

# TOPIC 1

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SELF PROMOTION AND  
MARKETING

GET NOTICED



# Your Marketing Kit

## PDF PORTFOLIO

Easy to download or send to people

## CREATE A BRAND

Create a logo, identify, catchy name for yourself

## STATIONARY

Stamp everything you give to clients with your brand

## LEAVE BEHINDS

Create something to give to VIPs, Art Directors, etc.

## conartist.me



Don't let the dubious pseudonym fool you. I'm really a nice guy. Not a conartist at all. Well, yes my name is Con and I am an artist - but my quest is kind and good and far from any sinister motive.

For me the process I adopt when undertaking an artistic pursuit has remained the same for most of my creative life. First comes the idea, followed by extensive research, which includes the gathering of reference material and inspiration. I then spend quite a bit of time exploring and experimenting with art materials and techniques before deciding on a strategy or direction. So you see my art practice is quite structured and rather planned. When I was younger I would draw when the urge overtook me and more often during daylight hours. Now, the demands of a academic job coupled with the needs of raising and supporting a family, I draw and create my artwork mostly at night. It is not uncommon for me to pull a few all night stints huddled beneath my 100watt daylight globe producing my art. I would prefer to have a seaside cottage and the freedom to draw when I please but alas, such is the life of a midnight artist.

The following pages, showcase some of my recent work from 2008 onwards.

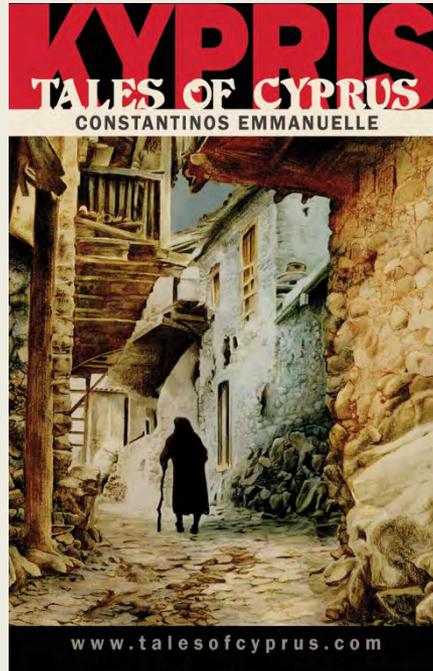
I hope you like it.



Con Emmanuelle

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www.conartist.me

PAINTING | ILLUSTRATION | DESIGN | PHOTOGRAPHY



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## Tax Invoice

**Invoice no:** 170116  
**Date:** 17/01/2016  
**Terms:** Net 14 days  
**Due date:** 01/02/2016  
**Quote no:** 310815  
**Contact:** Fleur Tucker

**Bill to:** Finance Officer  
Northside Christian College  
31 McLeans Road  
Bundoora, VIC 3083



### JOB DESCRIPTION: For NOVEMBER 2015

	COST	Hours	Total
<b>DESIGN HOUSE GRAPHICS</b> <i>Create Vector Art for each of the three houses based on concept designs submitted.</i>	Estimated at \$40 per hour	3	\$120
<b>NEW LOGO Design</b> <i>Final preparation of vector art.</i>	Estimated at \$40 per hour	3	\$120
<b>DESIGN IDENTITY STYLE GUIDE</b> <i>Develop and design NCC Style Guide. Includes adding text, image, graphics and page layout / page design.</i>	Estimated at \$40 per hour	6	\$240
<b>DESIGN INSPIRE LOGO / IDENTITY</b> <i>Develop and design INSPIRE identity. Includes adding text, image, graphics and page layout / page design.</i>	Estimated at \$40 per hour	12	\$480
<b>DESIGN PROSPECTUS</b> <i>Develop and design NCC Prospectus. Includes adding text, image, graphics and page layout / page design.</i>	Estimated at \$40 per hour	8	\$320
<b>PHOTOGRAPHY</b> <i>Take photos for 2016 Calendar. This includes digital imaging and photo manipulation.</i>	Estimated at \$60 per hour	2	\$120
<b>FILE OUTPUT:</b> <i>To create sample client proofs and FINAL screen based PDF file.</i>	Estimated at \$40 per hour	4	\$160
<b>FINAL TOTAL:</b>			<b>\$1560.00</b>

Payment can be made by electronic funds transfers.  
(Please provide your invoice number as the reference)

Financial Institution: Commonwealth Bank  
Account name: Con Emmanuelle  
BSB: 063 123  
Account number: 10222510

# Your Online Presence

## CREATE A WEBSITE

Use this to showcase your work and client history

## CREATE A BLOG

Use this to let people know your current affairs

## SOCIAL MEDIA

Use sites such as Behance to engage with the world

## ONLINE STORE

Sell your work via Red Bubble, Etsy, Society 6, etc...

# Things that annoy people

1. You are not contactable

2. You send large files that crash their inbox

3. You are not prepared to do pencil roughs

4. You arrive late or do not meet deadlines

# Things people look for

1. Something fresh, something new

2. Someone who can communicate well

3. A professional portfolio

4. Someone who is searchable

# How to get noticed

1. Join an agency / association, etc.

2. Join online blogs, sites, groups, etc.

3. Enter competitions, awards, etc.

4. Exhibit once in a while, etc.



# Laura Wood

## ILLUSTRATION

[About](#) [Clients & Testimonials](#) [FAQs](#) [Blog](#) [CONTACT ME!](#)



Lucy In The City  
Coming soon!



If An Elephant...  
Coming soon!



If an Armadillo...  
children's book



Garlic, Hankies and Hugs  
children's book



The three bears and Goldilocks



The secret garden



The Wilderness Society



Zillie the circus freak



## A GOOD PROVERB

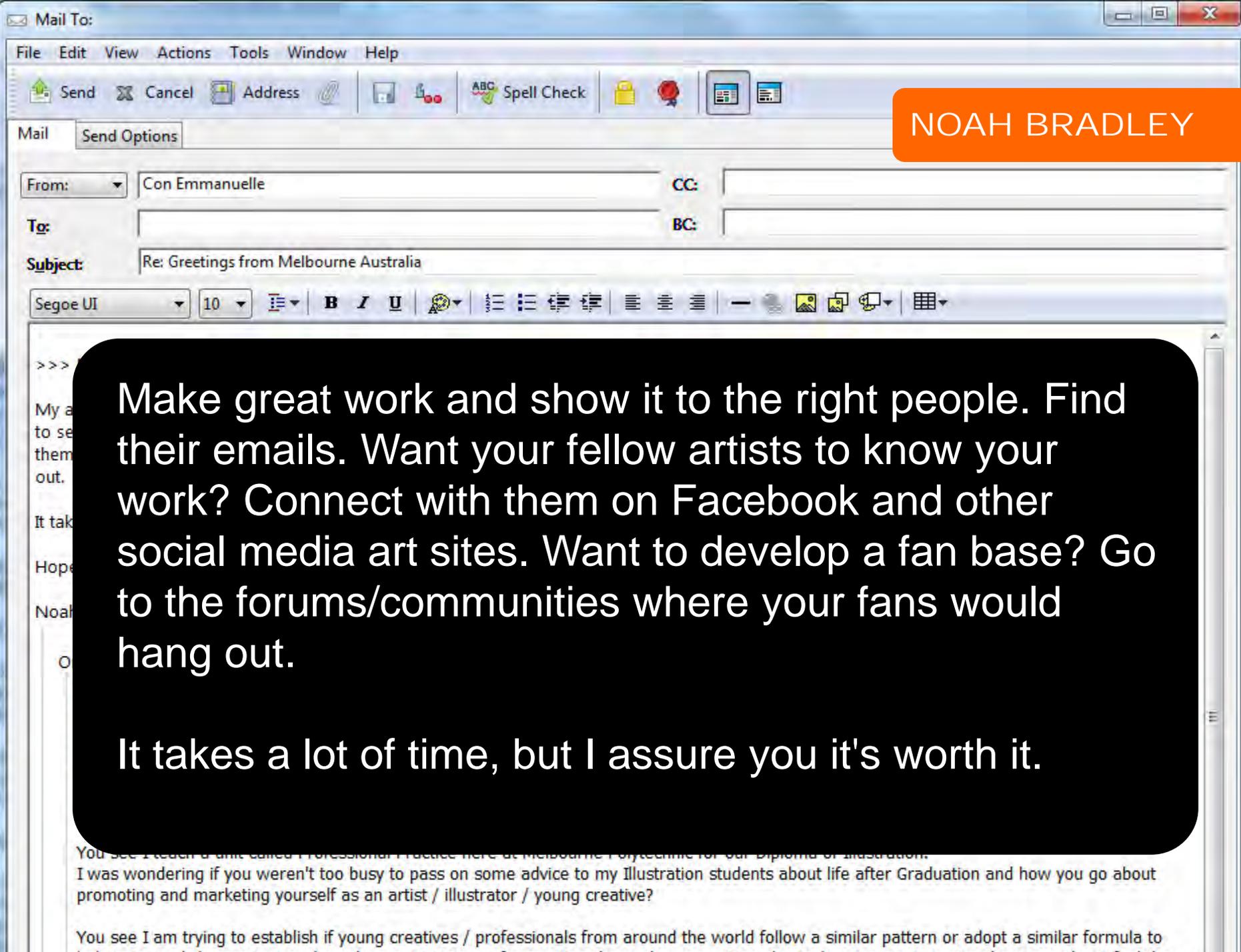
The problem for some students is not that they aim too high and fail but rather that they aim too low and succeed.

Avoid mediocrity.

The greatest enemy to  
the creative mind is

**APATHY**





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Make great work and show it to the right people. Find their emails. Want your fellow artists to know your work? Connect with them on Facebook and other social media art sites. Want to develop a fan base? Go to the forums/communities where your fans would hang out.

It takes a lot of time, but I assure you it's worth it.

You see I teach a unit called Professional Practice here at Melbourne Polytechnic for our Diploma of Illustration. I was wondering if you weren't too busy to pass on some advice to my Illustration students about life after Graduation and how you go about promoting and marketing yourself as an artist / illustrator / young creative?

You see I am trying to establish if young creatives / professionals from around the world follow a similar pattern or adopt a similar formula to

DARCY ALLEN

Illustration is a tough because as much as it's a job you can do alone in the confines of your own home, behind a computer, it is very much an interactive and social career. You're constantly needing to promote yourself, talk with clients or art directors, putting your work out there... You have to prepared for that!

Hello Con!

I'm sorry for the late response. I also completely forgot about the huge time difference ( it's only noon here on Monday here in Toronto!) and realize that this is coming to you even later than I had intended!

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career. You're constantly needing to promote yourself, talk with clients or art directors, putting your work out there... You have to prepared for that! One of the

Week	Topics	Units covered
1	Orientation: Introduction to Unit: What is professional practice / conduct? Student questionnaire: Are you job ready? What is your current situation / art practice? Set up research teams – assign research topics.	CUVPHI520A 1, 2, 3
2	<b>Lecture: Top Tips for Artists:</b>	CUVPHI520A 1, 2, 3
3	<b>Lecture: Self Promotion / Marketing</b> How do (should) artists / illustrators introduce themselves to the world?	CUVPHI520A 1, 2, 3
4	<b>Lecture: Setting up a home studio: / Going freelance</b> What are the basic fundamentals of going freelance?	CUVPHI520A 1, 2, 3
5	<b>Lecture: Pricing and selling work</b> How much should you charge? Pricing formulas.	CUVPHI520A 1, 2, 3
6	<b>Lecture: Contracts and legalities / Copyright</b> What do artists / illustrators need to know about the law?	CUVPHI520A 1, 2, 3
	MID-SEMESTER BREAK	
7	<b>Excursion (TBA)</b>	CUVPHI520A 1, 2, 3
8	<b>Lecture: Taxation and Record Keeping</b> What are the basic requirements? Australian Tax Office. <b>Lecture: Building Networks</b> How do you make connections / contacts?	CUVPHI520A 1, 2, 3
9	<i>Student presentations:</i> <i>Research teams to present a talk on chosen topics.</i>	CUVPHI520A 1, 2, 3
10	<i>Student presentations:</i> <i>Research teams to present a talk on chosen topics.</i>	CUVPHI520A 1, 2, 3
11	<i>Student presentations:</i> <i>Research teams to present a talk on chosen topics.</i>	CUVPHI520A 1, 2, 3
12	<i>Student presentations:</i> <i>Research teams to present a talk on chosen topics.</i>	CUVPHI520A 1, 2, 3
13	<i>Student presentations:</i> <i>Research teams to present a talk on chosen topics.</i>	CUVPHI520A 1, 2, 3
14	<i>Student presentations:</i> <i>Research teams to present a talk on chosen topics.</i>	CUVPHI520A 1, 2, 3
15	Unit summary / Review / Looking at Semester 2 <b>Introduction to exhibition planning, design and setup.</b> <b>End of classes for Semester 1</b>	CUVPHI520A 1, 2, 3
16	<b>Feedback and Review</b>	CUVPHI520A 1, 2, 3