

PROJECT PROPOSALS

The School of The Art Institute of Chicago

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Revised: Spring 2011

Project proposals are intended to get you thinking about your projects right away and to help you clarify your ideas as you begin working. The proposal needs to be two typed and concisely worded paragraphs. Efficiency of language is important because it will help you more narrowly define what your project is about. Keep in mind that you are not bound by this proposal. I fully expect your ideas to evolve as the course moves along but try to be as specific as you can with your ideas.

The difference between a project proposal and a project statement can be subtle but it is important to be aware of. Your proposal tells me what you are GOING to do and how. Your artist's statement is intended to accompany your work and is based more in the conceptual than the hands-on practical aspects of the project. Learning to write proposals is a useful skill that will come in handy when you apply for grants, commissions, and residencies as a professional artist.

PARAGRAPH ONE

This is the conceptual part of the proposal. There should be a brief project statement indicating what idea or ideas you are planning to explore with your project. Explain why you think these ideas are important and any influences or inspiration you can cite for your concept. Don't forget to describe how you plan to express your idea. What subject matter will you choose? How will your treatment of this subject matter get your idea across? How will post-production techniques or effects (if any) help express your idea?

PARAGRAPH TWO

This is the logistical part of the proposal. Describe how you will approach the project. Will you go out and photograph on the street or will you be in the studio? Will you appropriate imagery from other sources or will you use your own images exclusively? Will there be models or other people involved in your project? What is your strategy for getting this project done and making it successful? Will you be able to make significant progress on this project in one semester? Are there potential pitfalls that could get you in trouble later in the semester? For instance, if you've been given special access somewhere, is it possible that it will get taken away before you complete your project? Try to think ahead to avoid difficult situations at the end of the semester.