



THE ART OF BEING AN ARTIST

WORKSHOP PRESENTATION

HANDS ON
AUG 1 2025



Who we are



I. Reproducing Your Work

- Capture high-quality digital files (scan or photograph)
- Essential for selling and self-promotion (guidebooks, websites, social media)
- Applies to all mediums, not just painting



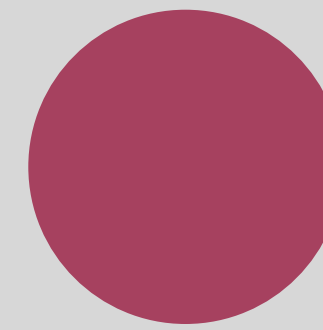
II. Creating Products from Your Art

*Once you have the file,
what do you make?*

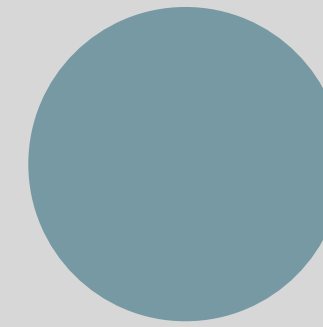
- Prints (canvas, paper)
- Bookmarks, journals, greeting cards, stickers
- Homeware: mugs, puzzles, vases, pillow covers, etc.
- Think creatively for all mediums

III. Marketing Your Work

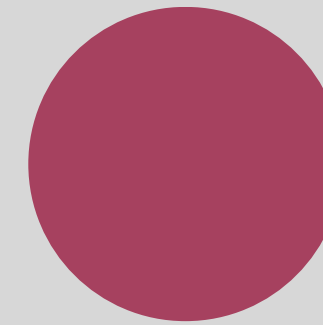
*Who will you sell it to?
How will you market it?*



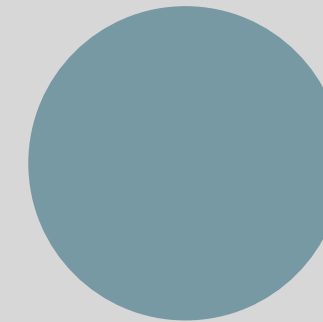
Making is fun, but selling requires planning



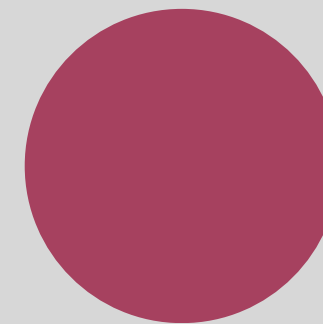
Do market research: Is there demand?



Define your point of difference



Choose platforms: social media, markets, website



Build anticipation: launches, sneak peeks, stories

IV. Selling Prints

How big will your edition be?

- Choose edition size: limited or open?
- Price strategy: larger runs = lower unit cost
- Print to order vs stock
- Offer different sizes or keep it simple?

V. Packaging & Framing

*What size will they be?
Or will you offer more than one option?*

- How will you package your prints?
(Supplies & sources)
- DIY framing vs professional framer
- Ready-to-send or assemble yourself?

VI. Books & Brochures

Books

- Showcase & Commercialize
- Speed Up Process
- Design Assistance

Books: Costs & Publishing:

- Generally, higher print quantities lead to lower per-unit costs.
- Consider printing in NZ vs. overseas.
- Print-on-demand services are an alternative, but may offer lower financial returns.



Commission Work

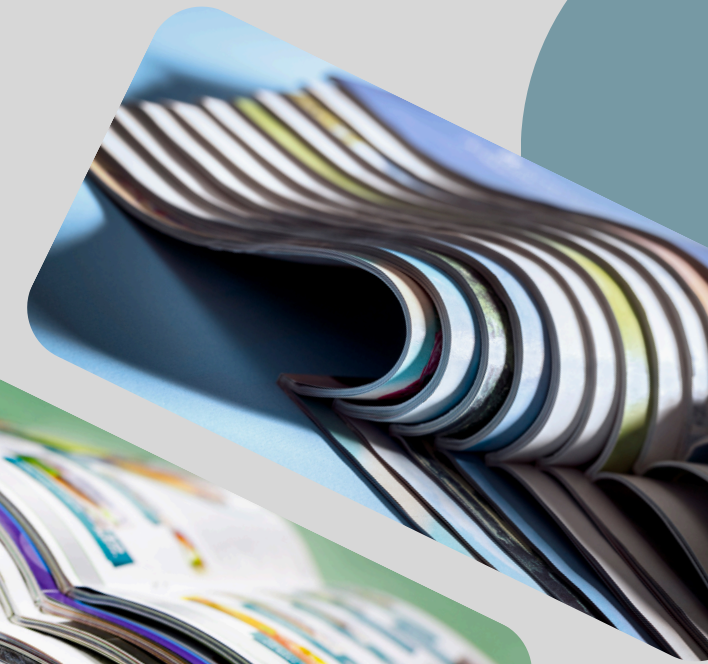
Aligning with Your Vision

- Evaluate which commissions align with your artistic values
- Avoid the 'starving artist' mindset
- Some requests may be too complex or time-consuming



Commission Essentials

- Request high-quality reference material
- Lack of clear vision increases time spent
- Always send a preliminary sketch or mock-up
- Collect a 25%-50% deposit before starting
- Backouts are common – protect your time and effort



Brochure

Example:

A brochure about the Marine Reserve was made for free.

Goal:

To advertise art and support conservation goals.

Cost:

Required some investment to produce.

- Purpose: To accompany sales
- How do you make them?
- What information do you put on them?
- Where do you print them?

***Business Cards
and Info Cards***

Logos

- Do you need a logo?
- Where is a logo useful for your brand?

Canva

"My latest discovery and new best friend!"

- Benefits: Makes design simple and achievable.
- Great for those with limited knowledge of complex design programs.
- Functionality: You can order your creations directly through Canva.

VII. Packaging & Buyer Experience

- Packaging reflects your brand
- Add personal touches: thank-you notes, extras
- Clear, friendly communication builds trust
- First impression matters — make it count!



Next Workshop Dates:

~~01 Aug – Be Seen (visibility & online presence)~~

~~08 Aug – Hands On (framing, prints, merch)~~

19 Sept – The Business End (pricing, agreements, GST)

26 Sept – Art & Wellbeing



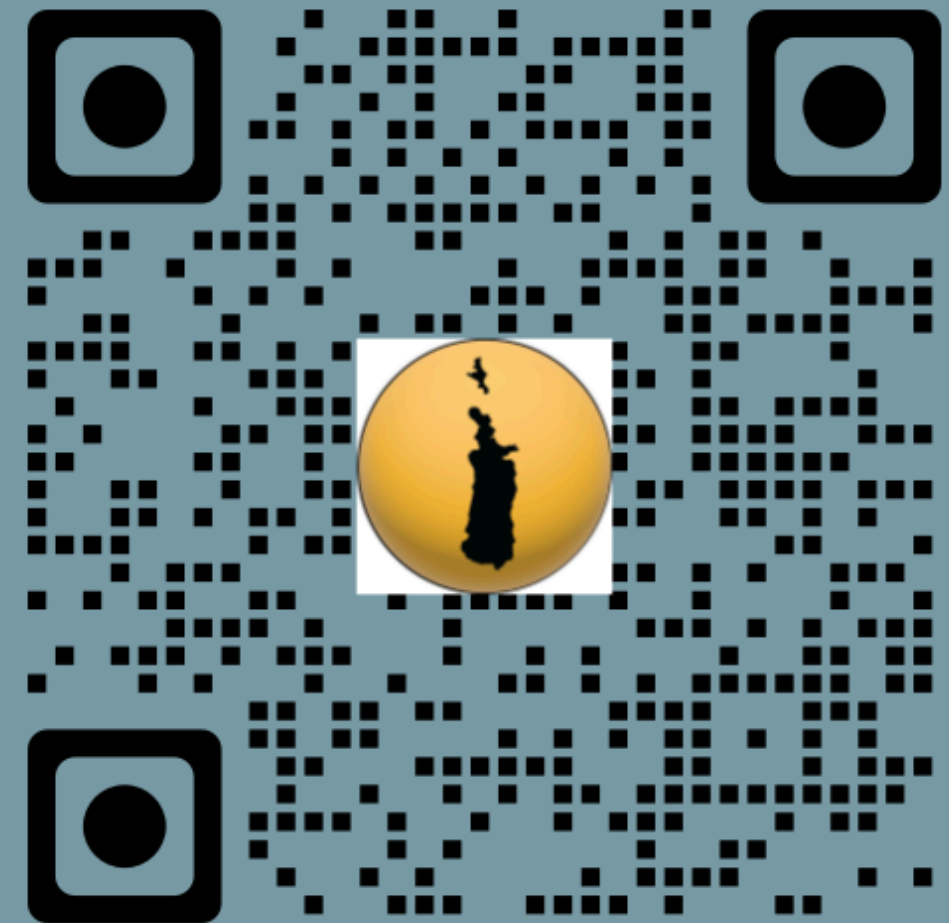
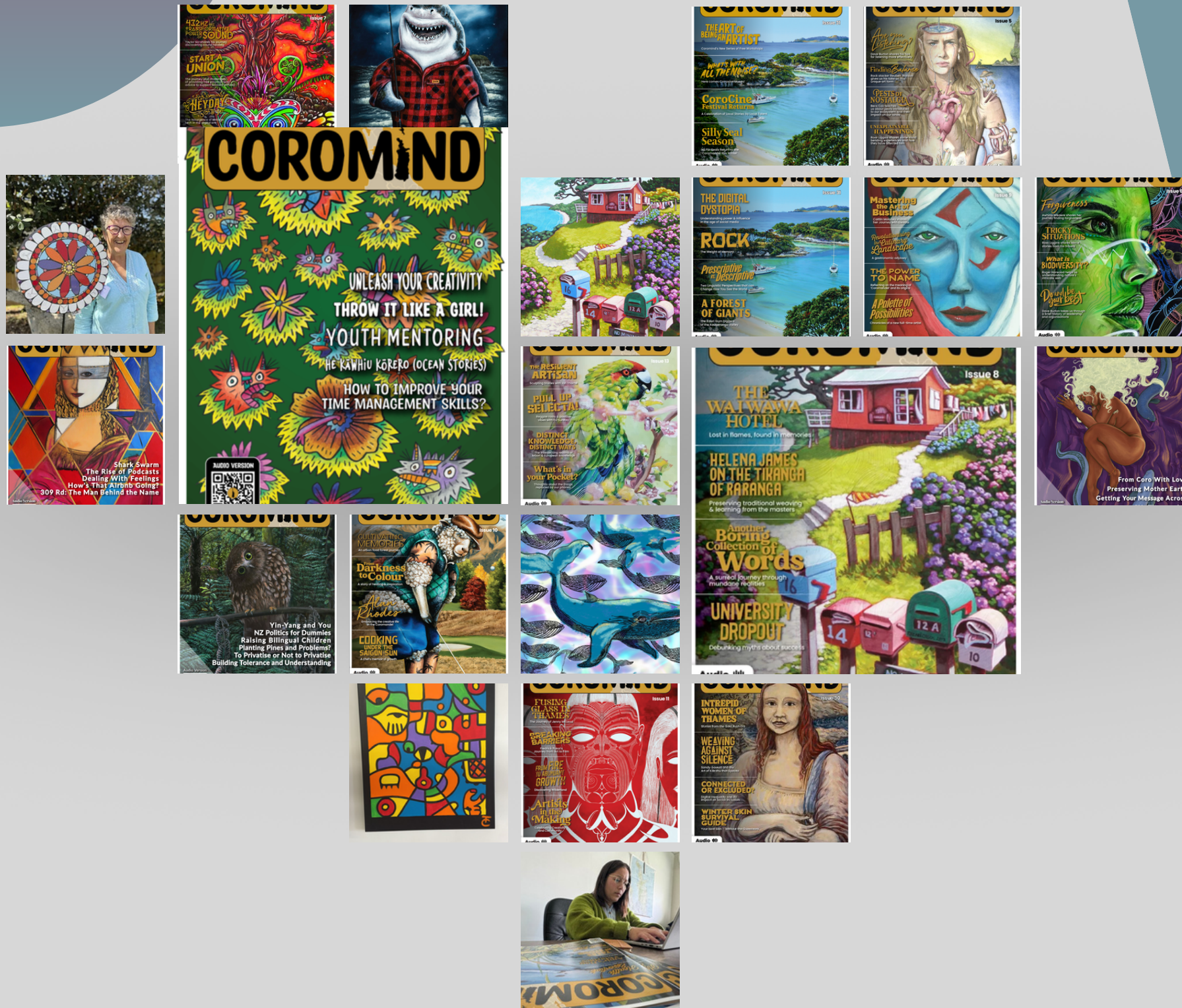
- Fridays, 4 PM
- Community Social Services
Whitianga

- Free Ferry Pickup
- Free (koha welcome)

Spots are limited!
Email hello@coromind.nz to secure yours.



You can help us keep
doing it by becoming
a member – just scan
the QR code.





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THANK YOU

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