

# Week of May 4th

**The Author's Note or Artist's Statement**

# This Week!

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## **Homework:**

- Final Project 3 and Due May 12th. This is the Multimodal Project and Artist's/ Author's Statement.

## **In Class Work:**

- Post a response to ONE of the Activity Boxes in this Presentation on Open Lab.

# What is an author's/ artist's statement?

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An author's/ artist's statement is a personal statement about a piece of writing or artwork that you created.

Writing an author's/ artist's statement allows you the opportunity to reflect on your writing process and growth and to speak to your readers about your work. .

# Purpose of a Author's/ Artist's Statement

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- Discuss the decision/ choices that you made in composing a specific text or piece.
- This is a chance to persuade your audience to see your final piece in the way you want them to!
- A successful artist's/ author's statement reflects your understanding of the chosen genre (design, style, sources), the rhetorical situation (audience, purpose, constraints), rhetorical appeals, your choice of mode and medium.

MEANING: Point out WHY you made the choices you made!

# Audience of an Author's/ Artist's Statement

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- The audience is usually the reader/ viewer of artwork/ project. In this case it's your professor and classmates!

# Formatting

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The artist's/ author's statement should be at least 500 words. Please add word count at the top. However, if the word count is low in your multimodal project, you can make your statement longer. COMBINED, the two pieces have to equal 1800 words.

Usually, an artist's/ author's statement is formatted like an essay, however, they can also look like a letter, if you prefer.

# Example!



“Psychologists have repeatedly shown that perceptions are more important than objective reality” (“Positive Thinking”). That statement embodies the message behind my collage. It ties in with messages from other research I’ve done on the science of happiness, including my reading of the article “Psychological Research: Gratitude,” by Jerry Lopper. In that piece, Lopper quotes psychologist and researcher Dr. Alex Wood as saying: “Gratitude is a life orientation towards noticing and appreciating the positive in the world.” What Wood suggests is that feeling grateful requires mental work (Emmons, *Thanks!* 6). Gratitude is a part of our perception, a “life orientation,” and without effort that perception will not arise or be maintained. Thus, to have an attitude of gratefulness, we must change our outlook on life. My purpose in creating this collage is to promote the idea that we make choices about how we perceive experience, and that practicing gratitude can make us happier.

My intended audience for my collage is made up of people who like art, psychology, and philosophy, who appreciate the abstract expression of concepts, and who may be persuaded to think about how a grateful attitude could be more important than one’s objective reality—and how they may practice that in their own life to be happier.

In my collage I used *pathos* to convey these ideas—I wanted to sway my viewers emotionally, to cause them to feel curious and inspired when looking at the collage. I did this through my choices of composition, colors, and subjects, which are discussed in depth below. I used striking contrast and positioned the objects in ways the viewer might not expect, thereby drawing attention to them. I also used *logos* by putting the piece together in a logical manner, and by grounding my concept in positive psychology research. Furthermore, by connecting my audience with research on the power of the perception (in para. 1), I ask viewers to think about how the collage illustrates that concept. My goal is

that my audience will ponder what each part of the collage represents and come to logical conclusions about . . .

Note from editors: This marks the end of the excerpt of Kipp’s Statement. For the full text of this paper, see LaunchPad for The Bedford Book of Genres.

## Works Cited

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- Pursuit of Happiness. “Positive Thinking: Optimism and Gratitude.” *The Pursuit of Happiness*, [www.pursuit-of-happiness.org/science-of-happiness/positive-thinking/](http://www.pursuit-of-happiness.org/science-of-happiness/positive-thinking/). Accessed 26 Nov. 2012.
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- sang, Jo-Ann. “Gratitude and Prosocial Behaviour: An Experimental Test of Gratitude.” *Cognition and Emotion*, vol. 20, no. 1, 2006, pp. 138–148, [www.academia.edu/365898/of\\_gratitude](http://www.academia.edu/365898/of_gratitude).
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# Elements of the Genre (what they include!)

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1. Discussion of the composition/ modes/ medium and make an argument:
  - a. WHAT choices did you make about modes/ medium/ composition (To include or not include? In layout? Colors? Organization? Font? Evidence? etc)
  - b. WHY and HOW did you make these choices?
2. Discuss the rhetorical situation and related choices
  - a. WHAT choices did you make? WHY and HOW did you make these choices?
  - b. Your purpose, audience, use of rhetorical appeals
  - c. Your mode and medium
  - d. The images, facts, statistics, evidence you selected, (ethos/ pathos)



# Elements of the Genre (What They Include)

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## 3. Explain your choice of genre

- a. Why did you choose the genre you chose? What were the benefits of the genre? What were the limitations?

## 4 .Provide Context

- a. Give background on your topic. Why did you choose your topic, why was it interesting to you? What inspired you? What sources did you use? How did the sources help you with your research?

# ACTIVITY

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Discussion of the composition/ modes/ medium and make an argument:

WHAT choices did you make in Project 3? Think about a choice you made about what to include or not include? About layout? Colors? Organization? Font? Evidence?

WHY and HOW did you make these choices?

**Think of one choice you made in Project 3 Describe the choice you made and the reason for the choice. Write a paragraph about it.**

# Activity

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Discuss your rhetorical situation and related choices. WHAT choices did you make? WHY and HOW did you make these choices?

Rhetorical situation: audience/ purpose/ constraints/ use of rhetorical appeals to reach the audience.

Ethos: The author's credibility (ethos) is important- the writer must come across as credible and honest and thoughtful

Logos: Authors can establish credibility through the reasoning (logos) they present in their author's/ artist's statements. When they logically present evidence about the choices they made in organizing and presenting their work, readers are more likely to accept their claims.

Pathos: To persuade, writers sometimes appeal to readers' emotions.

**Think of one choice you made in Project 3 Describe the choice you made and the reason for the choice. Write a paragraph about it.**

# Activity

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Explain your choice of genre. Why did you choose the genre you chose? What were the benefits of the genre? What were the limitations?

**Describe the Genre choice you made in Project 3 and the reason for the choice. Write a paragraph about it. Was it the right choice? Why? Why not? What are the limitations or constraints of the genre? What are the benefits of the genre? What modes/ mediums do you include?**

# Activity

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Provide Context. Give background on your topic. Why did you choose your topic, why was it interesting to you? What inspired you? DISCUSS YOUR SOURCES! Discuss the sources you used and how the sources helped you with your research! (hink! Use the information from your bibliographies!)

**Describe the context of your research for Project 3. Write a paragraph about it. What inspired you? Why were you interested in the topic? What did you learn? What surprised you? What would you like to learn more about?**

# Style

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1. Address reader's directly
  - a. Use "I" and discuss "my brochure" or "my video"
2. Use detail
  - a. Include specific details and examples from your project!
3. Write in a tone that builds ethos (credibility)
  - a. Your artist's/ author's statement does not have to be formal, but it should be in a tone that establishes you as the expert you are.