



Business and Enterprise Courses at Central Saint Martins College of Art & Design

To complement the diverse range of art and design short courses at Central Saint Martins we offer a range of courses in business and enterprise skills for the creative practitioner. The following is the selection of courses for 2011 - 2012, taught by Alison Branagan MA AIC FRSA.

Alison Branagan is an author and specialist business adviser working within the creative industries. She 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, publications, and student testimonials.

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

To enquire about a course: shortcourse@csm.arts.ac.uk or telephone: 020 7514 7015

Entrepreneurship for Creatives

course	10 th January – 28 th February 2012, Tuesdays 18.00 - 20.30, 8 weeks
course	10 th – 13 th April 2012, 10.00 - 16.00, 4 days, Easter School, weekdays, Tuesday - Friday
course	17 th April – 12 th June 2012, Tuesdays 18.00 - 20.30, 8 weeks
course	16 th – 19 th July 2012, 10.00 -16.00 , 4 days Summer School, weekdays, Monday -Thursday
cost	£385
location	Granary Square, Kings Cross



Alongside talent, artists, designers, and creative professionals have prospered through a variety of means. Many skills need to be enhanced or acquired to acquire success as a practitioner or build a business within the creative industries. This course aims to assist in developing a range of inter-personal and practical enterprise skills to help you profit from opportunity. Through a series of workshops, you will learn how to focus, negotiate, construct networks, create a vision, work with others, understand key legal aspects and business strategy. Learning about these topics will assist in pursuing an entrepreneurial outlook. The course includes sessions on idea generation and creating an inspired sales pitch.

Self-Promotion for Creatives

course	6 th – 9 th August 2012, 10.00 - 16.00, 4 days, Summer School weekdays, Monday - Thursday
cost	£385
location	Granary Square, Kings Cross

This course is essential for anyone who desires to make a living from art, design, image-making, or other creative activities. It focuses on vital marketing, promotional and presentation skills. To guarantee success, creatives have to network, profile build, write statements or marketing copy, and generate imaginative publicity for their ventures. Alongside being able to present visual material for editorial use, or constructing proposals. Practical exercises will improve confidence in presenting projects and ideas to sponsors or audiences.

Business Start-up for Creatives



course	2 nd - 5 th April 2012, 10.00 -16.00, 4 days, Easter School, weekdays, Monday - Thursday
course	2 nd - 5 th July 2012, 10.00 -16.00, 4 days, Summer School, weekdays, Monday - Thursday
cost	£385
location	Granary Square, Kings Cross

Business Start-up for Creatives is now available online. To book and discover more details please click the link below. This course will be advertised upon an ongoing basis. (If this link fails to open please visit the CSM website) <http://www.csm.arts.ac.uk/short-courses-online/businessstart-upforcreatives-online/>

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.

A selection of testimonials from recent students many of which have gone on to set up their businesses.

"This course was the best investment one can make."

Najla Alfaraj

"If you are interested in starting your own business, this is the course to attend!"

Thiago Bastos

"The course was excellent, extremely informative, yet incredibly fun and enjoyable. I would highly recommend it to any creative looking to start up a business."

Jim Church www.scrapdesign.co.uk

"I loved the course. It was a great motivation to start my own business."

Carolina Benoit

"All designers and artists should take these courses you will not just stumble upon this in-depth information on your own. A great start for a fuzzy future."

Will Gurley www.willgurley.com

"This course was what was missing from my degree and should be something anybody starting a business or just graduating should do without fail."

Kim Vince

"A good course especially if you have questions that you really need answering...which is most of us."

Teddy Keen

"The Business Start-up course has proven to be very informative and encouraging. I highly recommend this course to anyone who is considering starting their own business or freelance service."

Anna Benke

"I have learned so much from this course. I can't thank Alison enough. Also the booklist was very helpful in so many ways."

Rawan Alnafisi

"I really liked how the course was geared towards the commercial world. It had a very good real life application."

Rob Dakin www.clockworksoldier.co.uk

"Very inspiring course, excellent for getting to know the harsh realities of being self-employed. This course covers everything you didn't know."

Audrey Whelan www.audreywhelan.com

"During this four day course I was introduced to a great deal of business start-up information for starting my business. A great Introduction indeed."

Mia Pfeifer

(Please note discounts are available for students studying full time on undergraduate or postgraduate courses)

Alison Branagan is the author of 'Making Sense of Business', 'The Essential Guide to Business for Artists and Designers' and 'A Pocket Business Guide for Artists and Designers' (Also available on Kindle and Kobo). Stockists include Amazon, Tate Modern, Magma, and Waterstones.