

Telling the Story of Your Art



Pain - What emotional trigger does your art express? Describe a moment of strong emotion that your art conveys or that inspired the artwork.

Inciting Incident - This describes the tipping point that led to your inspiration, to your art, to you being an artist.

Test - What obstacles came in your way during the creation process?

Allies/Teachers - Who or what helped you while you worked to overcome your obstacle?

Ordeal - Describe the largest problem you faced in the creation of your artwork. What was the make or break moment?

Elixir - This is the moment where we figure it all out. When/how did everything gel together?

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Resurrect - Here is where to celebrate the lessons learned from your experience.

Share Your Story - This section is about adding a personal, intimate touch to your writing. What can you add that shares a bit of vulnerability or behind the scenes about your art?

Teach - This is the wrap up: what can people learn from your work? What do you hope they experience? This is your chance to share about the work. I also encourage you to incorporate a call-to-action: send them to your website, ask them to sign up for your email newsletter, or ask them to purchase the work.

PROMPTS to warm up your writer's brain:

- * How did you get the idea for your art?
- * How did you decide on colors?
- * What does the painting mean to you?
- * What do you want viewers to experience?
- * What is the background story of the imagery?
- * How did your intention change as the artwork progressed?
- * What did it look like in your mind?
- * What is the history of the colors you used?
- * What historical connections can you draw to your work?
- * What stories (fictional or real) that could connect or relate to your work?
- * How do you imagine the work hung in a home?
- * What do you imagine people will ask about in the work?
- * Who is the painting created for?
- * Did another artist inspire the work somehow? Who? Why?
- * How have other parts of your life impacted the artwork?
- * How has your art changed over time?
- * What did you learn from creating it?
- * What do you hope to create next?
- * Describe the techniques you used to achieve specific effects.
- * How did you know when the artwork was finished?
- * How did you decide on the medium to use?
- * How did you decide on the scale of the work?