

# Utilitas, Venustas, Firmitas

Professor Felix Hardmood Beck

Artistic Statement Writing Center Guide

## Power paragraph

As you will have noticed in the examples of “power paragraphs” given to you, the idea is to sell the concepts, ideas, and themes that are the driving force behind your artwork. While the examples give a differing level of the description of the experience and physicality of their respective projects, you should aim to let the artwork speak for itself as much as possible. Instead, focus on creating a mood for your readers that gets into the same headspace that you were in, and wanted to convey, when you crafted your design. Feel free to let your creative voice shine through – but don’t be too cheesy!

## Technical paragraph

This paragraph should be the easiest to grasp the expectations of. This is where you detail the process through which you created the most recent prototype and/or the imagined final product. Do not include all your trial and error, or your failed experiments. Instead, tell your readers exactly how your artwork was/will be made. The language you use to write this paragraph may take a drastic turn from your power paragraph; leave out the embellishments, euphemisms, and artistic language. Keep your prose simple and informative, using technical language where you need to.

## Research timeline paragraph

Don’t be misled by the word “timeline”, this is not a place to chronology your project. Instead, you should use this space as an opportunity to situate your project in a body of existing research. What this means is that you should explain what research and work has come before your project, what needed to have existed in order to allow your project to be conceptualized and, eventually, come into being. Then, once you’ve figured out where your project sits in the existing design research, you can discuss what your project means for the future of design research; how can future designers looking at your project and learn from it? What sort of creations do you hope that your work will inspire? Given more time and resources, how could your design research project evolve?