

Final studio project:

PROJECT “PITCH”:

Due Monday July 30 by email

The final “pitch” to propose what you are going to work on.

dmsfaa@yahoo.com

FINAL PROJECT (Images and letter of proposal):

Due Friday August 10, mailed to or dropped off at my house

DeAnna Skedel

3807 Genessee Street

Kansas City, MO 64111

FINAL PROJECT ASSIGNMENT:

- **10 IMAGES – color prints 8 x 10**

Your images are illustrations of what you would like to accomplish in your letter of proposal. Many of the images in the biennial catalogue are actually proposal images. The images you present should be “finished:” think story board, architectural drawings and maquettes. The images presented should “relate” to the project you would like to work on: think reference images, color studies or anatomical studies. The images should be your own. Your presentation prints could and should include objects, images, or textures of influence—this will assist the viewer (a funder, a gallerist, or a curator) in understanding your desires.

- **LETTER OF PROPOSAL:**

We are basically writing a “letter of proposal,” which is no more than 1 to 3 pages, and ideally should be derived from your research paper.

A proposal does not stand-alone. It must be part of a process of planning and research. When you spend a great deal of your time seeking money, space or support, it is hard to remember that it can also be difficult to give any of these away.

How to create a proposal: This is a planning process

The recommended process is not a formula to be rigidly adhered to. You must bring your own creativity to it and remain flexible.

The elements of a letter request should be no more than three pages. You will need to call upon your writing skills because it can be very hard to get all of the necessary details into a concise, well-articulated letter.

As to the flow of information, follow these steps while keeping in mind that you are writing a letter to someone. It should not be as formal in style as a longer proposal would be. It may be necessary to change the sequence of the text to achieve the correct tone and the right flow of information.

Here are the components of a good letter of proposal:

- State why you are writing and what is required from the particular foundation, gallery, or institution.
- Describe the need: In a very abbreviated manner, tell the funder or supporter why there is a need for this project, supplies, or a piece of equipment, etc.
- Explain what you will do: Just as you would in a fuller proposal, provide enough detail to pique the supporter’s interest. Describe precisely what will take place as a result of the opportunity.
- Provide personal information: Help the supporter know a bit more about your organization by including your background and a brief description of past experience.
- Include appropriate budget data: Even a letter request may have a budget that is a half page long. Decide if this information should be incorporated into the letter or in a separate attachment. Whichever course you choose, be sure to indicate the total cost of the project.
- Close: As with the longer proposal, a letter proposal needs a strong concluding statement.
- Attach any additional information required: your images (!), a writing sample, your resume, artist statement, or past press.

It may take as much thought and data gathering to write a good letter request as it does to prepare a full proposal (and sometimes even more).

LAYOUT OF FINAL

