thin aluminum legs so that it hovers 12 inches off the ground. Please refer to the rendering of the sculpture in my work samples."

Closing Paragraph

Where the work will be and the hopeful goal for your project

Ex: "The sculpture will be the centerpiece of my Whitehall Exhibition. The exhibition will deal with broader themes of areas that lack access to water. I am truly excited about this project and the awareness it will raise on accessible water sources in the world." →

GOAL: WRITE A FIRST SENTENCE-

"I propose to..."

"I am proposing..."

"The PROJECT is a DESCRIPTION that will take place DATE"

"For my upcoming exhibition on DATE at LOCATION, I intend to DESCRIPTION."

DO'S AND DON'TS:

Avoid big words and art jargon. Don't try to prove you are "smart" being complicated.

Don't use qualifying words like "really, sort of, kind of " etc

Take action-Don't say, "I would like to...", "try" or "hope". say "I will..."

Write this like you are writing to a friend who doesn't know the details. (if it helps imagine one of your friends who you are trying to explain this to and who is interested!)

Remember that they WANT to give you money! You just have to answer the questions.

Mirror the grant's language

Simple is better.

Write passionately!!! Your application needs to persuade someone to care about your project!

Do not write academically or in a stiff way. Think of it like telling a story, this means there is a beginning middle, and end



**convey confidence- to
to happen regardless
oney, have this attitude**

[illegible]