

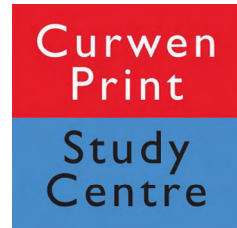
# CREATIVE BRIEF

## Crafts

### Brief Setter:

**Emma James**

Self-employed Artist, Printmaker & Tutor at Curwen Print Study Centre



The Curwen Print Study Centre was established as an educational Fine Art Printmaking charity in the late 1990s by Master Printer Stanley Jones MBE and local entrepreneur and art lover Sam Alper OBE. Since its formation, the Curwen Print Study Centre has established a reputation for excellence in its field.

### Brief Title:

### Design, cut and print an original hand pulled lino print

Design, cut and print an original hand pulled lino print around a set theme to sell at an arts event you will be organising. Research local arts events and plan how you would organise and promote a local event, gift or craft fair as an opportunity to sell your print. Research other local artists and makers to include their work for sale alongside your print. Design a poster to promote your event.

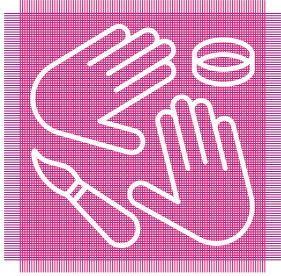
All professional artists need to sell their work to earn a living from their profession, and the majority of artists are self-employed. As a professional artist you need to find places and opportunities for selling the work you make, or create your own selling opportunities.



**Babylon  
ARTS**

**TAKE  
YOUR  
PLACE**

 **Skills Builder**  
PARTNERSHIP



# Crafts

## Suggested project timeline:

### Essential Skills Developed



### WEEK 1

**School:** Live brief setting and Q&A. Think about and research an image for your print based around a theme given to you by your teacher. The image should be original: i.e. either your own drawing or photograph. You can use other artists work as inspiration but your final image needs to be your own work.

**Homework:** Read the instructions "How to make a lino cut print" in the resource document. Using your drawing or photo, decide on an image for your print based around a theme given to you by your teacher.

### WEEK 2

**School:** Use the instructions to learn how to use lino cutting tools and practise using the tools on a test piece of lino. Transfer your image onto your lino and cut your image into the lino.

**Homework:** Research local selling opportunities for independent artists and makers. This includes all kinds of original crafts and skills such as printmakers, painters, ceramicists, jewellery makers, book binders, mosaic artists and many more. Research local arts events: some example links are provided in the Resource document but also find your own to add to your research.

### WEEK 3

**School:** Proof your print: artists usually produce 'proof' copies of a print before making a final 'good' copy, or an edition. Proof prints are for the artist to look at the print and see if they are happy with it, or if they want to make any changes, such as cut away more from the lino, use different paper or change the ink colour. An edition is when an artist prints a number of prints of the same image which are all exactly the same. Using the instructions in the Resource Document, ink up and print a proof copy of your lino cut. Make any changes or extra cuts you think are needed and then print another proof copy to check your print is now how you want it to be. You can do this until you are happy with the print. When you have finished proofing, start to print your final good prints.

**Homework:** Decide on an identity for your event & outline the details of your event plan. For

example, it could sell only items made by people living in a specific town/village, or work in a particular colour, or only offer handmade items and art that have images or are all items for sale based around a particular subject. This identity may influence where you hold your event or at what time of year: i.e. a School fair or a Christmas Gift Sale, or is it fundraising for a local cause or charity or football team?

You will need to decide on many aspects including the following:

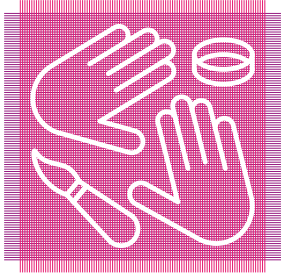
- Where will you hold your event, in what location and building?
- What time of day will your event run: daytime or evening, and will it run for several days or just once?
- Will you charge for entry or will it be free for people to attend?
- What is the name of your event?
- Who are your customers: i.e. who do you think will come to your event? This will depend on the identity you have chosen for your event - people living in the village, members of a club, people who support the charity?

### WEEK 4

**School:** Live check in with brief setter. 2-3 students will be chosen by the teacher to present their ideas and receive feedback from the professional and their peers. Finish printing your final good prints. You are making a piece of art for someone to buy, so remember your print needs to be professionally presented; no fingerprints or marks on the paper apart from your printed image. Print at least 5 copies of your print.

**Homework:** Research local artists and makers living or working in East Anglia, to source other work you would like to sell at your event. There are some example links to websites of some local artist and makers provided in the Resource Document but also find your own to add to your research. When selecting an artist's work for the sale, ensure they fit the identity of your event. Select artists who make items that would complement your print. Also think about the people who will be at the event to buy the work you choose. Choose things to sell that you think will appeal to your customers, items they will want to buy and at prices that will be

Continued ►



# Crafts

## Suggested project timeline:

### Essential Skills Developed



appropriate. Find 4-6 x local makers and explain why you have selected them and their work and how they fit in with the identity of your event.

### WEEK 5

**School & Homework:** a digital portfolio of creative careers in the industry sub-sector will be provided. Students to review the digital portfolio of creative careers in industry sub-sector.

### Week 6

**School:** Students to feedback to teachers the creative careers they have researched.

**Homework:** Research and decide on the different ways they will promote the campaign.

### Week 7

**School:** Design a poster to promote your event and tell everyone what the event is called, when it is being held, where it is happening, and what sort of things are for sale. Include the names of the artists and makers who will be selling their work, including yourself, and use colours and images that suit your event identity. This can be either a digital or handmade poster, but it needs to be usable both as a physical copy – to put up for people to see – and also attached to an email or on social media if required.

**Homework:** Decide on a campaign to promote your event to your customers and write a plan for this promotion, including a timeline and methods of promotion.

For example: Will you use social media?

- Where will you use the posters (both physical posters and online use)
- How far ahead will you start using each method?

### Week 8

**School:** Students will present final response to creative brief to peers and the brief setter. A select group of 4-6 students will be chosen by the teacher to present in order to get feedback from the brief setter and their peers.