AccessArt Collaborative Post Creation

This document outlines the stages and tasks involved in creating a new post for AccessArt. We welcome ideas for submissions from anyone working in visual arts education, including artists, artist educators, teachers and educators working across a wide range of educational settings.

An AccessArt 'post' is an online resource that shares creative ideas, artistic processes or approaches to teaching and learning through the visual arts. Posts typically combine written descriptions with photographs and sometimes video, offering inspiration, practical guidance and insights that others can learn from and build upon in their own setting.

The posts we commission cover a wide range of subjects and approaches, but can be broadly categorised into two types:

1. Classroom or workshop-based posts: A post documenting a classroom session or arts education workshop in any setting.
2. Artist led posts: A post created by an artist showcasing their practice, including images of their work and/or a video. For this type of post, we like to include an outward-looking element at the end that inspires and encourages others to explore their own creativity, such as a suggested open-ended activity or thought-provoking question.

Step One: Agree the Post Content

First, we need to agree on the initial content for your post. Please email an outline of your idea (up to 200 words), along with four or five sample images, to content@accessart.org.uk.

Please note that high-quality images are essential, and many excellent resource ideas are turned down because the images are out of focus, too small or otherwise unsuitable (please see Step Three below).

We understand that it can be difficult to run a session while also documenting it, so please consider asking a friend or colleague to help capture the process.

Once we have discussed your idea and agreed on the content, we will also agree on a fee with you, based on the nature of the resource.

Step Two: Contract

- Please email your full name, mobile number and postal address to content@accessart.org.uk, and we will send you a copy of our contract to sign. Please also suggest a date by which you expect to complete the post.
- The contract allows you to retain full intellectual property (IP) rights while granting AccessArt a licence to use your images and content on the AccessArt website. It also requires you to confirm that you have obtained all necessary permissions for us to use the images.
- If your situation is more complex, for example, if you have worked with a third party or are using images of artwork created by another artist, please let us know and explain the circumstances. We can then work with you to create a contract that protects everyone involved.

Step Three: Content Creation

Text:

Once the contracts are signed, please email us a Word document containing between 500 and 1,000 words sharing the aims, processes, outcomes, lessons learned and any useful tips.

Please use a writing style that feels natural to you. We're happy for you to write in a chatty, informal way or to take a more formal, step-by-step approach.

Please keep your reader in mind, as they may not be familiar with the processes or materials involved. If an activity involves multiple steps, please make sure these are clearly outlined and explained, with photographs to illustrate each stage.

We are keen to retain the individual voices of our contributors and showcase their unique teaching styles. Occasionally, we may need to ask for clarification or request additional text. We may also need to edit the content to align with our 'house style', and we reserve the right to make these changes where we feel they are appropriate, to ensure the content is as educationally relevant and accessible as possible.

Using AI in your writing:

AI can be a useful tool for supporting your work - for example, checking grammar, spelling or clarity. However, all submitted content must be written by you and reflect your own experience, professional expertise, and authentic voice.

Our strongest resources are those in which the contributor's knowledge, insight, and enthusiasm shine through. We want our members to understand what it was really like to deliver the activity and to learn directly from your practice.

If you use AI at any stage, please ensure it is used as a support tool only, not as a substitute for your own thinking, judgement, or creative expression. Review and edit any AI-assisted text carefully so that the final submission is genuinely your own.

Above all, we want to celebrate you - the artist, educator, or teacher behind the work. If we feel the writing that relies heavily on AI, we may ask you to rewrite, make our own suggested edits or we may not be able to accept the content.

Images:

Following the latest guidance as set out by the UK Online Harms Early Warning Working Group, to protect the safety of children and young people and ensure compliance with data protection legislation, we have some specific guidance relating to using images of children.

In line with the above guidance, we no longer publish photos showing identifiable information including faces of children. Some examples of images that we can use are:

- Photos showing participants' hands, arms and the artwork together
- Photos taken over the shoulder showing the back of the head/s
- Photos taken from above
- The artwork itself

If the only images you have available show faces or other identifiable features, we will unfortunately be unable to publish the resource. If you are unsure whether an image is suitable, please send it to us so we can assess whether it is appropriate for use.

Please also ensure that you have obtained the necessary permissions to use all images. This is essential.

How to include photos in the text:

Please include between 10 and 20 high-quality, landscape-format images that clearly demonstrate the activity in practice. All images will be resized by AccessArt to 1000 pixels wide, so please ensure that the original images are of the highest possible quality. They should be well-lit, in focus and clearly illustrate the activity or process being demonstrated.

Please give your image files descriptive names, for example, "Children_working_with_collage.jpg".

In the Word document containing your written description of the activity, please indicate where each image should be placed, referring to it by its saved file name, e.g. "Insert Children_working_with_collage.jpg".

Please send your images as separate files, rather than embedding them in the Word document. If you choose to embed images to indicate their placement, please ensure you also provide the original image files separately.

Please send your images via WeTransfer to content@accessart.org.uk. Please note that we are unable to open WeTransfer ZIP files.

Once you have sent them images please also email content@accessart.org.uk to let us know the images have been sent to ensure we don't miss the WeTransfer email in our junk mail.

Send a Biography for a Contributor Page:

Please also send us a photograph of yourself, along with a 50-word biography written in the third person.

Include any contact details you would like to appear at the bottom of your resource and on your Contributor page. These might include your email address (if you are happy for it to be made public), website or social media handles.

If you have worked with a partner school or arts organisation, please feel free to send us their logos and website links if you would like these to be included.

Publication:

Once the content is approved, the resource and your bio page will be published on AccessArt, and we will market the resource as described below. Please note, there may be slight delay times between having your content approved and publication.

Step Four: Payment and Marketing

Upon publication of your post, you will be invited to submit an invoice to us for payment for the agreed fee. The fee will be outlined in your contract (see above).

In addition to payment, we will promote your resource on our homepage, through social media and in our e-newsletter, which is sent to 48,000 members and subscribers. We

hope this will help introduce your work to new audiences. We will also feature your resource in relevant projects to extend its reach and ensure its ongoing impact.

If you have any questions, please email content@accessart.org.uk.

Very Best Wishes, AccessArt