

Barbara Satterfield
DIY Virtual Studio Tour
Staging the Studio

Organize the flow of the tour with three things in mind:

1. variety of on-site camera shots of the artist and studio environment (avoid a talking head or a static position in the space), options:
 - intimate closeup introduction (artist filling most of main frame),
 - three to five camera transitions
 - medium to wide angle (to give sense of scale of artist in studio) to
 - singular focus (of detail in/or art works, and inspirational objects, images, tokens/tools/details), and
 - a surprise capture/share of a behind-the-scenes object/tool/equipment
2. selected photographs for screen shares interspersed in the body of the tour
 - share sources of inspiration, large art works unable to be displayed in the studio, etc., blog entry quotes, power point presentations, etc.
 - include voice overs or music/literary readings during screen shots
3. end with a similar introductory camera shot: coming full circle on the “tour”
4. take time to answer questions with brief demos, examples, tools, additional pieces

Prepare the studio space:

1. identify three areas of the studio to include in the tour: worktable, easel area, printing press, potter’s wheel, etc. and decide when/how to use that area
2. mark 1-3 camera locations on the studio floor that best highlight your chosen areas
3. “stage” the studio with images, sketches, books—inspirational/preparatory sources or early artwork that indicates a trajectory of style/form/content
4. select 2-4 individual art works to feature, 2-3 additional works illustrating style or process, and 1 series of multiple works or a large work to include if time allows
5. stand at center in the first frame(s) during the introduction, then revealing the art- work after focusing attention on basic info about the medium and what will be seen in the tour
6. Concentrate areas and staged materials in the frame: avoid “dead space” or Too-deep arrangements that tend to “tunnel” the viewer away from the action