

COURSE OUTLINE

Course

Selling Your Work – Visual Arts & Crafts

Thought about selling your work but don't know where to start? This course will help you work out all the details and take steps towards selling your art.

Tutor/artist:

Christine Hammond

Christine supported people to sell their artwork through the CCA Next Steps programme for 5 years. As a glass artist she has experience in selling through retail, craft fairs and online.

Type of course:

Face to face

City Church Hall, 12-14 Cheddars Ln, Cambridge CB5 8LD

Duration & dates:

8 weeks

31 January 2024 – 27 March 2024

No session on 21 February (half term)

Who is the course for?



This course is suitable for visual artists, photographers and crafters who are already creating work ready for sale and who want to **progress**.

Tech requirements:

None required, but access to a word processor and web access for research outside of sessions will be helpful

Timetable & expectations:

Wednesdays 12-3pm

Most work to be completed within live class time, with some short tasks to be done in between sessions.

Essential Materials:

CCA will provide all course materials.

You will be expected to bring an example of your work ready for sale to the first session.

AIMS & OBJECTIVES

Course aim

Thought about selling your work but don't know where to start? This course will help you work out all the details and take steps towards selling your art. This course will support learners in establishing their selling goals and provide them with the information they need to progress towards those goals.

Learning

Objectives

to successfully
complete the
course, you will:

1. Attend a minimum of 6 sessions
2. Positively reflect on your learning
3. Contribute to group discussions
4. Clarify your personal goals in relation to selling your work
5. Develop a plan to achieve goals
6. Understand your market and identify how to reach them
7. Identify the financial implications of selling work
8. Research and identify branding approaches
9. Develop an artist's bio
10. Present a piece of your work to the group