

Network In Gallery Exhibitions, Outdoor Shows, and Consignment Locations.

Online Presence

How you are perceived as an artist ...

What are the actions you take to cultivate that perception?

Do your actions align with how you want to be perceived?

Optimize your Online Presence...

Do you have a website?

What other channels or platforms have you linked to your website?

Grow Your Audience...

How often and consistent do you post new content?

Is what you are posting relevant and timely for what you want to present and how you want to be perceived?

**WHERE and HOW
CAN YOU REACH
YOUR AUDIENCE?**

**How are you
presenting
yourself in your
absence?**

**Studio Tours,
Hosting Workshops,
Art Groups,
Community Art
Events**

In Addition to your Art...

ARTIST'S PORTFOLIO

Curriculum Vitae (CV) - A record of your career milestones

Artist Profile

Artist Biography (BIO)

FOCUS: WHO YOU ARE as an artist in your life and career.

PURPOSE:

- Illustrates the context in which your art was created;
- Provides supporting experiences, training, and/or qualifications.

Artist Statement

FOCUS: WHY YOU CREATE your art.

PURPOSE:

- Spark and capture Interest;
- voice your creative vision and process;
- clarify your ideas;
- define your narrative.

Where Do You Use It?

Grant Proposals, Scholarship Applications, Exhibition Applications, Website/Portfolio, Social Media Profiles, Articles, and Interviews

Who May Read It?

Gallery dealers, curators, collectors, art enthusiasts, customers, fellow artists, potential students, or the general public.

Why Is It Important?

For your target audience to connect with you as an artist and your art and gain insight necessary in order to accept your submission or make a purchase.

WHAT are the DIFFERENCES Between...

Artist Biography	Artist Statement
<p>To-The-Point Summary of your:</p> <ul style="list-style-type: none"> - Education or training; - Influences relevant to your art; - Evolution of your work over time; - Medium and creative process; - Notable achievements, - Contact details. 	<p>Concise and Representative Snapshots of your:</p> <ul style="list-style-type: none"> - Artistic style; - Techniques and Methods; - Themes and Emotions; - Motivation and Drive; - Philosophical or conceptual ideas <p>behind the work you are currently presenting.</p>
<p>Perspective and Tone:</p> <p>Usually...Third Person with an informative tone.</p>	<p>Perspective and Tone:</p> <p>Usually...First Person, conversational in tone, active voice.</p>
<p>LENGTH:</p> <p>Social Media like Instagram (up to 150 characters): Include your location, medium, and inspiration. Finish with your social media/website links (2-3 max.)</p> <p>Art Exhibition Applications (Average 150 Words or their requirement): To also include special focus on common themes, influences and a few notable achievements.</p> <p>Facebook or Website: (Recommend 100-200 Words): Include what is in the gallery version but add personality text about your style and process.</p>	<p>LENGTH:</p> <p>One Page: For a larger body of work for exhibitions, portfolio, and grant applications. Clarify themes and concepts in your work. It can be used by others to promote and talk about your work.</p> <p>Half Page: Highlights a specific series of your work or the most important aspect of your collection, ideal for a group show submission, your website.</p> <p>Two-sentence: Addresses the main idea behind your work for social media profiles and cover letters.</p>
<p>WHAT TO AVOID:</p> <ul style="list-style-type: none"> • Highly specialized art language and history references can limit your audience and confuse what you are trying to convey. • Clichés and self-praise expressions can diminish your originality and relatability. • Long explanation and string of adjectives may require re-reading and can lose your audience. • Mentioning of unrelated life details can divert attention from your art and its merits. 	

Your Artist Biography Information Sheet

(List at least three details for each section)

Education/Training

Influences relevant to your art

Medium and Creative Process

Notable achievements

Contact Details

The 'Three-Act' Artist Statement Structure

First Paragraph: Give your audience an overview of your art's discoveries, themes, concepts, and challenges.



Second Paragraph: Outline the essential ideas, themes, and artistic methods and how they are presented in the work. Highlight the underlying messages and emotions that drives your work and how they are communicated through your work.



Final Paragraph: Conclude your statement with a summary and revelation.

Other Types of Artist Statement Structure

The Inverted Pyramid

The reverse of the 'Three-Act' structure by stating the most important information first.

T.E.E.L.

One-Paragraph statement made up of four sentences, presenting in the order of: **Topic**, **Explanation**, **Evidence**, and **Link** back to topic.

Technical

Three paragraphs reveal different aspects of your art:

- 1) Aims, motivations, style, genre;
- 2) Tools and methodology;
- 3) Achievements and Discoveries.

Creative

Less formal, conversational, and shows confidence that the information provided is an extension of the art and part of an immersive experience.

Brainstorm at least 3 Descriptive Words/Phrases in each box about your...

(Write down as they come into your mind. Don't overthink and try to use new words for each box)

Processes	Goals	Subject Matter
Feelings	Research	Materials
Methods	Influences	Experiments
Philosophies	Failures	Successes
Style	Medium	Themes
Techniques	Ideas	Structure

Lino Cut Series

Interview Yourself

(Fill in the blanks and give two supporting details to explain the WHY behind your choice.)

One tool I could not live without is my favorite _____.	My favorite time of the day to create is _____.	I'm often surprised when _____ show(s) up in my work.
My palette comes from _____.	_____ rarely shows up in my pieces because _____.	I create what I do because _____.
Common themes include: _____.	_____ were the original influences of my work?	My favorite part of the process is _____.

LIST OF ADJECTIVES

	candid	distinctive	explosive	intense	phenomenal
absorbing	ceramic	distinguished	expressive	intensive	pictorial
abstract	characteristic	divine	extreme	interesting	playful
acclaimed	classic	dreamlike	fascinating	intuitive	potent
accomplished	collectable	dreamy	figural	inventive	profound
adroit	colorful	dynamic	figurative	labyrinthine	provoking
aesthetic	complementary	eclectic	fluid	layered	pure
aesthetically pleasing	complex	elevated	freelance	lifelike	radiant
aggressive	conceptual	elevating	fresh	literal	realistic
appealing	contemplative	emergent	gorgeous	luminous	refined
artistic	contemporary	emerging	graceful	lyrical	refreshing
astonishing	controversial	emotional	granular	mature	remarkable
atmospheric	conversational	emotionally charged	honest	meandering	resourceful
authentic	creative	enchanted	human	mosaic-like	revealing
avant-garde	daring	energetic	hyper-creative	moving	rich
award-winning	dazzling	engaging	imaginative	mysterious	romantic
awe-inspiring	decorative	engrossing	impassioned	mystical	saturated
balanced	deeply thoughtful	enigmatic	impeccable	narrative	sculptural
baroque	delicate	epochal	impressionist	organic	semi-abstract
beautiful	dense	ethereal	infused	original	sensual
bold	detailed	evocative	inspirational	paradoxical	serene
boundless	dimensional	exceptional	inspired	passionate	signature
brilliant	disciplined	exotic	instinctive	peaceful	simple
	disruptive		intellectual	personal	skilled

soft	unique	determines	parrots	_____	_____
sparse	universal	divulges	poses	_____	_____
spiritual	unpredictable	echoes	pretends	_____	_____
stimulating	varied	emulates	proclaims	_____	_____
stirring	visionary	exposes	proposes	_____	_____
studied	visual	fakes	refers	_____	_____
stunning	visually stimulating	feigns	reflects	_____	_____
sublime	voyeuristic	hints	reiterates	_____	_____
substantive	List of Verbs	imitates	represents	_____	_____
supple	addresses	implies	resembles	_____	_____
surreal	adopts	insinuates	resonates	_____	_____
symbolic	affects	introduces	reveals	_____	_____
tactile	aggravates	investigates	reverberates	_____	_____
talented	announces	Like	signifies	_____	_____
tasteful	assumes	mentions	steers	_____	_____
textile	betrays	mimes	stimulates	_____	_____
thought-provoking	broadcasts	mimics	suggests	_____	_____
timeless	challenges	mirrors	tells	_____	_____
touching	commends	mocks	touts	_____	_____
traditional	communicates	notifies	Your Own Word	_____	_____
tranquil	critiques	offers	Bank	_____	_____
unconventional	declares	opens	_____	_____	_____
unexpected	denotes	parallels	_____	_____	_____
unforgettable	designates	parodies	_____	_____	_____

ARTIST PROFILE

- Similar to a traditional bio, but typically shorter, less formal, and more concise.
- Often used as a promotional tool on social media, artist directories, or other online platforms.
- May include a brief bio, statement, and selected images of the artist's work.
- May be written in first or third person.
- Usually include links to other sites for interested viewers to continue search.

Ways to *Get Started* on your *Artist Profile*

1. Gather your artwork in one digital or physical space.
2. Consider common and different **attributes** of each work in relation to your collection.
3. Brainstorm **subject matters** or **themes** relevant to all the works to be included.
4. List all the **adjectives** that best describe your work.
5. **Interview** yourself using various **explorative questions** to address what is to be included in your artist profile.
6. Consider the **emotions and reactions** you want from your **target audience**.
7. In a short **video**, explain your art unscripted **in your own words** to yourself or a non-artist friend.
8. Write a short **email** to an artist friend about what you've been up to in the studio, outlining the **creative process** you have been undertaking to create your work.
9. Dig into your **art journals, field notes, or feedback** from others about your work for other relatable details to include.
10. Choose a **structure** you wish to present your writing.



Artist Facebook Page

What to include:

- **INTRO** Description – 1 to 2 sentence artist statement (up to 80 characters)
- **Profile Picture** and **Cover Photo** that compliment your description.
- **ABOUT** Page- Half Page biography (up to 200 words).
- **Gallery** of Your Work (so do not show photos from your personal life)
- An **Informative Credit** for each artwork in each individual post.

facebook

Your Cover Photo

Your Profile Picture

Your Facebook Username

Posts

About

Photos

Videos

Intro

Your 80 Character Artist Statement



Page Category

Location

Email

Instagram

Website

★ Not yet rated (0 reviews)

About

Your Facebook Username

Your Bio Text (100 – 200 Words)

Instagram Profile

What to include: (150 Characters limit)

- Your identity/name/brand
- The kind of art you specialize in
- Your beliefs and interests
- The services or products you offer
- Your location

FIRST Line (Introduce your brand and the kind of artist you are):

Example 1: Abstract Artist, Designer

Example 2: Landscape Artist • Illustrator|

Example 3: Watercolor Artist | Landscape Painter

SECOND Line (Connect with the audience):

Offer brief information on your:

- hobbies or other interests
- vision
- unique skills
- favourite catchphrase or quote

THIRD Line (Call to Action):

Refer your viewers to click on other promotional links to:

- View your complete collection/exhibitions
- Purchase your work
- Read your other posts
- Leave you feedback
- Chance to connect

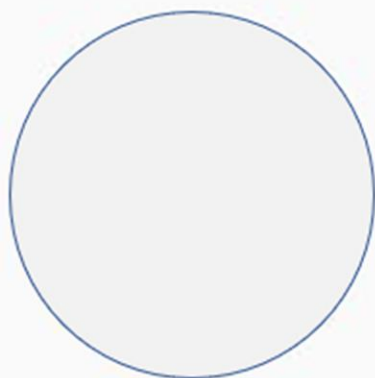
Additional Tips

Use the following to help your Instagram Bio stand out:

1. Relevant **Emojis** to point to external links.
2. Appropriate **Keywords** or phrases to pitch your brand to your target audience.
3. Short **bullet points** that can be read without scrolling on handheld devices.
4. Add your professional **Email** address and **Website**.
5. Add other **Instagram Handles** that your work is showing.
6. Add your **location** to funnel in local searches and customers.

Instagram

Search



Your Instagram Handle:

Follow



1,147 posts

78.1k followers

2,582 following

Your Bio (Up to 150 Characters)

What is the Artist Curriculum Vitae (CV)?

It is a chronological record and overview of your most notable artistic professional history and achievements.

Why do we need one?

It shows the progression and growth of you as an artist and how you evolved over time.

When is it required?

When submitting your portfolio for grant proposals, scholarship, and selected exhibition applications, and putting together a professional website, you may be asked or inclined to include one.

What is included in a typical Visual Arts C.V.?

The list of information to include usually appear in this order:

1. Personal information: Name, Address, Phone Number, Email, and Website.
2. Education – Degree, Certificate, and Workshop completed with mention of instructor and institution/organization.
3. Exhibition Work –Selected Solo and Group exhibitions.
4. Collections – Public and Private.
5. Commissions – Public and Private.
6. Bibliography & Media – Review and Media mentions by others.
7. Publications – Artist's own published work.
8. Lectures and/or Teaching – Reading, Lecture, Address, Keynote Speech.
9. Scholarships, Grants and Awards – Mention duration and amount.
10. Professional Affiliations – Mention capacity of affiliation.

Other Presentation Tips:

- The CV should be easy to read with consistent format throughout.
- It is more straightforward than a resume without an objective or a narrative profile.
- In each section of the CV, list in the descending order with the most recent being at the top.
- Take the time to update your CV regularly and remove items that are no longer relevant.
- it is a good idea to save your old versions in case you decide to include the work again and have a long and a one-page short version.

<https://www.hamiltonartscouncil.ca/curriculum-vitae>

Visual Arts C.V. Template

NAME

Mailing Address
Contact Information [phone | email] Website

EDUCATION

descending order
by year

- YEAR Degree in visual artform (painting, sculpture, ceramics, etc) – University or Institution, City, Province, Country
- YEAR Certificate or course work completed in visual artform, Instructor's name – Organization or Institution, City, Province, Country
- YEAR Workshop completed in visual artform, Instructor's name – Organization or Institution, City, Province, Country

EXHIBITION WORK

SOLO (SELECTED)

descending order
by year

- YEAR Title of Exhibition. Gallery/Curator (if applicable), City, Province/State, Country.
- YEAR Location of Exhibition (parks, buildings, public art installations, etc.) City, Province/State, Country.

GROUP (SELECTED)

descending order
by year

- YEAR Title of Exhibition. Other artists or participants in exhibition, Gallery/Curator (if applicable), City, Province/State, Country.
- YEAR Title of Exhibition (2 person exhibition) Gallery/Curator (if applicable), City, Province/State, Country.
- YEAR Location of Exhibition (parks, buildings, public art installations, etc.). Other artists or participants in exhibition, Location of Exhibition, City, Province/State, Country.

COLLECTIONS

alphabetical

- Name of Location/Organization of Collection, City, Province/State, Country.
- Name of Location/Organization of Collection, City, Province/State, Country.

COMMISSIONS

PUBLIC (SELECTED)

descending order
by year

- YEAR Name of Commissioning Organization, City, Province/State, Country. Type of Work or Location (e.g. Sculpture (Exterior), Wall Mosaic (Interior), Union Station, etc.)

PRIVATE OR CORPORATE (SELECTED)

- YEAR Name of Commissioning Organization, City, Province/State, Country. Type of Work or Location (e.g. Sculpture (Exterior), Wall Mosaic (Interior), Union Station, etc.)

BIBLIOGRAPHY & MEDIA

****if entry is a review add (review) after the Title of the publication.**

descending order
by year

- Last Name, First Name. Book Title. Publisher City: Publisher Name, Year Published. Medium.
- Last Name, First Name. "Article Title." Magazine Name Publication Date: Page Numbers. Medium.
- Last Name, First Name. "Article Title." Newspaper Name Publication Date: Page Numbers. Medium.
- Last Name, First Name. "Page Title." Website title. Sponsoring Institution/Publisher, Publication Date. Medium. Date Accessed.
- Last Name, First Name. "Article Title." Journal Name Volume Number (Year Published): Page Numbers. Medium.

PUBLICATIONS

- Book Title. Publisher City: Publisher Name, Year Published. Medium.
- Book Title. Publisher City: Publisher Name, Year Published. (*citing a chapter or specific pages*) Selected Pages. Medium.
- Book Title. (*two or more authors*) with Last Name, First Name. Publisher City: Publisher Name, Year Published. Medium.
- "Article Title." Magazine Name Publication Date: Page Numbers. Medium.
- "Article Title." Newspaper Name Publication Date: Page Numbers. Medium.
- "Page Title." Website title. Sponsoring Institution/Publisher, Publication Date. Medium. Date Accessed.
- "Article Title." Journal Name Volume Number (Year Published): Page Numbers. Medium.
- Book Title. (*two or more authors*) with Last Name, First Name. Publisher City: Publisher Name, Year Published. Medium.

descending order
by year

- PERSONALLY CONDUCTED INTERVIEW:** Last Name, First Name. Interview Type interview. Date Interviewed.
- Film title. Production Role. Distributor, Year of Release. Medium.
- "Episode Title." TV or Radio Program/Series Name. Network. Original Broadcast Date. Medium.

LECTURES AND/OR TEACHING

descending order
by year

- **Lecture Type (e.g. Reading, Lecture, Address, Keynote Speech/Speech)**
- YEAR "Presentation Title." Meeting/Event. Venue, City. Lecture Type.
- YEAR to YEAR Course Name. University or Institution, City, Province. Lecture Type.

SCHOLARSHIPS, GRANTS AND AWARDS

descending order
by year

- YEAR Name of Scholarship, Grant or Award, Name of Organization, Date, \$\$ amount
- YEAR Name of Residency, Name of Organization, Duration of Residency, Date.

PROFESSIONAL AFFILIATIONS

descending order
by year

- YEAR to YEAR Capacity of Affiliation (e.g. Board Director, Artistic Director, Member, etc.), Name of Organization, City, Province/State, Country.