

The Keys To A Successful Career As An Independent Artist

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www.utm.utoronto.ca/careers

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INTRODUCTION

So you've decided you want to be an independent artist. That's fabulous! You've got the artistic talent and the drive, you've found a space to work, and you're ready to go. Is there anything else you need?

Yes! As many entrepreneurs have found out, the key to a successful business is proper planning, foresight, and information. This package will help you identify the key questions relevant to running a business. In addition, sections on career specializations within the arts field, skills you should develop while you are studying, where to find pertinent information, and how the UTM Student Career Centre can help you along the way are included.

It may seem overwhelming to bear the responsibility for your own business, but there are a lot of resources available to help make it smooth sailing for you. Arming yourself with the right tools is probably the best investment you'll ever make. Attend seminars and workshops (there are a lot of free ones available), take a short course, surf the web, read some excellent books, talk to someone, network. Take it one step at a time and become a successful artist rather than the proverbial "starving artist."

Now, you need to know a few "small" but **very important** things that everyone going into business on their own needs to know.

THE "SMALL" THINGS YOU NEED TO KNOW

1. Am I Really Ready to Strike Out on My Own?

You may have the drive but are you really aware of what it takes to be successful? Do you see challenges and opportunities rather than problems, do you like to be in control, do you strive for excellence? A little reality check before you start will help prepare you mentally. If you need to revise your expectations, now is the time to do it, before you get in too deep. The Mississauga Business Enterprise Centre has books available for free browsing at their office to help you with self-assessment. As well, Business Development Canada has an online tool that will help you assess your entrepreneurial preparedness.

www.bdc.ca/en/business_tools/entrepreneurial_self-Assessment/Entrepreneurial_self_assessment.htm
<http://www.culturalhrc.ca/amyc/pdf/AMYC-Competency-Chart-en.pdf> - Chart of Competencies –

The Art of Managing Career

2. A Business Plan? Why do I Need That?

There are several reasons why, the least of which is to assess whether you have a true handle of all the tools and financing you're going to need to carry on your business once open. A business plan helps you establish concrete, realistic goals of where you want your business to go, and of how you're going to get there.

Consider the following:

- What is your target market
- How much revenue do you expect to make
- What tools and equipment will you need to achieve that revenue
- How much will it cost to finance it all
- Where will you get that financing?

Once you have your business plan established you'll be on track to running a well-organized operation. When you're ready to expand you'll be able to take your business plan to the bank for a loan, or to the government for a grant. Most businesses fail early because they didn't have a proper business plan to keep them on track.

Here are some online resources to help you build your business plan:

- The Interactive Business Planner - www.canadabusiness.ca/ibp
- Business Development Bank of Canada's Business Plan – www.bdc.ca/en/business_tools/business_plan/default.htm
- Royal Bank's Business Plan – www.royalbank.com/sme/index.html

3. **Business Name Registration**

Although you could use your own name for your business, it'll look much more professional if you put some thought into a more descriptive business name. Anyone using a name other than their own personal name has to register the business name as per the Business Names Act. It's a very simple process which you can do either online at www.businessregistration.gc.ca, or at an Ontario Business Connects workstation at their office in Brampton. The cost is \$60 plus \$8 per name search (as of January 2010; subject to change). If you'd rather do it in person the cost is \$80 plus \$12 per name search (as of January 2010; subject to change).

4. **Do I Need a Business Number?**

Not unless you intend to charge GST (or HST if applicable in your province – see next section), incorporate your business, import/export items, or hire some help. If you do plan on any one of these you will have to get a federal Business Number. Luckily there's no cost for this and you can easily get one online at www.businessregistration.gc.ca.

5. **What about Taxes?**

There are all kinds of taxes to consider, among them Provincial Sales Taxes, Goods and Services Taxes (GST) or the Harmonized Sales Tax (HST), Income Taxes, Payroll Taxes and Employers Health Taxes (if you hire help). To start you off go to http://www.ontarioartist.ca/en/visual_tax.htm

Provincial Sales Taxes (PST) – If your province does not have a Harmonized Sales Tax you'll likely have to charge the PST when you sell your artwork. To do this you'll need a Vendor's Permit at no charge. You should contact your provincial Ministry of Revenue for further information. In Ontario you can go to www.fin.gov.on.ca and find your local Tax Office. NB: This tax is not a refundable tax to the vendor.

Goods and Services Taxes (GST) – This is the federal level tax that's charged on most goods and services, currently at a rate of 5%. This is like a flow-through tax because the final purchaser of the good or service, i.e. the consumer, is the one that pays this tax. The vendor receives a reimbursement on any legitimate business GST paid. If you make more than \$30,000 revenue annually you'll have to register at no charge for GST account and charge your clients the tax. If you make less than this you have the choice not to charge GST. You can get further information at Canada Revenue Agency's website www.cra-arc.gc.ca/tx/bsnss/tpcs/gst-tps/menu-eng.html

Harmonized Sales Tax (HST) – If your province has the HST, (i.e. most Atlantic provinces and soon to be Ontario and British Columbia on July 1, 2010), this is the PST and GST rolled into one. One step is eliminated since you won't have to register for provincial permit.

Payroll Taxes – If you hire anyone to work with you, you'll also be responsible for payroll deductions, i.e. CPP, EI, Income Taxes, and possibly WSIB (Worker's Safety Insurance Board) and Employers Health Taxes (OHIP). For more details you can go to Canada Revenue Agency's website for the federally mandated taxes and www.fin.gov.on.ca for the provincial Employers Health Tax.

Income Taxes – If you're going to operate as a sole proprietorship (where you're the sole owner), or as a partnership (you and one or more other owners), you'll pay taxes on your business income through your personal income tax at

your applicable personal income tax rate. The nice thing about that is that you won't have to prepare a separate income tax return for the business. The difficult part is knowing what are legitimate business deductions so that you get all the tax breaks you're entitled to. That's where you may want to splurge a little and get professional advice from a tax accountant. It'll probably pay off in the end through reduced income tax payments. There are lots of free seminars on taxes and other business items offered by the federal and provincial governments. To see seminars available to you go to www.cra-arc.gc.ca/vnts/on/menu-eng.html.

Wow, that was really taxing!

6. By-Laws, By the Way

Your local government may have certain by-laws that affect your business operation, such as zoning by-laws (are you permitted to operate your type of business at your location?) or city permits (do you need a permit or licence to operate your type of business?). You should contact your local city office to discuss your situation.

7. Where Can I Get Some Funding?

It's amazing how the little things can add up. You have to pay rent for your business space, utilities, possibly salaries if you're planning on hiring help, inventories and supplies not only to create your artwork but for invoices/receipts, business cards, computers, printers, and the list goes on. How are you going to pay for all that? Well, it really helps a lot if you're independently wealthy, but not many of us are. It's more likely you'll have to find an outside source to help you cover your expenses. Having a ready source of cash is vitally important to keeping a business in operation. You may have sales, but you won't always receive payment when you need it. Clients like to wait as long as possible before paying up. So funding will help tide you over until you do get paid.

Armed with a well-prepared business plan you can approach a bank or credit union for a loan. If you don't have one of these they're not likely to even consider you. Another source of funding is government grants and awards. This is where your communications skills will come in very handy for a well-written proposal. Always have a back-up plan. If you are currently unable to get funding, be prepared to supplement your financing with a part-time job until you do. You'll find some samples of past job postings at the Career Centre within the relevant studio discipline sections.

A couple of sources for further information are:

- www.canadabusiness.ca/ontario
- www.ic.gc.ca/sources
- http://www.ontarioartist.ca/en/visual_fund.htm
- www.vao.org – Publications include Grants Primer

Properly prepared financial statements are also crucial. Which leads us into our next topic....

8. Keeping the Books

Any business needs to know how they're doing financially; therefore, you should have a rudimentary understanding of bookkeeping. It's not only important for when you need to apply for a loan, or maybe a grant, but for paying your taxes too. Canada Revenue Agency wants to make sure you're paying all the taxes it's owed, but you want to make sure you're not paying more than you owe. That's why it's crucial to keep track of all your purchase receipts, your sales receipts, your inventory, and to know what deductions you're entitled to as a business owner. For example, if you're working out of your home you can deduct some of your home expenses as part of your business costs.

There are so many introductory courses offered for accounting. You can take a course at your local high school or online through your local college. Buy some easy-to-use software such as QuickBooks or Simply Accounting to help you keep easy track of everything. Take out a Dummies or Idiots series book to leaf through when you don't have anything better to do (as if!).

9. How Can I Market My Work?

You need to spread the word about your work to build on your successes. Your business plan will include a marketing plan. Of course, there are art galleries, art exhibitions, shows, artist co-ops, and studio tours. Networking is vital. Tell everyone you meet what you do and that you're available for commissions. Hand out your business cards, join your local chamber of commerce, search out networking communities, and get a website. If you really don't want to do the sales work, consider finding an art dealer who will market your work for you. Just be aware that there is a price for someone doing the work for you, so once you have a following you should consider going out on your own.

Be prepared with a professional portfolio of your work when you get that call for a proposal. The sources below will help you with tips on how to photograph your work for your portfolio.

- http://www.ontarioartist.ca/en/visual_mktg.htm
- www.vao.org publications Perfect Portfolio and Photographing Art

10. Liability Insurance is a Must!

I repeat, Liability Insurance is a must for all businesses. You'll want to protect yourself in case any visitors are injured while on your premises, or if you cause damage or injury while installing a large art piece, among other things. Don't forget to insure your workspace (whether you own it or rent) and contents (you want your artwork and supplies protected). If yours is a home-based business there's separate insurance you can get. Also consider talking to your car insurer if you're going to use your car for business as that entails different coverage rather than for personal use.

11. Make Sure That Legally You're Covered

There are various legal aspects to consider as well when working as an independent artist. Copyright law was created to help protect intellectual property, which includes artistic creations.

As well, if you're doing customized art pieces for clients, or working as a freelance artist, you'll want to have at least a basic understanding of contract law. Unless you and your client, or temporary employer, have agreed upon the basic ingredients of a contract you may not have a valid contract at all. There must be an offer, acceptance of the offer by the other party, an agreed upon consideration (i.e. agreed upon price to you and me), and both parties must have the capacity to enter into a contract (i.e. don't sign a contract with a minor, among other things). The cardinal rule for contracts is to always, I repeat always, get it in writing! You'll save yourself a lot of grief down the road if it's written down, otherwise you can easily slip into a "he said she said" type of situation, and if you have to go to small claims court the judge may not have much to go on to make an unbiased decision.

If you're considering joining an artists' co-op or opening a gallery with others, you need a basic understanding of partnership law to know your rights and duties as a partner. It's best to put in writing how you'll split the duties, the costs, and the profits. If someone isn't pulling their weight you'll have your contract to fall back on as a backup.

- http://www.ontarioartist.ca/en/visual_legal.htm
- www.vao.org Legal Issues by and for Visual Artists

12. Pricing and Shipping Your Product

You're not only in business to create beautiful artwork, but you're also in it to make some money, so you need to know how to properly price your work. Not only do you have to cover the costs of the materials used and the time invested in your art pieces, but you need to cover your other expenses as well. Remember, you have utilities costs, supplies, and equipment that you invested in as well, not to mention the cost of shipping your artwork, if necessary.

See the following publication for more information:

www.vao.org Survival Skills: A Visual Artist's Guide To Professional Practice

ADDITIONAL RESOURCES

Explore the following sources for more information:

- www.serviceontario.ca – Provincial government’s information hotline on services it offers
- www.servicecanada.gc.ca – Ditto for the federal level of government
- www.canadabusiness.ca/ontario - The Canada (Ontario) Business Service Centre (COBSC) hotline on both federal and provincial programs and regulations
- www.mississauga.ca/edo - The Economic Development Office (EDO) of the city of Mississauga for all kind of business help
- www.mississauga.ca/mbec - The Mississauga Business Enterprise Centre (MBEC), located on the 4th floor of the Mississauga Central Library, is a wonderful resource offering assistance, consultations, seminars, workshops, and written resources for businesses. They also offer professional service consultants (legal, accounting, business) at reasonable rates. Pick up copies of their “How To” series, such as Start a Business: The Basics, Prepare a Business Plan, and New Business Checklist.
Sources: The Mississauga Business Enterprise, Start a Business
- <http://www.cra-arc.gc.ca/E/pub/tg/rc4070/rc4070-e.html> Guide for Canadian Small Businesses (CRA)
- <http://www.ontarioartist.ca/en/visual.htm> Ontario Ministry of Culture’s website with a wealth of information and links to resources
- www.vao.org - Visual Arts Ontario publication On Your Own: Alternative Exhibition Strategies
- www.ontarioartist.ca - Ontario Artist
- <http://www.businessofdesignonline.com> - BoDo Business of Design Online (excellent advice forum)

Toronto District School Board – www.learn4life.ca (Sample Courses Offered - subject to change):

- Starting A Small Business - Workshops and Courses
- Self-Employment, Market Research & The Business Plan - Course
- Accounting: Small Business & Tax Issues – Course
- GST/Income Tax for Businesses – Workshop
- E-Bay Buying & Selling Beginner – Course

RECOMMENDED SKILLS FOR A CAREER IN THE ARTS

Creativity – Artistic Skills, Design, Colour understanding

Conceptual Skills – Vision, Imagination, Visualization, Originality, Innovation

Attitude – Curiosity, Enthusiasm, Self-Motivation, Initiative, Resourcefulness, Persistence, Wit, Humour, Independence, Adventure

Current Events– Keep current with trends, Sensitivity to Cultures, Understanding Political and Economic environment

Competence – Critical and Analytical Thinking, Problem Solving, Attention to Detail

Technical & Technological Skills – Typography, Design Software (Graphic Arts), Internet Skills

Flexibility – Willing to do various assignments, open to changes, willingness to travel (client sites, scout scenes)

Patience – Rescheduling of assignments, long hours, waiting for that right moment

Communication – Active listening skills (understand clients' needs/wants), clarity, persuasion, presentation skills, writing skills (grant applications, written articles)

Motivator – Good interpersonal skills, make clients feel comfortable

Organizational Skills – Ability to handle several contracts at once

Time Management Skills – Meeting deadlines, multi-tasking

Dependability

GAINING EXPERIENCE & SKILLS

Where can you gain the experience and skills needed for a career in the arts? Here are some ideas:

- Local/Community/College/University Newspapers, Magazines, and websites
- Campus Clubs & Associations
- UTM Extern Job Shadowing Program – Past positions shadowed include Film Studio Co-Ordinator, Animation Producers, 3D Animator (see Career Centre Resources)
- U of T Work Study Positions e.g. Blackwood Gallery
- Photographic Studios, Camera Shops, Developing Studios, Camera Clubs
- Mentorships & Internships: join professional associations to get to know people in the field who might offer you opportunities; see listing at the end of this package
- Volunteer for non-profit groups, charities, community groups who might need your artistic skills; check the Career Centre job listings for volunteer opportunities
- Part-time or summer positions are also listed on the Career Centre job listings database (following section has some samples from the past)

CAREER AREAS WITHIN THE VISUAL ARTS

Visual Arts is a broad field; the following identifies some of the career areas, associations, and Career Centre job listings from the past to help you review the possibilities.

PHOTOGRAPHY

Careers:

Portrait Studio (Children's, Weddings, Graduates, Pets, Families)
Products Photographer (Catalogues, Brochures, Posters)
Scientific/Underwater (Marine Biology)
Special Events (ex. Sports, Entertainment)
Travel/Nature (Geography)

Forensic Photographer
Medical Photographer
Fashion Photographer
Aerial Photographers (Geography)
Photojournalist – Freelance/Contract

Resources & Links:

Professional Photographers of Canada – www.ppoc.ca
Canadian Association of Photographers and Illustrators in Communication - www.capic.org
Canadian Association for Photographic Arts (CAPA) – www.capacanada.ca
North American Nature Photography Association (NANPA) - www.nanpa.org
Wildlife and Nature Photography – <http://wildpicture.com/beapro.htm>
Nature Photographers' Network – www.naturephotographers.net
Eastern Canada News Photographers Association – www.ecnpa.com
Sports Photography Historical Society – www.sportstars.org/index.html
North American Snowsports Journalists Association – www.nasja.org
Society for Photographic Education (Florida) – www.spenational.org
Photography Tips – <http://photography-tips.com>
Fodor's Focus on Photography (Travel, Nature) – www.fodors.com/focus
Kodak Canada (Tips & Techniques) – www.kodak.ca
Digital Photographers – www.digitalphotographers.com
Digital Editor – www.digitaleditor.com
AppliedArts, Canada's Visual Communications Magazine - <http://www.appliedartsmag.com/>

Sample Past Job Listings at Career Centre Website:

Position Title: Part-time Nightlife Photographer

Skills: Artistic, Creative, Interpersonal

Position Description: We're looking for high energy photographers who will represent the best of the venue where you will be shooting at. The ideal candidate is: -A people's person -Good dresser -Passionate about quality in their work -Loves the night life -Have own digital SLR equipment with hot shoe flash

Position Title: Part-time Photographer

Skills: Interpersonal

Position Description: Growing fusion Taiwanese bubble tea restaurant. Our additional focus on specialty coffees, Japanese Ramen, and Western desserts will make us the next hot destination for both food-lovers and those who just want a place to relax with friends over a cup of creamy white mochaccino. We are currently seeking a photographer interested in venturing into the creative world of commercial food photography. Applicants should have a portfolio or past work available for reference.

Position Title: Part-time Photo Intern

Skills: Artistic, Communication, Computer, Creative

Position Description: Canada's leading online men's magazin, is seeking a photo intern. This is a tremendous opportunity for an up-and-coming photographer or photo editor. You will play a large role in determining the visual direction of the website. You will be responsible for researching and posting photos for our daily stories. There will also likely be opportunities to commission original photography and to publish your own work on the site. Hours are highly flexible and working from home will be possible. The internship is unpaid. Applicants should have a keen eye and strong understanding of how photography can be used to tell stories.

GRAPHIC DESIGN

Careers:

Desktop Publishing/Layout (Magazine, Newspaper, Brochure, Book)
Environmental Design (Billboards, Kiosks, Exhibits)
Product Designer, Industrial Designer
Motion Design (Film, TV, Movies)
Set & Exhibit Design
Music (CDs, Covers, Images)

Package Design, Logo Design
Advertising, Brochures, Posters
Merchandise Display Coordinator
Website Design
Ceramic Tile Design
Textile / Apparel Design

Resources & Links:

Society of Graphic Designers of Canada - www.gdc.net
Color Marketing Group - www.colormarketing.org
International Council of Graphic Design Associations - www.icograda.org
The Design Exchange – www.dx.org
The Association of Registered Graphic Designers of Ontario (RGD) – www.rgdontario.com (mentorship program)
American Institute of Graphic Arts (AIGA) - www.aiga.org
Association of Professional Design Firms - www.apdf.org (American)
Packaging Association of Canada (PAC) - www.pac.ca
The Design & Publishing Center - <http://www.graphic-design.com/> (American)
Canadian Printer Magazine - <http://www.canadianmanufacturing.com/canadianprinter/>
Graphic Arts Magazine - <http://graphicartsmag.com/>
Graphic Monthly Canada magazine - <http://www.graphicmonthly.ca/>
AppliedArts, Canada's Visual Communications Magazine - <http://www.appliedartsmag.com/>
BoDo Business of Design Online - <http://www.businessofdesignonline.com>
Graphic Artists Guild – www.gag.org (American)

Books: Faimon, Peg, *The Designer's Guide to Business and Careers (How to Succeed on the Job or on Your Own*, 2009, HOW Books, Cincinnati, Ohio
Goldfarb, Roz, *CAREERS by DESIGN (A Business Guide for Graphic Designers)* – Available in the Career Centre

Sample Past Job Listings at Career Centre Website:

Position Title: Graphic Artist

Skills: Computer

Position Description: Quality and experienced Graphic Artist to work out of his/her home to create and complete print ads for my Media Company. You will take our customers (usually retail, fast food, convenience stores, etc.) logos and information and create coupon ads and direct mailers. You will also use your expertise to create ads from scratch with only a company logo within a specific time frame. We are an exciting company with plenty of work. Enjoy the convenience of working out of your home office and we will submit the jobs to you electronically. You will have plenty of opportunity to add your own touch to our ads. Your pay will be based on which job you are assigned, however the pay is more than generous.

Position Title: Graphics Designer

Skills: Artistic; Computer; Creative; Quantitative

Position Description: We are a local business looking for freelance artists to design for our products: water bottles, reusable bags and food containers. We offer mass exposure of your artwork as well as an opportunity to contribute to an environmental cause.

Position Title: Product Designer

Position Description: This is a short, part-time job that requires an employee to finish an art/design project in three weeks. Design the outerface of a product Design the outerface of a product's package Design the size of the product and its parts employees can work at home. The design should be finished in three weeks. Employees require to use at least one sketching tool (example: 3DMAX, Adobe Photoshop, etc)

Position Title: Magazine layout designer & photographer

Skills: Analytical; Artistic; Communication; Computer; Creative; Interpersonal

Position Description: If you are interested in health magazine and proficient in art & layout design, or photographer, this position is perfect for you. Our mission is to create a platform for individuals with an interest in health science to transmit health-related knowledge to our local community and beyond, particularly China.

PAINTING

Careers:

Painter – Installed Art
Mural Painter
Set and Exhibit Painter

Portrait Artist
Art Preservationist / Restorer
Art Appraiser

Resources & Links:

Canadian Society of Painters & Watercolour Artists – www.cspwc.com
Canadian Institute of Portrait Artists - www.portraitscanada.ca/index.shtml (mentoring program)
Decorative Artists in Canada - www.daic.ca
The Centre for Contemporary Canadian Art - <http://www.ccca.ca/> (Canadian Art Database Project)
Portrait Artists' Society of Canada - <http://www.portraitsociety.ca/>
World of Watercolor (Online Magazine) - <http://www.worldofwatercolor.com/>

Toronto District School Board Courses - *Matting & Framing*

Sample Past Job Listings at Career Centre Website:

Position Title: Traditional Oil Painter

Skills: Artistic; Creative

Position Description: Brushstrokes Fine Art Inc. is looking for oil painters with strong skills in portrait painting. *Colour mixing and application. Contract work

Work-Study Position: Set Decorator Assistant

Skills: Artistic; Creative; Physical; Technical (non-computer)

Position Description: to assist the Technical Director and others on the production staff in the decoration of theatre sets. This is a "hands-on" position. We endeavour to match the candidate's abilities with the tasks available, some of which include various aspects of the finishing of sets such as painting and texturing as well as selecting and conditioning properties.

DRAWING & ILLUSTRATION

Careers:

Journalistic Artist
Editorial Artist
Fashion / Textile Designer
Animator
Portrait Artist
Storyboard Artist (television, movies, animation)
Tattoo Artist

Greeting Card Illustrator
Medical / Science / Technical Illustrator
Comic Strip Artist
Art Appraiser
Sketch Artist (law enforcement)
Advertising
Children's Book Illustrator

Resources & Links:

Drawing Society of Canada - www.drawingsociety.com
Canadian Institute of Portrait Artists - www.portraitscanada.ca/index.shtml (mentoring program)
The Centre for Contemporary Canadian Art - <http://www.ccca.ca/> (Canadian Art Database Project)
AppliedArts, Canada's Visual Communications Magazine - <http://www.appliedartsmag.com/>

Toronto District School Board Courses - *Matting & Framing*

Sample Past Job Listings at Career Centre Website:

Position Title: Scientific & Technical Illustrator (Chemistry)

Position Description: A fast-paced, rapidly growing scientific and biomedical art house providing digital art and animations products for use in university-level science textbooks, is currently seeking an Scientific & Technical Illustrator with a proficiency in the development and creation of high quality chemistry art. Carefully reviewing author's manuscripts, the Scientific & Technical Illustrator (Chemistry)

will be responsible for developing the atomic and molecular models using the current generation of computer tools specific to the chemistry environment, and converting such models into high quality, press-ready digital artwork. Applicants must have a university degree, preferably in the field of chemistry. Strong computer knowledge, particularly on a Mac platform, and previous art experience are assets. Experience with programs such as Adobe Illustrator, Photoshop, Acrobat and a current generation 3D modeling program are preferred. Experience with some or all of the following chemistry applications is required: HyperCube, Spartan, Gaussian, ChemOffice, CrystalMaker.

Position Title: 2D Game Animator

Position Description: Part-time 20 animator needed to help out on the development of small console game prototype. The ideal candidate would have: -A strong art portfolio -Experience animating in Flash and/or Toon Boom -A passion for games

Work-Study Position: Materials Development-Drawing

Position Description: Assistance with preparation of illustrations and short stories for materials used in children's language tests, and developing powerpoint animations based on those pictures.

Position Title: Illustrator

Position Description: The Illustrator is responsible for illustrating a member manual (or handbook) to be distributed to the members of the co-operative. The manual will be a resource on living in a co-operative, sustainability in general, the specific features and ways in which members can reduce energy use and waste. 100 copies of the manual will be printed immediately and the contract will include the option to print another 155 copies. The manuals will be distributed to residents and staff of the co-op. The Illustrator reports to the Project Supervisor.

SCULPTURE

Careers:

Sculptor – Installation pieces

Interior Décor - Architectural Elements

Commissioned Sculptures

Pottery

Set and Exhibit Designer, Prop Maker

Landscape Sculptures

Precious Metal Worker

Ceramics

Resources & Links:

Sculptors Society of Canada - www.cansculpt.org

Fusion, The Ontario Clay and Glass Association - www.clayandglass.on.ca

Ontario Crafts Council (The Guild Shop) - <http://www.craft.on.ca/>

Sculpture Journal Magazine - <http://www.artcastingjournal.com/>

Toronto District School Board Courses - *Art Metal Work*

Sample Past Job Listings at Career Centre Website:

Position Title: Painters, Sculptors, Designers

Skills: Computer; Creative; Organizational

Position Description: Producers are on search for a highly skilled team of **Volunteers, comprised of Artists, Designers and Craftsmen ranging in various fields.

The Story of Oz will be a fantastic re-telling of the Wizard of Oz, modernized, mixed and re-told in comedic form -driven by the latest mix of make-up, hair and modern special effects, shot entirely on green-screen in HD for theatrical format.

This is an extremely ambitious, rare, once-in-a-lifetime opportunity. Not often do amateur producers tackle fantasy projects due to their cost and length. The scope, co-ordination and man power required to develop, produce and film this type of piece is no easy feat, with a long and painful pre-production process, gruelling production schedule and even longer post-production process we need all the skilled help we can get.

PRINT MEDIA

Careers:

Book Designer, Book Binder
Commercial Designer
Textile Designer
Etching Artist
Lithographer

Layout Artist
Billboards, Brochures, Posters
Silk Screen Artist
Sign Making
Advertising

Resources & Links:

Canadian Bookbinders and Book Artists Guild – <http://www.cbbag.ca>
The Alcuin Society (Awards for Excellence in Book Design in Canada) – <http://www.alcuinsociety.com>
The Canadian Printing Industries Association – <http://www.cpia-aci.ca>
Graphic Design & Publishing Center – <http://www.graphic-design.com/>
Fine Press Book Association – <http://fpba.com/>
The Packaging Association – www.pac.ca
Canadian Printer Magazine – <http://www.canadianmanufacturing.com/canadianprinter/>
Printing Impressions (American) – <http://www.piworld.com/>
Graphic Monthly magazine – <http://www.graphicmonthly.ca/>
Canadian Textiles Institute – www.textiles.ca
Textile Museum of Canada – <http://www.textilemuseum.ca/>
AppliedArts, Canada's Visual Communications Magazine – <http://www.appliedartsmag.com/>

Books:

Lupton, Ellen, *Indie Publishing: How to Design and Publish Your Own Book*, 2008 Princeton Architectural Press
Bringhurst, Robert, *The Surface of Meaning: Books and Book Design in Canada*. Papers of the Bibliographical Society of Canada, March 22, 2009

Sample Past Job Listings at Career Centre Website:

Work-Study Position: Studio/Research Assistant –Printmaking

Skills: • Artistic • Creative • Interpersonal

Position Description: Studio and research assistants will act as assistants in the Visual Strategies and Drawing Studios as required: in the preparation of materials and equipment and in the maintenance of the studio areas (Must have the ability to do light physical work.) Studio and Research assistants will also assist in the creative and visual research of faculty as required; this may include activities such as background research, production of visual work, documentation, installation, preparation of works for exhibition and travel.

Knowledge of contemporary art practice is an asset, especially knowledge of, and experience in. the production of contemporary visual art. Skill and experience with any, all media used in visual arts are an asset: painting, computers, photography, printmaking, etc. This position is especially valuable to a student interested in a career in visual art.

ASSOCIATIONS & ORGANIZATIONS

www.ad-ac.ca – Art Dealers Association of Canada
<http://www.arcco.ca> - Artist-Run Centres & Collectives of Ontario
<http://www.artistsincanada.com> - Artists in Canada.com
<http://www.artsandcraftsnet.ca> - Arts and Crafts Net Canada
<http://www.canadacouncil.ca> - Canada Council for the Arts (grants, endowments, prizes, etc...)
<http://www.carfac.ca> (www.carfaontario.ca) - Canadian Artists' Representation
<http://www.canadiancraftsfederation.ca> - Canadian Crafts Federation
<http://www.canartscene.com> - canartscene.com
<http://www.communityartsontario.ca> –
<http://www.calq.gouv.qc.ca/index.htm> - Conseil des Arts et des Lettres Quebec
www.culturalhrc.ca – Cultural Human Resources Council
www.dfait-maeci.gc.ca/arts - Department of Foreign Affairs & International Trade
www.culture.ca – Department of Canadian Heritage
www.designdirectory.com – Design Directory
www.dfsi.org – Design for Social Impact
www.eapnetwork.ca - Emerging Arts Professional Network
www.culture.gov.on.ca – Ministry of Culture: Arts & Cultural Industries
www.ontarioartist.ca - Ontario Artist
www.arts.on.ca – Ontario Arts Council
<http://www.oaag.org> – Ontario Association of Art Galleries
<http://www.craft.on.ca/> - Ontario Crafts Council (The Guild Shop)
<http://www.museumsontario.com> – Ontario Museum Association
www.trilliumfoundation.org – Ontario Trillium Foundation
<http://www.ontariosocietyofartists.org>
www.torontoartscouncil.org – Toronto Arts Council
<http://www.vao.org> – Visual Arts Ontario
www.workinculture.on.ca – Work in Culture

CAREER CENTRE RESOURCES

The Career Centre is open to all University of Toronto students and is here to help you with your career building skills and needs. Visit our website www.utm.utoronto.ca/careers and visit our Centre in SE3094 Monday-Friday 10:00am-4:00pm.

PRINT MATERIAL RESOURCES

Binders:

Find information and articles on careers within the visual arts, job descriptions, artist profiles, further education, and other resources. Also find resources to help you prepare strong resumes, personal statements, and cover letters. There are resources on improving interview skills, networking, and cold calling as well.

Books:

CAREERS by DESIGN (A Business Guide for Graphic Designers), Roz Goldfarb
Survival Skills, A Visual Artist's Guide to Professional Practice, VAO
Ontario Gallery Guide (A Comprehensive Guide to Galleries Across the Province), VAO

The Art of Managing Your Career (A Guide for the Canadian Artist and the Self-Employed Cultural Worker), Cultural Human Resources Council
Binders containing articles, profiles, information on further education for Visual Artists

Business Directories:

This is a great resource to build up a contact list for networking and cold calling. Listings of employers (indexed in various ways such as by industry, by program, geographically) with brief description of what they do, types of positions they hire for, and contact information.

ONLINE RESOURCES

Website

Visit the Career Centre's website www.utm.utoronto.ca/careers to access information on careers, gaining experience, job searches, and further education, and most importantly our Events Calendar to for upcoming workshops, panels, and Employer Info Sessions at all three campuses!

Career Cruising:

Information on various careers and job descriptions, sample career paths, required education levels, career profiles, links to other resources. Access this through your Career Centre account.

Job Listings:

Access these services through your Career Centre account

Part-time, Full-time, Summer, Volunteer, Internships, Work Study on Campus

GSES: Graduating Student Employment Services is available for students in their final year of study.

Employers are recruiting in advance to fill positions that will be available starting in the summer of graduation.

RGES: Recent Graduate Employment Services is for students that have already graduated. Employers are recruiting to fill permanent positions available immediately.

Going Global (international job search site)

Links & Resources

Links to job search tools, tipsheets, industry associations, past panels

EVENTS & SERVICES

Employment Advisors & Career Counsellors:

Professional staff are ready to help you with questions about your chosen career, resume and cover letter critiques, and mock interviews, among other services.

Workshops, Panels and Fairs:

The Career Centre is always hard at work to develop helpful and informative workshops on subjects such as resume and cover letters, interview techniques, employer info sessions, networking events, etc. Please check our Event calendar on our website for upcoming events

Extern Job Shadowing Program:

An opportunity to explore careers by spending 1-5 days job shadowing with someone working within your desired field. Run during February break and last week of April.