

## Course details

### Course title

Art Practical: Developing Artwork for income

### Course code

Q00018364

### Course date

Start: 09/10/24

End: 06/11/24

### Fee range

Free to £42.00

### How you'll learn

You'll join a small group of fellow learners for classes at the venue indicated. Some materials may be provided in our virtual learning environment.

Got it!

In venue

### Venue

Woodend Creative (Scarborough)

The Crescent

Scarborough

YO11 2PW

### Level of study

Beginners

## **Course overview**

This course is designed for beginner to intermediate artists who want to turn their crafts into a source of income. Participants will learn essential skills for creating marketable artwork, including crafting techniques, pricing strategies, and effective marketing methods. The course covers various art forms, helping students identify and develop their unique artistic style to attract buyers. Ideal for those looking to monetise their creativity, this course provides practical insights and guidance to successfully sell their artwork. By the end of the course, participants will have a understanding of how to create, market, and sell their artwork effectively. They will be equipped with the tools and knowledge to turn their passion for art into a source of income, confidently navigating the art market and establishing a successful creative business.

## **Course description**

The "Art: Developing Artwork for Income" course is tailored for individuals seeking to transform their artistic talents into a profitable venture. Starting with an exploration of different art forms, the course helps participants discover their niche and develop a unique artistic style that stands out in the marketplace. Students will engage in hands-on projects, learning crafting techniques to produce high-quality, appealing artwork.

Participants will learn how to price their artwork appropriately, taking into account materials, time, and market trends. The course also covers effective marketing strategies, including building an online presence, utilising social media, and creating an attractive portfolio to showcase their work. Practical sessions will include tips on setting up an online store, navigating popular craft marketplaces, and understanding customer preferences.

By the end of the course, participants will have a understanding of how to create, market, and sell their artwork effectively. They will be equipped with the tools and knowledge to turn their passion for art into a source of income, confidently navigating the art market and establishing a successful creative business.

## **What financial support is available?**

We don't want anything to stand in your way when it comes to bringing Adult learning within reach so if you need anything to support you to achieve your goals then speak to one of our education experts during your enrolment journey. Most of our courses are government funded but if you don't qualify or need alternative financial help to access them then let us know.

## **What other support is available?**

All of our digital content, teaching and learning activities and assessments are designed to be accessible so if you need any additional support you can discuss this with the education experts during your enrolment journey and we will do all we can to make sure you have optimal access.

**Source URL:** <https://www.wea.org.uk/courses/arts-crafts/arts/9-october-art-practical-developing-artwork-income>