

## ACTIVITY 1: NAME THAT ARTWORKER

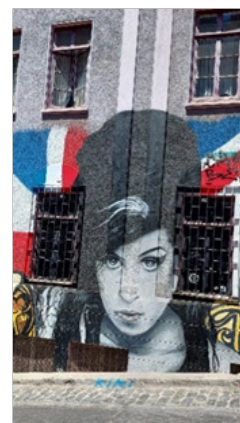
A. Match the job title from the list on the PowerPoint with the job description. Write it in column 1.

Job title	What they do
1.	use paint to create an image
2.	use a medium such as stone, wood or metal to create a 3D form
3.	use tools such as pencils or charcoal to create accurate drawings
4.	use a camera lens and light to capture an image
5.	use a medium such as clay, wood or metal to create handmade objects that are both beautiful and functional
6.	use a matrix to transfer an image onto another surface
7.	use needles and ink to create permanent images on skin
8.	use media such as spray paints and stencils to create images on public surfaces
9.	use computer software to create an image
10.	use mixed media to create a large 3D artwork, usually in a specific site

**matrix:** a physical or digital template.

**medium:** a material used to create an artwork (plural: media)

B. Study the artworks below. Write the job title of the artworker who created them underneath



## ACTIVITY 2: THE DIARY OF AN ARTIST

Tasks to complete:

- promote work on social media
- meet wealthy client to discuss commission
- make notes about rationale for own drawings
- order materials from an art supplier
- collect a finished work from picture framer's
- invoice a previous client
- research subject matter for large painting
- deliver finished work to previous client
- make preliminary sketches for smaller painting

Time	Day 1	Day 2
7-9am		
9-11am		Zoom call with an agent.
11am -1pm		
1-3pm		
3-5pm		
5-7pm	Travel to local college. Teach Fine Art evening class at local college.	Travel to private view.
7-9pm	Teach Fine Art evening class at local college. Travel home.	Attend private view at art gallery to network with agents, dealers, gallery owners and other artists.
9-11pm		Travel home

**commission:** when a client hires an artist to create an artwork based on their specific requirements.

**invoice:** a list of goods or services provided with the total amount due and a request for payment.

**rationale:** reasons for doing something. (For example: what has inspired me?)

## ACTIVITY 3: FREELANCE QUIZ

### Did you know?

*The earliest written evidence for the term 'freelance' is in the novel *Ivanhoe*, written by Sir Walter Scott in 1819. He used it to refer to medieval mercenaries, or 'free lances', who fought for whoever paid them the most.*

### A. How well suited are you to be a freelancer?

Circle A or B for each set of statements below to find out.

1.     A     I am self-motivated and well-organised.  
       B     I work best if someone guides and encourages me.
2.     A     I like working by myself.  
       B     I like working as part of a team.
3.     A     I am good at budgeting and managing money.  
       B     I always spend money as soon as I have any.
4.     A     I like to choose how and when I work.  
       B     I like to be given set tasks and timescales.
5.     A     I enjoy working on different tasks at the same time.  
       B     I like to complete one task at a time.
6.     A     I like learning new things and having new challenges.  
       B     I like doing familiar tasks that I know that I'm good at.
7.     A     I am happy to do a job where I often work evenings and weekends.  
       B     I want a job that has regular hours and weekends free.
8.     A     I would like a job where I don't know what I'll be doing in a year's time.  
       B     I would like a job with clear career progression and opportunities for promotion.

### How did you score?

**Mostly As:** A freelance career could suit you well! They can be very rewarding and fulfilling but be aware that work can be uncertain.

**Mostly Bs:** You may be happiest in a career where you have the security of being an employee.

**A mix of As and Bs:** You could be suited to freelance work or to being an employee. You will need to weigh up the advantages and disadvantages of each.

### B. Which school subjects do you think are useful for a career as a freelance artist?

List them below.

## COMMUNITY ART PROJECT

**Proposal** (Describe what you intend to create and how the community will be involved.)

**How will this foster community pride and a sense of belonging?** (Explain how the artwork will reflect and celebrate what is special about your local community.)

**Timetable** (Break down the different stages of the project and estimate how many days, or half-days, will be needed for each. The first task has been added for you.)

Tasks	No. of days
Plan and host a community meeting to explain the project and generate interest.	0.5

**Costing:** (Itemise how you will spend the grant.)

number of days @ £

**per artist per day**

£

## Materials

3

**Other costs (including transport)**

3

**Total**

3

## EXTENSION ACTIVITY 1: DESIGN A GREETING CARD

### Plan

Questions to think about or discuss with a partner:

- What category of card is it? (For example: birthday, wedding or anniversary, religious festival, good luck, get well soon, in sympathy)
- Who is the potential buyer for the card? (For example: a parent buying for a child, an adult buying for a female friend, a young person buying for a grandparent.)
- Will your card be a conventional rectangle, or will it be cut into a shape?
- Will it have any pop ups or moving parts?

### Create

Depending upon the art and craft materials you have available you could:

- Draw or paint the card. Consider mixing different mediums such as watercolour paints and pastel crayons or ink.
- Create your card using collage techniques. Use shapes cut out of paper, card or fabric, or precut foil shapes.
- Make a simple stencil out of thin card. Use it to create a repeating pattern on your card with pencil crayons or marker pens.

### Dos and Don'ts

#### Don't:

- Try to cram too much into the design. Sometimes less is more!
- Forget to include a message or a poem on the inside of the card.

#### Do:

- Make the lettering on the front of the card stand out and easy to read.
- Consider your target buyer and what is likely to grab their attention.

## EXTENSION ACTIVITY 2: CEREAL BOX CHALLENGE

### Research

Use the internet to research breakfast cereal boxes or visit a retail outlet.

Compare and contrast the packaging of two different cereals. One should be marketed as a children's breakfast cereal and the other as a healthy eating option for adults.

Record your research below.

	Name of children's cereal:	Name of adult's cereal:
What are the main colours used?		
Is a character used to market the cereal. If so, what is it?		
What other images are there?		
What text is on the front of the box?		
How do you think the packaging is designed to appeal to the target market?		

### Plan

Think about these questions or discuss them with a partner.

- Will you use a character to market the cereal? If so, what?
- What colours will you use?
- How will your design appeal both to children and to adults who want a healthy option for them?

### Create

Draw a sketch of your design for the front of the box on plain paper. Include any text. Label it to describe what colours you would use and how it is designed to appeal to both children and to adults.