How to write about your work
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Plan ahead
Writing can be difficult when we’re not sure what we want to communicate. Start the process by thinking about what you would like to say and who your audience is. Map out which points you need to make and in what order. Once you’ve done this, begin writing.

Keep it simple
Your reader will begin at the first sentence, but they may not read the last one. Always start your text with the key information that you would like people to know about your work.

Your text cannot contain every detail and facet of your practice (that’s impossible), but it does need to represent your work in a comprehensible and exciting way. Keep your sentences short and your language direct.

The audience for the graduate showcase will be broad and international. Use simple language that can be easily understood by diverse readers, including those for whom English is an additional language. Complicated ideas can still be expressed using accessible language.

Language
For consistency, we ask for text to be written in British English. Please set any spelling or grammar checker to British English rather than American. We recommend writing about your work in the third person (avoiding pronouns such as I and me).

Structure
The “project description field” on our showcase platform is restricted to 250 words. If your description goes beyond four or five sentences, use paragraphs to help make it easier to read. You might want to consider using headings depending on the length of your text.

Proofreading
All writing benefits from a second set of eyes. Test your writing by sharing it with your friends and family or do a swap with fellow students from your course. Take notice if there’s anything they don’t understand. Read what you have written out loud to yourself. This process will help to keep your writing clear and concise.
Things to avoid

- Try to avoid writing in shorthand or SMS language, unless this is an integral part of your project.
- Try to avoid jargon – beware of buzzwords specific to your discipline, especially those that you think sound good, but are not entirely sure of the meaning.
- Be wary of using abbreviations, as these may not be understood by everyone.
- Avoid writing in italics and block capitals unnecessarily, as readers with dyslexia or visual impairments may find these hard to read. Italics should only be used for the titles of artworks, films or projects etc.
- Use only your own words. Don’t use other people’s writing without attributing them with a quotation.

Need some support?

- There are many online tools available to help you check your spelling and grammar, including Grammarly and The Hemingway App.
- If English is an additional language for you, and you would like some help and advice, contact our Language Development team.
- The Disability and Dyslexia Service supports students with dyslexia.
- Use an online Word Counter to check your text length.