

JPAC 2012 Continuing Education Series:

Focusing Your Art Career is a workshop series for professional artists and creative entrepreneurs hosted by the Jamaica Plain Arts Council, Alternate Currents, and Boston Handmade.

Instructors:

Anna Koon: For almost twenty years Anna has lived and worked in Jamaica Plain. In addition to exhibiting and selling her artwork on a continual basis, she is a board member and educator for the Jamaica Plain Arts Council. Through Creative Coaching she offers principled guidance and practical assistance to artists and creative entrepreneurs. Anna also supports her community in her work as a small business consultant. She has a BFA from the Rhode Island School of Design, with additional studies at The Atlanta College of Art, and the Photography School of France.

Jessica Burko: Jessica is a professional artist, independent curator and the Executive Director of Boston Handmade. She is the Principle of Burko Design, offering services to artists and arts organizations to help them achieve their professional goals. Beyond exhibiting, selling, and promoting her own artwork she has worked in the arts industry as a professional Arts Marketer since 1997. She has a BFA in Photography from the Rhode Island School of Design, and her MFA in Imaging Arts & Sciences from the Rochester Institute of Technology

Scott Cipolla: Since 2004 she has served as Director of Alternate Currents, a platform developed to bring together contemporary artists from Boston's diverse neighborhoods and represent them as a whole; encouraging networking and communication between these talented groups through promotional events and curated exhibitions. Since receiving her BFA in painting from Boston University, she has employed her talent for design and marketing through websites, printed materials and event planning. A former gallery owner, Scott currently assists the Education Department at the Peabody Museum of Harvard University.

Dates/Times:

Workshops are scheduled for either Wednesdays from 1-3pm or Mondays 6:30-8:30pm. Please check out the catalogue on pages 3-5 for specific dates.

Rates:

All workshops are \$30. Register for three or more workshops and get the special package rate of 15% off.

Location/s:

TBA (based on number of participants). Workshop locations will be along Centre Street in Jamaica Plain, and readily accessible by public transportation. Convenient parking will be provided as well.

To Register:

Register with Anna Koon by phone or email. 617.955.3472 or anna@a2n2.net

Deadline for registration is the day before each scheduled workshop. Participants will be sent a confirmation email with class details, including location. All credit cards are accepted, along with cash or check. *Payment must be received by the day before the scheduled workshop.*

Helpful Information:

Refunds are given to those honoring the 24 hour cancellation policy. Participants will be contacted should a workshop be postponed due to a snow emergency.

2012 Workshop Schedule

Setting Goals & Gaining Focus

Instructor: Anna Koon

Time to tackle those New Year's Resolutions!

Perfect for any entrepreneur with a small business, this workshop will cover how to set realistic goals and develop your focus so you can achieve them. Participants will walk away with a concrete strategy for getting to the next level.

Please bring a journal or notebook for class exercises.

Monday, January 23 6:30-8:30pm or Wednesday, January 18 1-3pm

How to Set Up & Sell Online

Instructor: Jessica Burko

This workshop is for anyone interested in selling their wares on Etsy or other commerce websites. We'll cover how to determine which website would work best for your product, how to set up a shop, fortify your brand and provide excellent customer service. The pluses and pitfalls of selling online will also be discussed. Participants will gain a solid understanding on how to operate a successful shop, and whether or not selling online is a good step for their career.

Monday, February 13 6:30-8:30pm

Get Ready for Galleries

Instructors: Scott Cipolla

This workshop will cover how to find and approach galleries that would be the right fit for your work, how to create a professional, dynamic portfolio, and how to make your work-no matter what medium-ready for display. Please bring 3-5 examples of your artwork. Can either be original works or images.

Monday, March 5 6:30-8:30pm or Wednesday, March 7 1-3pm

Time Management for Creative People

Instructor: Anna Koon

Ideal for just about anyone, this workshop will provide practical guidelines for how to structure your time while maintaining balance. Participants will walk away with a plan for how to organize the daily tasks required in leading a successful, progressive life. Please bring a journal or notebook for class exercises.

Monday, April 16 6:30-8:30pm or Wednesday, April 18 1-3pm

Writing For Artists

Instructor: Jessica Burko

This workshop reviews how to put together key pieces of written material that artists need for websites, grant submissions, and gallery packets such as an artist statement, an artist resume, a press release, plus appropriate titles for and descriptions of artwork. Participants will learn how to create strong writing to go along with their visually strong artwork.

Monday, April 23 6:30-8:30pm

How to Stand Out: The Art of Branding

Instructor: Anna Koon

As the creative market becomes more saturated it is up to you to make sure you stand out. This workshop will cover what branding means, along with simple and inexpensive ways in which you can develop and maintain your personal brand. Please bring examples of your artwork and/or marketing materials.

Monday, May 14 6:30-8:30pm or Wednesday, May 16 1-3pm

2012 Workshop Schedule

Presenting Yourself as an Artist

Instructor: Jessica Burko

You make art, you are the artist, but can you comfortably speak about yourself and your work? Through this workshop learn how to present yourself verbally, project confidence when speaking, master the art of the "elevator speech", and develop a series of talking points. We'll cover how to display your artist pride with body language and words. Learn to speak up and be confident when speaking about your work.

Monday, May 21 6:30-8:30pm

Creating Your Audience

Instructor: Anna Koon

Knowing who your targeted audience is-the people who are buying your work or the people you want to sell to-is more than half the battle when it comes to pricing, product, and promoting. This workshop will cover how to determine who your audience is and more importantly, how to develop and maintain that audience.

Monday, June 11 6:30-8:30pm or Wednesday, June 13 1-3pm

Developing An Online Persona

Instructor: Jessica Burko

In this visually aesthetic and brand-driven culture you can't afford to not have at least some form of a presence online. Ideal for small business owners or creative entrepreneurs, this workshop will cover how to develop and maintain your brand online through the use of social media, creating your own website, and blogging.

Monday, July 9 6:30-8:30pm

Mastering Guerilla Marketing

Instructor: Anna Koon

Small businesses and creative entrepreneurs have to get in front of the public eye and stay fresh in the public mind, but they don't necessarily have the marketing budget to do so. This workshop covers ways in which one can market with little or no financial investment. The importance of micro-economics, creative partnerships, and fusion marketing will also be covered.

Monday, August 6 6:30-8:30pm or Wednesday, August 8 1-3pm

What Should I Charge? A Workshop on Pricing Your Art

Instructor: Scott Cipolla

Just in time for Open Studios! How to determine a price for your work is a challenge for any artist. This workshop will cover strategies for easily developing a confident price range-knowing you are not overcharging or underselling. Participants will gain a clear plan for how to price work on an ongoing basis. Please bring 1-3 examples of your artwork. Can be either original works or images.

Monday, September 10 6:30-8:30pm or Wednesday, September 12 1-3pm

Who Do You Know?

Instructor: Anna Koon

We have all heard the old adage "It's not What You Know, It's Who You Know." This workshop will cover how to find the right people through networking and how to forward your career through creative partnerships and fusion marketing. Participants will walk away with a new focus on connecting and collaborating with those around them. Please bring a notebook or journal for class exercises.

Monday, October 15 6:30-8:30pm or Wednesday, October 17 1-3pm

2012 Workshop Schedule

Bringing it All Together: The Art of Commerce Instructor: Anna Koon

There are a myriad of ways in which an artist can get their work in front of the public, but do you know which ones are right for you? In this workshop we'll cover the pros and cons of each, and how to prepare for success in every venue.

Monday, November 5 6:30-8:30pm or Wednesday, November 7 1-3pm

Photo-documenting your Art Instructor: Jessica Burko

The workshop will demystify the process of documenting your artwork and preparing images for emails and online viewing. Learn some simple basics of lighting, using automatic settings on your camera, and making adjustments to your digital image files using Photoshop.

Participants must bring a laptop with Photoshop installed.

Monday, November 12 6:30-8:30pm

Creating an Online Portfolio Instructor: Jessica Burko

Artists must have a way that people can view their work online, but often developing and hosting one's own website is out of budget. This workshop will show you how to make a quick and free online art portfolio using templates, blog software, and other easy techniques for getting your artwork online fast.

Participants must bring a laptop.

Monday, December 3 6:30-8:30pm