

Write a Description for your Artwork!

Below are some items to think about when you are writing a description for your artwork. This is your opportunity to sell to a buyer when you are not present.

Sometimes the story behind the image makes someone fall in love with a piece. Ed Malesky had a cherry bowl in a TAC auction. It is was called the Irma Cherry Bowl and he explains how it was made from a tree that was downed from hurricane Irma.

Some folks will want the bowl because of its loveliness but it may be the story behind the bowl that really clinches the sale of a piece because they experienced the same storm, in the same place, at the same time. Many connections...

Description: (Things to think about when writing your description of your artwork using the example below)

- What inspired this image?
- Did you need to do research to make your image authentic?
 - Relaying your research to an audience will help you write a wonderful description.
- Did you have a source - book, newspaper, movie, music, a dream, experience?
 - Tell us about it.
- Did you employ a particular or experimental technique?
 - This will help people really understand what they are seeing online.
- How did you come to the title?
 - There can be so much information in a name.
- Is the size of the image important to the story?
- Did you create this image for a theme that was dictated?
 - For instance, an exhibition like Unity and Equality
- Suggestion: write stream of conscience style, (keep going do not go back and correct spelling, etc. Go back and trim to 100 words or less.
- What are the key words?
 - The key word in the sample given is "color."
 - Also think of keyword phrases that an art enthusiast might search for like, "original paintings with African influence".
 - The more specific the phrase the better chance you have of capturing a niche buyer looking for exactly what you are offering.
- Indicated research to define the image (i.e., the symbols in the example on next page was researched and the information about the symbols helps round out the description of the painting).



ACRYLIC DIPTYCH

SIZE: 36 H X 24 W
EACH PANEL

PRICE: 1400.00 DIPTYCH

COOKIE DAVIS
"WOMEN OF COLOR - COLORFUL WOMEN"

I am continuing to work from my standard theme "Story People".

Color - skin color should not be an issue that can determine educational opportunities, career paths, fair housing or social and religious choices. The goal was to define only the color of the women's skin - with just that one trick of the pencil, society could view and judge by that singular difference .

Many societies use symbols to relay messages. I have used several West African (Ghana) symbols; Binkabi-harmony and unity and Afun Mmirekie symbol of unity between different groups of people. See if you can find the symbols in the women's clothing.