



A GRAPHIC ARTISTS GUILD NATIONAL PROGRAM PROFESSIONAL PRACTICES TELECLASS

AUDIO FILES ARE A GREAT WAY TO CATCH WHAT YOU MISSED!

The Graphic Artists Guild holds monthly teleclasses, and has recorded them for those who were unable to attend. The download fee is \$15 per audio file for members, \$25.00 per audio file for non-members. When payment is received, you will be e-mailed a URL to download the .wav file(s).

Help! Where's my Money? Preparing your Financial Roadmap for 2008

Tax and financial planner Susan Lee will address the basics of planning a budget, thinking like a business owner, how to prepare for lean and flush months, resources you can tap into for help in managing your finances, and a financial checklist to help you plan for every contingency. If you've ever thought you don't know where your money goes, this is the class for you, directed specifically towards commercial visual artists.

E-mail and Websites and Blogs, Oh My! Leveraging Online Tools for Success

Learn how to use the Internet to market your business. From e-mails to e-newsletters to blogs to full-blown websites, there are many ways to let potential clients know of your skills and knowledge, and remind existing clients of why they hired you and why they should hire you again for future work. Communications veteran and webmaster Dan Kittay will help you cut through all the tech jargon and learn how to pick the medium that's best for you.

Contract Workshop: Rolling Your Own

Learning contract skills won't make you a better artist, but it can make you a more successful one. Rob Saunders, an Illustrator since 1981, will analyze a model artist contract for a typical editorial illustration job, and discuss the basics of layout, language, and emphasis, identifying what is indispensable and what pitfalls to avoid. He will cover design style and attitude, copyright ownership, and limitations on what you can expect in real-world situations with clients.

Where Do I Begin? Project Management for Murals and Decorative Painting

Artists seeking mural and decorative painting projects often don't know how much to charge, how to write a written agreement for the jobs, and how to manage a project efficiently and profitably. Lisa Shaftel, who has worked professionally for 27 years in the entertainment industry as a Scenic Designer, Scenic Artist, Puppet Designer/builder, and storyboard artist, covers the business aspects of mural and decorative painting for both commercial and residential projects.

The Ethics of Business: Using Contracts and Courtesy to Your Advantage

Award-winning freelance illustrator and Ethics columnist Mark Monlux discusses how to create stronger client relationships through ethical business practices. Mark will go over the need and necessity of copyright and contracts as a protection for you and your clients. He'll also discuss how using firmly-established business protocols based on law will present you as an intelligent, creative professional and a career-driven businessperson.

Creating Residual Income with Art Licensing

Learn how to create a licensing brand and how to market yourself as an "Art Licensor" from nationally-known speaker Cheryl Phelps, who has been a freelance illustrator, designer, and art licensor for 20 years. Cheryl will cover how to set your own business terms with licensing friendly companies, the questions to ask every potential licensee, how to find the companies you want to license your brand with, and information about licensing agreements and contracts.

Clueless in the Real World: Managing Expectations Once You Graduate

John Schmelzer opened his own studio in 1969 and is currently the President of the Graphic Artists Guild. Hear John discuss how to prepare for that first job and beyond: what to expect; putting together your portfolio; and getting in front of the person doing the hiring. Yes, that means sometimes looking for a job in person. While ad agencies and design studios are one way of finding work, you'll need to be more creative than that to keep the work flowing.

Own It, Protect It, Get Paid for It: Copyright Issues for Working Artists

This teleclass focuses on copyright issues most relevant to working artists, including work-for-hire, joint authorship, copyright notice and registration, electronic rights, fair use, stopping infringements, and public domain principles to help ensure that you don't inadvertently violate someone else's copyright. Speaker Bob Clarida is a partner at the New York firm of Cowan, Liebowitz & Latman and has spoken and written extensively on copyright issues.

PAYMENT INSTRUCTIONS: Print this form, fill it out, then mail with check / money order / credit card information or fax with credit card information to: Graphic Artists Guild, 32 Broadway, Suite 1114, New York, NY 10004. Fax number: 212-791-0333.

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