Lesson 8 EXHIBITION AND SALE PREPARATION

GRADE LEVEL: HIGH SCHOOL

DURATION: 90 minutes

OBJECTIVE:

Students will learn about the exhibition process, marketing strategies, pricing artwork, and how to present and discuss their work professionally.

MATERIALS NEEDED:

- Computers or tablets with design software (or access to online design tools)
- Artworks for exhibition (students' completed portraits)
- Example promotional materials (posters, social media posts, press releases)
- Pricing guidelines (suggested price ranges, considerations for pricing)
- Template for press release and social media posts
- Whiteboards or flip charts for brainstorming
- Camera or smartphone (for student use in creating promotional images)
- Sample price tags or labels for artwork

LESSON:

WARM-UP:

INTRODUCTION TO ART EXHIBITIONS AND MARKETING (10 MINUTES)

Goal: Introduce the concept of art exhibitions and the importance of marketing for artists.

Instructions:

- Brief discussion on what an art exhibition involves:
 - "What do you think is important to know when preparing for an exhibition?"
- Show examples of promotional materials used by professional artists or exhibitions (e.g., posters, social media, press releases).
- Discuss why marketing is essential for success in the art world, including attracting viewers, increasing sales, and creating professional exposure.









ACTIVITY 1:

UNDERSTANDING EXHIBITION SETUP AND MARKETING STRATEGIES (20 MINUTES)

Goal: Familiarize students with the exhibition setup and different marketing strategies for promoting their artwork.

Instructions:

- Step 1: Exhibition Setup
 - Discuss how to set up an exhibition (displaying artwork, arranging space, lighting, and preparing for the opening event).
 - Talk about the importance of creating a cohesive exhibition theme and how to organize artwork (size, medium, and placement).
- Step 2: Marketing Strategies
 - Discuss different marketing avenues for artists:
 - Posters and flyers for local promotion.
 - Social media platforms like Instagram, Facebook, and TikTok for online promotion.
 - Press releases to local media outlets.
- Ask students to brainstorm possible strategies for their exhibition or art sale.
 - "How would you promote your own exhibition? Where would you want to showcase your artwork?"

ACTIVITY 2:

CREATING PROMOTIONAL MATERIALS (30 MINUTES)

Goal: Have students create promotional materials for their exhibition or sale.

Instructions:

- Step 1: Design Promotional Materials
 - Students will create one or more of the following promotional items:
 - Poster/Flyer: Create a simple, eye-catching poster or flyer with artwork details (image, title, date, venue, and pricing).
 - Social Media Post: Design a social media post template with the same details, ensuring it fits Instagram, Facebook, or other platforms.
 - Press Release: Write a basic press release for their exhibition, including important details (event name, location, date, what to expect).
- Step 2: Use Technology
 - If using design software (like Canva, Photoshop, or other apps), students can use templates or create their own layouts. If not, they can draw rough sketches and plan the content for future use.
 - If possible, students should also take high-quality photos of their artwork to use in promotional materials.

Instructor Role:

• Provide feedback on designs, ensuring they are clear, professional, and include necessary details.







ACTIVITY 3:

PRICING ARTWORK AND UNDERSTANDING MARKET VALUE (15 MINUTES)

Goal: Help students understand how to price their artwork and the factors that influence market value.

Instructions:

- Discuss the following factors that determine art pricing:
 - Material Costs (e.g., canvas, paint, framing).
 - Time and Skill Level (how long the work took and the artist's experience).
 - Market Demand (what is the local or global demand for similar artwork).
- Provide a general guide to pricing art based on these factors.
 - Example: "A small painting on canvas might be priced at \$100-200, while a larger piece could be \$500 or more, depending on your materials and time."
- Have students practice pricing their own artwork using these factors and the provided guidelines.

• "Based on your process and materials, how much would you price your work?" Discuss how to adjust pricing for different types of exhibitions (e.g., local vs. national).

ACTIVITY 4:

PRACTICING PRESENTING AND DISCUSSING THE ARTWORK (20 MINUTES)

Goal: Prepare students to professionally discuss and present their work to others.

Instructions:

- Step 1: Elevator Pitch
 - Explain what an "elevator pitch" is—a brief, clear, and engaging explanation of their artwork that can be delivered in 1-2 minutes.
 - Help students create their own pitches by answering these questions:
 - "What inspired your portrait?"
 - "What techniques did you use?"
 - "What message or feeling do you want the viewer to take away?"
- Step 2: Practice Presenting
 - Students will pair up and practice presenting their portrait to a peer as if they were at an exhibition or gallery.
 - After each presentation, peers provide constructive feedback on clarity, engagement, and how well they presented their work.

Instructor Role:

• Circulate and observe, offering guidance on presentation skills and helping students refine their pitches.

CLOSING REFLECTION (OPTIONAL HOMEWORK):

• Ask students to finalize their promotional materials and prepare to share them online or print them for an exhibition.

Optional Homework:

- Write a reflective response on how they would approach the exhibition and sale of their art in the future.
- Include: "What strategies would you use to sell your art? How would you present your work?"







MODIFICATIONS FOR STUDENT NEEDS

FOR STUDENTS NEEDING SUPPORT:

- Provide templates or examples of promotional materials to assist in the design process.
- Offer additional one-on-one assistance with pricing strategies and creating clear, concise artist statements.
- Pair students for presentation practice if they need extra support.

FOR ADVANCED LEARNERS:

- Challenge students to think beyond local markets and explore global marketing strategies for selling art online (e.g., Etsy, art fairs, gallery representation).
- Encourage them to create more complex promotional campaigns, including video content or website design.

ENRICHMENT ADD-ONS:

G<u>UEST SPEAKER</u>:

• Invite a local gallery owner, curator, or art marketer to discuss the ins and outs of art exhibitions and marketing strategies.

VIRTUAL GALLERY TOUR:

• Take students on a virtual tour of professional exhibitions or galleries to analyze how artwork is displayed and marketed.

ONLINE ART SALES:

• Introduce students to online platforms (like Etsy, Saatchi Art, or Artfinder) and guide them in setting up a digital portfolio or shop to showcase their artwork.





