



Arts4All Florida Career Arts - Adding Links to Digital Resume

Adding links to your CV or resume can allow potential employers to have easy access to your website and art social media pages to view samples of your work.

You can copy the website address from your web browser, paste it into your word document to create a live link to the website. <https://arts4allflorida.org>

Or alternatively, you can create a hyperlink with any text, for example, [Arts4All](#). To do this you would:

1. In Word, highlight the word you would like to connect the link to, in this example, "Arts4All"
2. Right click on the highlighted word and select, "Hyperlink"
3. A window will pop up and ask you to put in the address for the website you would like to link. Copy and paste the website address into the pop-up window.
4. The word you highlighted should now be a clickable link. Test your link by closing your web browser and clicking on the word you linked, it should take you to the site you designated.



Arts4All Florida Career Arts Basic Skills Standards – Teaching Artist Guide

LAFS.1112.W.2.5

Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience.

LAFS.K12.L.1.2

Demonstrate command of the conventions of standard English capitalization, punctuation, and spelling when writing.

LAFS.1112.WHST.2.4

Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.

VA.912.C.2.5

Develop and use criteria to select works for a portfolio and defend one's artistic choices with a written, oral, and/or recorded analysis.

VA.912.F.2.5

Develop a personal artist statement, résumé, presentation, or digital portfolio to interview for an art-related position or exhibition.

VA.912.O.2.4

Concentrate on a particular style, theme, concept, or personal opinion to develop artwork for a portfolio, display, or exhibition.

VA.912.C.2.6

Investigate the process of developing a coherent, focused concept in a body of work comprised of multiple artworks.

VA.912.F.2.1

Examine career opportunities in the visual arts to determine requisite skills, qualifications, supply-and-demand, market location, and potential earnings.

VA.912.F.3.12

Use digital equipment and peripheral devices to record, create, present, and/or share accurate visual images with others.

HE.912.C.2.5

Evaluate the effect of media on personal and family health.

HE.912.C.1.2

Interpret the significance of interrelationships in mental/emotional, physical, and social health.

Remarks/Examples

Substance abuse, eating disorders, sexual behaviors, healthy/unhealthy relationships, self-esteem, stress/anger management, and regular exercise.

VA.912.F.2.7

Evaluate the effects of creating works of art for sale or donation to support local organizations for social or economic causes.

VA.912.F.2.8

Describe community resources to preserve, restore, exhibit, and view works of art.



Arts4All Florida Career Arts Submitting work to Call for Art

Websites that list open art calls:

Art Call <https://artcall.org/calls>

Art Deadlines List, www.artdeadlineslist.com

Art Show, www.artshow.com/juriedshows

Café <https://artist.callforentry.org/festivals.php?reset=1&apply=yes>

Tallahassee Arts Guide <https://www.tallahasseearts.org>

The Art Guide <https://theartguide.com/calls-for-artists>

Other Resources:

Writing an Exhibition Proposal:

<https://www.afrart.com/blog/prepare-exhibition-proposal>

Grant resource in Tallahassee:

<https://www.awesomefoundation.org/en/chapters/tallahassee>

Tallahassee Area events to check out/submit work to:

<https://www.tallyzinefest.com>

<https://chainofparks.org/artists/artist-application/>

Exhibit Space at the Annual Family Café (the nation's largest cross-disability event)

<https://www.familycafe.net/the-annual-family-cafe>



Arts4All Florida Career Arts Cover Letter Template

Your Name
Street Address
Phone
Email

Recipient Name
Title
Company
Address
City, ST zip code

Date

Dear (recipient),

Please consider me as a candidate for the open (insert position applying for).

In this paragraph describe your education and training or experience that qualifies you for the job you are applying for. Highlight your character qualities and skills that make you an excellent candidate for the job.

Ask for the interview and provide your contact information where you can be reached, your phone number and email address, and close by thanking the reader for their time and consideration.

Sincerely,

Your Name



Arts4All Florida Career Arts Scan and Photograph Your Work

How to Scan your original work

1. Check the settings:

- Resolution should be 300 dpi or higher (for making cards, prints, business cards) (dpi=dots per inch)
- 48-bit Color-wider range of colors if doing a color print
- Unsharp Mask

2. Preview:

- Select the image

3. Scan: define your location

- Title the scan
- Select TIFF under Image Format Type
- Click “ok”



Arts4All Florida Career Arts Scan and Photograph Your Work

Tips for photographing artwork for digital submissions

by ArtCall.org

(<https://artcall.org/pages/tips-for-photographing-artwork-for-digital-submissions>)

When entering your artwork into a digital call for arts, you want to ensure that you photograph your artwork correctly, so that the jury will see an accurate representation of your art. We've compiled a few tips to help you get the most out of your artwork photographs.

Square up the piece



Make sure that when you photograph your work, you don't create distortion of the artwork by photographing from an irregular angle. You want your camera to be directly in front of the artwork, and not skewed to any side. Place the camera so the lens is directly in the center of your art. Ensure that the artwork itself isn't 'tilted' or 'leaning' against anything when you photograph it. Either lay it directly on the floor, or have it hanging on a wall before you shoot it. Your best option is to use a tripod to ensure no camera shake and blur.

No Direct Lighting or Flash

You'll want to turn OFF the camera flash in order to avoid getting sharp glares on your digital image. Turn the camera flash off, and use as much indirect light as possible. Natural light coming in a building from outdoors through large windows provides a nice natural lit surface to photograph on. Just as with the camera flash, don't have direct sunlight hitting your artwork before you photograph. Taking photographs outside on a cloudy day often results in great even lighting across your artwork.

Take Multiple Shots

You'll want to photograph your artwork so that the entire piece is visible. In



Arts4All Florida Career Arts Scan and Photograph Your Work

order to show some of the detail in the artwork, take an 'up-close' or Macro shot of the art. When submitting your entry to an art call upload multiple images to give the jurors the ability to see the fine details in your artwork.

Use a 'mid range' zoom

Depending on cameras and lenses, some distortion can take place at focal lengths that are all the way 'in' or all the way 'out'. Place the zoom on your camera at a 'mid level' range, and then physically move the camera closer or further away from your work to get the artwork to fill the viewfinder and camera sensor.

Photograph before framing / varnishing

While this isn't requisite, it is sometimes easier to photograph your work before it has been varnished or framed. Varnish can sometimes cause a glossy finish which creates highlight burns when photographing. Some frames can cast shadows onto the artwork causing an uneven distribution of light.

Post Production

Use a digital imaging program to touch up the finished shots before you submit them to their final destinations.

Make sure you:

- Square and crop the photography
- Check for uneven light
- Zoom in and out to check for image crispness or blur
- Check the image saturation

That's it. With these few simple reminders you should be able to get accurate representations of your artwork via photography. For the visual learners, here is a link to a quick YouTube video over viewing similar techniques: <http://www.youtube.com/watch?v=Vpj28da03JQ>



Arts4All Florida Career Arts How to Write an Artist Statement: Step by Step Prompts

How to Write an Artist Statement: Prompts

1. Introduce yourself. State your **name** and **what city you live in**.
Example, Jo Glow is an artist living in Tallahassee, FL.
2. Tell the audience about yourself, **what kind of art do you like to make?**
Example, Jo is a painter and illustrator. They also enjoy creating collages and masks.
3. **What are your inspirations?**
Jo is inspired by pop culture and their love of cats. Their current work uses whimsy to convey cultural icons' heads on animal bodies.
4. Put it all together.

Example, Jo Glow is an artist living in Tallahassee, FL. Jo is a painter and illustrator who also loves creating collages and masks. Jo's inspiration comes from pop culture and their love of cats. Currently, their work uses whimsy to convey cultural icons' heads on animal bodies.

Here are some examples of topics covered in artist statements:

- What your work means to you
- What materials you use
- Your process for making your work
- What inspires your work on your latest body of work
- What your work represents
(Congdon, 2014, p.131)

No one way or "right" way to write your artist statement.

More tips that may help you get started:

- Keep it simple.
- Use an active voice, choose either first or third person. (I am a painter based in Tallahassee, FL. vs. Megan Holmes is a painter based in Tallahassee, FL.)
- Engage audience: share some interesting things about you that you might want others to know (relevant to your work and you as an artist); what inspires/influences your work? Who is your art for? Etc.
- Include any accomplishments; example, where you have shown work, have you won any awards or been recognized for your work?



Arts4All Florida Career Arts Interviewing Skills

Research the job – study the job description and see how your talents fit in.

Tailor your answers to focus on what how you can be an asset to the company.

Resume – have your resume with you in a clean and easy to read font and format. No fancy fonts. Have a notebook and pen in case you need to take notes.

Dressing for Success - Dress for the job. The way you present yourself in an interview gives the interviewee a first impression of you as a potential employee. No jeans, tennis shoes or t-shirts. You should have business pants and top with a low key amount of makeup and jewelry. Clean and well groomed.

Turn your phone off before you go in to the offices. Be kind to everyone from the receptionist to the big boss.

Be on time – this shows that you can be depended on to be on time for the job.

Practice good non-verbal communication – when you meet the interviewee, shake their hand, smile and introduce yourself. “I am Joe Smith and it is so nice to meet you.”

Have confident posture, sit up straight and pay all your attention to your interviewee. You should be looking them in the eye when listening and speaking to them.

Listen to the interviewee, he/she may tell you a bit about the company or organization. Good communication skills show that you are listening and understanding what they are saying. This is a professional meeting and not one to be familiar or make jokes.

Use appropriate language – nothing negative should be said. No joking around, no cursing, no talking bad about former employers. They are testing you to see what your attitude will be on the job.

Think about how to answer the questions – give your answers clearly, honestly and be open to sharing your positive qualities that you bring to a job. See Sample questions below and practice your answers.

Don't appear desperate – “Please hire me!” is a big turnoff and is not professional. But do show interest in the job. Ask questions about it, have them explain about various aspects of the job.

Sample Interview Questions =

Tell me a bit about yourself.

Explain your last job and what you did there.

What is your biggest weakness?

What is your strongest attribute?

Why would you be a good fit for this job?

Where do you see yourself in 5 years?

Why should be hire you?

What were some problems in the last job and how did you solve them?



Arts4All Florida Career Arts Interviewing Skills

Tell me about how you worked with a customer or co-worker that was angry, how did you handle it?

How would other people describe you?

What do you like to do outside work?

Many qualities that make a good employee do not cost anything. These can include:

- Being on time for work
- Positive work ethic, like your job and smile as you work
- Great time management, do not waste time on your phone, your focus should be your job
- Self-confidence, it is okay to ask questions if you are not sure how to do something. That is how you learn
- Team player, be ready to help one of the other employees if they ask for help.
- Honest, do not steal or lie. They have trusted you to bring you in to their team, show them that you have integrity.



Arts4All Florida Career Arts Mindfulness and Grounding Techniques

Going to an interview can be anxiety provoking. Here are some mindfulness and grounding techniques for coping with anxiety:

Squared Breathing: breath in for a count of four, hold your breath for a count of four, breath out for a count of four, hold the breath out for a count of four and repeat as needed to bring a sense of calm and steadiness.

The Five Senses exercise: (what can you see, feel, hear, smell, taste)

What can you see: notice five things in the environment where you are that you may not have before (look up and around you).

What can you feel: notice four things you can feel, feel your feet on the ground, place your hands in your lap, notice the textures around you.

What can you hear: notice three things you can hear, what sounds are around you, notice if it is quiet or loud.

What can you smell: notice two things you can smell in your environment.

What can you taste: notice one thing you can taste, are you eating or drinking something, chewing gum, etc.

This exercise may help bring you into awareness in the moment.

Place your hand on your head. If you feel comfortable, close your eyes. Take a deep breath in through your nose and out through your mouth. Repeat taking deep breaths until you feel grounded.

<https://positivepsychology.com/mindfulness-exercises-techniques-activities/>

<https://www.artofmindfulness.org.uk>



Arts4All Florida Career Arts Opportunities Resources

Job Listings from the New York Foundation for the Arts (includes internship opportunities)

<https://www.nyfa.org/jobs>

Careers in the Arts Florida Alliance for Arts Education

<http://www.careersinthearts.org/resources.php>

Art Job listings (no internship opportunities listed on this site, click on “all listings” at the bottom of the page to view listings)

www.jobs.art

Art Schools, Colleges, and Universities

<https://www.incredibleart.org/artroom/colleges/colleges.html>

Online Classes:

Creative Bug, www.creativebug.com

SkillShare, www.skillshare.com

Tallahassee Community Art Classes:

Lafayette Arts & Crafts Center, www.talgov.com

LeMoyne Arts, www.lemoyne.org

The Plant, <https://www.facebook.com/ThePlantArtsCenter/>

FSU CPE: Center for Participant Education, <https://www.facebook.com/fsucpe/>

Residencies:

Atlantic Center for the Arts,

<https://atlanticcenterforthearts.org/residencies/about-the-master-artist-in-residence-program/>

Bemis Center for Contemporary Art, <https://www.bemiscenter.org/residency/>

Elsewhere, <http://www.goelsewhere.org/residencies/>

Fire Island Artist Residency, <http://www.fireislandartistresidency.org/apply>



Arts4All Florida Career Arts Portfolio Basics

Your art portfolio is a collection of your work and should represent your interests and skill as an artist.

Include your artist statement, resume and at least three pieces of finished work. Many schools require more than three pieces so research specific requirements of any application process.

Remember, your portfolio should be a reflection of you, your interests and your explorations of media and themes. Choose work that reflects your voice as an artist and shows your unique perspective on the world around you.

When making a portfolio for a specific school or application process, research the particular portfolio submission requirements for that place.

Show your creativity and be bold.

Give yourself plenty of time to create work for your portfolio outside of art class projects.

Establish a daily creative practice by setting up a routine that works for you. What time of day do you have your best ideas or feel the most creative? Do you like to make work alone or with others? Do you use your sketchbook as a springboard for creating series or individual works of art?



Beatrice Tuttle

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www.beatricetuttle.com



Education

Wiles High School

Graduated 2015

Subjects I did well in: Math, Geography

Perfect attendance, Honor Guard, President of Youth for the Arts, Social Studies Award of Distinction

Work/Volunteer Experience

Cali Hospital

2013 - 2016

Volunteered in the library twice a week. Circulated books throughout the hospital delivering books and magazines. Able to interact with various patients. Enjoyed brightening their days.

McDonalds

2014 – 2016

Service Representative with responsibilities for keeping the front cashiers online and working with management to create a consistent environment.

Special Skills

I am able to work in Microsoft Word, Excel and Quickbooks for basic accounting. Proficient in Adobe Photoshop and Illustrator.

I work well with others and enjoy being part of a team. My positive work ethics are showcased in my perfect attendance in school and work as well as my positive attitude. I believe I can make an impact on the position of Graphic Designer for Quick Print.

References

Harry Jones

Guidance Counselor – Wiles High School, 843-987-2366

Madge Willson

Supervisor – Cali Hospital – 894-698-9664

Wilbur Evans

Manager at McDonalds - 351-855-3214



Arts4All Florida Career Arts Resume Template

Basic Resume Template

Basic Information

Name

Address

Phone number

Email address

Website address (if applicable)

Education

School

Year Graduated

Diploma, Degree or Certificates earned

Anything that would make you stand out, such as a certain grade point average, perfect attendance, Parts of groups on campus, certificates earned, awards or recognitions, etc.

Work or Volunteer Experience

Name of Business or Organization

Dates you were there

Duties on the job

Special accolades, awards or interest

Special Skills

This would include computer programs you can work in, machines you can use, social media platforms you can work in, etc. Any other elements you would like to include.

Write a paragraph about yourself on why you are a good candidate for the job.

Write a paragraph on what makes you qualified for the job. Explain your positive attributes, remember these are things that you can do already, such as being on time for work, having a positive attitude, being willing to learn new skills, getting along with the other members of the workforce team, putting your best effort into everything you do, etc. Give the employer reasons why they should hire you, how you can help them achieve their goals.

Provide three references who can vouch for you as a person and a prospective employee. (not family members)

Name

Relation to you

Phone number or email address



Arts4All Florida Career Arts

Session 1

Introductions and Residency Overview

The Career Arts Residency is intended to be an intensive in learning more about the process of building an art portfolio and developing skills and techniques for a career in the arts.

- You will be creating art to develop a portfolio. We will have an art reception at the end of the residency where you can discuss and show your work!
- Tell me about yourself.
 - What is your name?
 - Who is one of your favorite artists?
 - What kind of art do you like to make?
 - What does it mean to you to be an artist?
 - What does it mean to you to live a creative life?
 - What does creative living look like for you?

Overview of 12 Week Career Arts Residency

- (Describe when you will be meeting, how often, and where.)
- Explore your voice as an artist
- Develop work for your portfolio and build a portfolio
- Write a cover letter and resume
- Write an artist statement
- Field Trip/Guest Artist
- Discuss online venues and social media for promoting your
- Write an artist bio and resume
- Practice photographing and/or scanning your work
- Culminate in reception of your portfolios!

Art Making for today: (Describe what you would like the artists to do in the studio/classroom for the first meeting; this can be tailored to the art form you will focus on or it can be something like designing the outside of their portfolios with their names.)

Next session: a step-by-step guide to writing your Cover Letter and Resume (also include what art making you will do during the next session)



Arts4All Florida Career Arts Session 1 Resources

Cameron, J., & Bryan, M.A. (1992). *The artist's way: a spiritual path to higher creativity*. New York, NY: G.P. Putnam's Sons.

The Artist's Way introduces "morning pages" and other create techniques for working through blocks.

Congdon, L. (2014). *ART INC. The essential guide for building your career as an artist*. San Francisco, CA: Chronical Books LLC.

True to its name, all the essentials are covered in this book about developing a career as an artist. A good resource with lots of references in it.

Congdon, L. (2019). *Find your artistic voice: the essential guide to working your creative magic*. San Francisco, CA: Chronicle Books LLC.

Lisa Congdon's latest book about identity and creativity.

<https://lisacongdon.com>

Lisa Congdon is an example of someone who started her art career later in her life and openly talks about that journey. See the YouTube link below to hear her speak more about her identity and work as an artist.

CreativeLive. (2018, Dec 31). *Behind the Art: The Path to Becoming A Working Artist with Lisa Congdon* | CreativeLive [Video File]. Retrieved from <https://youtu.be/io4qS2jH3v0>

Gregory, Danny. (2015). *Art before breakfast: a zillion ways to be more creative no matter how busy you are*. San Francisco, CA: Chronicle Books LLC.

Luna, Elle. (2015). *The crossroads of should and must: find and follow your passion*. New York, NY: Workman Publishing Co., Inc.

The Crossroads of Should and Must has a universal message—we get to choose the path between Should and Must. And it gives every reader permission to embrace this message. It's about the difference between jobs, careers, and callings. The difference between going to work and becoming one with your work. Why knowing what you want is often the hardest part. It gives eye-opening techniques for reconnecting with one's inner voice, like writing your own obituary (talk about putting life in perspective). It talks about the most common fears of choosing Must over Should—money, time, **space**, and the ultimate fear: total vulnerability—and shores up our hesitation with inspiring stories of and quotes from the artists and writers and thinkers who've faced their own crossroads of Should and Must and taken the leap. It explains the importance of mistakes, of "unlearning," of solitude, of keeping moving, of following a soul path (<https://www.amazon.com/Crossroads-Should-Must-Follow-Passion/dp/0761184880>).



Arts4All Florida Career Arts Sketchbook Prompts

Sketchbook Prompts:

Create bags of three different categories. For example categories could be:

wearing_____

has_____

is_____

carrying_____

Feeling_____

etc.

Have the students chose one prompt on a slip of paper from each bag to create a drawing prompt for them to complete in their sketchbooks each week. For example, a prompt could look like this:

Is a turtle

Wearing a vest

Carrying a birthday cake

Check out this hashtag [#transmundanetuesdays](https://twitter.com/transmundanetuesdays) created by artist [Carson Ellis](https://www.instagram.com/carsonellis/) for examples and inspiration.

Check out The Sketchbook Project using the links below as examples of how sketchbooks can be used to fuel a creative habit and practice.

<https://www.sketchbookproject.com>

Example of themes that The Sketchbook Project offered as suggestions for Vol. 14.
Consider making up your own themes to give out as homework prompts.

VOL. 14 THEMES

**GO-BETWEEN. DISCONNECTION. BIZARRE. THINGS I'VE LEFT BEHIND.
STANDSTILLS. RITUALS. THIS ONE THING... BURDENS &
BRUSHES. HOMONYMS. STITCH & STORY. INFINITE SKETCH. CITY STREETS.
MELANCHOLY. A VISUAL SHORT STORY OF THE DAY WE MET.**

<https://www.brooklynartlibrary.com/vol14>



Arts4All Florida Career Arts

Promoting your Work: Social Media and Selling Your Work Online

Social Media

- Promoting: You can use social media platforms like Facebook, Instagram, Twitter, Pinterest to promote your work
- If you are a minor- first receive parental or guardian consent for creating a profile.
- Things to consider:

Boundaries

May be a good idea to separate your personal and professional pages-or if you only want to upkeep one account, consider your audience, whether or not your account is public or private, and protect yourself from feeling vulnerable by not over sharing information that is too personal.

Security and Safety

Never share your location or phone number in a post. **Always** report any inappropriate DMs or accounts that attempt to follow you and then block them.

Cyber Bullying

Tell a trusted adult. Your trusted adult will protect your safety and report the bullying. See link below for more information.

(<https://www.stopbullying.gov/resources/laws/florida>)

How are bullying and cyberbullying defined in Florida anti-bullying laws and regulations?

(from <https://www.stopbullying.gov/resources/laws/florida>)

Florida anti-bullying laws and regulations include the following definitions of bullying, cyberbullying, and harassment:

“Bullying” includes cyberbullying and means systematically and chronically inflicting physical hurt or psychological distress on one or more students and may involve:

1. Teasing;
2. Social exclusion;



Arts4All Florida Career Arts Promoting your Work: Social Media and Selling Your Work Online

3. Threat;
4. Intimidation;
5. Stalking;
6. Physical violence;
7. Theft;
8. Sexual, religious, or racial harassment;
9. Public or private humiliation; or
10. Destruction of property.

“Cyberbullying” means bullying through the use of technology or any electronic communication, which includes, but is not limited to, any transfer of signs, signals, writing, images, sounds, data, or intelligence of any nature transmitted in whole or in part by a wire, radio, electromagnetic system, photoelectronic system, or photooptical system, including, but not limited to, electronic mail, Internet communications, instant messages, or facsimile communications. Cyberbullying includes the creation of a webpage or weblog in which the creator assumes the identity of another person, or the knowing impersonation of another person as the author of posted content or messages, if the creation or impersonation creates any of the conditions enumerated in the definition of bullying. Cyberbullying also includes the distribution by electronic means of a communication to more than one person or the posting of material on an electronic medium that may be accessed by one or more persons, if the distribution or posting creates any of the conditions enumerated in the definition of bullying.

Fla. Stat. § 1006.147 (2016)

- Social media can be used as a tool to get your work seen by a wider audience
- Can take the viewer into your process and show them the “behind the scenes
- Another way to receive commission requests and sell originals



Arts4All Florida Career Arts

Promoting your Work: Social Media and Selling Your Work Online

- What is your experience with social media? What platforms have you found useful for sharing your work? Have you been a victim of cyber bullying (also know as online bullying)?

Selling Your Work

- Consider the **time** it took you to create the piece, the **cost of the materials** you used as well as the **personal value** (what amount are you willing to part with this work of art? If it's something really special to you, are you willing to sell it?)
- Hidden costs: fees for online market place? Packaging?
- Pricing prints vs. originals
- Research your market and what other works similar to yours are selling for (paintings in your area sold in galleries, find an etsy shop with similar style/work etc. to compare)
- Keep pricing consistent.

Platforms for selling your work:

- <https://www.bigcartel.com>
- <https://www.etsy.com>
- <https://society6.com>

Printing services:

- Overnight Prints
- Vistaprint
- Scout Books
- Moo
- Juke Box Print
- Got Print