

Learning & Product Expo: Art!
Friday, October 22, 2010

October 22-24, 2010 (classes begin October 21)

All are hands-on workshops unless otherwise noted.
Classes are All Levels unless otherwise noted.

9 AM- 11AM

Fr105 Marketing Your Art For Fun And Profit Len Garon LECTURE: Business \$55

This powerful and informative workshop will discuss creative career building strategies essential for survival and success. Garon will also discuss many of the personal steps taken and common mistakes made over the last 33 years in his career. Students will receive a free print.

Fr111 Generating Revenue: Traditional & Alternative Markets, Commissions Jodi Walsh LECTURE: Business \$55

Learn how to identify and sell into traditional and non-traditional markets, and how and where to promote your unique type of artwork. Once you open your mind to how you look at things, opportunities will appear right in front of your eyes and you will know how to respond. Understand the process and the paper work of a successful commission and what needs to be in your contract. Remember, get it in writing! We will review several simple but extremely affective contracts for both traditional and portrait commissions.

9AM- 12NOON

Fr101 Loose Paint Sketches To Warm You Up! Robert Burridge Acrylic \$85

Learn the goof-proof secrets to how instructor Robert Burridge begins everyday in his studio. You will paint many loose, crazy-fun paint sketches. Burridge gives you permission to goof around and warm-up before you tackle that scary full sheet or canvas. Spend three fun hours splashing color around. All levels. Bring your favorite brushes. Materials and handouts provided.

Fr103 Acrylic Painting On Gold Leaf Nancy Reyner Acrylic \$75

Obtain a multitude of beautiful effects to add to your art by exploring the exciting combination of metallic leafing with acrylic paint. Create several unique paintings while learning tips and tricks to leaf application, shifting gold leaf hues with colored and textural glazes, and adding transparent and opaque painting effects. The paintings created in this workshop can benefit from additional metallic painting effects in instructor Nancy Reyner's next workshop on Saturday morning. All levels welcome. All supplies included.

Fr104 Transparent Oil Glazing Technique-Orange And Persimmon Lesson Arleta Pech Oil \$75

Learn how instructor Arleta Pech applies her glazes to create beautiful transparent images. This class is a great introduction for watercolor artists who want to explore the Transparency of OIL in a Healthy way, in a toxic free process all the way to cleaning brushes, or for oil artists who want to work with more luminosity using glazes. Pech will get you started and show you up close and personal how to do this easy technique. There is NO drawing required to experience this lesson.

Fr106 Acrylic Collage: Gesso And Tissue Paper Peggy Morgan Stenmark Acrylic \$75

Using white gesso and tissue paper, we will create a unique surface on watercolor paper as a starting point for an acrylic painting. Each painting will be a distinctive work of art, reflecting your personal style. This is a great chance to learn about collage and play with acrylic paints.

Fr107 Triptych In Pastels Mary Telfer Holden Pastel \$75

In this hands-on workshop you will learn how to create a triptych (a 3-panel painting) with Unison and Richeson pastels. This workshop will focus on how to paint one painting on three different (high-quality Richeson) panels, making sure that they can hang together or alone. Using photographs, instructor Mary Telfer Holden will help you interpret each scene starting with a soft background and working up to some details in the foreground using the pastels that will be provided for your use in class. All materials supplied by the Richeson Company. Instructor Mary Telfer Holden encourages you to work from your own photo or photos combining them, but she will also have photos available for your use.

Fr108 The Sketchbook Is Your Friend Joseph Stoddard Intermediate Drawing \$85

Instructor Joseph Stoddard will explore the use of the sketchbook as a journaling device, a travel companion, and a way to increase your painting skill on a daily basis as well as giving you a way to explore new ways of creative expression. He will discuss and demonstrate the various uses for the sketchbook and students get to keep the book when the class is over!

Friday, October 22, 2010 9AM-12Noon cont'd

Fr109 Painless Oil Painting Caroline Jasper Oil \$85

See how easy and forgiving oil painting can be. Whether you are experienced or trying oils for the first time, you will discover a fresh approach to productive methods with the most luscious painting media. Paint on color ground to facilitate faster progress and muddy color avoidance. Take home a fresh, new and successful oil painting! Materials provided by Holbein. Optional: Bring extra brushes, #4 and #6 bright or flat (½"-¾")

Fr112 The Many Colors Of White Karen Vernon Watercolor \$85

Learn how to combine the spectrum to create brilliant, colorful white images. Break light into a spectral flow of color and make your paintings glow. Understanding how to create white by combining colors allows the artist to paint more exciting paintings. This class makes process simple and teaches tools for better, more enticing paintings. All materials provided by Ampersand Art Supply and H.K. Holbein.

Fr113 The Composition Class You Should Have Taken Years Ago Tom Lynch Drawing \$75

Have you ever had a great idea and just did not know how to put it together? Then this class is for you. Just bring your favorite photos and instructor Tom Lynch will show you how to transform an ordinary photo into a dynamic composition. These lessons will last you a lifetime and your artwork will be better immediately. The lessons that you will learn here will help your paintings be more successful before you even paint them. A free print included.

Fr115 Airbrushing Fundamentals - Beginner Level Pamela Shanteau Airbrush \$75

Gain an understanding of everything airbrush, from how it sprays to how to clean and maintain it. Operation techniques are emphasized along with stenciling and freehand methods. Learn the basic airbrush strokes that comprise all airbrush paintings from master airbrush artist Pamela Shanteau as she leads you through this amazing 3 hour, hands-on workshop.

Fr117 Spontaneous Landscapes In Watercolor Tom Fong Watercolor \$75

Explore spontaneous landscape watercolor painting with instructor Tom Fong. This workshop focuses on using large brushes and painting in a fast, bold, direct and spontaneous manner. Bring large flat brushes and a medium round brush. Jack Richeson & Co. paper and paints provided.

Fr118 Simple Tricks To Painting Chrome & Other Shiny Stuff Laurie Humble Watercolor \$85

In this exciting workshop you will learn simple techniques you can use to make reflective surfaces really appear to shine! Specific exercises will be taught to help you learn to infuse exaggerated or even imagined color into these subjects for an even stronger impact. Instructor Laurie Humble's stress-free teaching style provides a fun and relaxed atmosphere with lots of individual attention. You will be painting throughout this workshop. All necessary supplies will be provided by Holbein.

Fr119 Using Pastel With An Underpainting Brenda Mattson Pastel \$75

Discover innovative techniques to build compositions combining pastel and acetone. We will be using three different types of pastel: semi-hard, soft and really soft. There will be demonstrations, discussions and individualized attention given to each student. A fun class for all!

Fr120 Using The Play Of Light Theory, Create Vibrant Impressionist Flowers Urania Christy Tabet Oil \$85

Learn the joy of painting vibrant Impressionistic flowers that speak of spring/summer and joy. Learn to accent the proper areas within each flower using the correct color and values to obtain vibrant and luminous flowers. Choose to paint a free flow pattern or flowers in a vase. Enjoy the ease of painting with a palette knife. . .keeping your colors clean and vibrant with texture that captures the light, and with no brushes to clean at the end of a long day at the easel. Learn the popular color that sells floral still-life paintings and where to market your floral paintings. Still-life floral arrangements will be available or bring your own favorite floral photos. All materials for the class are supplied by Ampersand and Holbein.

Fr121 Portraits In Light, Shade And Cast Shadow Peter Andrew Intermediate Watercolor \$75

Draw portraits from life that evoke powerful three-dimensional form using principles of light, shade and cast shadow. Hone your understanding of drawing portraits while applying light logic to your drawing in this workshop using Conté crayon and watercolor on toned paper. Combine the values of wet and dry media to your advantage. All materials provided by Conté and Winsor & Newton.

Fr122 Light, Shadow And Values: Create Atmosphere Stephanie Birdsall Oil \$85

Light, Shadow and Values are the three most important components of any painting. You will learn to make your own decision on what sort of light you want and why you want it. Be the master of your painting! Discover the magic of same value/different color! Learning to see these three things will give you the ability to become a powerful painter. All levels of artist are encouraged. As a beginner, these are important skills to get started. If you are more advanced, then really learn to hone your skills! Materials provided by Holbein and Ampersand.

Friday, October 22, 2010 9AM-12Noon cont'd

Fr123 The Essential Landscape Class - See It! Build It! Linda Kemp Watercolor \$8

Discover design strategies and secrets for interpreting and simplifying the landscape. Whether you work on location or from photographs, your paintings will vastly improve as you use your new vision to build with simple, interlocking shapes. This program is highly recommended whether you have struggled with the landscape or if you are looking to expand your landscape painting skills. Negative painting concepts will also be incorporated. Please bring two of your favorite landscape photos and your own brushes - a minimum of a 1" flat and a #12 round brush. We will work with watercolor, but these strategies work with all mediums.

Fr124 Experimental Florals Sharlena Wood Mixed Media \$75

This inspiring half-day workshop will introduce you to key mixed media combinations for gutsy & beautiful expressionistic floral paintings. Experiment with top of the line products from Tri-Art Acrylic Paint, Duho Fine Art Panels and Unison Soft Pastels and experience the unlimited possibilities! Join the mixed media vixen Sharlena Wood as she shares her secret techniques and rekindles your love of flowers over and over again! Tri-Art paints & mediums supplied.

Fr125 Magic And Memory: An Acrylic Collage Jennifer VonStein Acrylic \$75

In this class, you will learn ways to create your own narrative collage relating to a specific person, place or time. Using Interactive Acrylics and Mediums, vintage paper and ephemera provided, you'll layer and manipulate paint and imagery to create a piece that is filled with personal meaning and that tells a story. Please bring your own photocopied images for transfers, scissors and small objects that you wish to incorporate. All paints and mediums provided by Chroma.

Fr126 (c) Great Faces! The Easy Way - Parts And Pieces - Features One At A Time Luana Luconi-Winner Oil \$75

A three-hour, easy study method geared towards learning to paint and draw great noses, lively eyes, relaxed mouths, structured ears and more. This simple approach can make anyone an expert at facial anatomy. All skill levels. (Attending The Color of People prior to this class is recommended.)

Fr128 Intro To Painting With Schmincke's Norma Finest Oil Colors Ramiah Shankar Oil \$75

Schmincke's Norma is the finest oil paint for doing a still life, landscape, portrait or a self-portrait. In this three-hour class, you will do a painting with Norma oil colors. You will learn the essentials of basic color theory of values, intensities, the hues of Norma, how to set up a basic palette of warm and cool colors of Norma for any scene, blend and paint with brushes or painting knives in plein aire or from an image, use Schmincke Mediums to thin the paint, make it dry fast, create impastos and finish a painting. Bring your favorite color image for painting in the class.

Fr129 Art Marketing 101 For Smart Artists: The 7 P's Of Marketing Your Art

Aletta de Wal LECTURE: Business \$65

Learn to navigate the seven stages in the journey to success in marketing your art. You will leave this class with a marketing map that will help you drive your business so that have a better year than ever. Then all you have to do is steer. Based on 15 years of teaching and coaching thousands of emerging, mid-career and established artists. <http://www.artistcareertraining.com>

Friday 9AM-4PM

Fr102 Pushing The Limits: When Acrylic Meets Paper Chris Cozen Acrylic \$140

Simply paper? Never! Instructor Chris Cozen will push the limits of your understanding of what is possible when paper and paint collide! Find out what papers work best for various effects, learn to use folds, tears, and constructs to create a paper based assemblage. Explore the range of Acrylic products that will alter paper surfaces for drawing and surface manipulations. Explore bleeds, washes, decorative glazes and metallic mixes! There are more possibilities out there to explore. Let's get busy.

Fr110 Hangin' With The Masters: Intro To Traditional Oil Painting Sean Dye Oil \$155

Call it old school but there are still some of us who really love oil color: the way it smells, the way it feels, and the way it looks. Instructor Sean Dye has been using traditional oils for over 20 years to create his award-winning paintings. Come learn the rules and proper techniques from a recognized expert on the oil painting process and materials. Through demonstration, Dye will show some of his favorite methods and techniques for completing successful oil paintings. All materials will be included. Please bring sketches or reference photos.

Fr114 Pastels And Acrylics - An Exciting Combination Donna Yeager Pastel \$140

Using photographs as reference, instructor Donna Yeager will demonstrate the use of acrylic washes on Ampersand Pastelbord as an underpainting for the pastel painting. Yeager will demonstrate to students how to achieve the "thick over thin" look of the pastel over acrylic, concentrating on overall value, color, shape and composition. Golden liquid paints will be used with a variety of hard and soft pastels. Each student will receive individual instruction throughout the class. A final critique will be given at the end of the class.

Friday, October 22, 2010 9AM-4PM

Fr116 Creating A Strong Focus With Masking & Glazing Guy Magallanes Watercolor \$140

In this hands-on class you will learn an array of masking techniques allowing for an easier application of watercolor glazes adding punch and impact into your subject. You will also learn how to work with liquid frisket as well as sheeting frisket, contact paper and leave with samples and examples so you can easily incorporate these techniques into your bag of tricks.

Fr127 Have Fun Learning The Basics In Soft Pastel Camille LaPointe-Lyons Beginner Pastel \$150

This hands-on workshop will show you how to draw and paint realistic subjects with soft pastels. You will begin with some basic drawing lessons that will lead to a completed still-life painting. You will be using soft pastels, hard pastels and pastel pencils.

11:30AM-12:15PM

Fr130 Private Portfolio Review: Includes Sample CD Portfolio Jodi Walsh LECTURE: Business \$55

What is your portfolio saying about you and your artwork? Your portfolio speaks for you when you are not in the room. Presenting your portfolio to galleries, consultants, collectors and museums is crucial to the success of your artistic career. Review includes a critique of your current portfolio and outlines several sample portfolios. Once you have your portfolio complete and ready to present it is very easy and quick to update and customize for particular clients. Do not miss an opportunity because you are not ready.

1PM-4PM

Fr250 Wow Your Next Painting With New Goof-Proof Color Combos Robert Burridge Acrylic \$85

Paint today with renewed giddy confidence using the new Burridge Goof-Proof Color Wheel and instructor Robert Burridge's quick composition chart. Learn how to paint an ordinary subject or style with this quick focus color combination, turning your painting into a WOW. All levels. Bring your favorite brushes. Materials and handouts provided.

Fr251 Pet Artists: Secret Formula For Realistic Fur - Graphite Pencil Rendering

Sandra Angelo Beginner Drawing \$75

Ever spend hours getting the face of a pet just right and then the fur turns out looking like it needs a good grooming? Each animal's fur lends the pet its own personality and if you don't capture your pet's hairdo, you lose the likeness. In this workshop you will discover insider tips, tricks and shortcuts that will make your pet's fur look so realistic you will want to reach out and pet the paper. Nationally recognized Hair Master Sandra Angelo will reveal key secrets for rendering 4 kinds of fur: shiny, wavy, fluffy and curly locks. You will be provided with detailed exercises that help you master fur once and for all!

Fr252 Lifelike Drawing In Graphite - Creating A Beautiful Flower! Lee Hammond Drawing \$75

Take this workshop and walk away knowing the "Hammond Blended Pencil Technique"! You will learn to create smooth blending to capture the realism in a beautiful flower drawing, the perfect project for learning important aspects of realistic drawing, including hard edges, soft edges and background techniques.

Fr253 Portrait Painting Made Easy - People And Animals Len Garon All Mediums \$75

Do you want to paint portraits of people or animals so that they have likeness, personality, and form? Then this class is for YOU! You will draw with charcoal and pastel, and paint with water-media and apply the information. Hand-out material on portrait anatomy will be available. Bring photos of your favorite person or animal. Photos will be available in the class. Receive a free print! (\$50 value)

Fr254 Watercolor/Ink Resist: Bold And Colorful Peggy Morgan Stenmark Watercolor \$75

Want to paint vibrant watercolors that sing with color and sizzle with energy? Instructor Peggy Morgan Stenmark's ink resist technique will help you create luminous, bold watercolor paintings. Using designs provided by the instructor, you will produce a finished ink resist painting, also learning about composition and color theory in the process.

Fr255 Seeking The Soul In Animal Eyes Mary Telfer Holden Pastel \$75

Capture the soul of an animal by focusing on their eyes. This can be done using Unison pastels, a sanded Richeson pastel board and a photo that you provide of a treasured pet - or use any of the sample photos that instructor Mary Telfer will provide. Also learn about color matching by asking yourself some questions - what hue is it? How intense is it? What value is it? And by layering the pastels that glide on the surface like butter. Get focus and clarity using blending stubs.

Fr256 The Urban Landscape - A Gritty Reality Joseph Stoddard Intermediate Watercolor \$85

Buildings, cars, buses, people, billboards, signs, telephone poles and trees are all a part of life. We see these things everyday, but how often do we see the beauty in these unremarkable scenes? It's easy to get inspired when we see the Grand Canyon, but maybe not so much when we see the Los Angeles River. And yet this gritty reality can be very stimulating.

Friday, October 22, 2010 1PM-4PM

Fr257 Composition Tells A Story Caroline Jasper Oil \$85

Make powerful paintings! The right compositional approach can elevate your work to a more meaningful level. Employ design devices to fully connect with your image. Learn to know what to exaggerate or edit out. Strengthen mood and message with appropriate design adjustments. Paint with purpose by starting with a composition layout that supports your esthetic intent. Materials provided. Optional: Bring extra brushes, #4 and #6 bright or flat (1/2" - 3/4")

Fr258 Color And Light In Acrylics Ken Muenzenmayer Acrylic \$75

Ken Muenzenmayer is known for his powerful rendition of skies and sunsets, and for his treatment of water and reflections. Learn to recognize and paint the colors that bring life to the evening skies and depth to the water's surface. Students will learn the Muenzenmayer Method of painting with acrylics, which combines the transparency of watercolor, the luminosity of oil, and the softness of pastels. All materials provided by Ampersand Art Supply and Golden Artists Paints.

Fr259 "Watermarks Are Wonderful...Because This Is How To Paint Forests, Deserts, & Other Items With Texture"

Tom Lynch Watercolor \$90

What was once thought of as a mistake will now become a wonderful piece of art. Instructor Tom Lynch will teach you how to capture, control and perfect watermarks as they become the basis for deserts, forests, clouds, stones and much, much more. You will watch and work side-by-side with a master of spray bottles as he shows you how to avoid detail and capture the impression of the subject with these fascinating techniques. All art supplies provided (a palette, paints, paper, brushes,) and a free print is included.

Fr260 Airbrushing Fundamentals - Intermediate Level Pamela Shanteau Airbrush \$75

Go beyond the basics with this 3-hour, hands-on exercise that is designed to enhance your basic airbrushing skills. Instructor Pamela Shanteau shows you how to combine basic and intermediate elements of airbrushing to build an image with more subtle details than in the beginner class. Lesson includes stenciling and intermediate freehand painting.

Fr261 Spontaneous Seascapes In Watercolor Tom Fong Watercolor \$75

Explore seascapes in watercolor painting with instructor Tom Fong. This workshop focuses on using a large brush and painting in a fast, bold, direct and spontaneous manner. Bring large flat brushes a medium round brush. Jack Richeson & Co. paper and paints provided.

Fr262 Stop Being Afraid Of The Dark - No More Pale Watercolors! Laurie Humble Watercolor \$85

Watercolors don't have to be pale. Join instructor Laurie Humble as she teaches you how to make your work come alive with vibrant color and rich darks. We will discuss ways to boost contrast, and learn to push past that "nice-but-too-pale" stage, to take your paintings to a new level. Don't let all your hard work go unnoticed from a distance; find out how to make your paintings command attention! You will be painting throughout this workshop. Supplies provided by Holbein.

Fr263 Value Added Class Experience Shelley Minnis Drawing \$75

Obtain VALUE from a class that will teach you the steps of using dramatic lighting to create an illustration that will be full of intrigue, shadow and depth. You will learn to use rich black charcoal pencils to establish a figure drawing with a strong sense of drama and contrast, and the Prismacolor white charcoal pencils to create the highlights. The tinted paper will set the mid tones. With bold impressionistic strokes and subtle textures, your drawing will come to life to reveal perspective with an enhanced structure. All art materials, live model, light, and Prismacolor doorprizes provided. This VALUABLE class will be the "highlight" of your Artistic Weekend!

Fr264 Landscape Back Lighting With Fall Colors Urania Christy Tarbet, PSA - IAPS Master Oil \$85

Learn from the master! The proven "secret" of backlighting your landscape paintings will automatically create vibrant artwork that glows with color and light. Turn any drab painting into an exciting sunlit painting worthy of praise. The same theory can be used when painting foliage, florals and portraits. Color bounce is also brought into play and shared to add vibrant color to dull and shadow areas when painting believable autumn backlit scenes. This method will hone your color sense for future paintings. Learn to choose the correct under painting color to help create a mood painting from the beginning. Composition and design will be discussed to help bring balance and color harmony to your paintings. Autumn photos will be available or bring your own. All materials for the class provided by Holbein and Ampersand.

Fr265 Composing With Sacred Geometry Peter Andrew Beginner Acrylic \$75

Compose with the golden mean on your side. This workshop explores the classic knowledge of harmonic geometric proportions and dynamic symmetry through drawing media combined with acrylics. Workshop participants draw and then paint a still-life composition based upon sacred geometry principles. Learn how to apply the knowledge of the golden ratio to picture composition. All materials provided by Conté and Liquitex.

Friday, October 22, 2010 1PM-4PM

Fr266 Paint Successfully From A Photo Stephanie Birdsall Oil \$85

Learn to recognize and create a powerful composition. This class will teach you how to understand what makes a good photo to paint from and how to decipher the photograph to create a good painting. The emphasis will be on learning to "see." What is it that attracted you to this subject in the first place? How do you keep your enthusiasm going? You will learn how to take your vision for what you want to portray from the photo to the canvas.

Fr267 Intermediate And Advanced Negative Painting - Watercolor

Linda Kemp Intermediate/Advanced Watercolor \$85

Get ready to take your negative painting skills to the next level! Find your personal balance between freedom and control as you learn options for creating more successful, extraordinary works of art. Achieve multiple layers while working wet into wet and learn strategies for creating lost and found edges. This program will include individual projects on a variety of subject matter and the opportunity to experience a full demonstration using intermediate and advanced techniques. Please bring a minimum of a 1" flat and a #12 round brush all other supplies are provided by HK Holbein.

Fr268 Techniques For Drawing With Accurasee Bjorn Thorkelson Drawing \$75

Thorkelson teaches how anyone with a real desire can teach themselves how to diligently align critical landmarks and accurately compare size relationships. With time and practice these "magical" skills can become second nature and anyone can join the ranks of the "talented." As Thorkelson describes the techniques that have been employed by the masters for centuries, he will show how the Accurasee Measurement System allows artists to apply these techniques more accurately than ever imagined. He'll demonstrate how to use the Accurasee tools effectively and set aside a majority of the class time for step-by-step, personalized instruction. Students will come out of the class with their own "accurately" drawn still-life and a free proportional divider.

Fr269 Secrets Of The Impressionists: Painting Flowers The Asian Way

Nan Rae Asian Brush Painting \$75

As a professional artist, Monet was my hero but it wasn't until a trip to Giverny that I discovered how much he and the Impressionists were captivated by Asian art. After his first encounter he said, 'It was as if life shed something of its complications, becoming simpler, clearer, more intelligible and more beautiful.' You'll learn why in this exciting and empowering workshop based on instructor Nan Rae's book, "The Ch'i of the Brush." Learn how to express your 'Ch'i' or life force in art as you capture the beauty of nature's flowers spontaneously and effortlessly. This empowering technique teaches new and free forms of expression in watercolor. All levels of art experience and students of other mediums are welcome and will benefit. All supplies for class use are included and you will have several completed paintings at the end of an inspiring, fun day!

Fr270 Painting With Carol Earle The Fun, Easy Way - Ocean With Moon Carol Earle Acrylic \$75

In this class you will complete a 16 x 20 Acrylic lesson using acrylic base and oil glazing. You will learn easy techniques that will help you paint when you get home. Easy mixing with a limited palette. These classes are for beginners to advanced and for other teachers to pass on to their students. Paints supplied by Grumbacher/Chartpak.

Fr271 Luminous Still Life With Mussini Resin Oil Colors Ramiah Shankar Oil \$75

Create brilliant images using resin oil colors used by Renaissance artists that will truly bring your still life paintings alive! Instructor Ramiah Shankar will demonstrate and guide you to do a still- life painting focusing on use with painting knives and specifically under-painting and glazing with Mussini. He will show you how to prepare a canvas, select a palette, draw and compose, how to apply the colors using painting knives and with different mediums so as to control thinning, drying time, surface glossiness and optical effects. You will also be introduced to different classifications of the Mussini range, Mussini mediums and solvents, glazing and final varnish options.

Fr272 The Artist Who Tells The Best Story Wins Aletta de Wal LECTURE: Business \$65

Your art doesn't speak for itself – you do. At the heart of your marketing is a series of conversations designed to build a bridge between you, your art and your audience of art lovers and art professionals. The purpose of a persuasive presentation or conversation is to provide the audience with good reasons to look closely at your work, tells others about it and buy it. Learning to talk about your work to anyone, anytime, anywhere pays big dividends. On the list of people's greatest fears, public speaking has first place, while "death" is seventh. It only takes a few skills to start moving forward from fear into your comfort zone. You just need to know how to start, continue and end conversations. Learn how to plan what you want to say, say what you want your audience to hear and remember what you planned to say. The artist who tells the best story wins

Friday, October 22, 2010 1:30PM-3:30PM

Fr273 Presenting Your Portfolio On A CD Jodi Walsh LECTURE: Business \$55

What is your portfolio saying? Your portfolio speaks for you when you are not in the room. Presenting your portfolio to galleries, consultants, museums and collectors is crucial to the success of your artistic career. When your portfolio arrives at the gallery or to be juried you need to separate yourself from the hundreds of CDs being presented. Since you will not be in the room to your CD presentation must answer all questions about you and your work and stand out from the rest.

4PM-4:45PM

Fr274 Private Portfolio Review: Includes Sample CD Portfolio Jodi Walsh LECTURE: Business \$55

What is your portfolio saying about you and your artwork? Your portfolio speaks for you when you are not in the room. Presenting your portfolio to galleries, consultants, collectors and museums is crucial to the success of your artistic career. Review includes a critique of your current portfolio and outlines several sample portfolios. Once you have your portfolio complete and ready to present it is very easy and quick to update and customize for particular clients. Do not miss an opportunity because you are not ready.

5PM-5:45PM

Fr306 Private Consultation Jodi Walsh LECTURE: Business \$55

Are you ready to take your artistic career to the next level? A one-on-one consultation to discuss the possible markets you need to explore to become a revenue generating artist. Take this opportunity to have your work evaluated and to discuss what is needed for you to move ahead with your artistic career. Please bring your portfolio and if possible one or two pieces of your work for review. Do not miss an opportunity because you are not ready.

5PM-6:30PM

Fr313 Multiple Sources of Art Income: Alternative Spaces, Galleries And Licensing

Aletta de Wal LECTURE: Business \$45

It's better to have your eggs in more than one basket if you want to make a good living as an artist. In this class you will learn the following:

- When you sell directly to collectors, you don't have to share the commission with a gallery. You'll reach people who find traditional art galleries too intimidating and who like to buy art directly from the artist. Gallery dealers love working with artists who have built a healthy mailing list and already have satisfied collectors as proof of the ability to make art that sells.
- When you get a gallery to represent you, you get an exhibit venue and help with all the marketing. You reach a qualified audience loyal to the gallery with trust in the dealer's work and artists. In return, you pay a commission.
- If your work has wide appeal, you can become a household name and earn royalties by licensing your art to manufacturers. You can choose one of these sources of income or all three. Find out what is involved so you can make the right choice.

Based on 15 years of teaching and coaching thousands of emerging, mid-career and established artists

<http://www.artistcareertraining.com/programs-overview>.

Fr314 Artistic Tune Up Bruce Thomas LECTURE: Business \$45

No matter how creative you are now, you can do more with greater ease. Tune up your mind to remove all fear and doubt. Be a powerhouse of ideas and action. Change your mind and recharge your artistic life.

5PM-8PM

Fr301 mARTketing: Artists- Get Your Share Of The Art Market!

Robert Burr ridge, Kate Burr ridge LECTURE: Business \$75

If you want to sell your work, then this is the class for you. Learn the "secrets" from professional painter and teacher Robert Burr ridge, and his marketing director Kate Burr ridge, in this information-packed workshop. Practical guidelines, useful information and handouts provided.

Fr302 Portrait Artists: Secret Formulas For Realistic Hair - Graphite Pencil Rendering

Sandra Angelo Beginner Drawing \$75

You spend hours getting the face just right and then the hair looks like a mop or a wig! Each person's hair has its own personality and if you don't capture someone's hairdo, you lose the likeness.

Nationally recognized Portrait Master Sandra Angelo will reveal key secrets for depicting 4 kinds of hair: long and shiny, short and wavy, spiked hair and curly locks. This hands-on workshop will provide you with detailed exercises that help you master hair once and for all! Beginners and Intermediate levels welcome.

Fr305 Expressive Painting Caroline Jasper Oil \$85

Let loose and paint like you mean it. Welcome to attitude adjustment Stop futzing! Stop second-guessing! Stop overworking! Enjoy a direct painting approach that will set your little artful heart free on canvas. No rules here. Be a bit daring, maybe even reckless. What do you have to lose? Take home a new painting philosophy along with your own fresh masterpiece. Materials provided. Optional: Bring extra brushes, #4 and #6 bright or flat (1/2" - 3/4")

Friday, October 22, 2010 5PM-8PM

Fr303 Paint The "Wow" Into Your Paintings With Colorful Flowers, Dramatic Skies, Water Reflection

Len Garon All Mediums \$75

Learn "how" and "where" to make your paintings exciting and dramatic by using beautiful color patterns of flowers, contrasts of light and dark shapes, and having your center of interest explode with power and energy! Learn to paint fluid, loose, colorful and well-designed flowers, dramatic skies and water reflections to make your paintings come to life. Learn to create dynamic abstract under-paintings so that the paintings almost paint themselves. Take your painting from ordinary to extraordinary and enhance your sales as well as personal enjoyment. Bring photos or ones will be provided.

Fr304 Let's Mix It Up! Mixed Media Hands-On-Workshop Pamela Smith-Hudson All Mediums \$75

Let's Mix It Up! Have fun experimenting and combining different painting and drawing media. We will use acrylics, watercolors, oil pastels, markers and other mediums to experience expressive drawing and painting techniques. We will also experiment with different surfaces and papers. Watch all the steps come together to make wonderful mixed-media artwork. Artist will leave armed with many new surprise techniques! Materials provided by Daniel Smith watercolors, Interactive acrylics and Canson papers.

Fr307 Mastering Color! Karen Vernon Watercolor \$85

Learn how to always create clear, intense color with watercolor. No longer do you have to struggle with how to lighten and darken colors, or even with how to brighten or dull colors. In this hands-on workshop, instructor Karen Vernon will share awesome painting techniques that will allow you to take control of your palette. If you have a painting with color problems, bring it in! All materials provided by Ampersand Art Supply and H.K. Holbein

Fr308 Painting With Carol Earle The Fun, Easy Way - Window Box Carol Earle Watercolor \$75

In this class you will complete an 11 x 15 watercolor lesson using masking fluid and salt for texture. You will learn easy techniques that will help you paint when class is over. Take home a finished painting with a nice mat supplied by Chartpak/Grumbacher. These classes are for beginners to advanced and for other teachers to pass on to their students. Paints supplied by Grumbacher/Chartpak.

Fr309 How To Create The WOW Factor In Your Graphite Drawings! Kathi Hanson Drawing \$75

This class covers key "drawing basics" broken down "Kathi's way" with traditional and unique blending tool options available to achieve variation within a specific area in the design, and special effect techniques that create the illusion of movement, texture, and suggestive element interest. Instructor Kathi Hanson believes you catch someone's eye with strong, executed basics but you keep their attention with subtle nuances, textures, contrasts, and so on. Pencil point approach options will be covered as well as Hanson's signature special effect techniques of grating, dissolving, rocking and pouncing pigment.

Fr310 Old But Not Forgotten Claudette Bryant Garcia Watercolor \$85

Painting this old wagon wheel with its shadows casting on the dirt will surely bring back a nostalgic feeling for a time that once was. Learn techniques such as gradating, negative painting, Wet into Wet, and lots more. The drawing is already applied to an 11 x 15 watercolor paper. All materials supplied, including a print of this watercolor painting.

Fr311 Acrylic Transfers! Peter Andrew Acrylic \$75

Put photo transfers into your art using Liquitex acrylic mediums, colors and varnishes! Use hands-on direct and indirect acrylic methods to transfer your pictures onto canvas and other supports in this workshop! Participants are invited to bring their own color and black- and-white photocopies (toner-based copies only; no ink jet prints please) to transfer and paint on. Keep your creations! All materials provided by Liquitex.

Fr312 Flower Power For Watercolor or Acrylic- See It! Build It! Linda Kemp Watercolor \$85

Learn instructor Linda Kemp's simple step-by-step strategy for creating a variety of specific flowers. See how to build multiple layers of petals, suggest ruffles and folds, and establish leaves and stems. With your newfound vision you will explore negative painting concepts to build confidence and more elegant paintings. This essential program puts the fun in fundamental! Note: During this hands-on workshop, we will be working in watercolor but the same strategies work for acrylics as well.) Please bring a minimum of a 1" flat and a #12 round brush. All other supplies are provided by HK Holbein.

Fr315 Creative Breakout: The Magic of Color Bill Buchman Watercolor \$85

Understanding and using color is one of the biggest challenges artists face. In this class you will learn, in an enjoyable fashion, why colors behave the way they do and you will experience and understand color as never before. We will learn how to do color mixing, watercolor washes, glazes and splashes and how to combine these with other special materials in resists, pours and layers. This class may be taken by itself or in combination with either or both of Thursday's Creative Imagination classes. Artists and teachers of all skill levels will find this class highly informative, useful and fun, too. Materials provided by Savoir Faire.