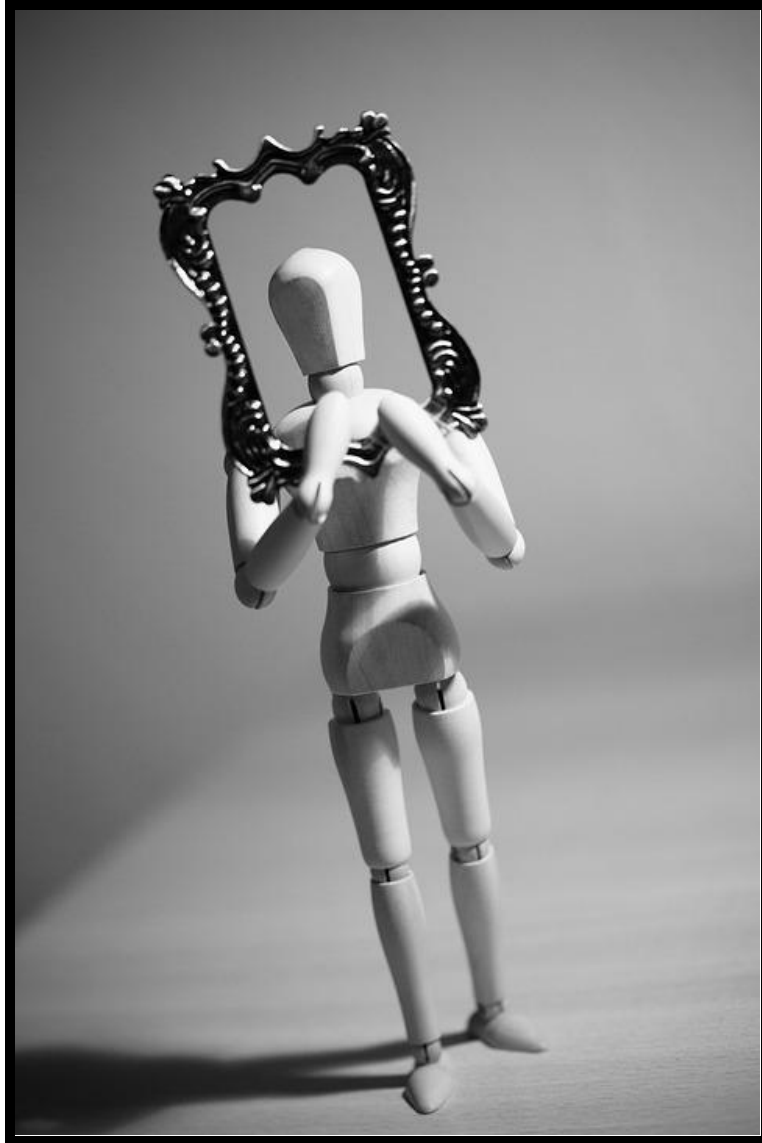


Artist Professional Development

by Sandra Clarke



Artist Biography • Artist Statement • Artist Resume (C.V.)

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Thank you,

Sandra Clarke

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Introduction

Artists need tools. Some of the most important tools for a thriving art career are your artist biography (bio), artist statement, artist resume / C.V. curriculum vitae.

Knowledge gained from this guide and workbook can be used for;

- Call for submissions to art galleries, museums, exhibitions, bouquets.
- Writing a proposal to art directors, curators, music producers, events.
- Interviews for media, blogs, television, podcasts, and magazines.
- Public Relations and marketing.
- Catalogues and your portfolio.
- Artist residencies.
- Grant proposals.
- Websites.
- Social media.

This guide and workbook is for:

- New artists who have never written or perhaps seen an artist bio, statement, resume, and need a starting direction.
- Emerging artists who have some experience and would like to update their supporting material.
- Established artists wanting to refresh their supportive documentation and solidify their established position in the art world.

Building, or rebuilding your artist profile correctly will result in an impressive, polished professional appeal that will propel your creative business in the right direction.

About the author

Sandra Clarke is a multi-craftual, zero-waste artist, writer, educator, and craftivist. Born in the colourful, celtic, Montreal neighbourhood of Griffintown, and educated in Montreal, New York, Winnipeg, Vancouver, and Toronto, helped Sandra develop her eclectic and repurposeful style. Her textile, fibre & paper arts and courses include; eco-printing, natural rust dyeing, junk journaling, improv quilting, embroidery, weaving, spinning (spinning wheels & drop spindles), sewing, felting, crochet, and knitting. Sandra creates and teaches about making useful things from recycled and reclaimed items. These items include; beaded trees of life, artisan boho fabric jewelry, improv quilts, and upcycled clothing and accessories. Her art can be seen regularly in boutiques, galleries, and online. Sandra illustrations are featured in ecology themed books, art galleries, and in her courses. Fueled by the fast-fashion rebellion, visible mending and craftivism, Sandra's zero-waste philosophy results in ethically made and thoughtfully re-fashioned textile, fibre, and recycled paper art. Sandra's life and art was deeply affected by the death of her daughter, Emily, on January 1st, 2021 due to complications from her May 2019 heart transplant. Sandra lives with her husband and special needs adult son, dividing her time between her home in Mississauga, Ontario, Canada and her homestead, off-grid cabin-in-the-woods near Algonquin Park in Highlands East, Ontario.

ARTIST BIOGRAPHY

An artist bio, or biography, is important information about the **artist**. Gallery curators and art directors expect artists to have an artist bio.

It's always a good rule to give the reader what they ask for when submitting your bio to a particular project or event. Some of the things art directors and curators might request in your bio are;

- artist education
- where were you born, where have you lived, where do you live now, how has *place* affected your work
- exhibitions and shows
- extraordinary achievement
- example of current work
- inspirations
- what connect do you have to the particular project or event

Many artists procrastinate writing their creative story. They fear they don't have enough experience to impress curators and art directors. Sometimes they have too much experience and get bogged down with making decisions on what to include in their story. I love the challenge of tackling words, experience, and story to create fascinating collateral supporting my artwork and my brand.

An artist bio is an essential marketing tool that moves your creative business forward. Your bio has the power to create positive buzz that will result in more sales that keep you in the freelance art career that you love.

Artist Biography

Technical Criteria

There are a few technical criteria points that remain art industry standards. Saying that, it's still okay to occasionally break the rules when it makes sense to do so.

Length of an artist bio is generally between **100 - 500 words**. However, if the curator or art director provides you with **submission guidelines** follow them to the letter.

An artist bio is always written in the **3rd person**. At first it will feel a little strange to write your own bio that way, but you will get used to it and even begin to look at your art and accomplishments through new eyes.

This is your artistic story, so include a great **photograph of yourself**. Have your picture reflect your creative medium. If you are a classical musician, have your picture taken playing your instrument. If you are a visual artist, include an image of you and your art materials. A simple clear headshot works beautifully too.

Diction is the choice of words you use to write your bio.

There are only so many times you can use the words; unique, create, inspiration; so using an online thesaurus is a great idea to get you started.

KNOW YOUR AUDIENCE.

Use language that you would use in a face to face conversation with the curator or art director. **Be real. Be yourself.**

Artist Biography

What art directors and curators want to read in your bio.

Your bio is about you, the artist.

Your bio will contain:

- Name and name of your studio
- Where were you born and how it influenced you as an artist
- Where you live now and how it influenced you as an artist
- Your art education or any other education, workshops, classes have a direct influence on your current art
- Your showings, exhibitions, boutiques
- Artistic philosophy, insights, inspirations
- Who influenced you as an artist
- Awards, honors, distinctions, nominations
- Experience that is art related

Your bio is a literary snapshot of you and your art at this moment in time that can be generic for your website and social media bio, or focussed for the intended audience. It can be as short as 50 words or as long as 1000 words or more.

The number one rule is to give the audience what they asked for in the brief.

EXAMPLE

The City of Mississauga asks for a 100 word bio about you, your art, and how you will tie it together with your relationship to the City of Mississauga.

Artist Biography

EXAMPLE continued

You are asked to focus on a place in Mississauga that is meaningful to you. The art medium can be anything, for example; music, writing, poetry, painting, visual arts, woodwork, textile art, etc.,.

This is an excellent opportunity to have a creative brainstorming session with yourself and a journal and write down everything that pops into your mind about the project and how it relates to you and your artwork.

My brief, personal jot notes and journaling about Streetsville would be as follows;
Moved to Mississauga in 1984 when I was 19 years old. Discovered Streetsville by accident while on a bus to the subway to look for work. Fell in love with the town immediately. Walking Queen Street often deepened my affection for Streetsville. Streetsville helped me decide not to work in Toronto and look for work in Mississauga instead. Streetsville became a friend through the loneliness of moving to a new city from 4000 kilometres away. Started to make a spiral, beaded sculpture for my bedroom. Opened the door to new creative ideas. Inspired me to be more outgoing, leading me to make strong connections and build solid friendships. Disliked where I lived before moving to Mississauga made me shutdown, creating anxiety and depression. Turning over a new leaf was empowering. However, the anxiety and depression lingered which ignited decades of mental health issues. Creativity was therapeutic, and still is. Mental health wasn't as open as it was in 1984. Streetsville and being creative was my coping. I'm grateful.

This example of journaling on a particular subject will help develop an artist bio specific to what the art director asked for in the brief.

Artist Biography

Big questions that your bio answers is;

WHY & WHAT

Why do you make art? What inspires you?

Make a list of all the answers to WHY you make art. From the list, pull out all the gems that will impress the readers of your bio.

Storytime

During an artist professional development workshop I taught in cottage country, I asked the participants WHY they create art and WHAT inspires them. 100% of the answers were, 'I create art because I have no choice, I HAVE to do it. I've always been creative. I am inspired by nature.'

Not a surprising answer since we were in Canada's Boreal Forest.

Most of the participants were established artists living in cottage country. They retired from successful careers, moved to the cottage, and started making art -- mostly painters. Most came from the era where you didn't talk about your feelings, so asking about 'what' inspires them and 'why' they make art, resulted in surface answers.

They were inspired by nature.

However, most people are inspired by nature, so there must be a deeper and more personal answer that many people hide away from.

One participant said nature calmed the chaos in their mind. I asked about the chaos. They responded by explaining a personal crisis that haunted them for years. The only thing that provided comfort was going for walks, leaving the chaos behind, even for a brief time. Being outside opened new ideas which needed an outlet. Painting was a fun, quiet activity that they enjoyed.

Although they didn't want to make their trauma public, they realized that it was the escape from trauma and chaos and going outside into nature that was the root of their inspiration. They are working on a way to incorporate this revelation into their artist bio. Their paintings were their therapy. Nature just happened to be the place they physically inhabited at that time.

Going deeper into one's 'why' and 'what' creates connections that can provide profound and meaningful discoveries about one's artwork.

Artist Biography

Education

If you went to art school or attended poetry workshops led by Leonard Cohen or took acting classes from Lee Strasberg, you would obviously include that in your artist bio.

But if you are like a lot of artists, you didn't go to art school, you might have taken relevant workshops, training, e-courses, or distance learning that are still considered art education.

Skillshare, CreativeLive, and Coursera are my favourite remote education platforms. Coursera partners with top universities around the world to offer free courses online for anyone to take.

I encourage you to spend time on Skillshare, CreativeLive, and Coursera's websites, and visit them often for art and business courses that will move your art career forward and you can include them in your artist bio.

Online learning

- CreativeLive **creativelive.com** (frequent free classes daily)
- Coursera **coursera.org** (free classes)
- MoMA **moma.org/research-and-learning** (free classes)
- Skillshare **skillshare.com** (2 months free with a referral. Email me: sandra@sandraclarke.ca)
- Udemy **udemy.com** (frequent sales on classes, under \$20)
- California Institute of the Arts **calarts.edu**
- edX **edx.org** (free university courses)
- Many major universities offer free online courses

Artist Biography

Exhibits and Gallery Boutiques

Choosing which exhibits and boutiques to include in your bio depends on who is reading it. You will have a standard bio for your website or brochure but you should tweak your bio if it doesn't quite fit some galleries or events.

For example, if your watercolour portfolio ranges from babies to adult nudes and you are submitting to Parents Magazine, your bio will include your baby and children information. Save the adult themes for a different audience.

If you have one or no exhibits but you do have something coming up in the future, then include that information.

If you don't have any exhibits and don't have anything coming up then get creative. Think of any place you have shown your art. Have you participated in craft shows or festivals, contests, or fairs? Write about those experiences.

Art galleries have boutique shops that sell artist's work. If your art has been featured in an art gallery shop, add that information to your bio.

If you are new to the art world and don't have any experience then start making a list of where you can display your art. Before you know it you'll have a huge list of exhibits and boutiques to choose from for your bio.

Artist Biography

Extraordinary Achievements

This is where you get to mention that you participated in 4 fundraising triathlons for your local art school, or organized 25 people to knit or crochet 1000 hats for premature babies, or you live on a boat once owned by Bobby Kennedy, or you won a contest making a marshmallow tower and called it an edible sculpture.

The extraordinary achievement or events should fit in your bio.

For example: Steve celebrated his 40th birthday by skydiving in Maui. Unfortunately he veered off course, landing in the middle of a wedding breaking the maid of honours arm. The good news is that Steve and the maid of honour got married in Maui 10 months later. She shares his love of pottery and helped Steve open his first studio last August.

Everyone has a story that can be added to a bio. If it fits --use it. If it doesn't fit, save it, you'll likely use the extraordinary achievement in your art career at some point. It could be a great subject for a guest blog post or podcast where you can mention your art business.

You don't have to add an extraordinary achievement for the sake of adding it to your bio. But if it fits, use it. It could be the story in your bio that gets you in a gallery or a graphic design contract.

Artist Biography

Examples

Google is a great place to see thousands of examples of artist's bios. But not all of those bios will impress art directors and curators.

Here is an example of an artist bio that includes:

- technical criteria, 100 - 500 words, written in the 3rd party
- what art directors and curators expect to read in your bio
- artist education
- exhibitions and shows
- extraordinary achievement

Artist Profile and Story

Emily Ford always loved watercolour painting. She attended the University of Portland in Oregon and majored in English. She left school early because she was offered a job teaching English in South Korea for a year. Emily ended up staying in Seoul for 5 years. During those 5 years, Emily met and married a fellow English teacher from Montreal, Canada. They moved to Montreal and had twins. Emily found her watercolour paints while unpacking. She tripped over the box. When the twins were 4 years old, Emily signed them up for preschool art classes. When the twins started the 1st grade Emily was offered an art teaching job at the same community centre where the twins took art. Emily, her husband, and children moved to Portland to help out Emily's ageing parents. Emily's husband started a marketing business from their home while Emily volunteered at the twins' school and took the odd art and marketing class online and at community centres. That led to her taking watercolour painting classes.

Artist Biography

Examples, cont'

Emily started working part-time teaching art to children and teens at the community centre. When the twins started the 7th grade, Emily had built up a large number of watercolour paintings. She even started painting ceramics and taught herself how to make repeating surface pattern designs so that she could design her own fabric on Spoonflower. Emily sold some of her watercolour and brush lettering greeting cards at the school arts and crafts sale and made a few tea towels for friends on her Spoonflower designed fabric.

Emily wants to start an art business and needs to write an artist bio.

Emily wants to ask a local art collective studio if she can join and exhibit her watercolour painting, ceramics, repeat pattern designed fabric, brush lettering greeting cards, and tea towels

She's worried that she has too many art modalities and will appear unorganized. Emily decides to approach the art collective studio with her watercolour paintings first. Then add brush lettering greeting cards in a few months.

Emily decides to write one artist bio focussing on watercolours and brush lettering and a second bio focussing on repeat surface pattern designs for licensing. Here is the artist bio that Emily wrote for the art collective studio.

Artist Biography

Examples, cont'

Artist Bio

Emily Ford literally fell into watercolour landscapes when she returned from teaching English in Seoul, South Korea. She tripped over unpacked boxes, releasing the paintings she created while overseas.

Born in Portland, Emily has painted landscapes of both the Pacific Ocean sunrises and sunsets.

After her years teaching art for the Montreal Community Children's Art programs, Emily picked up her paint brushes once more and created a large body of artwork since 2014. The Museum of Modern Art in New York City offered remoted art classes that helped further Emily's art education

Emily's latest project is a series of Oregon landscapes where she adds the playfulness of her twin daughters and Montreal born husband William. Still teaching children art, Emily has plans to add adult art classes to her schedule in the new semester. Much less clumsy now, Emily keeps her watercolour landscapes in frames ready for their new walls.

Website: EmilyFord.ccc Tel: (000) 000-0000 Email: EmilyFord@email.com

Examining Emily's Bio

- Bio is 150 words.
- Nice picture of Emily.
- Didn't use absolutely everything from Emily's profile.
- She only used information that would be relevant for the curator at the art studio.
- Emily made interesting points that the curator will want to learn more about, such as Emily's experience in Seoul and Montreal, and the curator will likely want to see Emily's paintings of sunrises over the Pacific Ocean from South Korea, and sunsets over the same ocean from Oregon.

Artist Biography

Examples, cont'

- MoMA offering remote art classes is a super interesting fact that few know about.
- Emily opened with a giggle about tripping over boxes containing her paintings and referred to her past clumsiness in her closing.
- She included her contact information and website which will have great photographs of Emily's framed painting on walls and perhaps a one-minute "behind the scenes" video of Emily painting and further talking about her story.

Artist Biography

Start writing your artist bio by;

- Writing a detailed profile about yourself, why you make art, education, experience, and something interesting like Emily did about tripping over boxes.
- Know who the reader will be so that you can use relevant information from your profile.
- Keep your words between 100 - 500
- Use a good photograph of yourself.
- Tweak your artist bio based on who the readers are and what you know the bio to communicate.

The workbook to help you write an effective artist bio starts on page 25.

You can print the workbook or copy and paste it into a Google Doc to digitally build your artist bio.

ARTIST STATEMENT

Introduction

What is an artist statement?

An **artist's statement** is an **artist's** written description of their **work**.

1. A general introduction to your work, a body of work, or a specific project.
2. It should open with the work's basic ideas in an overview of two or three sentences or a short paragraph.
3. The second paragraph should go into detail about how these issues or ideas are presented in the work.
4. If writing a full-page statement, you can include some of the following points:
 - Why you have created the work and its history.
 - Your overall vision.
 - What you expect from your audience and how they will react.
 - How your current work relates to your previous work.
 - Where your work fits in with current contemporary art.
 - How your work fits in with the history of art practice.
 - How your work fits into a group exhibition, or a series of projects you have done.
 - Sources and inspiration for your images.
 - Artists you have been influenced by or how your work relates to other artists' work. Other influences.
 - How this work fits into a series or longer body of work.
 - How a certain technique is important to the work.
 - Your philosophy of art making or of the work's origin.
5. The final paragraph should recapitulate the most important points in the statement.

ARTIST STATEMENT

Technical Criteria

Like an artist's bio, there are some technical criteria points that remain art industry standards. It's still okay to occasionally break the rules when it makes sense to do so.

While an artist's bio is about the artist written in the third person, an artist's statement is about the artwork written in the **first person**.

However, avoid using "I" or "My" at the start of two sentences in a row.

Example: I used a dry brush technique to complete the painting.

The technique I used to complete the painting was dry brush.

My favourite wool comes from Quebec.

Quebec wool is my favourite.

You **need** an artist statement for:

- Galleries
- Press
- Portfolios
- Grants
- Website
- Applications
- Submissions

Length of an artist statement can be as brief as a short paragraph and as long as one page. However, if the curator or art director provides you with submission guidelines follow them to the letter.

ARTIST STATEMENT

Answer questions about your work:

- Who is your audience and what's in it for them? (pleasure / pain)*see notes below
- Who are your influences for the specific work in your statement?
- How do you make this specific work?
- How is your relationship to your materials?
- How is your work unique?

You should have two types of artist statements.

1. Long: Website
2. Short: Specific project

*Pleasure and Pain

The reason we humans do anything is either for pleasure or pain. It's our primal instincts. We all want our needs met.

When we have hunger pains, we eat.

When we feel exhausted (pain) we sleep (pleasure).

When we are cold (pain) we seek warmth (pleasure) and vice versa.

When we make art we are fulfilling our pleasure and pain instincts.

When people view or buy art they do so to meet their pleasure and pain needs.

Your artist statement is the perfect opportunity to address the pleasure and pain factors we all deal with on a daily basis.

ARTIST STATEMENT

Examples

FULL PAGE ARTIST STATEMENT: KAREN ATKINSON: Multi-Media

My work for the past 20 years has used revealing aspects of history, which have a profound impact on our contemporary culture today. In the current climate where many believe history has no relevance, I find myself continually returning to those aspects that are often hidden or misrepresented in the “official” recordings for posterity. In my varied and diverse approaches to making art; installations; public, curatorial and web projects, the context of the work has an impact on the work’s relationship to the viewer.

My work ranges from the context of the street to museums, movie theaters, to presentations of sound through parking meters. Often focusing on the trappings of power and the rituals needed for it’s effect, or evoking the traditional distancing of the supplicant by those in power, giving voice to those who are often unheard, or revealing the power of language through history. The work takes on various forms intended to draw in the viewer as co-author and witness, create new and unpredictable cycles of thoughts and associations, providing an experimental chance to challenge one’s perceptions, perspectives and assumptions.

My current project, “Prisoner of Love” is a multi-media installation with a projection of a 41 minute Director movie on a glow in the dark screen made by the artist. There are bus benches for comfortable seating, and a sound track with multiple interviews, music and sound. When the images are projected on a glow in the dark screen, it charges the screen so that when the image changes, it leaves a trace of the image before it, often affecting the image which comes next – in a way that history does the same.

“Prisoner of Love” is a multi-layered story about my great aunt and uncle, who were married illegally in 1934, in Tijuana, Mexico. She was Caucasian (Danish American), he was Japanese American.

ARTIST STATEMENT

Example, cont'

They were included in the internment of Japanese Americans during World War II. Although my grandfather grew up with a Japanese American as his best friend, when his sister married, she was shunned by her brothers and sisters. When the local newspaper found out about their marriage a few years later, it hit the front pages of the local newspaper. This project is a complex layering of stories, revealing the contradictions inherent in the lives of this once close knit family, and their subsequent “recovery” from extreme bouts of racism.

Art remains as a strong contender of how we share our thoughts and ideas. Throughout history, art has survived the tidal wave of information, and remains an unpredictable source of imagination. It has the possibilities of changing one’s thoughts, opening new ideas, and borrowing through received ideas so common to our educational system. I have no grand illusions that art will create a revolution in the traditional sense, but have witnessed the powerful changes it can make in an individual. Just one new idea can change a persons’ perception. The world may not change in an instant by art, but it’s slow and insipid spread into the active part of our brains lives to tell the tale. It may leave the studio and make it’s way around the world, and yet come back to the studio where anything can happen.

The use of materials in my work is calculated. I am often looking for avenues of the unexpected. An ironic twist to images or things you might expect. Or their combinations. Provoking a participant to new and perhaps unexplored territories.

ARTIST STATEMENT

Examples, cont'

SHORT ARTIST STATEMENT: SAM DURANT: Multi-media

My artwork takes a critical view of social, political and cultural issues. Often referencing American history, my work explores the varying relationships between popular culture and fine art. Having engaged subjects as diverse as the civil rights movement, southern rock music and modernist architecture, my work reproduces familiar visual and aural signs, arranging them into new conceptually layered installations. While I use a variety of materials and processes in each project my methodology is consistent. Although there may not always be material similarities between the different projects they are linked by recurring formal concerns and through the subject matter. The subject matter of each body of work determines the materials and the forms of the work. Each project often consists of multiple works, often in a range of different media, grouped around specific themes and meanings. During research and production new areas of interest arise and lead to the next body of work.

SHORT ARTIST STATEMENT: MILLIE WILSON

I think of my installations as unfinished inventories of fragments: objects, drawings, paintings, photographs, and other inventions. They are improvisational sites in which the constructed and the readymade are used to question our making of the world through language and knowledge. My arrangements are schematic, inviting the viewer to move into a space of speculation. I rely on our desires for beauty, poetics and seduction.

ARTIST STATEMENT

Examples, cont'

The work thus far has used the frame of the museum to propose a secret history of modernity, and in the process, point to stereotypes of difference, which are hidden in plain sight. I have found the histories of surrealism and minimalism to be useful in the rearranging of received ideas. The objects I make are placed in the canon of modernist art, in hopes of making visible what is overlooked in the historicizing of the artist. This project has always been grounded in pleasure and aesthetics.

The workbook to help you write an effective artist statement starts on page 27.

You can print the workbook or copy and paste it into a Google Doc to digitally build your artist statement.

ARTIST RESUME

Also called: artist c.v. (curriculum vitae):

- Name
- Studio name
- Address
- Phone / text number
- Email
- Website
- Social media
- Photo of you and your art medium

An artist resume is a reversed chronologically ordered list of;

- Where your artwork has been shown; exhibits
- Retail, gallery shops, boutiques, fairs, art shows, festivals
- Projects
- Collaborations
- Education
- Awards
- Press
- Representation
- Teaching
- Grants
- Residencies

Your c.v. can be longer and more general than a c.v. to send to a specific art director or curator.

ARTIST RESUME

For example; Multimedia artists who create documentaries, paint, graphic arts, woodwork applying to a film festival should write their c.v. with the focus on documentaries. All other modalities can be listed or in a paragraph at the end of c.v. under; More about my art: My other passions; Creative skills that support my filmmaking; Additional creative skills;

Resume Tip: Make the first words of the left side of the page strong active words that reflect you and your artwork.

<ul style="list-style-type: none">• Organized	<ul style="list-style-type: none">• Initiated	<ul style="list-style-type: none">• Presented	<ul style="list-style-type: none">• Illustrated
<ul style="list-style-type: none">• Taught	<ul style="list-style-type: none">• Created	<ul style="list-style-type: none">• Showed	<ul style="list-style-type: none">• Installed
<ul style="list-style-type: none">• Designed	<ul style="list-style-type: none">• Collaborated	<ul style="list-style-type: none">• Exhibited	<ul style="list-style-type: none">• Attended
<ul style="list-style-type: none">• Won	<ul style="list-style-type: none">• Established	<ul style="list-style-type: none">• Contributed	<ul style="list-style-type: none">• Published
<ul style="list-style-type: none">• Granted	<ul style="list-style-type: none">• Discovered	<ul style="list-style-type: none">• Composed	<ul style="list-style-type: none">• Wrote
<ul style="list-style-type: none">• Nominated	<ul style="list-style-type: none">• Developed	<ul style="list-style-type: none">• Painted	<ul style="list-style-type: none">• Produced

The workbook to help you write an effective artist resume starts on page 28.

You can print the workbook or copy and paste it into a Google Doc to digitally build your artist resume.

Worksheet 1: Artist Biography

Technical criteria: About you; 3rd person; 100 - 500 words

Address each of the numbered points. Sleep on it, and revisit the next day with fresh eyes.

1. Name
2. Studio Name
3. Artistic medium(s)
4. Where were you born?
5. How does your hometown / country affect you as an artist?
6. Where do you live now?
7. How does your current town / country affect you as an artist?
8. Artist education: (see list of educational options in the guide)
9. Exhibitions and Shows.
10. Extraordinary achievement
11. Who influenced you as an artist?
12. Artistic philosophy and insights
13. Awards, honours, distinctions, nominations
14. Other art related experience

Worksheet 2: Artist Statement. Long Format

Address each of the numbered points. Sleep on it, and revisit the next day with fresh eyes.

1. My artwork (reveals, communicates, exposes, explains, educates, reflects)
2. The basic idea of my body of work
3. (2nd paragraph) Details how the basic idea is presented in your body of work.
(next paragraphs)
4. Why have you created this body of work?
5. What is its history?
6. What is your overall vision?
7. How do you expect your audience to react?
8. Where does your work fit in with the art world?
9. What are your sources of inspiration with your body of work?
10. Who influenced your body of work?
11. How does your current work fit into your body of work?
12. What techniques do you use for your work?
13. What is your philosophy for your body of work?
14. What are your future plans related to your body of work?
15. What are your goals relating to your body of work?
16. (last paragraph) Recapitulate the most important points in the statement.

Worksheet 3: Artist Statement. Short. Specific Project / Application

Address each of the numbered points. Sleep on it, and revisit the next day with fresh eyes.

1. My (specific project) artwork (reveals, communicates, exposes, explains, educates, reflects)
2. The basic idea of THIS work
3. (2nd paragraph) Details how the basic idea is presented in THIS work.
(next paragraphs)
4. Why have you created this work?
5. What is the history of this work?
6. What is your overall vision for this work?
7. How do you expect your audience to react to this work?
8. Where does this work fit in with the art world?
9. What are your sources of inspiration for this work?
10. Who influenced this work?
11. How does this current work fit into your body of work?
12. What techniques do you use for this work?
13. What is your philosophy for this work?
14. What are your future plans related to this work?
15. What are your goals relating to this work?
16. (last paragraph) Recapitulate the most important points in the statement.

Worksheet 4: Artist Resume

Address each of the numbered points. Sleep on it, and revisit the next day with fresh eyes.

1. Name
2. Studio name
3. Address
4. Phone / text
5. Email
6. Website
7. Social media. LinkTr.ee is a free website where you can list all your socials, website, email in ONE central digital location.
8. Exhibits (list latest first)
9. Festivals
10. Gallery shops
11. Retail / Boutiques
12. Collaborations
13. Residencies
14. Teaching
15. Grants
16. Representation
17. Awards
18. Education
19. Press
20. Special / Interesting

Worksheet 5: Goals / Tasks / Actions

This worksheet helps you organize your thoughts and production by looking at the big picture and then breaking it down into smaller, more manageable, and doable tasks and actions.

Similar to the SMART goal exercise, however, I condensed SMART goals into 3 items that are easier to wrap our heads around.

SMART GOALS ARE:

S = specific

M = measurable

A = achievable

R = relevant

T = time

GTAO EXERCISE

GOAL is an end result we want to achieve.

TASKS are doable steps we take to attain our goal.

ACTIONS TO COMPLETE THE TASK are the smaller actionable things we do to complete each task.

OBSTACLES are the things we think about or things we do that stand in our way.

Example:

GOAL: \$10,000 Grant to make my art.

GTAO Exercise, cont'

TASKS

1. Join your local arts council.
2. Find the right grant that fits my goal.
3. Update my long bio, statement, and resume (will tweak to address the criteria of the grant once I find the grant)

Break down tasks into actions, then add each action to your calendar so that you will complete each action on time.

1. Join Arts Council	2. Research Grants	3. Update My Info
Do today.	Read the arts council website.	Update my resume first because the information shows my overall experience as an artist.
	Look for specific info about grants; articles, webinars, workshops.	Update my bio but don't spend too much time on it because I will have to submit a bio that is specific to the grant that I am applying for.
	Read provincial and country arts councils websites about grants; articles, webinars, workshops.	Update my general statement but don't spend too much time on it because I will have to submit a statement that is specific to the grant that I am applying for.
	Google; art grants	New headshot
		Update LINKTR.ee links to socials, website, email

GTAO Exercise, cont'

DATE & ACTION

March 1st

Join the arts council and read the website specifically paying attention to grants, applying for grants, dates of grants, grant webinars, grant workshops. Sign up for upcoming grant webinars and workshops.

March 2nd

Google art grants specific to your geographic locations; province, country.
Write down all the grants that spark interest.

March 3rd

Narrow down grants that you wish to apply for, noting the deadlines for submission, and making certain that you qualify for the grants.

March 4th

Talk to artist friends that have applied for grants and received them and ask for advice.

March 5th

Select one or two grants and learn the submission criteria inside and out. Start making a list of requirements; head shot and excellent photos of your artwork using the specs and naming each item exactly as the grants submission guide states. Read bio and statement requirements.

GTAO Exercise, cont'

March 6th to 9th

Spend a few days gathering the items required. Follow the grant brief to the letter.

March 10th

Write your bio and statement specific to the grant guidelines. Look over your resume to see if you need omissions or additions to fit the grant criteria.

March 11th

Sleep on it.

March 12th

Go back to the beginning, making sure you addressed everything the grant specs require.

March 13th

Give your draft to someone you trust to read and adjust if needed.

March 14th

Submit your grant proposal. Note the important dates in your calendar.

Summary

Your artist bio, statement, and resume are necessary tools to help move your art business forward.

Use this guide and workbook to help organize the communication and marketing part of your creative business.

Enjoy the exploration and discovery process of making art and building your creative portfolio.

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