PROJECT 4 - DUE 11/13
PROFESSIONAL PACKAGE

The Professional Package is a consolidation of materials that you have built throughout the course; the various documents contained within the package will exhibit your ability to **A)** write about your work (and revise previously drafted written documents) **B)** photograph, archive and present your work **C)** place yourself within the contemporary art world **D)** organize and (re)generate materials required to succeed as a professional artist.

The itemized materials below should be consolidated into one PDF document – this PDF file should not exceed **10MB** in size.

The Professional Package should include the documents listed below, in the order that they are listed.

I.	Title Page
II.	Final Biography
III.	Final Artist Statement
IV.	Curriculum Vitae or Resume (if applicable)
V.	Portfolio
VI.	Image Index
VII.	Gallery List (*research component)

I. TITLE PAGE

Your title page should be formatted as follows:

<div align="center">

(Your Name)
Professional Package
Your Website URL

</div>

II. FINAL BIOGRAPHY

Update your bio for inclusion here. Please continue to adhere to the word limit presented earlier in the semester.

III. FINAL ARTIST STATEMENT

Update your artist statement to reflect any changes in your body of work that may have occurred since you drafted the first iteration of your statement from earlier in the semester. Your Final Artist Statement should be void of any "projected goals" and should instead describe the body of work that you HAVE completed. The final version of your Artist Statement should be set in the present tense: "My work does…" and "My work is…" not "I hope my work will be…"

IV. CURRICULUM VITAE (optional)

As you now know, an artist's Curriculum Vitae is "…a record of all your professional activities, usually intended for use in academic situations as well as for applications to employment opportunities." An Artist's CV differs from a typical résumé, think of it as a "long-form" résumé of sorts.

Update your CV and include it here. As a reminder, you may want to review *the CAA's VISUAL ARTIST CURRICULUM VITAE: RECOMMENDED CONVENTIONS* on the CAA website.

PLEASE VISIT: http://www.collegeart.org/guidelines/visartcv FOR FURTHER INFORMATION AND DETAILS ON FORMATTING AND OTHER CV RELATED CONCERNS.

V. PORTFOLIO

You must include a series of well photographed images of your current body of work. Luckily, you already have (most of?) your work photographed and edited. If you need to add newer works to the collection, do that. The number of images included in your digital portfolio will depend on the number of works you have generated. For each work, you should include at least one detail image or installation image. Which means you will have **at least two images of each piece in your portfolio.**

The first image will show the work in its entirety: evenly lit, properly cropped, etc.. The second image of the work will be a *detail* or *installation* shot. You may also choose to add more than one detail, more than one install, or one of each - that is entirely up to you.

Because your Professional Package will be formatted as a PDF file, **each image within the digital portfolio should occupy its own page (one image per page)**. This means that if you have three images for one artwork (an image of the work in its entirety, and two detail images) – that artwork will occupy three pages in your portfolio. You will format these pages with the image occupying the majority of the page and with a caption, as a page footer that contains the following information**:**

> **> Title of the work**
> **> Media used**
> **> Dimensions**
> **> Year Created**

[Click here to view an example PDF portfolio](#)

VI. IMAGE INDEX

The image index is a standard exhibition and job application material. When submitting a digital portfolio with many images, an image index (otherwise called a "contact sheet") consolidates all images and relevant information regarding the artwork shown in each image, on one sheet of paper. This makes it easy for jurors, judges and search committees to review your work quickly, without referring back to each individual image presented in your portfolio.

Your image index must contain small thumbnails of each image in your digital portfolio. Your image index **must fit on no more than two pages** within your Professional Package PDF.

You may use two to five columns on the page, depending on your PDF orientation, to fit all images and required information. Please refer back to the link in section V above for an example of an image index (contact sheet).

VII. GALLERY LIST (research required)

The final portion of your Professional Portfolio requires a bit of research. You must identify at least three *contemporary* commercial art galleries which you believe would be interested in exhibiting your work (the work included in your portfolio). This process will require self-reflection and self-criticism, and can be quite exhausting. There are many, many functioning art galleries in the world and each has its own *type* of programming. If you have spent the semester creating achromatic figure drawings, you would not include a gallery that primarily shows very colorful abex painting. If your portfolio consists of work that can be described as mechanical, abstract, and highly technical, you would not choose a gallery that shows work that is primarily figurative, organic, and loose.

So how do you go about finding such galleries? Your first step should be to follow blogs, journals and other publications that feature work that you feel relates to your own. You should pay attention to new exhibition announcements and see where the exhibitions are being held. Follow on social media. Check out periodicals and journals. You may also want to do a web search of galleries by location or city, e.g., "Chicago contemporary art gallery" or "Los Angeles contemporary art gallery." Doing such research can be tedious but rewarding and enlightening as well. Most think that the crème de la crème of all contemporary art reside in NYC, but the fact of the matter is that there are thriving art communities all around the world – but sometimes you have to get in where YOU fit in; Miami, Atlanta, Portland, Boston, Philadelphia, Berlin – just to name a few. Credit will not be given for vanity galleries or other spaces that have low to no thresholds for entry.

Once you have identified five galleries that you believe your work would fit well with, please format your list with the following required information. *Please add one image (small thumbnail) of the artist's work, next to their name.*

> **Gallery Name**
> Gallery City and State
> The gallery's website URL
> Brief summary of why you believe your work would fit in with the gallery's programming. (max. 1 paragraph)
> Three artists who are currently represented by the gallery:
> > 1. Name of Artist (add one image of Artist's work)
> > 2. Name of Artist (add one image of Artist's work)
> > 3. Name of Artist (add one image of Artist's work)

*Repeat the above sequence for each of your three galleries.

FORMATTING & UPLOAD

After you have compiled your Professional Package, you must upload to a shared cloud-based folder and email access to me at Alison@FoundationArtAcademy.com before our final class session.