

ual:

Selling your work without selling out

Careers and Employability

Empowering UAL students and graduates
to make a living doing what they love.

arts.ac.uk/careers

MAKE A
LIVING
DOING
WHAT YOU
LOVE

ual:

Hello!

- Enterprise & Employability practitioner
- Enterprise in the curriculum specialist
- 3D Design Camberwell
- Photography LCC
- Social Entrepreneur
- Design Studio



ual:

Our purpose

“Careers and Employability empowers UAL students and graduates to make a living doing what they love and strives to support those underrepresented in the creative industries.

We believe that everyone should be able to achieve their creative ambitions, regardless of their background or circumstance.”

ual:

Our purpose

**To help you reach
success in your
practise/ career**

Whatever success looks like for you

ual:

Freelancer

Self-employed

Sole-trader

Start-up founder

Business owner

ual:

Fine Artist

Maker

Photographer

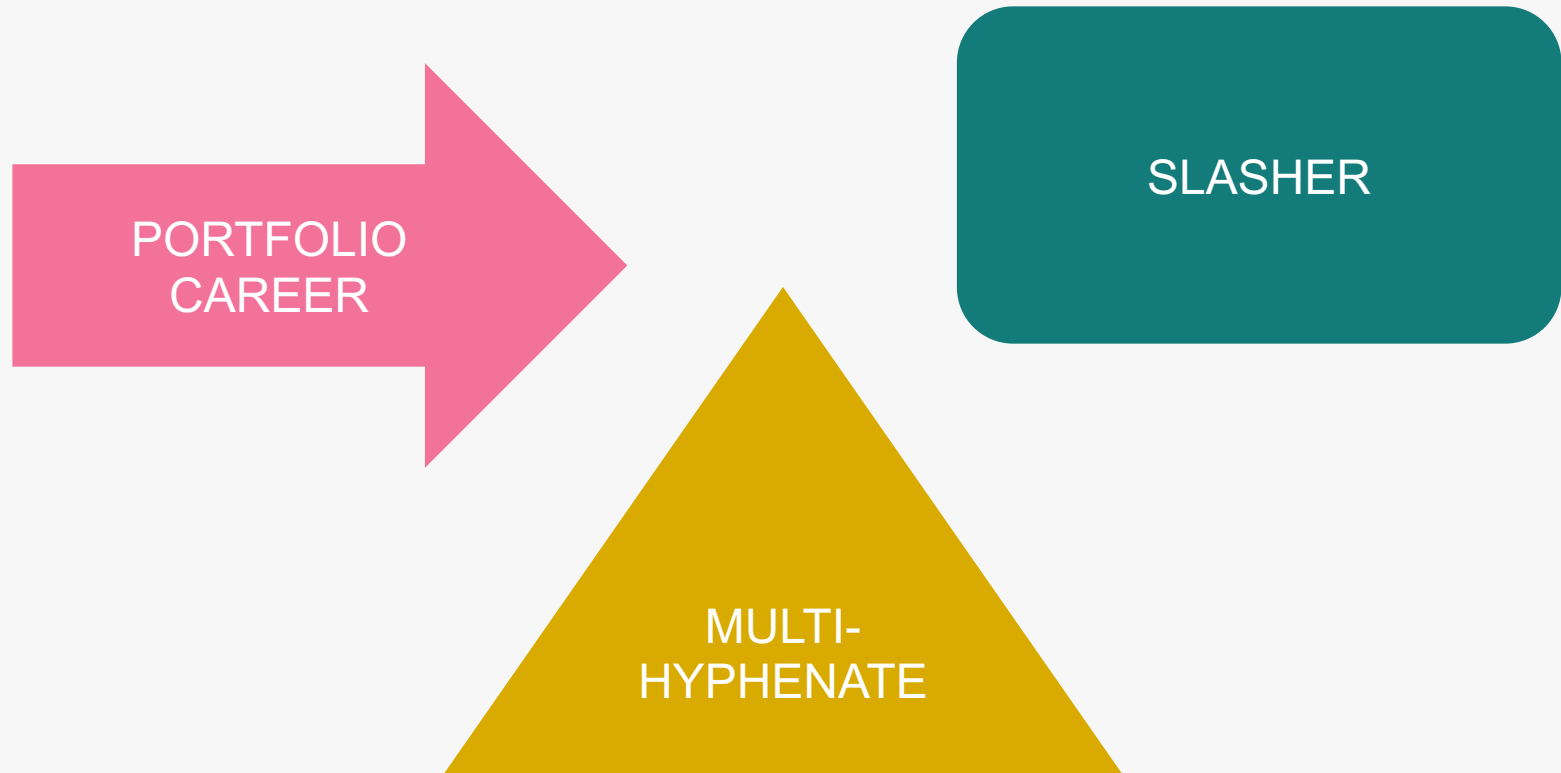
Print Maker

Sculptor

Selling your work without selling out

ual:

Multiple income streams



ual:

Multiple income streams

- 1. Design/creative services** e.g. graphic design, branding, packaging, illustration, photography, editing, writing, social media, ...
- 2.Consultancy:** Give advice rather than do the work e.g. colour consultants
- 3.Teaching/workshops/professional development training:** universities,
- 4.Products:** Create products to sell e.g. books, prints, wall paper, stationery –to sell at events or online (Etsy, crowdfunding, printing on demand e.g. Society6, Spoonflower)
- 5.Licensing & royalties:** sell your product or surface pattern design to a company who manufactures and distributes it in return for a %fee.
- 6.Finders' & Referral Fees & subcontracting:** providing a broader service and charging a commission e.g. buying in print
- 7.User or after care fees** e.g. website maintenance, apps
- 8.'Passive income streams'** e.g. online courses, ebooks, memberships, renting out space or equipment.
- 9.Funding** e.g. for exhibitions, research, competitions, residencies, ...

Selling your work without selling out

ual:

katy binks // studio

[WORK](#) [SATURATED SPACE](#) [SCREENPRINTS](#) [ABOUT](#) [CONTACT](#)



ABOUT

Based in London, Katy is a multi-disciplinary artist with a broad and colourful creative practice. She discovered her passion for printmaking while studying BA Graphic Arts at the University of East London, before joining the highly regarded MA Printmaking course at Camberwell College of Arts. Her rich graphic palette is informed by a questioning, experimental spirit. In her printmaking, Katy explores the relationships between colour, shape, volume and proportion, with architecture and the urban environment. She is represented by Gas Gallery and Look Up Prints in London, and by Whitegrid Gallery in Berlin.

Previous clients include Boxpark, Jealous Studio

Selling your work without selling out

ual:

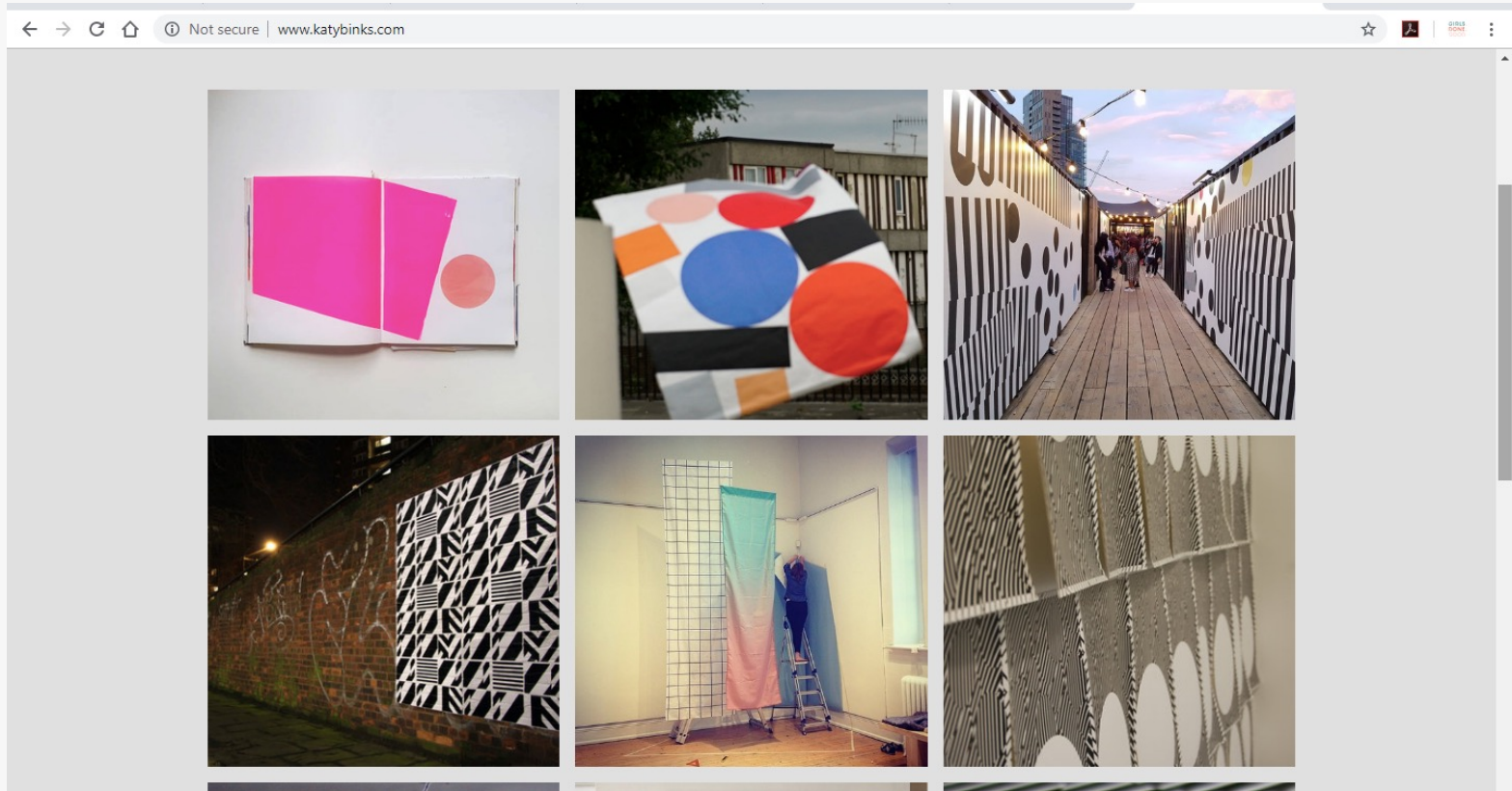


CJ Hendry



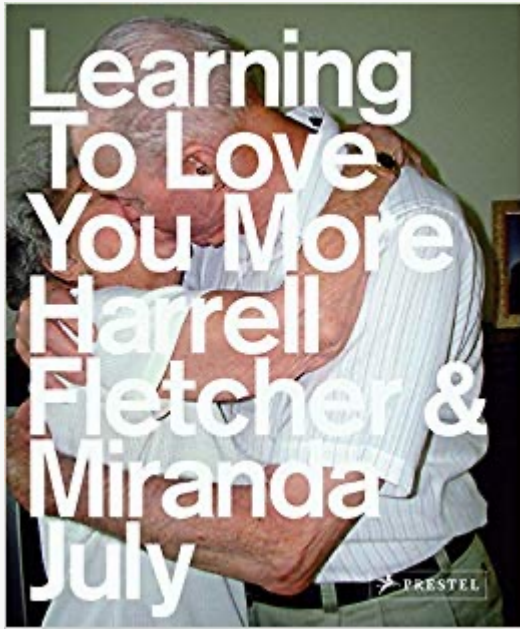
Selling your work without selling out

ual:



Selling your work without selling out

ual:

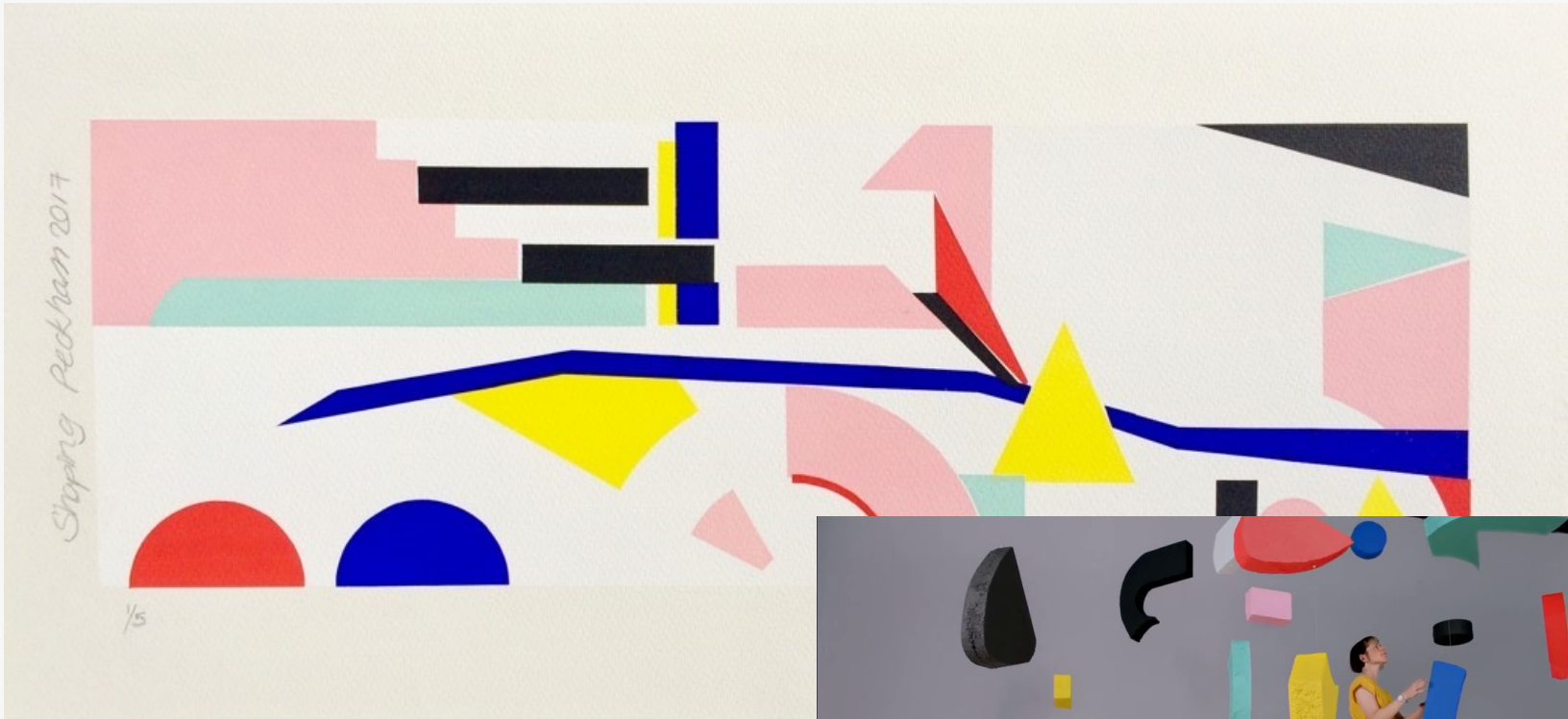


Miranda July



Selling your work without selling out

ual:



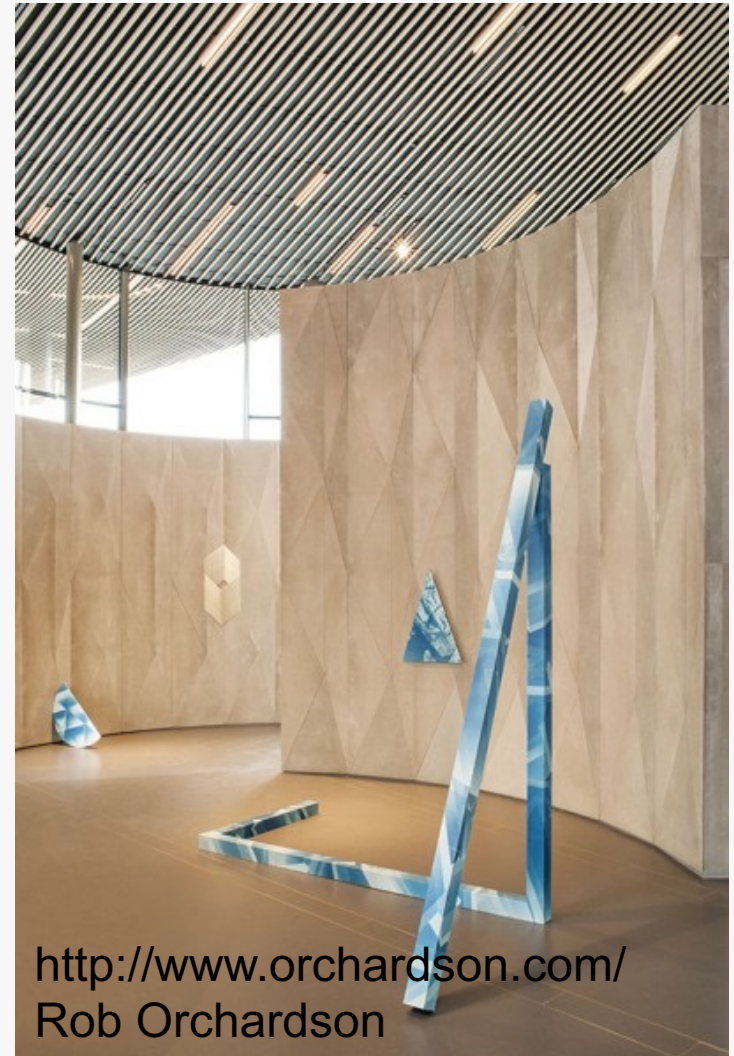
Katrina Russel Adams



Selling your work without selling out

ual:

One we made earlier



<http://www.orchardson.com/>
Rob Orchardson

Selling your work without selling out

ual:

Affordable / Aspirational



Selling your work without selling out

ual:

Affordable / Aspirational



“There are furniture makers who are great craftspeople, and there are those who are great designers. Gareth Neal is a rare find. He’s both.”

Selling your work without selling out

ual:

James Shaw



Selling your work without selling out

ual:

Paula Parole – fine art graduate



filthyfoxauctionclub.cargo.site

Student Careers |... What's on | UAL Eventbrite - Log I... Wufoo Salesforce CELCAT Calendar * Boards | Trello Itrent Learning Space Arts London Imag...

About How it works News Press Contact T&C's

The Filthy Fox Auction Club
London's finest art grads
offline + online

Artists

ALYA HATTA
ANNA CHOUTOVA
COCO WARNER-ALLEN

Selling your work without selling out

ual:

Range

- Range of price points
- Editions
- Collectable
- Buy now or aspire to

It's only worth what someone is willing to pay

Selling your work without selling out



ual:

Value & Values



Selling your work without selling out

ual:

Value

- It's all about value
- What do you value?
- What do your clients/ customers value?
- What is the monetary value? (it needs to be sustainable)
- What is the impact value?
- What's negotiable
- What's non-negotiable

ual:

Value

- Value in process
- Inherent value in materials
- Morals/ Ethics
- Narrative
- Technology
- The hand

ual:

What's important to you

- Why are you here?
- What are your drivers and values?
- How can you communicate this value (and be paid for it)

ual:

Value

- Your time also has value!
- Sometimes licensing a design or working with royalties buys you the time to work on commissions or one offs
- Passive income to fund passion projects

ual:

Value

- Context is important
- Think about the different contexts your work could be applied to
- Corporate / creative
- Gallery / Office / Domestic
- Activist / socially engaged / social enterprise

ual: Money



ual:

In simple terms

To sustain your business/ practise do you want / need to:

- Take a part time job
- Have a side hustle while you grow your following
- Or could monetising your practise in a different way help?

ual:

In simple terms

To sustain your business/ practise do you want / need to:

- Sell 2 originals at £5000
 - Sell 100 prints at £100
 - Sell 2500 postcards at £4
- } £10,000

Or of course a variation on the above

ual:

Side hustles

What is a side hustle?

- Something you do alongside your 'main hustle'
- Can be simply a hobby
- Could be a money spinner

Whats the end goal?

- Often it becomes your main hustle
- It doesn't haven't to though
- Lots of people do both on a fairly long term basis

ual:

Side hustles – Shameful!

What is the shameful side hustle?

- Something you do purely for money
- Sometimes unrelated to your main practise
- Could be operating in a much more corporate sphere
- Can often fund your passion projects

- Often has its own identity/ name/ web presence
- You don't necessarily promote it in the same way as your practise

ual:

Side hustles – Shameful!

Things to consider?

- Does it bring your morals into question?
- Or is it simply not that glamorous?
- Are you embarrassed about it?
- Or just not that passionate about it?

Ultimately you have to be okay with it, it's a personal choice!

The longer you're around the more you realise lots of people are doing it!

ual:

Self Promotion



to the world

ual:

Existing is not enough

So you create a beautiful print, and then what?

You build a website, and then what?

You take part in merch, and then what?

It's not enough to create work and put it in to the world (sadly)

You have to feed that fire

Talk about

Promote

Invite

Selling your work without selling out

ual:

Tone & Context

Things to consider?

- Context is everything – talking about your work in different environments and contexts need consideration
- Remember to be human!
- Find a point of connection – it doesn't have to be hard sell!
- Be present, be interested!
- Get really good at talking about your work and your practise (it's a muscle)
- What is the switch in approach you need to make? And are you ready for that?

ual:

Consistency & the long game

- Some buyers, collectors, gallerists will watch you for a few years
- They want to see consistency, commitment and build trust
- So you have to be consistent with your messaging and your marketing and your contact
- Networking is a bit like any other relationship
- You never know where it might lead further down the line
- Don't make assumptions about who is in the room and who it is 'worth' speaking to
- Sometimes the most successful artists/ designers are not the ones with the best work – they're sometimes the ones who just keep going and keep putting themselves and their work out there

ual:

Opportunity

You could say everything is an opportunity

- This is an experience with a captive audience – use that
- Invite people
- Networking doesn't have to be a dirty word – this is a good time to practise

Think about:

What are you trying to say?

Link it back to Value and values - where is the sweet spot where your ideas/values/voice/work meet those of your buyers or potential buyers!

GOOD LUCK!

ual:

Find out more:
arts.ac.uk/careers

Email me:
z.tynancampbell@arts.ac.uk

Follow us on social media

🐦 @CareersUAL

📘 /CareersandEmployability

📷 careers_employability

Selling your work without selling out

