


**S T A R T
T O
F I N I S H**
WORKSHOP SERIES



ArtsLink NB's Start to Finish workshop series delivers new tools and skills to enhance New Brunswick artist's professional success.

H A N D B O O K
V O L U M E 2



artsLinkNB

ArtsLink NB is a member-based arts service organization, founded in 2009 to advance the arts in New Brunswick by linking and unifying artists and arts organizations and promoting their value. We represent artists of all disciplines, from all parts of New Brunswick.



This program has been made possible with the generous support of the Government of New Brunswick.

CRAFTING YOUR CV

OVERVIEW

Writing a professional CV is an essential skill for artists of all disciplines to develop.

This workshop demystified the expectations and standards of CV development, and walked participants through the process of organizing, writing and formatting a professional artist's Curriculum Vitae.

WHAT IS A CV?

A CV is a record of an artist's professional activities. Similar to a resume a CV lists pertinent professional information and is important for grant applications and submitting proposals.

Make sure to keep your CV up to date and succinct.

TIPS:

Less is more: Your CV should be neatly organized, and only include information relevant to your artistic career.

Look at other artists CVs for context and format.
Often posted on artists websites.

Check funding organization's FAQ for CV information requirements.



WHAT TO INCLUDE IN YOUR CV

RELEVANT PERSONAL INFORMATION:

NAME

CONTACT INFO

WEBSITE

SHORT BIO(OPTIONAL)

EDUCATION/TRAINING:

This section is often referenced to determine eligibility for programs. see Canada Council for the Arts definition of a professional artist

Institution, Type of Certification, Year

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This section is not required on a CV if no certification was received, only include relevant professional programs.

EXHIBITIONS:

List in order of date starting with the most recent. Depending on quantity, you may want to separate them in types of exhibitions (group, solo, retrospective). Do not feel you have to squeeze everything in, curate your list.

Year Title of Show, Gallery Name, City Name

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PUBLICATIONS:

Include proper citations of published work, interviews, articles etc. .

OTHER SECTIONS:

Continue listing your achievements in similar formats, categories can include:

RESIDENCIES

RELEVANT EMPLOYMENT

AWARDS/GRANTS

CURATORIAL PROJECTS

COLLECTIONS

RESIDENCIES & OPPORTUNITIES

OVERVIEW

Artists of all disciplines can benefit from exploring programs such as residencies and other opportunities available to them, as a means to support their careers. Regular participation in residencies is a key facet for the successful careers of artists of all disciplines. Much like academic and industry conferences, residency participation is part of lifelong learning and career development.

WHAT IS A RESIDENCY

Artists in residence typically are asked to make work and give a public presentation. They also benefit from peer critique, and the expansion of their professional networks when they circulate both themselves and their work in this way. Further, residencies offer opportunities to access larger markets and exhibition opportunities, which in turn improves artists' incomes.



ELEMENTS OF A RESIDENCY

Residency programs can be found locally, nationally and internationally, and vary in funding, expected outcomes and duration and provide time to reflect, research, or produce work.

During a residency, artists can explore new locations, different cultures, and experiment with different materials. Some residencies impose restrictions or conditions on the work produced over the course of the residency, others give participating artists free reign to produce what they like. Similarly, the duration of a residency can vary greatly, although they typically span from a couple of weeks to a year.

FORMAT:

INDEPENDENT, GROUP, AND MENTORED: All residency programs provide different elements for participants. Think about if you can benefit from isolated time and space to work, surrounding yourself with other artists and building your network, or one-on-one time with a mentor.

FACILITIES AND RESOURCES: Some residencies offer professional workspaces with equipment and technical expertise to help fulfill your creation plans. This is great for projects that require specialized skills and equipment that is not readily available to you but beneficial for expanding your practice.

FEES: Residencies vary in funding formats and can be fully funded, meaning travel, accommodation, facilities and supplies are paid for and you receive an artist fee or stipend. Some have no fee to attend but you have to cover travel and food or have a fee to enroll, These residencies are most likely independently run and all expenses are covered by the artists participating in the residencies. In all cases you can apply for travel funding through the provincial or federal government to offset your expenses.

WHERE TO LOOK

Residencies exist all over the world and vary in timing and structure. Here are a few sites to search for residencies:

AKIMBO: akimbo.ca

CALL FOR ENTRIES: callforentries.com

RESARTIS: resartis.org/en

RESIDENCY UNLIMITED: residencyunlimited.org

TRANSARTISTS: transartists.org/about-residencies

FUNDING

Some residencies provide funding or have partial funding, and/or in-kind support of accommodations, workspace, and supplies. Both the New Brunswick Arts Board and the Canada Council for the Arts provide funding for residencies and travel.

ARTSNB:

Hosting Organizations: <http://artsnb.ca/site/en/programs/artist-in-residence/>

Creative Residencies: <http://artsnb.ca/site/en/programs/creative-residencies/>

CANADA COUNCIL FOR THE ARTS:

Explore & Create: <https://canadacouncil.ca/funding/grants/explore-and-create/research-and-creation>

Arts Abroad: <https://canadacouncil.ca/funding/grants/arts-abroad/residencies>

Arts Across Canada: <https://canadacouncil.ca/funding/grants/arts-across-canada>



MARKETING & AUDIENCE DEVELOPMENT

OVERVIEW

Social media is a set of tools that allows you to connect with people. You can showcase your work as an independent artist, enhance customer connections and grow your audience. Strategic marketing can be beneficial for an artists practice, and using social media can help you directly reach your fans, customers, and network.

PLATFORMS

There are endless platforms to use depending on your goals and medium. Here is a breif overview of four options:

WEBSITE: Making a website is so easy now, with premade templates and low cost fees. Having a simple and clean website or landing page can be the easiest way for people to find your work.

FACEBOOK PAGES: Developing a business page for your practice is great for promoting your work, creating events, updating your customers, and reaching new audiences through low-cost ads, that can also be connected to Instagram.

INSTAGRAM: Perfect for visual content. Instagram ads can also be used to promote your work and reach new audiences through hashtags and developing followers.

PATREON: This is great for artists to build relationships and provide exclusive experiences to their subscribers, developing strong cutomer relationships and developing subscription-based content.

DEVELOPING YOUR PLAN

It is always a best practice to set yourself up with a communications plan for your accounts. What, when, and how are you going to share?

Think about where you want your feeds to lead. Is it an online shop, your website's about page? Put social media links on your website, blog, newsletter and print materials

When posting make sure to add a call to action, "Come to the show!", "Checkout my site!" etc.

TIPS

IMAGES: Always post high-quality photos of your artwork, performances etc.

USERNAME: Try to create an art business name that can be easily found and matches your username.

BIO: Short and sweet, is always best. Make it clear and clever. Use keywords that your audience would search for in the description.

PRIVACY SETTINGS: If you are using your account to promote your art business, it should not be private. Always review your privacy setting so your audience can find you.



CONTACT US

ADDRESS

89 Canterbury St
Saint John NB
E2L2C7



(506) 646-1832
info@artslinknb.com
www.artslinknb.com

