**Write an Artist’s Statement** to go along with your project. Do this after you’ve completed the whole project. Think of it both as a place to reflect on what happened and what you learned during the process *and* as a place to make visible what is otherwise invisible: the artist’s process of choosing and creating. It should be about 750-1000 words (ballpark). There are three sections – here are the things you need to address in each one. Use “I” since you’ll be telling me what you did and why:

1. *Before you started:*
* Describe what your purpose and goals were when you started – what you wanted your audience to know or do with the project and why.
* Explain why you chose the genre/form you did (video, photo essay, mix, etc.). What was it about that genre that you thought would help you best tell your story?
* Talk about what problems you thought you might run into, what worries you had doing something like this, or anything else you were thinking about when you were getting started.
1. *Getting it done:*
* Take us through the process of composing this project – the good, the bad, the re-thinking, the awful…
* Describe the choices you made and why you made them. Were there technical reasons? Did you keep coming up with better ideas? Did you re-think your goal? Be specific and point to the elements you included and chose to exclude, how you put them together, etc.
1. *Now that it’s done:*
* Talk about what you think is good about the final product, AND what you think you might have done better… and why.
* Also talk about what you would consider the perfect or specific conditions where people would experience your product.

\*NOTE: This should be a fluid narrative that takes us chronologically through the process of making your Unit 3 project. Don’t simply answer the bullet points.

Post it to **OpenLab**.

* Title “Artist Statement – your name”
* Category “Artist Statement”