

## Strategies For Making a Living From Art Information & Resources

**Making**

**Working Freelance**

**Self Employment**

**Portfolio Career**

**Earning money from making your own artwork often necessitates**

### Having a Business Plan

A business plan is a well-researched document that provides information about your intended business, your intended market, operational details and finances including sales projections and marketing information. Your business plan will enable you to:

- ♦ fully clarify your ideas and options in an objective way
- ♦ make an approach for loans or grants
- ♦ measure the progress of your business, sales and marketing activity throughout the year

for advice and further information check out:

[www.a-n.co.uk](http://www.a-n.co.uk)

[www.princes-trust.org.uk](http://www.princes-trust.org.uk)

[www.designcouncil.org.uk](http://www.designcouncil.org.uk)

[www.prospects.ac.uk](http://www.prospects.ac.uk) self employment section

[www.craftscouncil.org.uk](http://www.craftscouncil.org.uk)

[www.creative people.org.uk](http://www.creativepeople.org.uk)

[artsmatrix.org.uk](http://artsmatrix.org.uk) – a new scheme for artists. Regional advisers available to give specialist advice and guidance on self employment.

### Raising Funds

Look for annual awarding bodies, regional arts boards awards/grants and bodies who give advice and start up grants such as the Princes Trust, The Crafts Council, Queen Elizabeth Trust. Check:

AN Magazine (library Journals) Artyfacts (careers journals SH)

[www.arts.org.uk](http://www.arts.org.uk) Regional Arts Boards web site with links to all regional boards,

[www.fundinginformation.org](http://www.fundinginformation.org)

### Obtaining Studio Space and or Equipment

Look for advice or support via: Regional Arts Boards, Local Government – councils usually have an Arts Development Officer and Professional Arts Associations. Check [www.a-n.co.uk](http://www.a-n.co.uk) which has a section on regional support – workspaces and artist's groups by region. Studio space listings section in AN magazine + London Institute's Artwork bulletin: [www.artwork.linst.ac.uk](http://www.artwork.linst.ac.uk) Also check the Careers Self Employment file, which has a section on workshop spaces in the South West.

### Exhibiting

Showing your work to the public using either web-sites, commercial galleries, local community venues, independent or studio galleries, or your own premises. Use:

Arts World Directory to locate galleries } careers area somerset place

Directory of Galleries London & SE

AN Book 'Exhibiting' and AN Magazine, section on current requests for exhibitions

[www.artefact.co.uk](http://www.artefact.co.uk) monthly listing of exhibitions in the UK

[www.candidarts.com](http://www.candidarts.com) offer new graduates exhibition space & run the Angel Arts Market, Islington

### Marketing/Selling

Identify selling possibilities: direct marketing & sales, using an agent, galleries, artist run shops, specialist outlets, craft or art fairs. Information and advice on marketing and selling can be found in: AN publication 'Selling' (careers)

[www.a-n.co.uk](http://www.a-n.co.uk) 'showing' 'selling' and artist's agents' sections.

[www.axisartists.org.uk](http://www.axisartists.org.uk) an artists register

## Networking

Check out noticeboards in art centres arts organisation web sites or join regional arts groups (such as BANA - Bath Area Network of Artists) T01225 396455  
Craft Potters groups: find listings: [www.ceramic-review.co.uk](http://www.ceramic-review.co.uk)

## Obtaining Commissions

For a commission you are asked to produce a new piece of work for an individual client or organisation. A signed contract should define the fee and deadline.

## Self Employment can also include

### Residencies

Residencies offer an income and free (or low cost) work space in return for producing a work of art that meets a particular brief. Clients can range from schools, hospitals, galleries, and community spaces to industrial and commercial settings. Contracts can range from a few months to a couple of years. Resources: [www.unesco.org/culture/ifpc](http://www.unesco.org/culture/ifpc) (worldwide residencies) [www.a-n.co.uk](http://www.a-n.co.uk) [www.artwork.linst.ac.uk](http://www.artwork.linst.ac.uk) + Artyfacts (monthly bulletin, careers resources SH) UK residencies

### Fellowships

An organisation offering opportunities and/or sponsorship for artists to develop their own work or research over a given time (usually 1-3 years). Hosts are usually universities or other education organisations.

### Competitions

Competitive entry for annual or individual awards. Check AN Magazine Artwork online bulletin & Artyfacts for news and submission dates.

## Art With People

### Teaching/Lecturing

### Workshops

### Community Arts

### Art Therapy

### Teaching/Lecturing

You need a PGCE – teaching certificate to teach at secondary level. There are also certificates which cover further and higher education, although this is not a formal pre-requisite. Teaching classes in adult education is another possibility which does not necessitate formal qualifications. Options in the FE sector and adult education is generally part time and can often cover unsocial hours and fixed terms.

Apply for a place on a PGCE via the Graduate Teacher Training Agency (GTTR). You can select up to two preferences for primary course providers and four for secondary (put them in order of preference). Applications open in September for places to be taken up the following year. Primary applications need to be received by GTTR by 15 December. Secondary applications have no formal closing date, although you are advised to apply in good time, as applications are dealt with by date of receipt, and interviews conducted at several points in the year.

We hold workshops on the application process, and print copies of 'A guide to applications for PGCE' which contains advice on completing the application form as well as information on other routes to qualification such as: School Centred Teacher Training, Graduate Trainee programmes based in schools (for age 24+) Part time and flexible programmes.

GTTR : [www.gttr.ac.uk](http://www.gttr.ac.uk) T: 01242 223707

### Workshops/Community Arts/Public Art

Community projects, galleries and museums employ artists to run part time workshops for adults and children as part of their educational outreach programmes.

[www.arts.org.uk](http://www.arts.org.uk) information & job opportunities in community based arts

Public Art – Arts World Directory

### Art Therapy

Art Therapy is the creative use of art in a therapeutic setting. An art therapist is concerned not with the quality of work produced, but with the experience of the client producing it, a process which may provide a therapeutic step towards a healing process. The route to entering this field includes a degree in the Arts combined with six-twelve months relevant practical experience. These are pre-requisites for entry onto a postgraduate course in art therapy/art psychotherapy

[www.baat.org](http://www.baat.org) British Association of art Therapists

[www.a4offenders.org.uk](http://www.a4offenders.org.uk) Arts in Prisons

[www.herts.ac.uk/lis/subjects/arttherapy/artther2.htm](http://www.herts.ac.uk/lis/subjects/arttherapy/artther2.htm)

<b>Commercial Art</b>			
<b>Advertising/Marketing/PR</b>	<b>Design Interiors</b>	<b>Photography</b>	<b>Arts Publishing Media</b>

### Advertising/Marketing/PR

There are roles for 'creatives' basically creative thinkers, visualisers, and copywriters as well as the more traditional account executives and planners who co-ordinate plan and organise advertising campaigns for client groups. There are formal graduate recruitment schemes for account executives/planners, with closing dates as early as mid-November for entry the following September. 'Creative' roles are less structured, which means that a speculative approach to individual advertising companies in the form of a short marketing CV and letter (well designed & creatively presented) is likely to be your best bet.

**Advertising:** [www.ipa.co.uk](http://www.ipa.co.uk)

**Marketing:** [www.cim.co.uk](http://www.cim.co.uk)

**PR:** [www.ipr.org.uk](http://www.ipr.org.uk)

### Design (Product Design Packaging Design Set Design Interior Design Graphics Multi Media)

Entry into these specialist fields requires the demonstration of creative ability aligned with practical experience and technical skills. A combination of practical experience and well chosen vocational courses. Check careers 2D & 3D files and [www.prospects.ac.uk](http://www.prospects.ac.uk): (types of occupations section) for more details on specific entry requirements, training and sources of employment.

### Photography

Fine Art & Historical Photographer

Fashion

Commercial

Check Photography section of the careers 3D file. [www.the-aop.org](http://www.the-aop.org) & [wwwbipp.co.uk](http://wwwbipp.co.uk)

### Publishing.

Editorial Assistant or Journalism. Check [www.publishers.org.uk](http://www.publishers.org.uk) & careers publishing file

### Illustration:

Check Illustration section: Writer's & Artists Handbook, Association of Illustrator's Start-up guides and AOI website: [www.theaoi.com](http://www.theaoi.com)

<b>Arts Management</b>			
<b>Galleries</b>	<b>Museums</b>	<b>Festivals</b>	<b>Studio Management</b>

### Galleries/Museums/Festivals

Arts Administrators, Arts Officers or Education Officers may be employed by galleries or museums to co-ordinate or organise events, exhibitions and activities with different community groups, create resources (including school curriculum resources) or develop plans to create an interface between the exhibits and the public as well as more general administrative responsibilities. Some of these posts will necessitate further qualifications in arts administration, teaching or curating.

See [www.museumjobs.com](http://www.museumjobs.com)

[www.artsfestivals.co.uk](http://www.artsfestivals.co.uk)

### Studio Management

A visual arts degree can give you skills useful for setting up and managing arts projects or organisations such as group studios Group studios provide affordable working space and a centre for networking and initiating projects, events and festivals

Useful Resources include:

[www.artsadmin.co.uk/motiroti.html](http://www.artsadmin.co.uk/motiroti.html)

[www.locusplus.org.uk](http://www.locusplus.org.uk)

[www.a-n.co.uk](http://www.a-n.co.uk) [www.artwork.linst.ac.uk](http://www.artwork.linst.ac.uk)

Artyfacts (monthly bulletin SH Careers section)

**Short Courses**

Vocational or professional development courses may provide you with the stepping stone to progress. Start up courses may be free in certain areas:

Art Training Wales T 01446 754 1120

Cockpit Arts, London free 20 places [ww.cockpitarts.com](http://www.cockpitarts.com)

Spaceplace, London, cost from £15.00 per day [www.spacestudios.org.uk](http://www.spacestudios.org.uk)

**Vocational:**

Animation Courses UWE, Bristol June - September

Film & TV Taster courses, City University, London (from £135.00)

Film & Media Production, Film & Media Ltd Notts (£129.00)

Ecctis Database of non academic and FE courses (careers computers)

[www.metier.org.uk](http://www.metier.org.uk)

[www.netgain.org.uk](http://www.netgain.org.uk)

**Postgraduate Study**

At postgraduate level you need to request application forms and make your application directly to the institution concerned. Closing dates vary widely, some such as the Royal College of Art, close as early as January (request forms before the end November) and others only close when all places are filled. Ideally you should aim to apply at the end of March at the latest.

Locate suitable courses by using:

**Course Discover**

[www.prospects.ac.uk](http://www.prospects.ac.uk)

a fully searchable database of courses on careers computers

further study section with searchable database. You can use Fine art as your keyword search

Postgraduate UK & Postgraduate Abroad files (careers)

Prospects Postgraduate Directory Arts Edition

**Funding**

Funding is not automatic (unless you are studying for a PGCE) and often very competitive. It is always useful to contact individual institutions, speaking to the relevant course tutor or administrator as they should be able to give you specific information on where previous students obtained funding.

The funding body normally responsible for the Arts is

**The Humanities and Research Board of the British Academy**. Postgraduate Awards, Spur 1, Block 15 Government Buildings, Honeypot Lane, Stanmore, Middlesex HA7 1AZ [www.ahrb.ac.uk](http://www.ahrb.ac.uk).

Publications such as the Grants Register and Charities Digest may also be used to identify potential sources of funding. Also try **Funderfinder** a database of funding sources, available on careers computers

Check AN magazine for special awards/bursaries to cover study, for example the Queen Elizabeth

Scholarships which can cover study, training or practical experience ([www.quest.org.uk](http://www.quest.org.uk))

**Living/Working Abroad****General Information**

[www.prospects.ac.uk](http://www.prospects.ac.uk) section on living & working abroad, country by country

Artists Work Your way Around Europe

[www.britcoun.org.uk](http://www.britcoun.org.uk) British Council (Visual Arts Dept)

[www.anweb.co.uk](http://www.anweb.co.uk) section on 'opportunities abroad'

**Arts Related Contacts:**

[www.brouhaha.demon.co.uk](http://www.brouhaha.demon.co.uk) Brouhaha International art agency

[www.euclid.co.uk](http://www.euclid.co.uk) International funding, artists opportunities abroad

[www.international-arts.org](http://www.international-arts.org) free enquiry service, funding sources, contacts, networks

[www.creativecommunities.org.uk](http://www.creativecommunities.org.uk) helps artists make contacts

[www.collegeart.org](http://www.collegeart.org) (US art colleges)

[www.billfisher.dreamhost.com](http://www.billfisher.dreamhost.com)