

Spring 2012 DIY: Artist Development Classes

Make a living doing what you love!

- The goal of the Artist Development Department is offering classes and workshops designed to help artists enhance the business aspect of the arts industry in these areas: website, social media, marketing and branding, image editing, artist statements and more.
- Students ages 15-17 may register with Arts School permission.

Sign up early!

Register as soon as possible because each class has a minimum number of students needed for the class to make. If the minimum enrollment is not met, the class can be canceled two business days before the first class. All clay classes are held in the Ceramics Studio; students should bring clay and tools on the first day of class. The DAC does not have the capacity to allow outside pieces and production work is discouraged.

Introduction to Photoshop®

Instructor: Steve Connor

Monday	\$149 / 6 classes	12:30 – 3:30 pm	2/27 – 4/2
Monday	\$149 / 6 classes	12:30 – 3:30 pm	4/16 – 5/14

The class goal is to develop your basic image editing skills through this introduction to Photoshop®. Use the brush tool to paint, select objects with the magic wand, and learn the amazing clone stamp tool. Improve the quality of photos using levels, hue/saturation, and the sharpen filter. Use text and shapes with effects such as bevels and drop shadows. Learn the basics of masking to modify regions of an image, how to crop, how to save images in web-friendly formats, resize your pictures, and more. The digital lab currently uses Photoshop® 6.0. Class in 204. Limit 12 students.

Marketing for Artists

Instructor: Cynthia Wenslow

Wednesday	\$100 / 4 classes	6:30 – 9:30 pm	1/11 – 2/1
Wednesday	\$100 / 4 classes	6 – 9 pm	4/18 – 5/9

What good is an artistic voice if no one is listening? The difference between art that sells and art that languishes is not the quality of the art, but the marketing. The class goal is to teach you both traditional and innovative methods of marketing. Subjects include, Intro to Marketing & Branding: What It Is and Why You Need to Do It; Tell Your Unique Story: Artist Bio & Resume; Websites, Blogs & Newsletters: You Suspect You Need Them... Now What?; Social Media: How It Can Help You Without Consuming or Compromising Your Life. Class in 205E. Limit 12 students.

Photoshop For Artists

Instructor: Steve Connor

Saturday	\$35 / 2 classes	1:30 – 3:30 pm	1/14 & 1/21
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The class goal is to help artists get digital images ready for submission to galleries, web sites, or blogs. The class will focus on image dimensions, resolution, scaling, and cropping, so the artist can meet specification requirements whenever requested. We will teach a useful workflow to edit in Photoshop®, then save a copy in the jpeg file format. There will be an introduction to the basics of strengthening your images with levels, to boost color saturation, and sharpening. Higher resolution output to inkjet prints or giclees will be addressed. This class uses Photoshop® 6.0 Class in 204. Limit 12 students.

Spring 2012 DIY: Artist Development Classes continued

Portfolio Website for Visual Artists

Instructor: Allyson Lipkin

Monday **\$99 / 6 classes** **6:30 – 8:30 pm** **2/27 – 4/2**

Monday **\$83 / 5 classes** **6:30 – 8:30 pm** **4/16 – 5/14**

The goal of this class is to create a simple and compelling website portfolio of your art with the online, user-friendly web software Weebly. This class will cover photo editing, color-correcting and sizing images in Photoshop® 6.0. Students will have control over choosing their design, updating artwork, creating photo galleries, adding copy implementing a blog, and many other available website features. Students may register their domain name in class and should expect to pay about \$12 per year for that domain name. Class in 204E. Limit 12 students.

Steve Connor graduated from Pratt Institute with a BFA in Painting. He had a career as a graphic designer and art director. For the past 8 years he has been teaching digital media in Austin. He works on his fine art career every day and exhibits locally.

Allyson Lipkin has a BFA from the University of Texas at Austin and an Associates in Visual Communication Design from Austin Community College. She owns a graphic design media company called Lipsting Media and has taught adult classes at the Dougherty Arts Center and Laguna Gloria.

Cynthia Wenslow combines her skills and experiences as an artist and educator with an extensive background in computer technology, business, and marketing to provide interesting, entertaining, and stimulating insights into the nitty gritty of making art into a profession. Working in mixed media collage, textiles, painting, and photography, she has been exhibiting for over 30 years. Her work has been published and can be found in private and corporate collections internationally.



<http://www.ci.austin.tx.us/parks>

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