

HOW TO MARKET YOURSELF

JOSEPH MEYERHOFF CENTER FOR CAREER DEVELOPMENT

Knowing how to market yourself is probably the most important skill for any artist or designer. The amount of opportunities available to you is largely a product of those you know, and those who know you. Outlined below are several different ways to market yourself. Never underestimate the importance of keeping in touch, and staying “in the loop!”

HAVE YOUR MATERIALS READY TO GO

COVER LETTER

- **1st Paragraph:** Introduce yourself with a brief statement about why you think the employer needs your services.
- **2nd Paragraph:** Describe any relevant skills and experience that make you qualified for the job, focusing on what you can bring to the position and how your skills and background will help you succeed. Include any training or academic qualifications relevant to the job.
- **3rd Paragraph:** Discuss why you want to work for the organization and include something positive about the organization (showing that you're familiar with them). “As one of the leaders in art education, I would like to be part of the MICA community...”
- **4th Paragraph:** Summarize your interest in the position and how best to reach you.

RESUME

Depending on what you are applying for, you will either need an artist/exhibition resume, or a professional resume. The information outlined below includes categories that can be used on both types of resumes, but remember to only include relevant experience to the opportunity you are applying for.

- **Contact Information:** name, address, phone, email address, and website (if applicable).
- **Education:** List academic degrees earned and honors received. Include schools attended even if you didn't complete a degree or if you don't have an art-related degree, list workshops or classes attended and any notable programs or artists/teachers with whom you studied.
- **Related Work Experience/Professional Experience:** Include any relevant experience such as teaching art, technical experience related to your artistic discipline or lectures, workshops and presentations given as an artist.
- **Exhibitions:** List the title of the exhibition, the exhibition space, city, and state where the exhibition was held. Include solo shows, group shows, juried exhibitions, invitational exhibitions.
- **Honors and Awards/Grants:** List all recognitions of merit, prizes won in competitions/exhibitions, grants, fellowships, and scholarships.
- **Professional Affiliations:** List any professional organizations and positions held within the organization.
- **Collections:** List any of your artwork that exists in private collections, corporate collections, and permanent public collections.
- **Representation:** List any gallery representation.
- **Bibliography:** Include articles and reviews such as books, magazines, newspapers, and catalogs that have published your artwork.

ARTIST'S STATEMENT

Three Types of Artists' Statements

- **The One-Page:** the longest, used for describing large bodies of work which accompanies an exhibition or is used by the curators, journalists, publicists, and critics.
- **Medium length:** generally one or two paragraphs and addresses very specific information about the work. This can be used as an introduction to a number of documents or applications.
- **Short and to the point:** this is your statement about your work that you can recite in about 30 seconds, often called the “Elevator Message” in marketing terms. It should be general but intriguing.

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ARTIST'S BIOGRAPHY

An artist's bio is a summarized, narrative version of your resume and artist statement, but shorter and with more personality - keep it to one page. It is used in your professional package, as part of a catalogue at an exhibition, in publicity and printed programs, and other promotional materials.

What to include:

- Write about yourself in third person: "Sue Smith is an accomplished ceramicist and has an extensive exhibition history in New York City. She is represented by the XYZ Gallery...."
- Place of birth, education, where you currently reside. You may also include information on your spouse and children.
- Your short artist statement can be incorporated into your artist bio and consider creating a shortened version that can be easily sent to galleries, reporters, collectors, audiences, etc.

BUSINESS CARDS/POSTCARDS

These are both an effective and useful way to be remembered. Business cards are not only a reminder of who you are (name, address, email, phone #, website) but they also show off your design skills and aesthetic. Postcards are a great way to advertise for an exhibition opening and ensure that your guests can go home with a piece of your "work." A postcard has "shelf life" and might speak for you months after your show, as people will pin them up if they like the image. Don't underestimate the power of a strong postcard! Below are a few suggested ways to print business cards and postcards:

- federalhillprinting.com (located in Federal Hill and Owings Mills)
- indigoinkprint.com (located in Columbia)
- alpha-graphics.net (located in the Mill Centre in Hampden)
- Printmaking majors trying to make some money!
- www.moo.com
- www.4by6.com
- www.vistaprint.com
- www.uptprinting.com
- www.overnightprints.com
- www.48hourprint.com
- www.gotprint.com
- www.modernpostcard.com

Business Card Websites for Inspiration:

- www.cardonizer.com
- www.reencoded.com
- www.creativebits.org/cool_business_card_designs

WEB PRESENCE

Do you have an online portfolio, website or blog? An online presence is extremely important in today's fast-paced world. If you are tech savvy, and studying web/graphic design or interactive design, you should consider building a website to display your work. Not only is this a great way to show your work, but the website itself will speak for your design skills and technical abilities. If you come from a more fine art background, and do not yet have the skills to build a website, consider starting a blog with a user-friendly site (free), or use a paid service to host your domain name and provide easy, user-friendly templates. Some suggested sites are:

- blogspot.com
- wordpress.com
- cargocollective.com
- www.coroflot.com
- tumblr.com
- virb.com
- otherpeoplespixels.com
- www.deviantart.com
- vimeo.com
- www.youtube.com

Check out some inspiring websites and blogs from recent alumni:

- Lu Zhang, 2004, GFA - lu-zhang.com
- Jennifer Strunge, 2004, Fiber - www.cottonmonsters.com
- Jacob Cecil, Sculpture 2006 and MAT, 2007, Whitney Cecil, Photography, 2006 - www.almanacbindery.com
- John MacConnell, 2007, Illustration - www.johnmacconnell.com
- Lindsay MacDonald, 2008 Photography - www.lmacphotography.com/blog/

Maryland Institute College Of Art - Joseph Meyerhoff Center for Career Development

410-225-2420 - f 410-225-2528 - careerdevelopment@mica.edu - www.mica.edu/careerdevelopment - www.MICAnetwork.com

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- Alex Roulette, Painting , Graphic Design 2009 - www.alexroulette.com
- Alyssa Nassner, 2010, Illustration - alyssanassner.com
- Jennifer Mussari, 2010, Illustration - jenmussari.com
- Chloe Watson, 2010, Mount Royal - chloewatson.com
- Nicolette Cornelius, 2010, Graphic Design - www.nicolettecornelius.com
- Alexander Dijulio 2011, Interdisciplinary Sculpture, alexanderdijulio.com
- Bryan Connor, 2011, Graphic Design, bryanconnor.com
- Anthony Mattox, 2011, Interaction Design & Art, anthonymattox.com

SOCIAL NETWORKING

Aside from your computer and Internet connection, there is no cost in using social media for marketing purposes. Some primary social media marketing methods include:

- **Facebook:** Set up a Facebook fanpage for your work and include a link to your website or artwork. Promote your exhibitions, start discussions, or give others the opportunity to interact with you. You can also post links to interesting events or articles you find and promote other artists. Join the MICA Alumni Association group to connect with fellow alumni, and promote your upcoming events.
- **Twitter:** Create awareness and stay connected with others by posting comments, interesting articles you have read, current events, trends in art and respond to your followers' comments, as well.
- **YouTube:** Create your own YouTube channel to "Broadcast yourself" and your work. Ask a friend to videotape you discussing your artwork or a video clip of you in action, creating your work, whether you're taking photos or painting in the studio. Upload the videos to YouTube, and link them to your blog, Facebook, and Twitter.
- **LinkedIn:** The world's largest professional network, and is a space for you to find and share opportunities. When you join, create a profile that summarizes your professional skills and accomplishments. Through your LinkedIn network you can search people who are on your desired career path and see how they got there. Join the MICA Alumni Association group and other professional association groups to email directly with their members and participate in discussions. You can also create and collaborate on projects, gain new insights through discussions, and be found by potential employers for opportunities.
- **Etsy:** A great site to sell (and buy!) work. This website reconnects buyers with makers directly, and is a great grass roots way to work for yourself. You can sell just about anything ranging from jewelry to clothing, to pottery, paper goods, and even edibles! Etsy is free to join and costs 20 cents for each item you post. When you sell an item, you pay a 3.5% transaction fee, and the buyer pays you directly.
- **Flickr:** Set up a Flickr account to organize your photos and videos, and make them available to your network. It's a simple way to get your work on the Internet, and share the link with potential employers. Creating a Flickr account is great for people who may not feel they have the expertise to build their own website.

FACE-TO-FACE NETWORKING

INTERNSHIPS

Internships are a great way to begin building your professional network while still a student, or a recent graduate. They also provide a way for you "test out" a career, without having to commit to a full-time job. MICA defines an internship as an official or formal opportunity for a student to gain real world experience by working alongside professionals in an office or studio setting.

Internships may be completed for academic credit through the Joseph Meyerhoff Center for Career Development. To find out more about internships, attend an Internship Info Session offered weekly during the academic year in the Career Development Office. Also, register at www.micanetwork.com to view internship/job/freelance listings, and post your resume for employers to review.

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CAREER FAIRS

Career Fairs offer a great opportunity to network and make face-to-face connections with potential employers. MICA holds an annual Internship + Career Fair that takes place in the spring semester. Visit micacareerfair.wordpress.com for information on past and future fairs. Below are some important things to remember when preparing for and attending a career fair.

- **Plan ahead:** Find out which organizations, companies, or galleries will be represented. Decide which employers you're interested in and visit their websites to learn more about them and any available job before the career fair.
- **Dress the part:** Career fairs can offer you "on-the-spot" interviewing, which could be your one opportunity to make a professional and lasting impression so, make sure you are dressed professionally. As art students it is okay to show some style and creativity, just know your audience.
- **Treat it like a job interview:** Be prepared to communicate your qualifications in a 30-second "elevator speech" including a few selling points about yourself but make sure it doesn't sound canned.
- **Establish contact:** Your objective is to secure an interview time before you leave the booth. Don't be afraid to ask for the interview. Whether you've secured an interview or not, don't leave the booth without speaking with someone and picking up their business card.
- **Follow up:** Re-establish contact via phone or email and inquire about an opportunity to interview. This is no time to be shy. Follow-up contact will put you on top of the candidate pile.

EXHIBITION OPENINGS

Exhibition openings are a great way to stay connected to the local art scene, and offer opportunities to network with emerging and established artists, art enthusiasts, and potential collectors. You can also learn about exhibit opportunities and other art-related events.

PROFESSIONAL AFFILIATIONS

Professional affiliations are another way to meet people and professionals related to the art and design world. Most professional associations and trade organizations have student memberships. Make the most of your membership by becoming active, getting on committees and becoming a valuable part of the organization. By doing this, you will become more visible and well known to the other members, while learning a lot about your field.

Professional associations and trade organizations websites:

- www.asmp.org - American Society of Media Photographers
- www.ppa.com - Professional Photographers of America
- www.naia-artists.org - National Association of Independent Artists
- www.collegeart.org - College Art Association
- www.aiga.org - Professional Association for Design
- www.textilesociety.org - Textile Society of America
- www.societyillustrators.org - Society of Illustrators
- sculptorsguild.org - Sculptors Guild
- ceramics.org - American Ceramic Society

JOB SEARCH RESOURCES

Job Search Engines and Websites:

- micanetwork.com
- arthire.com
- creativeshake.com
- gigslist.com
- idealist.org
- nyfa.org - Classifieds
- collegeart.org
- re-title.com
- artsopportunities.org
- www.howdesign.com/career/
- www.juju.com
- www.coroflot.com
- www.indeed.com
- www.higheredjobs.com
- chronicle.com/jobs/

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PLACEMENT AGENCIES

- aquent.us - Staffing agency for graphic designers, web designers, illustrators, art directors
- digitalpeople.net - Specializing in creative staffing
- careerprofiles.com - Print producers, web editors, interactive art directors, graphic designers and more
- www.attackmarketing.net - Event staffing, advertising, design, and experiential services
- www.onwardsearch.com - Mobile/internet marketing and interactive media
- www.creativeplacement.com - Placement within design firms, corporations and advertising agencies
- www.croshak.com - New York-based creative placement agency
- www.yehdeology.com - Specializing in industrial design and related industries

TALK TO YOUR PROFESSORS

Do you ever think, “If only I knew someone in the field who could help me get started...” well, you do! MICA’s faculty is among the top ranked in the nation, coming from exceptional professional backgrounds and stellar graduate programs. Many students have found internships, jobs, and started building professional networks through their professors. So, don’t be shy. A direct connection to the art world is at your fingertips.

GET INVOLVED

Participate in activities and/or organizations that interest you such as volunteer/charitable organizations, art-related or other groups/clubs including alumni, political, or recreational related activities – you never know who you can meet!