

Selecting a Career in the Visual Arts

(including digital communications and design)

Seminar for Gr 10-12 Learners
24 & 25 July 2010

July 2010

Are you considering studying further in the visual arts, design or advertising fields? Are you concerned about what job and career prospects are out there for you? Do you know how to select a course and tertiary facility within the visual arts? Do you know if you would be a good teacher, artist, designer or curator?

Johannesburg based Artspace Gallery and consultancy Art Source South Africa will be hosting a seminar aimed at assisting Grade 10-12 learners become more informed about careers in the visual arts. It will offer them tools to navigate the important decisions of what their next career step should be.

The seminar will assist learners interested in the visual arts as a course of further study to look at their various career options and how to approach them. Different aspects of the industry will be presented to the learners. Information on tertiary facilities, their entry requirements and position in the industry will be considered.

An individual MBTI assessment will be done for each participant by a registered psychologist. The MBTI is a well known, valid and culturally fair personality assessment tool that provides rich and valuable data that enables people to understand themselves and others. The MBTI has been used extensively in individual and team development. It also helps people to select careers that they are likely to enjoy and be good at based on their interests and personality profile. On the course, each delegate will receive an individual career report according to their personality type as well as group based feedback around the various personality types and combinations.

The seminar aims to assist learners to take decisions about themselves & their desired career path. How to set and achieve goals and what strategies need to be applied to successfully achieve these within the visual art field. It will also talk to the business side of the art world and consider how to engage with this successfully.

Topics covered include:

- Being a professional artist – what does this mean?
- How does the industry work?
- What alternative career options are open to you within the visual art sector?
- An exploration of what it means to be an artist, teacher, writer, curator, arts administrator or graphic designer.
- Defining a strategy related to your individual career plan.
- Working in an advertising agency.
- Careers for creative people in the digital age
- How to equip yourself to pursue a career in computer graphics
- Film and animation industries

Facilitators & Presenters

Les Cohn : Director Art Source South Africa

Art Source South Africa was established in 2001 by Les Cohn, a qualified artist and an experienced arts administrator and art project consultant well networked within the South African cultural sector. She specialises in strategic career management for artists.

Taryn Cohn : Director Art Source South Africa

Since 2002 she has worked in various capacities within the sphere of arts management and cultural marketing. Her areas of speciality include marketing and communications for art and development projects, financial management, project management and strategy

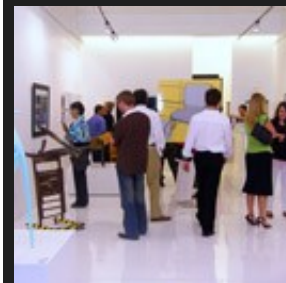


Where:

Artspace Warehouse, 3 Hetty Avenue, Fairland

When:

09h00- 17h00 on Saturday 25th and Sunday 25th July 2010



Cost:

R 2000-00 (which covers a professional MBTI assessment of each learner, course materials, lunches and refreshments on both days)

Book:

Ronel de Jager 011 880 8802 or
Artspace@wol.co.za



Programme for the seminar
be supplied upon confirmation
your booking.

Payment in full is due by the 20th
July to secure your booking.

Seats are limited so booking is
essential!

Caroline Turner: Industrial Psychologist & Jewellery Designe

Caroline Turner (nee Buist) has been a registered Industria Psychologist (PS0076015) for almost 10 years. She specialises in the assessment and development o individuals and teams. Her experience varies from large corporates to small business and private individuals, working with organisations who want to grow their people as well as their business performance. With the help of specialised psychometric and competency based assessments that provide rich and personal data to enable life choices, Caroline has provided career counselling to individuals looking to start or change careers at various life stages. She also coaches young people to develop critica emotional and life skills to enable them to be successful in the working world. Recently, Caroline decided to expand her horizons into the world of the arts. She is currently completing an NDip. in Jewellery Design at the Universit of Johannesburg.

Teresa Lizamore: Curator and Director of Artspace Galler

Over the past 25 years Teresa Lizamore has developed a sound career in the industry, as an art consultant, curator and gallerist. She consults for several major corporate collections and has been director of Artspace gallery for the past 8 years.

Adam Weber: Creative Director TBWA\Hunt\Lascaris - Johannesburg

"During the 1980's, I was undecided about what I was going to do when I finished school. For a long time it was architecture. But then a grade 10 art teacher introduced me to something called 'graphic design'. It seemed perfect. So I began a National Diploma in Graphic Design. At the time, it was the one of the few ways into advertising. I did the first 2 years at Technikon Witwatersrand and finished my final year at Pretoria Technikon thanks to a study scheme through the SA Air Force. I worked for a more traditional below-the-line agency called Red Nail. I had long wanted to move into art direction to take my interest in visual communication further. As the agency changed from a traditional retail agency to a more advertising-based one, it allowed me to become an art director and work as a team with a copywriter. After 5 years, I moved to TBWA\Hunt\Lascaris where opportunities really opened up.

Big brands, great projects, some awards and the country's most talented people have kept me motivated enough to stay for almost 8 years.

Janette Engelbrecht: Marketing and Public Relations manager, The Open Window School of Visual Communication

In a digital age, graphic design encompasses a whole new world of opportunities from multimedia interfaces, web design, animation, gaming and digital communications.

The Open Window promotes a multidisciplinary approach in design, and students gain a diversity of skills, practical experience and knowledge during their studies. The objective is to find a range of appropriate solutions by accurately scoping visual communication problems, interpreting research results and integrating developed competencies in various media. This approach has ensured an excellent employment rate of The Open Window graduates over the past years.



"I was moved by your strength and drive, your incisive and motivating style has given me valuable insight into my own position as well as sensible guidance regarding my way forward."

"Thank you for your informative and inspirational seminar. I liked your no-nonsense straightforward, but at the same time funny, warm and relaxed, style. As I said to you after the seminar, your enthusiasm is contagious!"

ARTSPACE

Established in 2001, by Teresa Lizamore, Artspace has been showing the work of talented up and coming, as well as established contemporary South African artists for eight years.



Art Source South Africa is a consultancy with a broad range of clients and projects. We work within the contemporary visual arts and cultural development sectors. We promote contemporary visual artists.

2010 sees our existing and new projects bring exciting opportunities for us, while continuing with strategic career development and artist management as our core functions.



The Open Window has been on the forefront of the development of courses to prepare talented youngsters for the various fields within visual communication. Although the application of computer graphics are very important, artistic skills and conceptual thinking form the basis of the education. The Open Window boasts with a 98% of placing of graduates in the industry with 3 months of graduating. For more information, visit www.openwindow.co.za. Tel. 012 648 9200

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