

## MEMBERS PUT BEST FACE FORWARD!

*ARTIUM is Latin for "belonging to the arts".*

Our **May** meeting was a Hands on self portrait Sculpting Demo by Our very own sculptor **Patty Hofer**. She did a marvelous job of instructing us just enough to leave us free to produce our own unique rendition of ourselves! Look on our facebook page to see each individual face up close.



Our June 21, Meeting will be Watercolor by **Jim Gensheer** Chris Burkett Service Center, 620 South Wisteria Street, Mansfield at 6:30p.m.



Jim was channeling Bob Ross at his recent open house. Hope you had a chance to swing by and visit.

## May Artist of the Month

**1st place. Patty Hofer -**  
Day Job, pastel, available



**2nd place. Dallas Williams -**  
Winter Cardinal, plaster and acrylic on canvas, available



**3rd place. Lisa Onvani -**  
Dallas Skyline Afire,  
Acrylic, SOLD! 😊

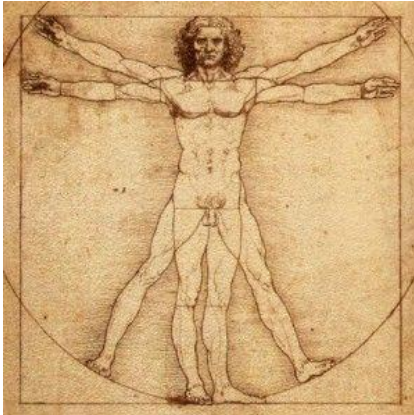


"They always say time changes things, but you actually have to change them yourself."  
Andy Warhol



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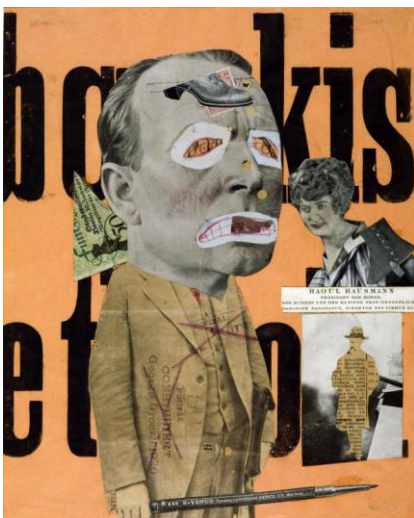
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"Art is never finished, only abandoned" - Leonardo Da Vinci

### Art Term Corner

**DADA** was an art movement formed during the First World War in Zurich in negative reaction to the horrors and folly of the war. The art, poetry and performance produced by dada artists is often satirical and nonsensical in nature.

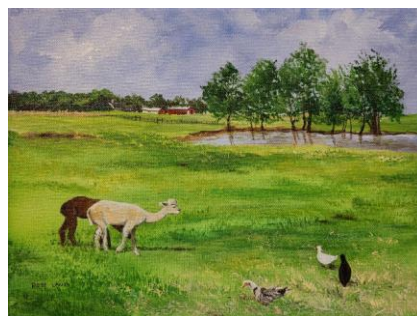


Raoul Hausmann  
*The Art Critic* 1919-20

### Brag Time!!



*Rose Lewis sold TWO Paintings recently and has acquired a patron! Our Plein Air host fell in love with Roses painting of the Chicken coop and asked if it was available. Rose said Yes! And shrewdly offered another painting of the farm as well. She LOVED it! That's when our gracious host put Rose on retainer to paint one piece a month!!*



Show me the **MONET** Gallery of Fine Art

Supporting and  
Promoting Local  
Artists

Featuring a Wide  
Variety of Original  
Art from Diverse  
Media

Developing Artistic  
Abilities through  
Professional  
Workshops

4720 South Cooper Street  
(inside Gracie Lane)  
Arlington, TX 76017

Pepper Crary 817.313.6327



The link to our  
Monthly Calendar of  
workshops is here;

[https://mcusercontent.com/bcc13c4e4e849a4efb990fa10/files/f3de9d01-aaca-da95-77aa-7d036ebd3f08/06\\_2021\\_Monet\\_Workshops\\_Calendar.xlsx](https://mcusercontent.com/bcc13c4e4e849a4efb990fa10/files/f3de9d01-aaca-da95-77aa-7d036ebd3f08/06_2021_Monet_Workshops_Calendar.xlsx)

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### Contest News

For more news and events check out this link from ART News DFW <http://artgroupsdfw.com/category/competitions-calls-for-entries/>

### Art Events Around Town

For more news and events check out this calendar link from ART News DFW <http://artgroupsdfw.com/calendars/>



Mouser Electronics is Our Newest Sponsor ARTIUM is the recipient of a \$1000 Grant for the Arts.

### Guest Columnist

by Dan Scott

[drawpaintacademy.com](http://drawpaintacademy.com)

## How to Create and Sell Prints of Your Art

May 18, 2021

I recently had prints created for a handful of my paintings. It was a tricky process, but I'm pleased with the outcome. The prints are near-perfect



representations of the originals. I'm sharing my experience in case you are interested in having prints created for your own artworks.

### Why Prints?



Prints are not a substitute for the original artwork, but they can extend their value and reach. Here are some of the key benefits:

- They provide your fans with a more affordable alternative to originals.
- They are flexible, with many different types, materials, and sizes.
- They are scalable. The more you sell, the more profitable it becomes. With an original, once it's gone, it's gone. They also leverage your time and effort. Every new artwork you create is a new print you can sell over and over again. Artists are time-poor. So any leverage is worth exploring.

The downsides are:

- They may diminish the perceived value of your originals.
- There's little benefit at low volumes. The cost of getting everything set up might not be worth the effort for a few extra sales a year.

The dream for most artists is to have a catalog of prints that sell on autopilot day-in-day-out. But this is a rare case. For most, prints form more of a supporting role in an artist's career. They allow you to expand your reach, get into the hands of a larger audience, create upsell opportunities for your

originals, and bring in a little more income. They are also a fantastic gift for friends and family.

There is some interesting discussion on prints versus originals in this [Wetcanvas forum post](#).

### Finding a Local Printer

The first step is to find a local printer. Talk to any photographer or artist friends about who they use and recommend. I was referred to my printing company, [Streets Imaging](#), by a local photography workshop.

Otherwise, Google around. Look for (legitimate) reviews.

*Note: An alternative is to use one of the many print-on-demand companies to create and send your prints. I'll cover that option in a separate post.*

### Photographing Your Art

Prints require HIGH-quality photos of your art. The more pixels, the better.



If you are good with a camera and editing software, then you could do this yourself (refer to [this article on photographing your art](#)).

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Otherwise, I would look for a printing company that can handle it for you. That's what I did. I took my paintings to Streets Imaging and they did all the photographing and post-processing for a small fee. And that freed up time for me to do what I like doing—painting.

### Print Type

You have many options regarding the print type. Fine art paper, canvas, smooth, glossy, textured, torn edge, border, etc. I used fine art paper (rag photographique) with a 1-inch border. It has a lovely texture and the border gives room to sign at the bottom.

The main things to consider when deciding what print type to go with are:

1. Is it archival? Be careful of cheap materials.
2. It is faithful to the original? A smooth, glossy print might not be suitable for a rough, textured landscape.

If in doubt, ask the print company. They should be able to guide your decision. You could also explore what similar artists are doing. Look on their website. *Are they selling prints? What type of prints are they selling? Canvas or paper? Framed or unframed?*

### Shipping Your Prints

You have two options:

1. Ship it yourself.
2. Leave it up to a third party. I went with the latter. Streets Imaging can ship the prints

directly to the customer. All we need to do is give them the shipping details.

If you go this route, make sure you vet the company. Ask about shipping times, processes, and packaging. It is your brand on the line. You don't want it compromised by a third party's poor business practices.

Shipping the prints yourself gives you full control over the process. You can decide the packaging, timing, and branding. You could even add a nice "thank-you" letter to customers. But it is time-consuming and costly. If you go this route, be careful not to get wrapped up in the day-to-day processes. You should spend most of your time creating art, not making trips to the post office.

### Flattening Your Prints

I received my prints rolled up in a tube. This is standard practice. To flatten the prints,



here's what you need to do:

Step 1. Wash your hands.

Step 2. Find a clean, flat surface. Careful of any intends or cracks in the surface. Glass is ideal.

Step 3. Carefully unroll the print face down on the flat surface.

Step 4. Grab five of your art books and place them at the corners and middle.

Step 5. Wait a few hours.

Step 6. You now have flat prints ready to be framed.

If you are shipping tubed prints to customers, feel free to share the above process with them.

### Framing Your Prints

It's ok to sell prints unframed. It keeps shipping costs down and allows the customer to pick a frame of their choosing.

To get a print framed, simply take it to your local framer and sort it out with them. Framing is a craft and there's much more to it than meets the eye. With that being said, you can do it yourself. There are many affordable do-it-yourself framing options hitting the market.

### Selling Your Prints

Now for the hard part: selling your prints.

I won't go into the marketing and sales part of it (I cover this topic in more detail in my [Marketing for Artists email course](#)). I'll just run over the logistics.

You have two options:

1. You can sell prints on your own website. This gives you the most control, but you

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- have to do all the marketing; or
2. You can list your prints for sale on online marketplaces, like [fineartamerica.com](http://fineartamerica.com). You give up control for the benefit of getting your work in front of a built-in audience.

For most artists, the latter option (online marketplaces) is unlikely to yield more than a few odd sales. There's simply too much competition.

To stand out, you need something that cuts through the noise. [Erin Hanson's work](#) comes to mind. She paints stunning landscapes in a distinct, van Gogh-like style. It's eye-catching and plays well in the commercial market.

The better option for most artists is to retain control and handle the marketing yourself. Focus on building your name and brand. Remember, competition doesn't exist if *you* are the product.

### Other Ideas for Using Prints

- Sell small prints with zero or low margins to reach more people.
- Put your art onto merchandise. Bags, hats, postcards, etc. Just make sure this fits with your overall brand and image. If you are going for portrait commissions, then having your art on a mug or postcard may detract from your brand.

- Gets prints done up of your favorite paintings that you previously sold or no longer have.
- Use prints as gifts for friends and family.
- Sell limited edition prints.
- Buy prints from your favorite artists if the originals are out of your price range.

Limited Print Run - Register Your Interest

I'll be doing a limited print run later this year with a few paintings that are of particular importance to me. If you would like to pick up a signed print, please [register your interest here](#). The proceeds will be used to create more posts like this and other art education resources for you.

Thanks for Reading!

Thanks for taking the time to read this post. I appreciate it! Feel free to share with friends. If you want more painting tips, check out my [Painting Academy](#) course.

Happy painting!



Dan Scott

Draw Paint Academy

### WANT TO BE A REPORTER?

To submit news tips, ideas, events, or classifieds contact Patty Hofer at [quaggastudio@gmail.com](mailto:quaggastudio@gmail.com) We publish after the regular monthly meeting, so please submit before the meeting.



### Where Life Meets Art

**Our Mission: To enhance the quality of life in our community through advocating, supporting, and promoting artistic, cultural, and educational opportunities.**

### ARTIUM Board

President: Jessica Mang  
Vice President: Dallas Williams  
Secretary: Patty Hofer  
Treasurer: Lisa Onvani  
At-Large directors;  
Webmaster; Mr Hofer  
Adeline Rogers  
Paula Goolsby.  
Photographer; Michael Peterson

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### Free sketching, drawing,

### painting, events in DFW area

<https://www.facebook.com/groups/urbanSketchersdfw/>

Urban Sketchers Dallas/Fort Worth is an official Chapter of Urban Sketchers, an international non-profit dedicated to promoting and teaching freehand on-location sketching across disciplines and around the globe. Join us and help us show the world our cities, towns and travels, one drawing at a time.

### Free Resources for artists

#### Pixabay.com

Free images, videos and music you can use anywhere  
Pixabay is a vibrant community of creatives, sharing copyright free images, videos and music. All contents are released under the Pixabay License, which makes them safe to use without asking for permission or giving credit to the artist - even for commercial purposes.

### New Sections Coming!

#### Free Personal Classifieds

Let us know about your upcoming shows, or art supplies you wish to trade, barter, or sell

\*\*Jessica Mang – looking for someone to go out and sketch landscapes or buildings with me. I can drive and want to get out and draw. Call or text 916.595.3761

#### Business Classifieds

\$20 for a 6 month ¼ page ad  
The first 10 businesses to buy an ad will run till Dec at no extra charge! Please support our patrons.

### ARTIUM Speaker Calendar

June 21 – *Watercolor*

Jim Gensheer

July 19 - *Acrylic*

Scott Dykema

August 16 - *TBD*

September 20 - *Media  
(Printmaking) Drawing,  
Screen Printing,  
Sculpture*

Adam Palmer



Someone once said: Look around you, everything has been designed by an artist. Your house, your car, the pattern on your rug, your clothes, your computer case, phone interface, the pattern on your tiles, the teapot, etc. Everything.

APPRECIATE YOUR TALENTS!!

# I AM AN ARTIST

THIS DOES NOT  
MEAN I WILL WORK  
FOR FREE! I HAVE BILLS  
JUST LIKE YOU

# THANK YOU FOR UNDERSTANDING

Whats new in  
the ARTIUM  
website? We have  
been adding artists and  
making changes that will  
delight you!! NINE new  
artists have been added to  
our current website  
Gallery!!

<https://mansfieldart.org/>

Its official!! ARTIUM has joined the [Mansfield Commission for the Arts](#) through a corporate membership. Every member of ARTIUM now has access to everything the Commission for the Arts has to offer all under your ARTIUM membership. We are so pleased to now be able to offer you dual membership for the price of one. If you have any questions please feel free to text or email me.  
[Jessicaemang@gmail.com](mailto:Jessicaemang@gmail.com)  
916.595.3761