

# ARTIST TALK

**exercises**

# Free Writing Exercise

15 min

Brainstorm everything you want people to know about your work. No need to structure this writing in any particular way. Think about big ideas, details related to individual works or bodies of work and processes or materials that are unique to your practice.

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**AMPLIFY  
ARTS**

# Outline Exercise

30 min

Create an outline for your artist talk based on major points of interest that manifested in your free writing exercise. Your final talk might deviate from this format as you make tweaks and individualize your talk. This exercise is meant to help you think strategically about the way you organize your talk.

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# I. Introduction

What are 3 questions, ideas, relationships, etc. that you work to understand better in your creative practice?

A. Big Idea #1

B. Big Idea #2

C. Big Idea #3

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## II. Body

The bread and butter of your talk.

Take the 3 big ideas you identified in your introduction and ask yourself these 3 questions for each:

1. What are the terms?
2. So what?
3. Now what?

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## II. Body

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### A. Big Idea #1

#### 1. Define Terms

- a) Is this idea connected to aesthetic theory, personal or political histories, social concerns, etc?
- b) What external or internal pressures define its parameters?
- c) How does it manifest in your work

## II. Body

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### A. Big Idea #1

#### 1. So What?

- a) How does this idea manifest in your work?
- b) What projects, material processes, formal concerns, exhibition strategies, etc. reinforce this idea in your practice?
- c) What anecdotes or experiences can you connect to this idea to meaningfully engage your audience?

## II. Body

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### A. Big Idea #1

#### 1. Now What?

- a) How are you continuing to investigate this idea?
- b) What have you learned that's new, exciting, or unexpected?
- c) What work in progress can you share with your audience to make them active participants in the evolution of your practice?



**Repeat this process for Big Ideas 2-3**

# Conclusion

Leave your audience wanting more.

1. Circle back to Big Ideas
2. What are you still trying to figure out; how do you envision your practice moving forward?
3. Leave space for questions

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