

Barbara Satterfield
DIY Virtual Studio Tour
Content Outline

1. Organize the content of your remarks for an approximately 30-minute tour: an introduction, three to five points or areas to emphasize or illustrate, and a conclusion (option: include a reveal at the end).
2. Give verbal cues/invitations/leads for the next topic or area.
3. Keep the tone conversational: the tour is not a news report or a competitive event.

Introduction:

- express appreciation for opportunity to share
- identify
 - the medium, basic characteristics of the medium
 - reason for working in that medium
 - how the artist uses/expresses ideas with the medium
 - the source of inspiration
- list the 2-3 points that will illustrate how ideas are given form
- invite viewer: "Let's look at some work..."

Point One:

- show selected/displayed examples of work
 - identify 2-4 pieces by titles and dimensions
 - describe characteristics, influences, subject matter/content
 - connect artistic influences with style and content

Point Two:

- explanation of process: way of working
 - tools and techniques required by the medium
 - sequence of bringing a piece to fruition, steps required to finish an artwork
 - rhythm/timing of creating (single/series)
 - research, evidence of preparation, test/artist proofs

Point Three:

- tell the backstories (related to specific/displayed pieces)
 - stories of failures, surprises, discoveries, successes
 - next steps for featured work
 - networking with artists/artist groups, creating/proposing exhibitions
 - introduce the ending REVEAL:
 - quickly review change in style over time
 - identify a new direction, show new piece(s)

Conclusion:

- express appreciation to viewers and opportunity to share artwork
- invite viewers to contact the artist via website/URL, Facebook, Instagram, etc.
- sign off: thanks to a teacher/mentor/viewing audience