

“Professional Practices for the Visual Artist”
Saturday, April 11, 2009
Virginia State University, Harris Hall, Colson Auditorium
Petersburg, VA

9:30 – 10:00: Check in and register

10:00 – 12:00: How to Photograph Artwork by Jeffrey Allison

Photographer and educator Jeffrey Allison will give an in-depth class for artists on how to take high quality and effective photographs of your artwork. Jeffrey will cover photographing 2-D and 3-D art, lighting, color accuracy, and various aspects of digital photography.

Jeffrey W. Allison is the Paul Mellon Collection Educator at VMFA and a professional photographer. He holds a BA in photography and film from Virginia Intermont College and an MFA in photography from VCU. He currently teaches Advanced and Intermediate Photography at the VMFA Studio School and has taught for over twenty-five years at institutions across the commonwealth. He has curated numerous exhibitions of photography, including *Unbroken Circle: Unto the Generations*, *Photographs by Steve Wall* and *Egypt Through the Drawing Room: 19th Century Stereographs of Egypt*; and the new Paul Mellon Arts in Education exhibitions, *Faces at the Races: Equine Culture in Virginia*, and *A Horse of Course! Equine Images in Art* at VMFA, which are traveling to locations throughout the Commonwealth.

12:00 – 1:00: Lunch: Bring your own lunch, dine at the VSU cafeteria, or at a local restaurant.

1:00 – 2:50: Professional Practices for the Visual Artist by Jeffrey Allison

This workshop is devoted to the needs of the individual artist. Topics to be covered include: funding opportunities, developing professional relationships with galleries and publications, copyright issues, the business of art, and marketing on the web.

3:00 – 6:00: Writing an Effective Artist's Statement by Laura Parsons

The daunting challenge of writing an artist's statement can cause even the most accomplished artist to lose confidence. How long should it be? What should it include? Should it be creative or just state the facts? This workshop will enable visual artists to craft statements about their work that are effective and express their individual personalities. Participants will learn how to critique their current statements, how to avoid common pitfalls, how to determine the requirements of particular tasks—from exhibition statements to grant applications—how to select and manipulate words to create a lively sense of who they are, and how to compose a general statement easily adapted for different purposes. Above all, this workshop will take the fear out of writing and replace it with self-assurance and fun. If you already have an artist's statement, bring it with you to the workshop.

A freelance writer specializing in arts coverage, Laura Parsons is Art Editor for *The Hook* and a contributing editor to *Virginia Living* magazine, overseeing its Art page. She holds a B.A. from Carleton College and a M.A. from the University of Virginia. She also completed doctoral coursework at the University of Chicago. Her rich professional background includes teaching college-level courses, working as an acquisitions editor for Westview Press, and serving as editor of *Blue Ridge Outdoors* magazine. In addition, she is an artist whose mixed-media works combine digital imagery with sculptural assemblage.

These programs have been organized by the VMFA Office of Statewide Partnerships and are supported by the Paul Mellon Endowment. Individual classes are \$15 each or all three for only \$40. All classes are free to VSU and ½ price to high school students. To reserve your seat or for further information call Mark Pehanich at 804-914-0611, Lawrence Hawthorne at 804-732-8235 or email: workshopinfo@dolmarva.com