

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. Please send an outline of your idea (up to 200 words), plus four or five sample images by email to content@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 realise 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 discussed the idea and if the content is agreed upon, we can go on to step two.

Step Two: Contract

Please forward your full name, mobile number and postal address to content@accessart.org.uk, and we will then send you a copy of our contract. Please also suggest a date by which you would like the post to be completed. The contract enables you to keep full IP whilst licensing AccessArt to use the images and content on the AccessArt site. The contract also requires you to confirm that 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 are using images of artwork by another artist, 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 on the nature of the resource.

Step Three: Content Creation

When we invite you to, please email between 500 and 1000 words in a Word document 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.

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 to make 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 also send them as separate files).

Images should be sent via [wetransfer.com](https://www.wetransfer.com) to the email address given to you (usually content@accessart.org.uk).

Please make sure you have permission to use all images. This is very important.

Please also send a profile photo of yourself teaching, plus a 50-word bio written in the third person. These will be used on your contributor page. Include 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, social media handles, 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 posts we commission are wide-ranging, but can be categorised roughly into the following three areas:

1. A post created from a documented classroom session or arts educational workshop in any setting.
2. A post created by an artist showcasing their practice, including creating original examples of work (drawings, sculptures, etc). With this type of post, we like there to be an outward-looking element at the end of the post, which enables others to be inspired and enabled, for example, a link to an activity or stimulating question.
3. A post created by an artist / artist educator or teacher that includes creating original examples and/or includes a video showcasing their practice. This type of post might also incorporate an activity for others to try.

We will work with you to define which category your post proposal comes under and determine a fee based on this. The fee will be outlined in your contract (see above).

In addition, we will promote and publicise the resource via our home page, via social media, and via our e-newsletter, which is set to over 37,000 subscribers and 20,000 members. We hope that by doing this, we can bring a new audience to your work.

Upon completion of your post, you will be invited to submit an invoice to us for payment.

Any questions, please email content@accessart.org.uk.

Very Best Wishes, AccessArt