

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 | |