

Plymouth Art Weekender Art Reviews Guidance

Firstly, we really hope you enjoy the Plymouth Art Weekender and that it is a great opportunity for you to have your articles and reviews showcased to a large audience. Thank you for getting involved!

Here's an advice sheet with some guidance for writing and sharing your reviews and articles.

At the event

- **Make notes.** Even if they are just one-word memory triggers. This will help you recall the artwork/event later on.
- **Take images.** Again they'll help you remember what went on, and are also great for gaining publicity around the event when you share them on social media (see sharing section).
- **Video.** If there is an opportunity to capture something a video on your phone, please do. This will be great content to publish on the Made In Plymouth website to supplement your written article.

Writing

- **Be clear and concise.** Each sentence should make a new point or discuss a new idea.
- **Use accessible language.** Made In Plymouth and the Evening Herald both have a broad audience.
- **Engage your readers.** Talk about emotions and how the artworks make you feel. Allow readers to emphasise with you.
- **Don't be afraid to have an opinion.** But always be clear and rational - explain why you believe your opinion to be true.
- **Do your research.** Who are you reviewing? What have they done in the past? How does this artwork compare to their other artworks?
- **Structure your review.** Have a clear introduction at the start, and a summary at the end (I find this easiest to do last - then I just have to clarify the thoughts and arguments in my review).
- **Interview.** Soundbites from attendees/participants are incredibly valuable. Whether captured in written form (remember to take a picture of the interviewee) or on video, this can add real depth to your article. Can you get a word with the artist(s) themselves?

Sharing

At the event

- Share images of the event. Use **#cityofmakers** on Twitter and Instagram and we'll retweet and share too.
- Double check you've spelt the name of the artwork and artist correctly!

- If you want to share an image of an artwork in a gallery, double check with a gallery attendant that it is ok to do so.

Now you have your review

- Email your review/article to joe.meldrum@plymouth.ac.uk
- Include any images/video you have taken at the event.
- Your review will be edited (any major corrections will be checked with you first) and will be posted on the Made In Plymouth and the Evening Herald websites.
- The best reviews will be selected and printed in the Evening Herald paper.