CAMBRIDGE
SCHOOL OF
VISUAL&
PERFORMING
ARTS

A GUIDE TO WRITING A STATEMENT OF INTENT

OVERVIEW OF THE PROJECT

You should begin your statement by defining the question that frames the focus of the research you will use to drive your project, and inform the material outcomes you hope to produce. An effective statement of intent begins with a question not an open-ended commentary about individual interests in a field of practice.

Having defined a question, you will need to describe how the question is to be contextualised, and provide an indication of the key theoretical, practical or empirical contexts you plan to use to locate your work within contemporary creative practice. This could include an explanation of why the question interests you, and an outline of the reasons why the project outcomes will be of interest to a wider audience.

DESCRIPTION OF INTENDED WORK

You should provide a clear statement of how the production and evaluation of creative work will lead or support your research, for example through the process of making, testing, and critically reflecting upon practice. Please include suitable samples of your work.

THE RESEARCH

The statement should include a brief up-to-date bibliography to demonstrate your familiarity with theories relevant to your area of research and the critical discourse emerging from your field of practice. The breadth and depth of your references should demonstrate your critical engagement with research supporting your field of practice. The statement should not be a general discussion around your interests in a field of practice. You should define the ways in which your primary research question and supporting lines of investigation will drive your work: for example from the application of a particular theory in a specific context; or from a synthesis of a number of critical references.

METHODOLOGY

The statement should describe how you plan to undertake research and explain the relationship between your practice and your research question. There are many research methods, so you should seek to identify those that are most suited to your study. Projects may involve case-study analysis, the analysis of historical records or design archives, interviews, critical involvement in curatorship, or the analysis of textual sources. You should state whether you need access to specific archives, collections or other specialist resources.

You should end your statement by explaining how your own background gives you scholarly competence in your chosen area. A brief explanation of what led you to apply to the MA Art & Design programme would be helpful.

PRESENTATION

While your statement of intent and portfolio are judged mainly on content, they must also look professional. The statement should be typed and written in good English. Particular attention will be paid to clarity of expression and structure of argument. The portfolio should be submitted as an electronic attachment to your statement of intent.

You may find it helpful to use the template below.

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MA ART & DESIGN **STATEMENT OF INTENT**

APPLICANT NAME:

FIELD OF SPECIALIST ART AND DESIGN ACTIVITY:

PROJECT TITLE:

OVERVIEW OF THE PROJECT:
1. Define the question that frames your research interests.
2. Define the aims and outcomes of your proposed research.
3. Describe how your research relates to a specific aspect of contemporary creative practice.

DESCRIPTION OF INTENDED WORK:
1. Detail what you intend to make
2. Describe the significant qualities of the material outcome(s) you will produce
3. Describe how the outcomes relate to your previous work.

THE RESEARCH:
1. Define the key idea, or proposition, that you will use to focus your research
2. Define how you will use research (the interpretation and evaluation of information and ideas) to inform the development of your work.
3. List the key references and other important sources (*following a standard academic format*) that locate you research.

METHODOLOGY:
1. Detail the methods you intend to use.
2. Detail the materials you intend to use.
3. Explain how your background gives you scholarly competence.

LIST OF WORKS IN PORTFOLIO:
1.
2.
3.
etc.