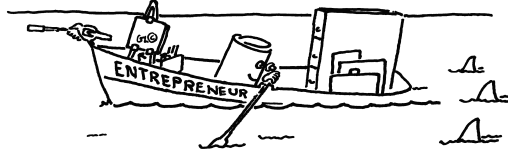


University of the
Arts London
Central
Saint Martins



Enterprise Skills Courses at Central Saint Martins College of Art & Design

To compliment the diverse range of art and design short courses at Central Saint Martins we offer a range of courses in business skills for the creative practitioner. The following is the selection of courses for 2008 -2009, taught by Alison Branagan MA AIBC FRSA.

Alison Branagan is a specialist business adviser working within the creative industries and has a proven track record in research, devising innovative short courses for artists, designers and creative people, which have enhanced their professional standards, increased entrepreneurial skills and generated opportunities to further their practice or enterprise

Visit www.alisonbranagan.com for more information and student testimonials.

Book online through our secure server www.csm.arts.ac.uk

To request a brochure email: shortcourse@csm.arts.ac.uk or telephone: **020 7514 7015**

Business Start-up for Creatives

course	12 October to 2 December 2008, Tuesdays 18.00 – 20.30, 8 weeks
course	20 January to 10 March 2009, Tuesdays 18.00 – 20.30, 8 weeks
course	28 April to 16 June 2009, Tuesdays 18.00 – 20.30, 8 weeks
course	14-17 April 2009, weekdays 10.00 – 16.00, 4 days
cost	£290 per course
location	Southampton Row

This course is for artists, designers, photographers and image makers who wish to know about how to set up in business, and learn about the benefits of becoming self-employed. Did you know for instance that you can be employed and be self-employed at the same time? Did you know that if you sell work or need to gain commissions or run workshops on an ongoing basis you need to gain legal trading status? But don't panic! This course will give you an overview of where to find sources of support, how to write a business plan, gain funding, and identify a market for your artwork and skills. Other topics covered include raising awareness of legal issues, how to keep records, financial matters, taxation, and invoicing.

Essential Guide to Self-Promotion for Creatives

weekdays	Monday to Friday, 10.00 - 16.00, 4 days
course	Summer School 1 July to 4 July 2008
cost	£350
location	Southampton Row

This course is essential for anyone who is trying to generate income from being an artist, designer or cultural entrepreneur. Based on ten years of active research this course aims to focus on key self-promotion tactics and how to make the best of your presentation skills. Talent is often not enough to guarantee success in the visual arts/creative industries. Creatives have to build a profile, write statements, marketing copy, generate imaginative publicity for themselves and their ventures. Alongside being able to present visual material for editorial use and proposals. Practical exercises will aid you in being able to speak confidently about your projects and ideas in front of sponsors and audiences.