Course Title: Marketing Your Art

Instructor: Sheila Cunningham

Credentials:

Sheila Cunningham
MFA in Art and Technology from UTD.
Fine art photographer whose photo-based artwork includes cell phone photography, digital collages, Polaroid & Fuji transfers, artist books and book art installations.
Exhibits in solo and national juried shows.
Teaches workshops at local and national venues.
Artwork, project designs and articles have been widely published in books and national magazines.

Course Description: Marketing your arts and crafts is different from marketing in most other enterprises. Learn how to sell yourself and your creations. Find the best venue that fits your product and personality: websites, art shows, galleries, craft parties, even retail stores. Learn how to approach a gallery, how to create a portfolio, design an effective logo and company name.

Hours: 12 Sessions: 4

Course Prerequisite(s): None

Course Objectives:
1. Visualize your art business
2. Learn to present your artwork
3. Promote, market and sell
4. Make a presentation
5. Discuss the selling process
6. Demonstrate selling techniques

Textbook(s):

Lesson Plan – by week or session

Session 1: Visualizing Your Art Business
What do you want from your art career? Defining your art goals will help you create a consistent message about your artwork. Explore topics to get you there such as: goal setting, branding, CV, artist statement, bio and portfolios.

Session 2: Presenting Your Artwork
Improve your exhibition and sales opportunities using tools designed to get your artwork noticed. Explore techniques and options such as: pricing, documentation, displaying, exhibiting, prospectuses, proposals, talks, lectures and approaching galleries.

Session 3: Promoting, Marketing & Selling
Promote yourself and your work by implementing tools such as: building email lists, newsletters, blogs, social networks, media, press releases, selling tips, business basics, developing advocates and collectors.

Session 4: Putting It Altogether
Collectors and potential collectors want to hear what you have to say about your artwork and process. Using skills from the first three sessions present a talk about your artwork in a safe environment with your fellow artists.

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