

# **Marketing Your Art for Beginners**

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So you have completed your painting... now what?

Art is not only about the creative process. Sometimes we have to learn tools to put our work out into the world for others to see. Selling is not an easy endeavour.

This beginners class is designed for the purpose of introducing you to the fascinating world of marketing your art. We will start with the basics such as focusing on the artists biography and artists statements.

We will learn how to apply for opportunities such as Calls for Submissions and applications to events and gallery shows. You'll want your presentation of art to look it's best and be submitted in the requested formats. We will learn how and where to advertize and the importance of net working. We will be exploring the vast number of resources on the internet.

Classes will include lectures and field trips to galleries and show openings to evaluate and glean ideas from other artists' experiences. The end result of the class will be a group show to be presented and advertized by the students.

### ***You will need:***

- Finished art for you to promote
- We will discuss the use of internet sites & you may want to bring a laptop computer if you have one available to use – but not to the first class.