



Visual Arts & Creative Industry Specialist



Education Consultancy

Professional Practice & Business
Module Development

Enterprise Initiatives

Events & Projects

Workshops & Courses

Marketing & Self-Promotion

Business Start-up & Legal Matters

Entrepreneurship, Innovation &
Presentation Skills

Educational consultancy and practical services from one-off workshops and short courses for organisations and institutions, right through to embedding the QAA (2018) Guidance on Enterprise and Entrepreneurship within universities.

QAA Benchmark Statement for Art & Design (Summary)

Students should be able to...



Generate concepts, proposals, solutions or arguments



Develop ideas through to outcomes



Be resourceful and entrepreneurial



Manage their own workloads and meet deadlines



Group, team working and collaboration



Communication and social skills



Present ideas in visual, oral and written forms



Able to anticipate and accommodate change

Essential Guide to Business for Artists and Designers

This second edition of the best-selling, comprehensive handbook *The Essential Guide to Business for Artists and Designers* will appeal to a wide range of artists, makers, designers, and photographers looking to set up and establish an arts practice or design business within the visual arts and creative industries. With fully revised content, three new chapters, and profiles of contemporary artists and designers from around the world, this guide leads the reader through the most important aspects of setting up and growing a profitable enterprise.



Alison Branagan is an author and enterprise consultant for the visual arts and creative industries. She is also an associate lecturer at Central Saint Martins and an Associate of the National Centre for Entrepreneurship in Education and the Institute of Consulting.



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