



Center for Professional Development

The Business of Art: How To Really Make A Living As An Artist

The objective of this course is to give a practical guide to setting up a business as a self-employed artist. Students will learn how to set up their own businesses and how to “mirror” successful business practices of career artists.

Topics covered would include:

- Define goals/desired career path as an artist
- Create effective portfolios in a variety of formats – students will leave with a finished product
- How to create a business/marketing plan with a presentation package
- Secrets to exhibiting
- Business Basics – licenses, accounting, quotes & contracts, royalty based art, pricing, legal, agents, etc.
- Professional art careers in places you never looked
- Meet and greet at professional artists’ (sculptor and Painter) studios

Dates: 2011 - Please Call For Dates

Time: 6:00pm To 8:00pm

Cost: \$140.00

Location: Edison State College, Lee Campus, room to be announced



Instructor: **Jan Ellen Atkielski** has a Bachelors Degree in Art with a minor in Education and numerous post graduate courses. She has made her living as an artist for over 30 years, has been featured in print and on TV, is a popular lecturer and published author. For more information, visit her website at www.jan-ellen.com

Seats are limited, so register today!
Advance registration and payment is required
For registration form and information, call 239-489-9235,
email celee@edison.edu
OR download from www.edison.edu/lee/ce