



AccessArt Post Creation – Guidance for Artists

This document outlines the stages and tasks required to create an Artist Resource on www.accessart.org.uk.

Step One: Agree the Content

AccessArt is looking to commission resources from practising artists. The resources should:

- Share and represent an aspect of your work, via both image and text, or video/audio
- Be appropriate for use in schools (either primary, secondary or both)
- Contain images of a high quality (good lighting, focus, composition) to accurately represent your work
- End with a suggestion of how the viewer might explore some of the ideas/techniques covered in your resource for themselves. This might be a link to another resource on AccessArt, or a small idea, question or provocation.

If you would like us to consider a resource based upon your practice, please send an outline of your idea (up to 200 words), plus four or five sample images by email to info@accessart.org.uk. You can also include links to websites/Instagram etc.

Once we have discussed the idea and if the content is then agreed, we can go on to **Step Two**.



Step Two: Contract

Please forward your full name and postal address to info@accessart.org.uk 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 / copyright whilst licensing AccessArt to use the images and content on the AccessArt site for the instance agreed. 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 and the images are owned by a gallery, please let us know, describing the situation, and we can try to create a contract for your post which protects everyone.

At this stage we will also negotiate a fee with you, based upon the nature of the resource. Depending upon the kind of resource, and the scope of the resource, we pay between £42 and £200.

Step Three: Content Creation

When we invite you to, please email between 500 and 1000 words in a Word document outlining an aspect of your practice.

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 this document, we ask all contributors to include some ‘**Notes to Teachers**’, that forms a drop down at the start of each post. This is essentially a short list of FAQs that teachers can use to get an overall feel for the resource and if it is suitable for their lesson, project or setting. This information is in addition to the 500-1000 words above.

Please can you answer the following and put at the top of your word document:

- Who is the resource aimed at (i.e. primary / secondary etc)
- What is the particular artform/media involved
- What are the issues/context/themes covered



We are keen to hear the individual voices of our contributors and to showcase their own teaching style. At times, we may need to seek clarification on some of the content or ask for additional text. There may also be circumstances under which we need to edit the content for our 'house style' and we reserve the right to do this where we feel appropriate and that makes the content as educationally relevant as possible.

Images:

Within the text, please 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 1000 px wide so please make sure the images you take and send to us 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 should be sent via wetransfer.com using the info@accessart.org.uk email address.

Please make sure you have permission to use all images.



Profile Page

Please also send a profile 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

The fee varies according to the nature of the post. The fee will be outlined in your contract (see above).

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 14000 subscribers and 6000 members each month. We hope that by doing this we can bring a new audience to your work.

Any questions please email info@accessart.org.uk

Very Best Wishes,

AccessArt