



## THE ART *(the thing itself)*

### The medium:

- |                                      |                                      |                                       |
|--------------------------------------|--------------------------------------|---------------------------------------|
| <input type="checkbox"/> painting    | <input type="checkbox"/> drawing     | <input type="checkbox"/> printmaking  |
| <input type="checkbox"/> sculpture   | <input type="checkbox"/> photography | <input type="checkbox"/> installation |
| <input type="checkbox"/> ceramics    | <input type="checkbox"/> fibers      | <input type="checkbox"/> performance  |
| <input type="checkbox"/> conceptual  | <input type="checkbox"/> book arts   | <input type="checkbox"/> electronic   |
| <input type="checkbox"/> new media   | <input type="checkbox"/> sound       | <input type="checkbox"/> film/video   |
| <input type="checkbox"/> animation   | <input type="checkbox"/> net.art     | <input type="checkbox"/> words        |
| <input type="checkbox"/> mixed       | <input type="checkbox"/> multimedia  | <input type="checkbox"/> digital      |
| <input type="checkbox"/> hard to say | <input type="checkbox"/> other _____ |                                       |

### The artwork is:

- |               |           |                     |
|---------------|-----------|---------------------|
| profound      | 1 2 3 4 5 | shallow             |
| insightful    | 1 2 3 4 5 | vacant              |
| inspirational | 1 2 3 4 5 | offensive           |
| fresh         | 1 2 3 4 5 | stale               |
| well-crafted  | 1 2 3 4 5 | poorly crafted      |
| edgy          | 1 2 3 4 5 | dated               |
| professional  | 1 2 3 4 5 | amateur             |
| unusual       | 1 2 3 4 5 | banal               |
| out there     | 1 2 3 4 5 | salable             |
| genuine       | 1 2 3 4 5 | elitist             |
| shocking      | 1 2 3 4 5 | boring              |
| honest        | 1 2 3 4 5 | pretentious         |
| vital         | 1 2 3 4 5 | self-indulgent      |
| difficult     | 1 2 3 4 5 | easy                |
| smart         | 1 2 3 4 5 | idiotic             |
| matches couch | 1 2 3 4 5 | doesn't match couch |
| provocative   | 1 2 3 4 5 | meaningless         |

### The purpose of the artwork:

- |   |   |
|---|---|
| <input type="checkbox"/> self-expression  | <input type="checkbox"/> self-importance          |
| <input type="checkbox"/> career advancement   | <input type="checkbox"/> sales                    |
| <input type="checkbox"/> political agenda   | <input type="checkbox"/> sensory exploration      |
| <input type="checkbox"/> proving the ability to do it                                 | <input type="checkbox"/> reviving lost traditions |
| <input type="checkbox"/> social engagement  | <input type="checkbox"/> amusement                |
| <input type="checkbox"/> craft, not art   | <input type="checkbox"/> degree requirements      |
| <input type="checkbox"/> desire for recognition                                       | <input type="checkbox"/> to impress somebody      |
| <input type="checkbox"/> required for tenure and/or promotion, i.e. publish or perish |   |

### The subject matter of the artwork:

- |   |   |                                     |
|---|---|-------------------------------------|
| <input type="checkbox"/> landscape              | <input type="checkbox"/> portraiture              | <input type="checkbox"/> narrative  |
| <input type="checkbox"/> spirituality           | <input type="checkbox"/> sex                      | <input type="checkbox"/> the artist |
| <input type="checkbox"/> personal investigation | <input type="checkbox"/> cultural expression      |                                     |
| <input type="checkbox"/> historical events      | <input type="checkbox"/> celebration of ethnicity |                                     |
| <input type="checkbox"/> popular culture        | <input type="checkbox"/> formal exploration       |                                     |
| <input type="checkbox"/> material exploration   | <input type="checkbox"/> contemporary issues      |                                     |
| <input type="checkbox"/> other _____            |   |                                     |

### The technical achievement:

- |                  |           |                 |
|------------------|-----------|-----------------|
| low tech         | 1 2 3 4 5 | high tech       |
| well executed    | 1 2 3 4 5 | poorly executed |
| refined          | 1 2 3 4 5 | raw             |
| innovative       | 1 2 3 4 5 | unimaginative   |
| labor intensive  | 1 2 3 4 5 | factory made    |
| broke new ground | 1 2 3 4 5 | typical         |

### The artwork would be best described as:

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> traditional          | <input type="checkbox"/> old hat                | <input type="checkbox"/> media hype       |
| <input type="checkbox"/> modernist            | <input type="checkbox"/> contemporary           | <input type="checkbox"/> minimalist       |
| <input type="checkbox"/> big to be big        | <input type="checkbox"/> wowygeewhiz            | <input type="checkbox"/> decorative       |
| <input type="checkbox"/> shock value          | <input type="checkbox"/> post post              | <input type="checkbox"/> conceptual       |
| <input type="checkbox"/> refreshing           | <input type="checkbox"/> fooled you             | <input type="checkbox"/> sensationalistic |
| <input type="checkbox"/> trying too hard      | <input type="checkbox"/> trendy                 | <input type="checkbox"/> prostitution     |
| <input type="checkbox"/> entertainment        | <input type="checkbox"/> neurotic               | <input type="checkbox"/> psychotic        |
| <input type="checkbox"/> masturbatory         | <input type="checkbox"/> brilliant              | <input type="checkbox"/> erotic           |
| <input type="checkbox"/> pornography          | <input type="checkbox"/> engaging               | <input type="checkbox"/> degenerate       |
| <input type="checkbox"/> trite                | <input type="checkbox"/> outsider               | <input type="checkbox"/> demented         |
| <input type="checkbox"/> east coast bandwagon | <input type="checkbox"/> meaningless nothings   |   |
| <input type="checkbox"/> me me me me me me    | <input type="checkbox"/> made for other artists |   |

## THE PRESENTATION *(the environment)*

### The exhibition space

- |                 |           |                  |
|-----------------|-----------|------------------|
| cathedral       | 1 2 3 4 5 | closet           |
| sanitized       | 1 2 3 4 5 | dirty            |
| edgy            | 1 2 3 4 5 | predictable      |
| white cube      | 1 2 3 4 5 | warehouse        |
| high end        | 1 2 3 4 5 | low end          |
| artist run      | 1 2 3 4 5 | commercial       |
| well lit        | 1 2 3 4 5 | poorly lit       |
| welcoming       | 1 2 3 4 5 | pompous          |
| convenient      | 1 2 3 4 5 | in the boondocks |
| well maintained | 1 2 3 4 5 | in need of paint |
| physical        | 1 2 3 4 5 | virtual          |

### My viewing experience:

- |  |   |
|--|---|
| <input type="checkbox"/> it was great                                  | <input type="checkbox"/> there was no bathroom key    |
| <input type="checkbox"/> I did it really fast                          | <input type="checkbox"/> I set off an alarm           |
| <input type="checkbox"/> I liked it                                    | <input type="checkbox"/> I lost all sense of time     |
| <input type="checkbox"/> I was rushed                                  | <input type="checkbox"/> the gallery was full of kids |
| <input type="checkbox"/> I was engaged                                 | <input type="checkbox"/> they thought I had money     |
| <input type="checkbox"/> I didn't want to leave                        | <input type="checkbox"/> staff fed me bullshit        |
| <input type="checkbox"/> staff was in my face                          | <input type="checkbox"/> staff ignored my presence    |
| <input type="checkbox"/> I was scolded for getting too close           |   |
| <input type="checkbox"/> staff was very helpful in explaining the work |   |
| <input type="checkbox"/> I was given disapproving looks                |   |
| <input type="checkbox"/> they watched my every move                    |   |

### Contextual Information:

- the written material justified the work
- the written material was beautifully written
- a catalogue was available for purchase
- the written material failed to provide insight
- the written material was for a different show
- the work needed an explanation
- I will do my own research on this artist
- what is contextual information?

### The artist's statement and wall text:

- |  |  |
|--|--|
| <input type="checkbox"/> clarified the art       | <input type="checkbox"/> hyped the art       |
| <input type="checkbox"/> were crooked            | <input type="checkbox"/> had typos           |
| <input type="checkbox"/> were missing            | <input type="checkbox"/> required a PhD      |
| <input type="checkbox"/> self-important bullshit | <input type="checkbox"/> influenced the work |

## THE ARTIST *(creativity and genius)*

### This artist:

- |  |   |
|--|---|
| <input type="checkbox"/> is someone I have admired for a long time |   |
| <input type="checkbox"/> deserves recognition                      | <input type="checkbox"/> is a friend            |
| <input type="checkbox"/> will make history                         | <input type="checkbox"/> contributes to culture |
| <input type="checkbox"/> is troubled                               | <input type="checkbox"/> needs therapy          |
| <input type="checkbox"/> is brilliant                              | <input type="checkbox"/> is an arrogant #@!/?*& |
| <input type="checkbox"/> needs art lessons                         | <input type="checkbox"/> is a sign of the times |

### The artist got this exhibition because S(he):

- |   |  |
|---|--|
| <input type="checkbox"/> is a really good artist                  | <input type="checkbox"/> is rich               |
| <input type="checkbox"/> is a significant artist                  | <input type="checkbox"/> is trendy             |
| <input type="checkbox"/> defined the canon                        | <input type="checkbox"/> knows how to schmooze |
| <input type="checkbox"/> knows the right people                   | <input type="checkbox"/> was owed a favor      |
| <input type="checkbox"/> was in the right place at the right time |  |
| <input type="checkbox"/> was discovered by an important person    |  |
| <input type="checkbox"/> belongs to a 'well-connected' family     |  |
| <input type="checkbox"/> sleeps with the right people             |  |
| <input type="checkbox"/> went to the right art school             |  |
| <input type="checkbox"/> owns the exhibition space                |  |

## ART VIEWING TIPS *(personal functionality)*

### Next time I go to this venue I will remember to:

- |  |   |
|--|---|
| <input type="checkbox"/> dress like an artist          | <input type="checkbox"/> wear artistic accessories    |
| <input type="checkbox"/> check gallery hours           | <input type="checkbox"/> wear black                   |
| <input type="checkbox"/> check exhibition dates        | <input type="checkbox"/> drop off my slides           |
| <input type="checkbox"/> bring a historian             | <input type="checkbox"/> bring Meaning Maker          |
| <input type="checkbox"/> bring white out               | <input type="checkbox"/> find out who the players are |
| <input type="checkbox"/> carry my sketchbook           | <input type="checkbox"/> schmooze with the owner      |
| <input type="checkbox"/> practice my art viewing poses |   |
| <input type="checkbox"/> get them to visit my web site |   |