



## **AccessArt Collaborative Post Creation**

This document outlines the stages and tasks required to create a new post on AccessArt.

### **Step One: Agree the Post Content**

First of all we need to agree the initial post content. Pls send an outline of your idea (up to 200 words), plus four or five sample images by email to [info@accessart.org.uk](mailto:info@accessart.org.uk). Please note that high quality images are key, and many great resource ideas are turned down due to images which are out of focus or too small. We realize it's very hard to document sessions and run them, so please consider inviting a friend or colleague to document your sessions.

Once we have agreed the content, we can go on to step two.

### **Step Two: Contract**

Pls forward your full name and postal address and we will then send you a copy of our contract. Please also suggest a date when you would like the post to be completed by. The contract enables you to keep full IP whilst licensing AccessArt to use the images and content on the site. The contract also requires you to confirm you have full permission for us to use the images. If your situation is more complex, for example you have worked with a third party or using images of artwork by another artist, pls let us know, describing the situation, and we can try to create a contract for your post which protects everyone.

### **Step Three: Content Creation**

When we invite you to, please email 500 and 1000 words outlining the aims processes, outcomes, lessons learned and tips etc. Please use a style of writing which suits you – we do not mind if you write in a chatty, informal way, or a more formal stepped process. Most important of all is that you keep a reader in mind – imagine talking to your audience.

Within the text, pls indicate where the images (see below) should be placed and refer to them by their saved caption name, i.e. "insert Children\_working\_with\_pages.jpg".

Please email or wetransfer.com between 10 and 20 high quality images. These will be resized



by AccessArt to 550 but please make sure they are as high quality as possible (bright, in focus etc). Please save each image as the name of the caption you wish to appear under the image (see above).

Please send the images separately to the text (i.e. if you embed the images in the text to indicate placement in a pdf, please do also send them as separate files).

Images can be emailed in batches to [info@accessart.org.uk](mailto:info@accessart.org.uk) (<mailto:info@accessart.org.uk>) or you can use [wettransfer.com](http://wettransfer.com) which is free and easy to use.

Please make sure you have permission to use all images.

Please also send a mugshot / or photo of yourself teaching, plus 50 words bio written in the third person. These will be used on your contributor page.

Please send the contact details which you would like to appear at the bottom of your resource, and on your Contributor page. These might include email (if you are happy with that being made public), websites etc. If your work was with a partner school or arts org and you wish to send logos or urls then please do so.

AccessArt will then create the resource / contributors page for your approval. Once approved, the resource will be published on AccessArt and we will market it as described below.

#### **Step Four: Payment and Marketing**

We can offer either £42 per resource, or if you prefer, a years free membership of AccessArt. In addition we will promote and publicize the resource via our home page, via social media, and via our e-newsletter which is set to over 9000 users each month, plus up to 23,000 schools. We hope that by doing this we can bring a new audience to your work

Any questions please email [info@accessart.org.uk](mailto:info@accessart.org.uk)

Very Best Wishes,

AccessArt