Artistic Intentions -**Points to consider when writing a statement of artistic intention.**

* WHY have you chosen this theme/issue/play/character etc?
* What IMPACT do you want your piece to have on an audience?
* What do you want to ACHIEVE through your performance?
* What is your MOTIVE for creating this work?
* Who is your TARGET AUDIENCE? (important to specify and justify!)
* How will you use PRODUCTION and PERFORMANCE ELEMENTS to achieve your INTENTION?
* How will your RESEARCH help you to fulfill your INTENTION?
* Why is it important to communicate this INTENTION to your audience?

Stuck for an idea?

Do you want to **COMMUNICATE** a message?

Do you want to **CHALLENGE** perceptions or ideas?

Do you want to create **CHANGE**?

Do you want to **EDUCATE** your audience about something?

Do you want to **PROVOKE** a certain emotional response in your audience?

Do you want to **MOTIVATE** your audience to do something/try something?

Do you want to **HIGHLIGHT** an issue?

Do you want to **GENERATE** support for an issue?

Do you want to **IGNITE** debate?

Do you want to **CHANGE** popular opinion?

Do you want to **SYMBOLISE** an issue/event/cultural movement?

Do you want to **COMMENT** on something?

Do you want to make a **STATEMENT** about something?

Do you want to **INFLUENCE** the audience?

Do you want to **CONFRONT** the audience in some way? (perhaps shock them out of percieved ‘apathy’?)

Do you want to **INNOVATE**?

Do you want to **INFORM** the audience?

Do you want to **ENCOURAGE** your audience to do something/think something etc?

Do you want to **SHOCK** the audience into action/some other response?