

Business of Art & Design



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Starting or operating an art business or doing art freelance? Books in Kimbrough Library and the Center for Career Services library provide a variety of information from experts in the field.

GETTING STARTED
The Practical Handbook for the Emerging Artist by Margaret R. Lazzari is a good introduction to the art profession, particularly for the fine artist. Daniel Grant provides advice and success stories in *The Business of Being an Artist*, now in its third edition. Grant's columns on business appear regularly in *American Artist* magazine where he is a contributing editor. *Making a Living as an Artist* is helpful guide from *Art Calendar*®, a business magazine for visual artists. *Taking the Leap: Building a Career as a Visual Artist* is by fine art photographer and teacher Cay Lang. Examples of books dealing with specialties within the field of art are *Starting Your Career as a Freelance Illustrator or Graphic Designer* by Michael Fleishman, *Becoming a Graphic Designer: A Guide to Careers in Design* by Steven Heller, and *The Business of Studio Photography: How to Start and Run a Successful Photography Studio* by Edward Lilley.

MARKETING
Art Marketing 101: A Handbook for the Fine Artist by Constance Smith, owner and founder of ArtNetwork, includes chapters on presentations, sales techniques, pricing, press releases, image, advertising and more. Caroll Michels includes an extensive resource section in his book *How to Survive and Prosper as an Artist: Selling Yourself Without Selling Your Soul*. Other books of interest are *Getting the Word Out : The Artist's Guide to Self-Promotion* by the editors of *Art Calendar*®, *The Business of Art* edited by Lee Evan Caplin, *Selling Your Crafts* by Susan Joy Sager, founder of ArtBiz, and *Pricing Photography* by Michal Heron. Writer's Digest Books publishes annual editions of the popular series, *Photographer's Market*, *Artist's Market & Graphic Designer's Market*, and *Children's Writer's & Illustrator's Market*.

FORMS AND SAMPLES
Necessary and helpful, books of forms abound for the artist-entrepreneur. *Business and Legal Forms for Fine Artists* by Tad Crawford is one of several he has written for artists. Crawford is an attorney and publisher as well as an

author. Others in his series include business and legal forms for photographers, crafts, graphic designers, and illustrators. These books contain instructions and sample forms for such things as lecture contracts, exhibition loans, model releases, contracts for commissions, and electronic rights. Another practical book is *Art Office : 80+ Business Forms, Charts, Sample Letters, Legal Documents & Business Plans for Fine Artists*. Current editions of books of these types include CD-ROMs containing electronic copies of the forms for your convenience.

LEGAL ISSUES
Leonard Duboff writes a "Plain English" series on legal issues. The Library has his *The Law (in Plain English) for Galleries*, *The Law (in Plain English) for Photographers*, and *The Law (in Plain English) for Crafts*. For photographers there is the *Legal Handbook for Photographers : The Rights and Liabilities*

of Making Images by Bert Krages. *Art Law : the Guide for Collectors, Investors, Dealers, and Artists* is a hefty, two-volume reference work by Ralph E. Lerner and Judith Bresler. In these types of sources property, privacy, ethics, liability, licensing and tax issues are included as are intellectual property and copyright issues.

INTELLECTUAL PROPERTY

Intellectual property issues are important and complex, and entire publications devoted to them are available to assist the visual artist. *101 Questions About Copyright Law* by Andrew Alpern an inexpensive, easy-to-read, compact publication about copyright in question and answer format. Alpern is a practicing attorney specializing in intellectual property and technology. Books on intellectual property from a business perspective are *The Copyright Guide: A Friendly Handbook for Protecting and Profiting from Copyrights, Clearance & Copyright : Everything the Independent Filmmaker Needs to Know, How to Register Your Own Trademark*, and *Licensing Art and Design*. Increasingly, the visual artist needs information on intellectual property in the digital arena of the Internet. Attorney Arnold P. Lutzker addresses this in his book *Content Rights for Creative Professionals: Copyrights and Trademarks in a Digital Age*, already in its second edition. Lutzker's expertise draws from his practice in copyright, entertainment, trademark, Internet, and art law. Books in the Library by other authors include *Digital Copyright : Protecting Intellectual Property on the Internet* and *Electronic Highway Robbery : An Artist's Guide to Copyrights in the Digital Era*.

PROFESSIONAL PRACTICE

Issues of professional practice are included in many, if not most, of the publications on the business of art and in books such as these: the essential *Graphic Artists Guild Handbook: Pricing & Ethical Guidelines*, *ASMP Professional Business Practices in Photography*, *AIGA Professional Practices in Graphic Design*, and *Interior Design Handbook of Professional Practice*.