DIXIE STATE UNIVERSITY
BUSINESS OF ART

The Business of Art

Goes Viral During COVID!

October 23rd & 24th, 2020

Founding Honorary Co-Chairs
Paul and Susan Bingham

Artwork by Katrina Berg

Schedule and Class Descriptions

Friday, October 23, 2020

8:30-10:00 a.m. — **Getting Started**

10:00-10:15 a.m. — **BREAK**

10:15-11:00 a.m. — **Make a Business Plan**

11:00-12:00 a.m. — **Finances, Quick Books, Taxes**

12:00-1:00 p.m. — **LUNCH BREAK**

1:00-2:00 p.m. — **Marketing Plan**

2:00-2:50 p.m. — **How to Make Online Classes**
McGarren Flack, Artist and DSU Art Professor

It is never too soon or too late to learn how to video your art or make instructional Vlogs. I will be going over pre-production like setting up for video, lighting, microphones. Then move to post-production like video editing, export quality, and video platforms. Who knows maybe you will become the next Bob Ross.

3:00-3:50 p.m. — **Beginners Only Facebook: Professional Page Promotion**
Bobbi Wan-kier, Founder of "Arts to Zion Southern Utah"/Southern Utah Facebook Network and the "Arts to Zion" Art and Studio Tour

For those who are new to Facebook and need to start a Facebook page and set it up. Learn how to create relevant, shareable content in your business posts, and how to share them to grow your business network. We only teach artists our secret to success!

4:00-4:50 p.m. — **Beginner Users Only Instagram: The Perfect Level for You**
Megan Schaugaard, Artist

Saturday, October 24, 2020

9:00-9:50 a.m.

Intermediate Users Only Facebook: Professional Page Promotion

Bobbi Wan-kier, Founder of "Arts to Zion Southern Utah"/Southern Utah Facebook Network and the "Arts to Zion" Art and Studio Tour

For those who need help to set up a business Facebook page, how to adjust privacy, and how to use it.

10:00-10:50 a.m.

Overcoming Burnout and Artist's Block

Steve and Tonya Vistaunet

The blank canvas can be our best friend or worst enemy. When ideas and creativity are flowing, that blank canvas allows us to create art. But when we hit the dreaded "artist's block" or "burnout", that blank canvas seems to silently mock us, saying "go ahead, I dare you, paint on me, you're just gonna ruin me." No artist seeks burnout, but burnout happens to all of us at one point or another. So, when creative burnout hits, we need a plan of action to deal with it. We need to find our way back to our passion for making art. Join Steve & Tonya Vistaunet as they share ways to get back to creating and doing what brings you joy.

11:00-11:50 a.m.

Murals: Dream Big, Paint Big

Jodi McGregor, Artist, Muralist

Jodi McGregor will offer advice and instruction on getting into the art of murals. This will include resources for finding clients and commissions, the process of getting your vision to the rendering stage, dealing with scale and dimensions, overcoming "size fright", using the right tools and products and more. You will discover how any image created on a small scale can be reproduced on a large scale, complete with tips and tricks to make it easier than you ever imagined!

12:00-12:50 p.m.

Macro: The Whoville of Photography

Deb Bice, Professional Photographer

This will be a fun and informative class that will teach you how to photograph a whole new world. A beautiful world often over looked in our day to day life. There will be a full explanation of all the equipment that you might need and creative ideas to capture the tiny things in life.

Saturday, October 24, 2020

1:00-1:50 p.m.

You're the Proud Owner of a Highly Profitable Email List

Pam Baumeister, Artist, Marketing & Media & Public Relations Specialist

Whether you have a few dozen followers on social media, or thousands, your business' secret weapon is your email list. This class will show you how to start, grow, and cultivate your email list to increase your Online sales. In this highly-informative class you will learn how to:

1. Use landing pages to start and grow your list.
2. Automate your emails for more efficiency.
3. Increase your email open rates.

If you're excited to supercharge your marketing with a surefire, dynamic, and proven email strategy, this is the class for you!

2:00-2:50 p.m.

Advanced Users Only Facebook: Professional Page Promotion

Bobbi Wan-kier, Founder of "Arts to Zion Southern Utah"/Southern Utah Facebook Network and the "Arts to Zion" Art and Studio Tour

For those who want to professionally market art on a business Facebook.

3:00-3:50 p.m.

Art is Inspiring: Learning from the Ups and Downs of Creativity

Carol Merrill-Flitton, Artist and Owner of Merrill Academy of Fine Arts

A positive attitude contributes to positive outcomes. Come join the fun as you learn how to discover the best within yourself by identifying and overcoming the challenges of daily creativity. Your experiences will help to lift and inspire those around you.

4:00-4:50 p.m.

Creativity and The Genius Panel

Glen Blakley (moderator), Fae Ellsworth, Carol Bold, Royden Card, and Gary Sanders

The panel discussions have been so popular, annually we bring together some of the most creative minds to address relevant issues in a more formal class setting. These professionals all have highly successful art careers and/or profound influence on artists of different ages and stages of their careers. All artists want some inside information from successful people.

Questions may include:

Is art for art's sake?

Are artists shaped by politics and commerce?

How does supporting your local art events help you market your art?

What power do we have?

When do you think the best art was being produced and why?

What is inherent in all art?

CONSIDER EACH OF THE FOLLOWING AND THINK ABOUT WHAT YOU ARE TRYING TO SAY WITH YOUR ART. WHAT DO YOU HAVE TO SAY?

We struggle to realize independent vision.

We struggle to understand aesthetic expression.

We cope with cultural critique and commentary.

We strive to be socially responsible.

We want to emphasize our individuality, but we are sometimes only mouthpieces for brokers.