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
  o the medium, basic characteristics of the medium
  o reason for working in that medium
  o how the artist uses/expresses ideas with the medium
  o 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
  o identify 2-4 pieces by titles and dimensions
  o describe characteristics, influences, subject matter/content
  o connect artistic influences with style and content

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

Point Three:
• tell the backstories (related to specific/displayed pieces)
  o stories of failures, surprises, discoveries, successes
  o next steps for featured work
  o networking with artists/artist groups, creating/proposing exhibitions
  o 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

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