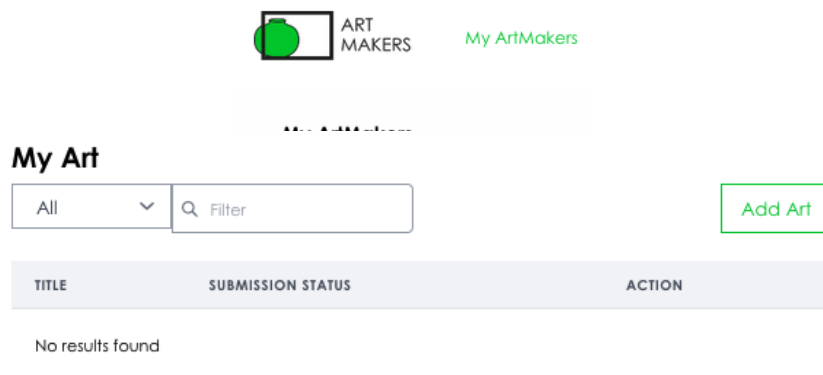


ArtMakers – Using the Site For Artists (Uploading Work to Sell)

UPLOADING ART

- 1** **To Upload Art** either click on the My Art heading in the My ArtMakers menu or from the Dashboard click on 'View All' (at top right of the My Art Panel). This will take you to a page that will list all the art that you load onto the site and offers you a button to 'Add Art'.



NB: How you fill the 'Add Art' section in will determine how easily and under how many search terms your work can be found by potential buyers and provides a series of fields to help you describe your work.

NOTE: Due to the site's current relationship with its payment portal, If your work is available in more than one form e.g. Prints and cards, or in more than one size you will need to create a separate upload for each item. Also see **"Linked Art"** below ([Managing a single upload for different forms of an artwork is due to be part of our next stage in development of the site](#))

- 2** **Before you start:** Decide the Title of your work and a Description of between 10 and 300 words (you can change the description at any time once you have uploaded your work)

3**Written Descriptions**

Descriptions are important

- a. to help potential buyers find your particular work through Search Engine Optimisation (SEO) and
- b. to tell the story of the work e.g. explain the details of its creation, the materials used, colours, is it part of a series?, why you have chosen its particular title. The importance of the work to you as an artist.

Once the embedded SEO in our system and our marketing team have made sure that potential buyers find your work, it is then your story that helps achieve sales.

Important: If someone other than you has taken the photographs of your work – please credit them in the Description

4**Adding Photographs and Videos of your Work**

Photographs: To add still images, there are a few things to bear in mind:

- Each image needs to be no more than 1Mb in size with a maximum dimension of 3000 pixels on its longest side (the larger the image, the closer it enables a buyer to zoom in to see detail).
- To upload more than one image, place the images you want to use in a folder so that you have them all in one place and follow the instructions on the page (*NOTE At the moment the site does not have a 'drag and drop' option for adding an image to the upload box but we are hoping to add this later*)
- Choose the most important image to upload first as this will be the main one to be displayed on the site and on your personal profile page.
- If you need some help with taking good quality photographs (See [Photographing Your Artwork](#) in our 'Knowledgebase')

Changing Image – Single Image: If you have added only one image of an artwork and you want to change it before submitting work for

approval. Choose your new image in the Browser and upload. The image uploaded to the site will automatically change.

Changing Image – Multiple images: At present you will need to replace and re-upload your full group of images so add any new images to your folder and choose the set that you want to upload in the Browser – following the instructions on the page as for your original upload

Video: If you are going to upload video – we suggest a maximum of 2 minutes. The aim of the video can be to explain your work, show how it has been created etc.

5

Description Fields

Next choose how your work fits into the following preselected fields.

NOTE: You can only choose 1 Category and 1 Dimension option. Other fields all allow multiple choices.

- **Categories:** (whether your work is a painting, sculpture, a Maker work etc.)
- **Medium:** Types of medium used to create your work – e.g painting-acrylic, sculpture-wood etc.
- **Style:** e.g. abstract, realist, impressionist etc.
- **Subject:** e.g. landscape, coast & sea, animals etc.
- **Size:** small, medium, large, X large
- **Orientation:** (2D works) or **Location:** (3D Works)
- **Colour:** Choose as many colours as apply
 - [Note1:](#) There is a multi-colour option for genuinely multi-coloured work but this does not automatically categorise your work under every colour – if you choose multi-colours then also choose other individual colours that are dominant in the work*
 - [Note 2:](#) If the colour(s) of your work do not appear in the list make sure that you include them in the description and let us know any colours that you think it would be useful to add to our existing list.*
- **Dimensions:** Please be accurate.
- **Weight:** This will only be needed for works where weight is significant e.g. sculptures and framed artworks
- **Price:** Be realistic and remember that we charge commission on sales made through the site. (*[Commission Rates vary depending on the level of your Sales membership: Basic – 38% Commission; Standard – 35% Commission; Standard Plus; 30% Commission](#)*)

Make sure that your price gives you a fair return for your work once our commission rate has been deducted.

- **Packaging and Delivery:** Costs for sending your work within the UK should be added here. If a buyer lives outside the UK the price will need to be separately agreed with the buyer
- **Linked Art:** If you have works on the site that are linked to other items e.g. if you have prints available in several sizes you can link them here and the linked options will be displayed on each of your pages when viewed by potential buyers
- The final few questions should be self-explanatory but if you have any queries please contact [Jess](#) or [Hilary](#).

Pressing **Submit** will send your work to us for **approval** and will bring you back to your **Dashboard Page**

APPROVING YOUR WORK

On launch we are not formally curating work that appears on the site. However we do have to make sure that work complies with the law and our Terms & Conditions and therefore need to review and approve all work prior to it being displayed and searchable.

Monday to Friday we will aim to confirm uploads within 24 hours. This may extend to 48 hours at weekends.

Once your work is approved you are set to go.