

Term Paper: Final Draft

Option 3



Instructions:

As an art consultant, you are hired by the architect of the complex in development to come up with a suitable theme for the art collection and provide guidance on purchasing the first two works of art. Search the [Heilbrunn Timeline of Art History](#) database and **select two works of art** that reflect your client's brand.

Write a **7-10 page** (typed and double-spaced) **comparative analysis** of the artworks you selected; create the context for your comparative analysis and explain how your recommendation communicates your client's core values. Your

paper should have an introduction containing a thesis that states the basis of comparison and announces your arguments.

Even though you will respond to a hypothetical situation, you must **use reputable peer-reviewed sources** and facts in your analysis. Use the METPublications and CCNY Library databases to locate your sources. The body of the essay should be divided into sections (groups of related paragraphs) that discuss at least 4 visual and/or iconographic elements from the artworks. In the concluding paragraph of the essay, you should summarize your analysis.



Phil Anthropist

An eccentric philanthropist



- believes in progress and innovation
- promotes the underrepresented talent

Client's Profile

An eccentric philanthropist who values innovation, progress, and technology builds a large complex that incorporates multiple venues for conferences, music events, shared working spaces, smart classrooms, hangout areas, etc. There is also a space for the art collection.

Goals

To make the world a better place for all through education, innovation, and technology.

Frustrations

- corporate power
- inequality

“ Quality of life matters.”

YOU

20-95

Art Consultant @ *Art.iWrite*



- diplomatic
- ambitious
- sophisticated art lover

Bio

You are a founder and principal of *Art.iWrite*, an NYC-based firm specializing in fine art consulting, advising, research, and writing. You develop trust and confidence with your customers by consistently delivering a high-quality service, meeting deadlines, and assuring transparency of your methods and resources. You enjoy reading scholarly journals, the *New York Times* art section, and intimidating-looking, large books.

Goals

- help people understand and appreciate art

Frustrations

- Oxford comma

“ Art solves everything.”