

EASTERN EUROPEAN ART

Victory Art

BREAKING STEREOTYPES, BUILDING NEW PERCEPTIONS

WELCOME

Before we begin

- Please be mindful of others when speaking
- Keep your microphone off until the Q&A
- Be respectful
- Have a good time!

In cooperation with:



SEMINAR SCHEDULE

Add to your calendar

- 30.09.2021: The art industry and market part 1
- 07.10.2021: What do the art industry and tech have in common
- 14.10.2021: Art industry from a business perspective
- 21.10.2021: HOW TO STAY CONSISTENT AND BUILD YOUR BRAND
- 28.10.2021: How to build a kick-ass portfolio
- 04.10.2021: Advice and recommendations for artists, working across borders, and how diversity can be a key to success
- 11.11.2021: How to reach your audience
- 18.11.2021: Social media strategies
- 25.11.2021: Building partnerships with galleries
- 02.12.2021: Building partnerships with galleries for collections
- 09.12.2021: How to build and maintain relationships with your clients
- 16.12.2021: Career and experiences, mistakes to avoid, and how to deal with negative feedback

SEMINAR CONTENT

What we will discuss

Know yourself part 2

- How to stay consistent and build your brand
- How to create a consistent art style
- Considerations to embrace consistency



KNOW YOURSELF

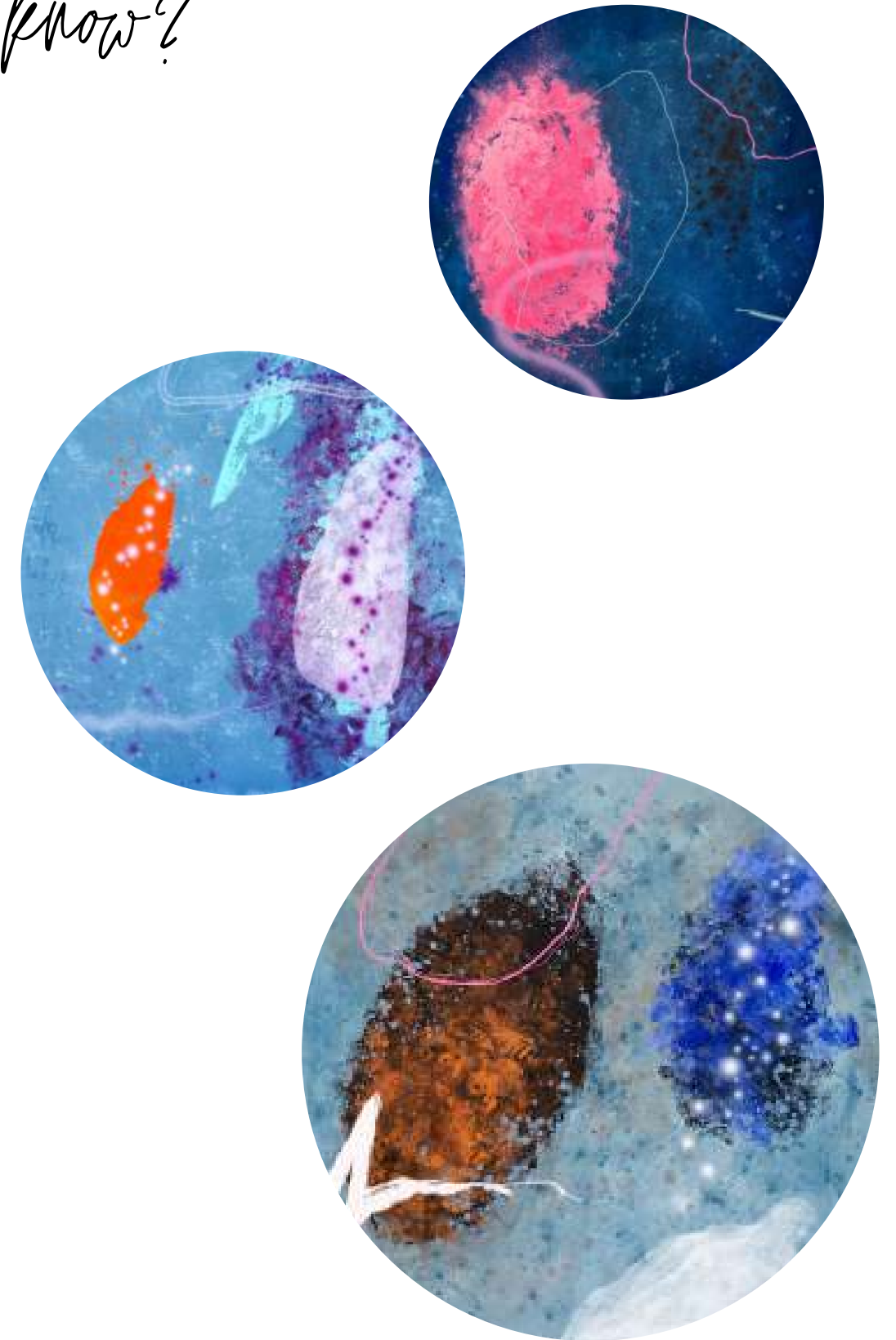
What do you need to know?

How to stay consistent and build your brand

- Consistency helps the audience remember who you are
- Enhances your own art style
- As the creator of your own art, your brand is yourself

Staying consistent doesn't mean:

- That you need paint the same type of art over and over again
- Don't make changes to your art styles



KNOW YOURSELF

What do you need to know?

Staying consistent means bringing to your audience:

- Keeping your messages
- Brand image
- The presentation
- The energy
- The vibes

And it can be as small as how your social media feed looks over time.



KNOW YOURSELF

What do you need to know?

- If you aren't keeping your brand consistent, consumers can easily get confused. And confusion often leads to disinterest.

In order to avoid an identity crisis, there are certain actions that should be taken.

- A strong, consistent brand is the result of top-tier marketing meeting psychology head-on.
- Keeping your brand consistent is the only way for it to take off and the only way you can ensure the brand will stand the test of time.



KNOW YOURSELF

What do you need to know?

Tips for a consistent brand that stands the test of time.

1. Know your message

- The brand is the personality of an organization
- Starts with the message you're trying to convey to others with your appearance and actions
- What kind of message are you trying to give consumers?
- Are you going for a light-hearted feel?
- Are you focusing on a more serious, professional tone?
- What do you want customers to feel when they interact with your company?



KNOW YOURSELF

What do you need to know?

2. Know your audience

- During the planning process for your message, you must also establish who your target audience is.
- Having an effective brand doesn't mean you target everyone — it means you remain consistent for the specific demographic you are targeting.
- Understand that not everyone is going to want to be your customer, and understand you don't need them to.
- The market doesn't need to be saturated; you only need a small piece of the whole to be successful.



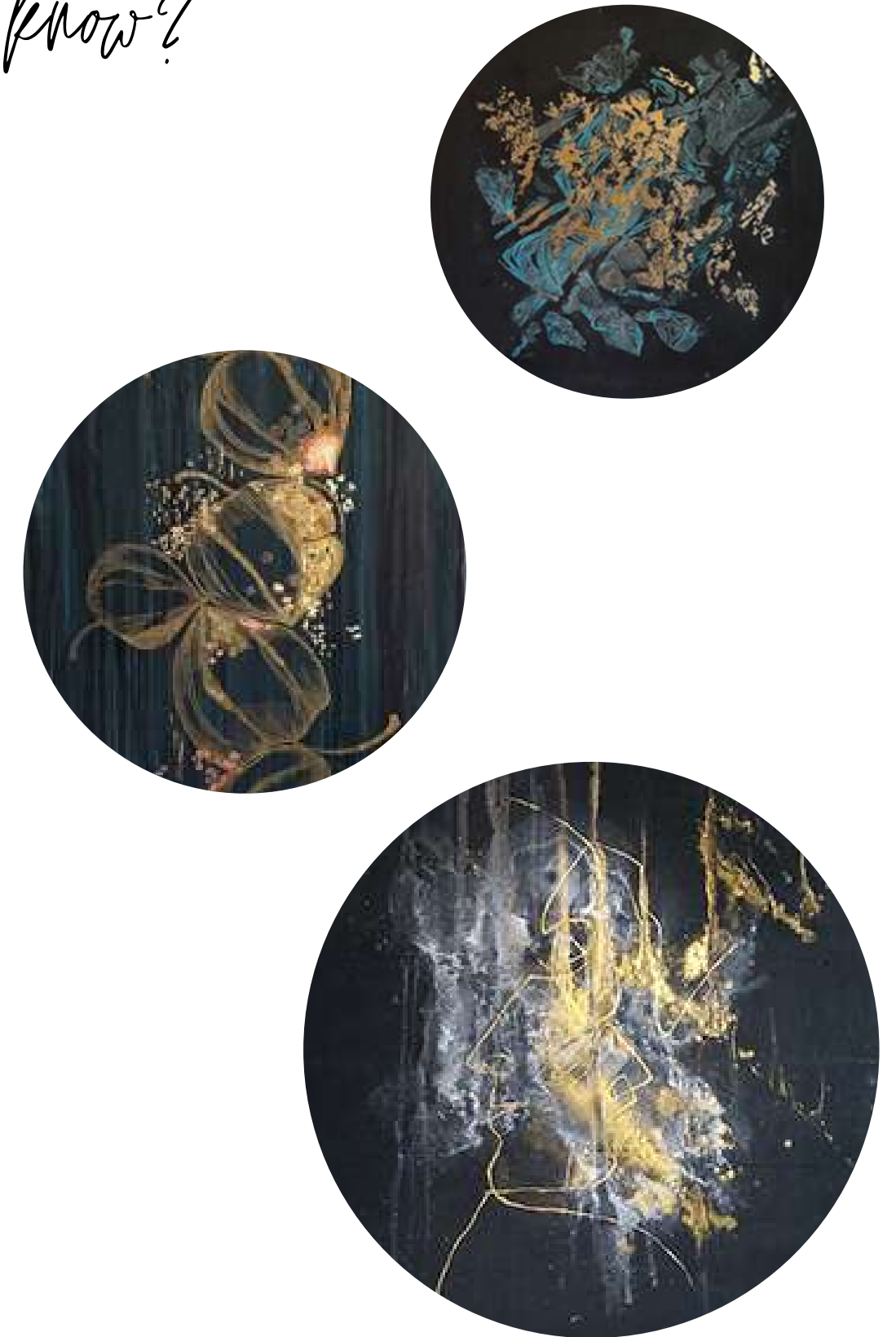
KNOW YOURSELF

What do you need to know?

3. Align your actions with your brand.

Things to keep at the front of consumers' minds:

- Post on social media
 - Company policy
 - Guarantee
 - Motto
 - Slogan
-
- Post regularly, and if you say you stand by something, stand by it.
 - Your actions have to align with the brand you create, otherwise, consumers will take note.
 - You can't be all over the place.

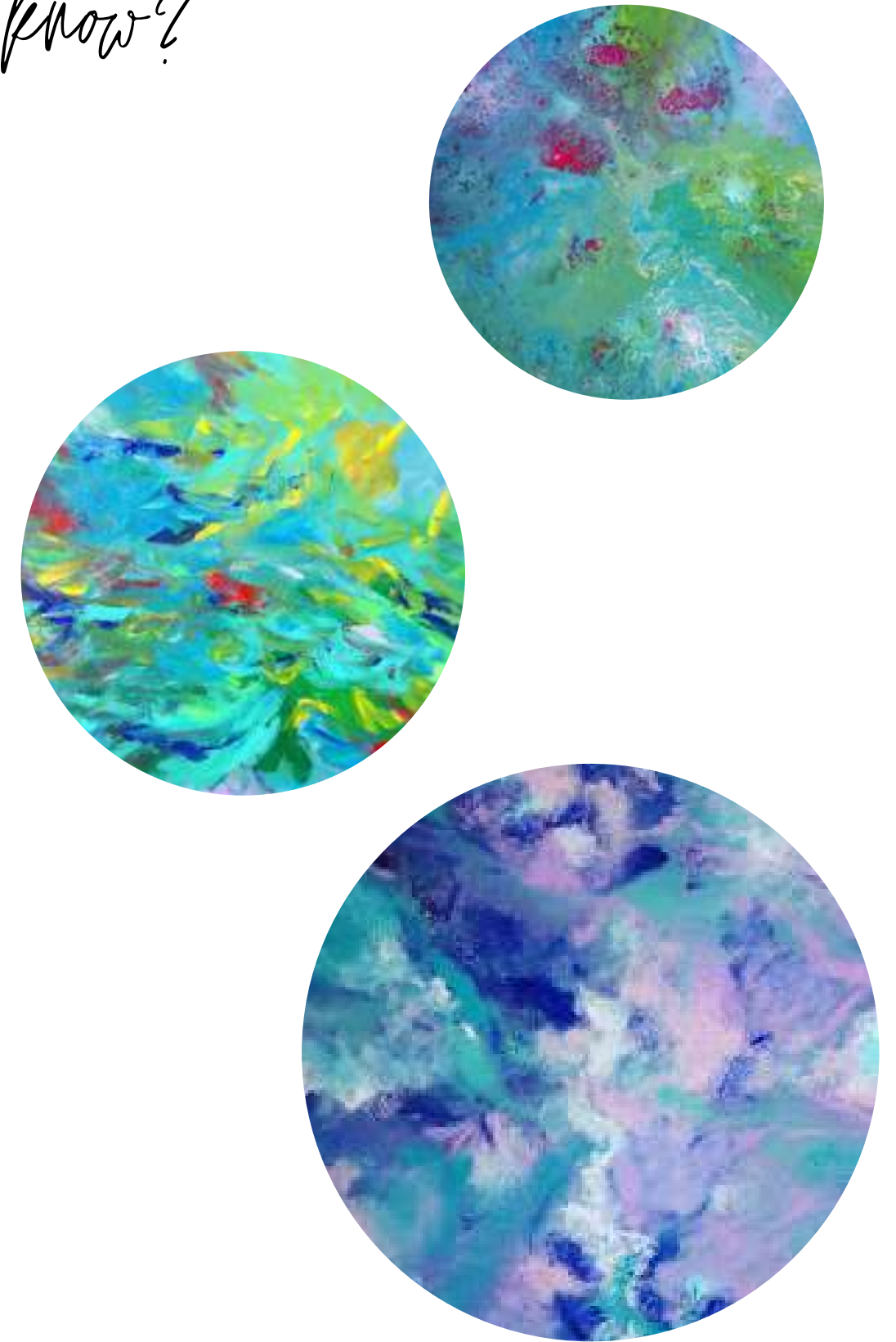


KNOW YOURSELF

What do you need to know?

3. Align your actions with your brand.

- Every action, every message, every post on social media should be done with your brand in mind.
- Otherwise, you will run the risk of being misunderstood by consumers.
- Keeping your actions aligned is much easier than rebranding.

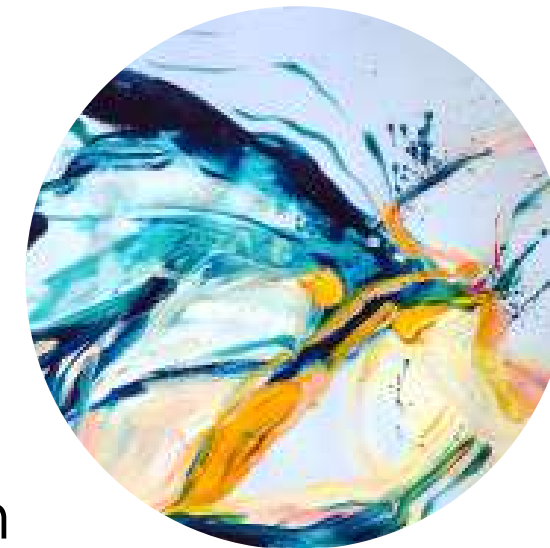


KNOW YOURSELF

What do you need to know?

4. Interaction is key

- Make sure you are actively interacting with both current clients and consumers.
- People won't always stumble upon your company; sometimes you have to go out of your way to get them.
- Make your presence known, be it on social media, within your industry, or even simply within your community.
- By having multiple avenues of interaction, you will have a better opportunity to reach people.

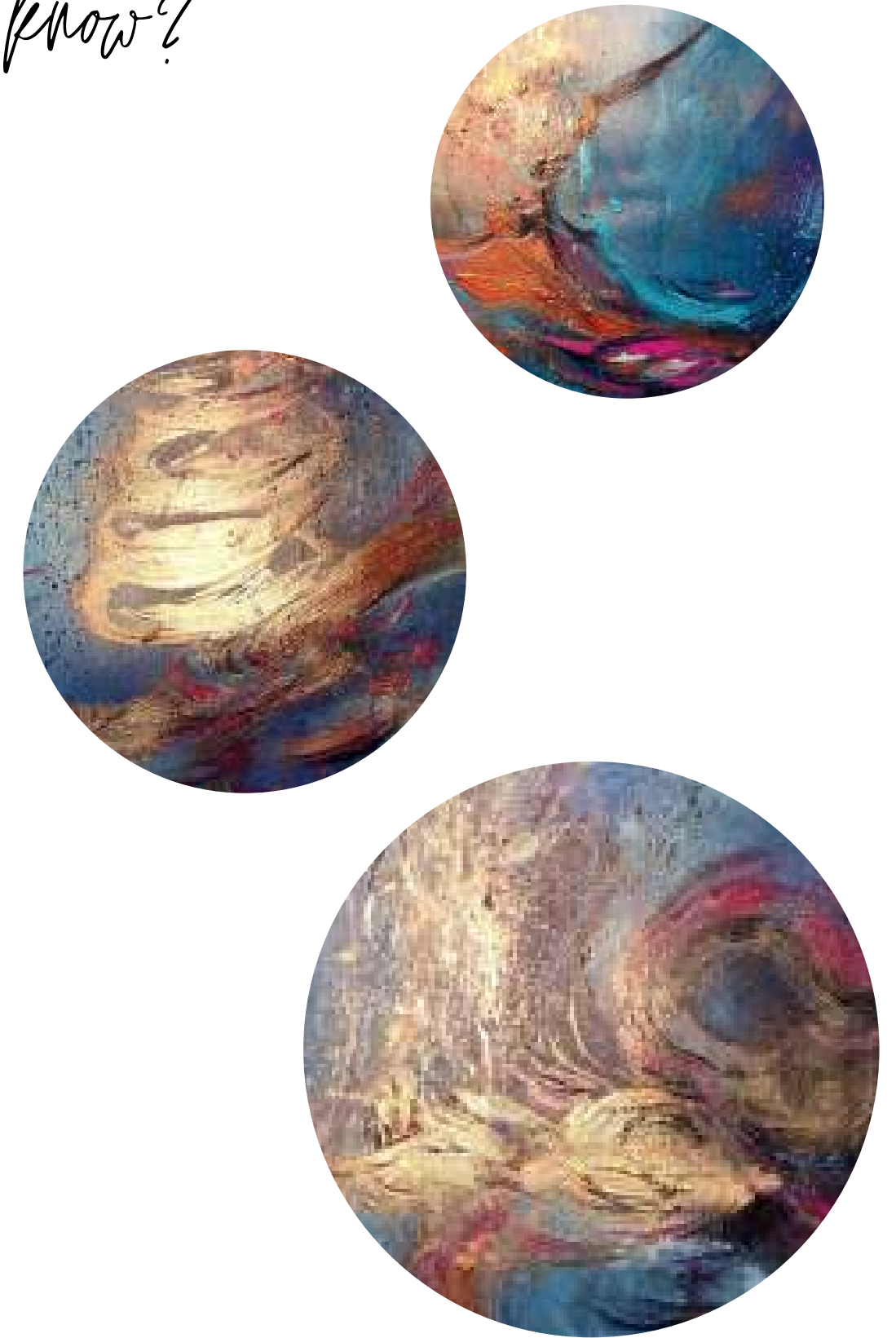


KNOW YOURSELF

What do you need to know?

5. Make adjustments.

- If you notice something doesn't feel aligned with your brand, fix it.
- If you don't take the time to make adjustments along the way, you will run yourself off of the road.
- Be aware of the message you are trying to convey, know and understand the audience you are attempting to reach
- Ensure that your actions align with your brand
- Interact with your consumers on a regular basis and, when all else fails, adjust accordingly — and watch your brand grow.



KNOW YOURSELF

What do you need to know?

Normally in branding guidelines, everything is stated clearly, for example:

- The logos,
- The font,
- The main colors.

These might seem too detailed, but when it comes to consistency, this is the key to everything!



KNOW YOURSELF

What do you need to know?

4 things that you can do to create a more consistent art style of your own.

1. Be Prolific (Create a LOT of Art).

- This means painting a lot. Drawing a lot. Sculpting a lot.
- Whatever you do for your form of artwork, do it A LOT.

Developing an art style comes with experience.

- Now, experience doesn't have to be tied to a time period
- Instead, it can be energy spent, projects completed, or even paintings completed.



KNOW YOURSELF

What do you need to know?

1. Be Prolific (Create a LOT of Art).

- Start creating smaller paintings rather than larger paintings so that you can create more of them, then create more paintings.
- Carefully schedule your time so you have an hour of each day to create art, then whip out the schedule.
- Perhaps you even complete a challenge of sorts (example: Inktober)
- Do some research on ideas for challenges, or just create your own.



KNOW YOURSELF

What do you need to know?

2. Being Intentional With What You Create Art Of

- Before you whip out your paints in the heat of the moment - fueled by a fiery burst of inspiration - I want you to take a moment to ask yourself whether or not what you're about to create is going to serve your efforts to get clear on your art style.
- Being able to take that extra moment and analyze whether or not spending the next hour, 5 hours, 50 hours - whatever it takes - is spending that time on this art that I thought of in this flurry of inspiration, is it actually going to help me? Or is it a symptom of Shiny Object Syndrome?



KNOW YOURSELF

What do you need to know?

2. Being Intentional With What You Create Art Of

- Ask yourself if there is a way that you can take that inspiration, and use it in such a way that it does benefit you (work towards strengthening the consistency of your art style)
- **Example:** Let's say you just watched a movie that you fell in love with, and you desperately wanted to create some fan art.
- But what if that portrait that you want to do doesn't flow with the rest of your artwork?

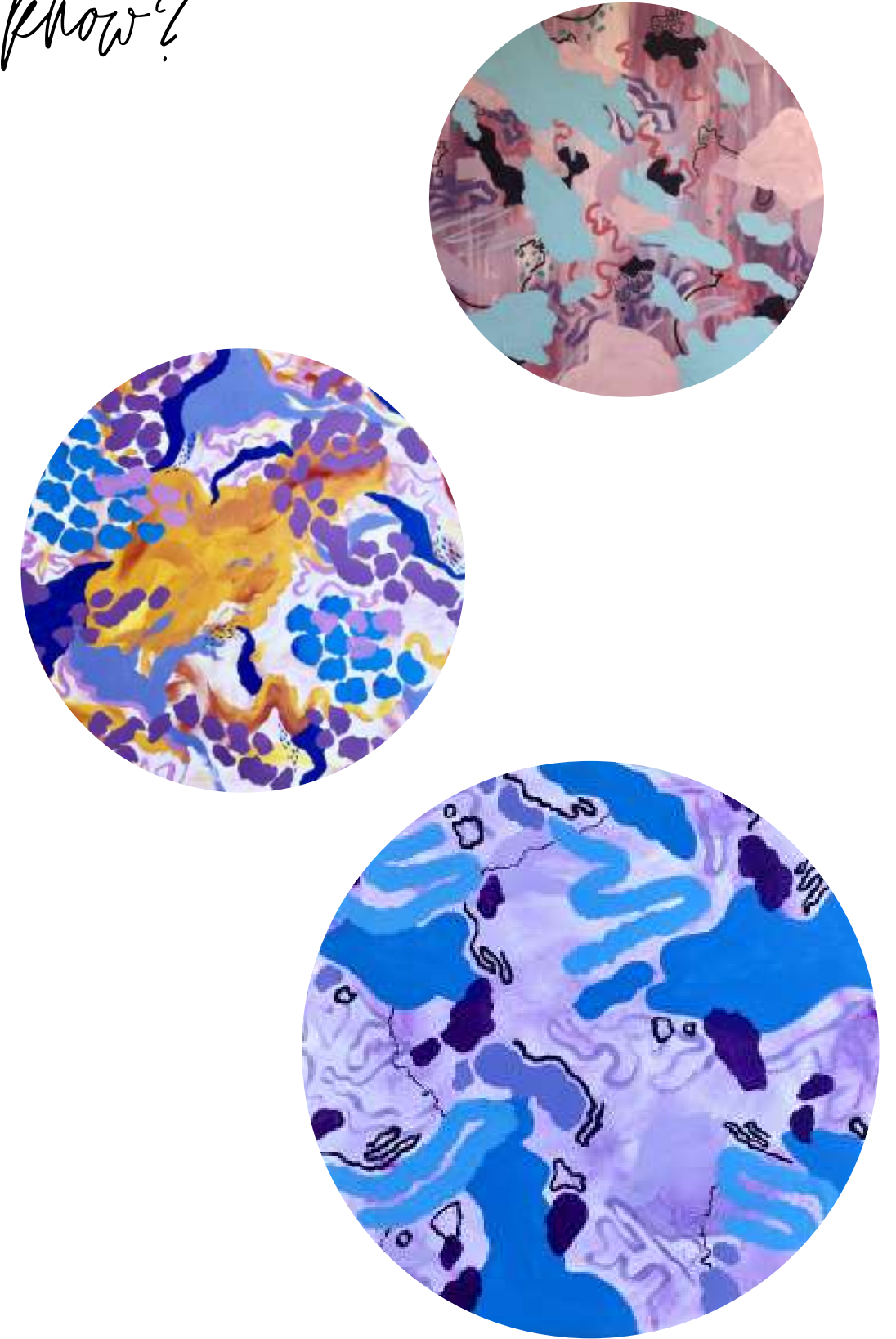


KNOW YOURSELF

What do you need to know?

2. Being Intentional With What You Create Art Of

- Since we are focusing right now on how to get consistent with your art style, it's an important question that you should be asking yourself.
- If you are still excited about creating that particular piece of art based on that flurry of inspiration, is there a way that you can change it so that it does flow with your art style?



KNOW YOURSELF

What do you need to know?

2. Being Intentional With What You Create Art Of

- How this is going to look to your audience for a moment.
- As an audience, you'd probably be a bit put off by a sudden change in style. It would feel like a different artist created it, and would be completely disjointed from anything else they have created.

Keep this in mind when you are developing your own art style.

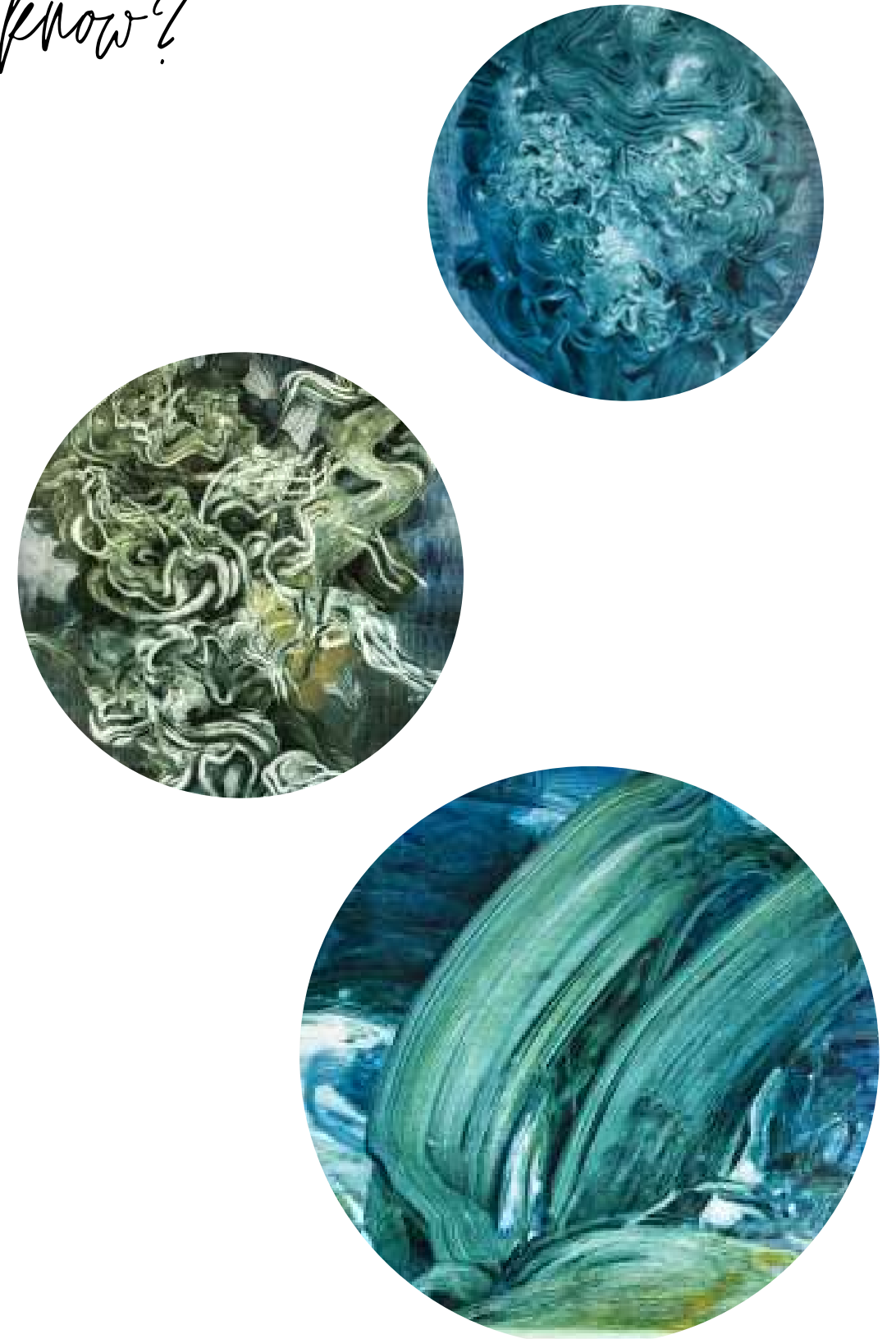


KNOW YOURSELF

What do you need to know?

3. Create an Art Series or Collection

- Create an art series or collection.
- Now, this does go alongside being intentional with what you create, but here we are creating more of a plan for success.
- An art series or collection is exactly that - a collection of artwork that belongs together in a series.
- It has a centralized theme, whether that be subject, color, medium, story, meaning, etc.

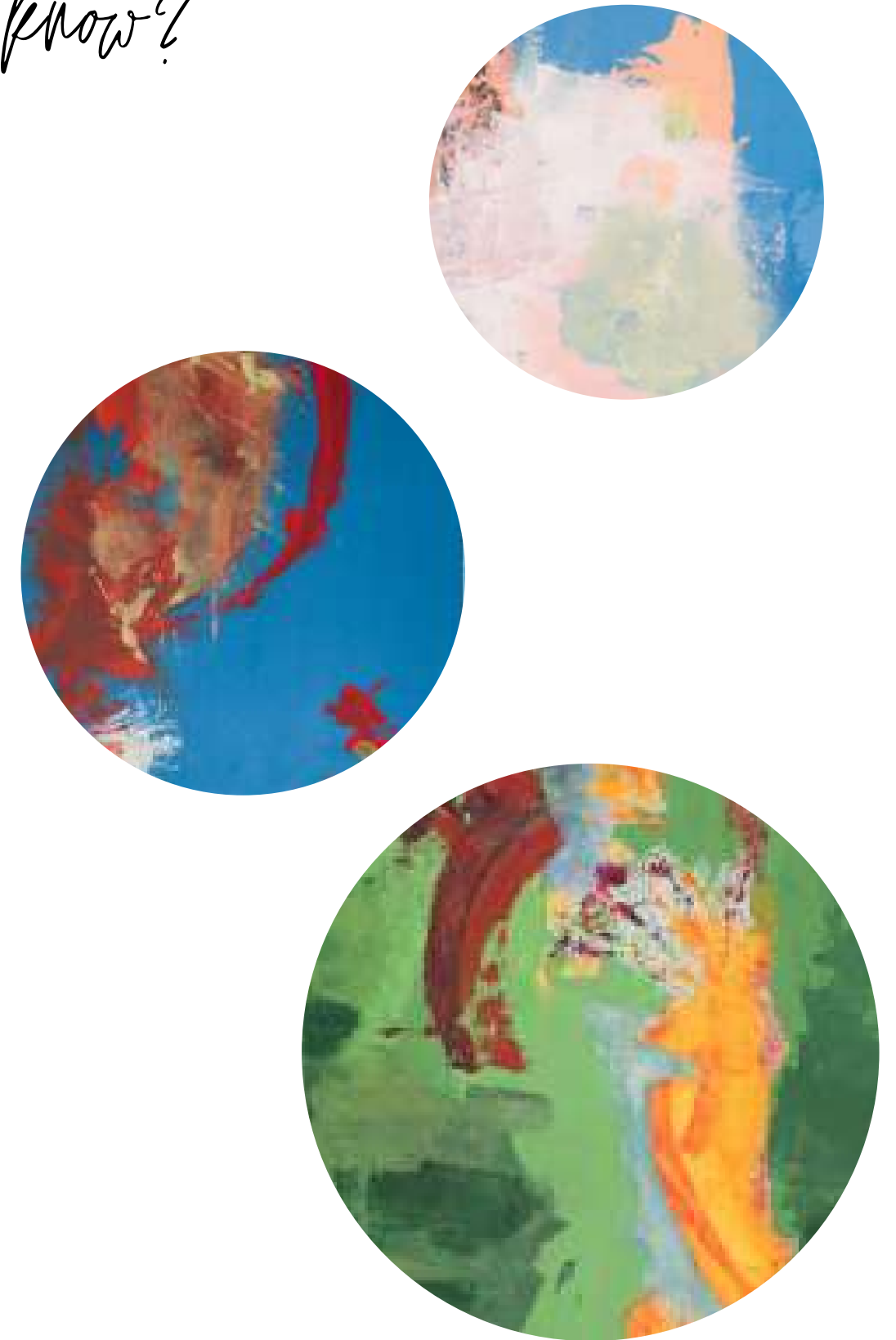


KNOW YOURSELF

What do you need to know?

3. Create an Art Series or Collection

- What's beautiful and powerful about an art collection is that when done properly, especially when you are making an effort to develop and nurture an art style, is that it can create a wonderfully strong image.
- Look super consistent because you are using the same color palette for the entire series.
- Your art collections can get more abstract in theme - creating it based on a story, impact - that doesn't have a strong visual tie between them, but this can create a struggle for artists that don't yet have their own defined art style

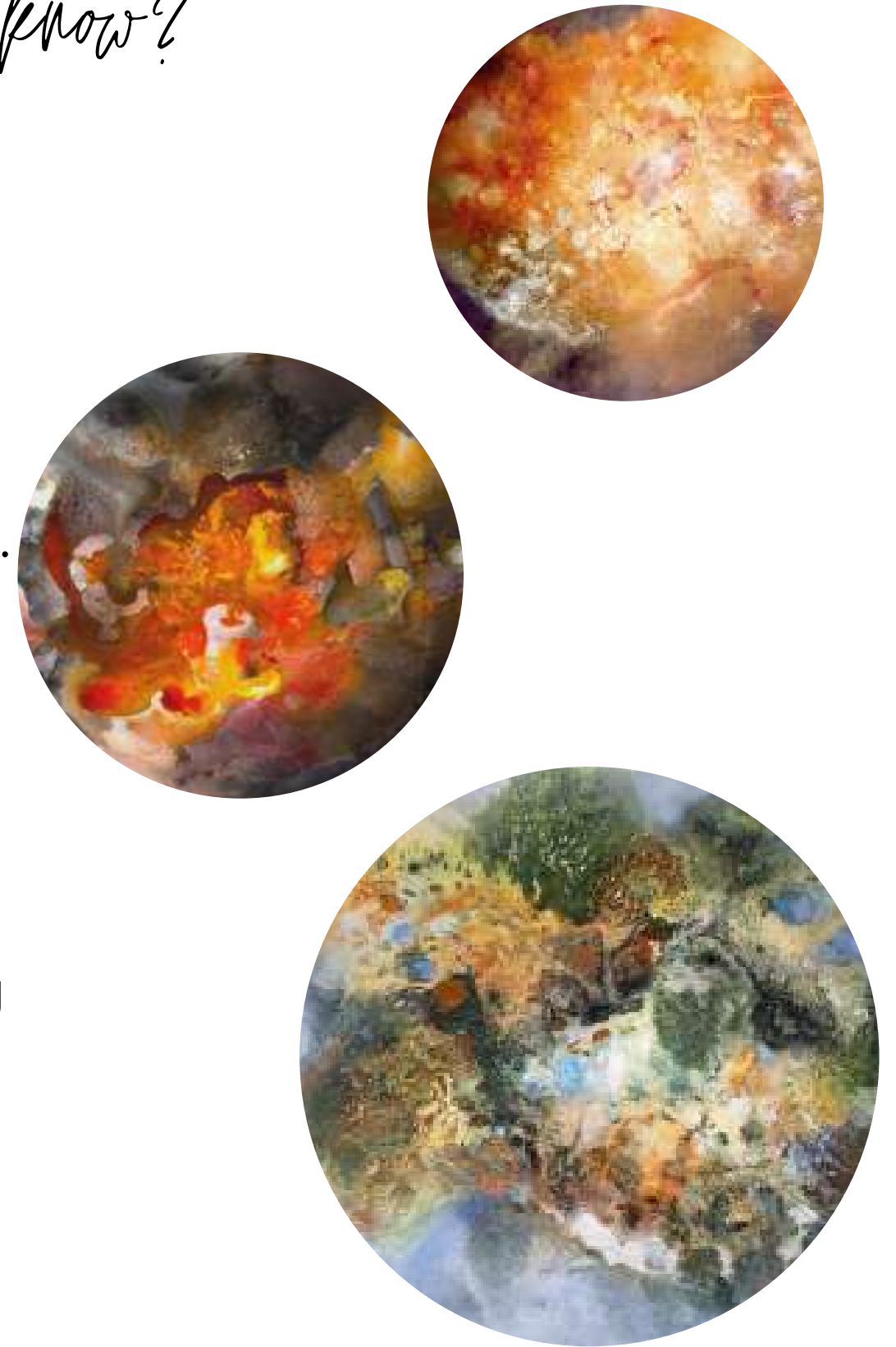


KNOW YOURSELF

What do you need to know?

3. Create an Art Series or Collection

- If you are still in that phase of your artist journey where you're trying to nail down what your art style is, I highly recommend choosing color and subject for your art style.
- Art series or collections are also amazing because as you are creating them you can take your audience along for the ride on social media.
- People love seeing artwork in progress - they love seeing snapshots of your studio space, or that half-finished painting.

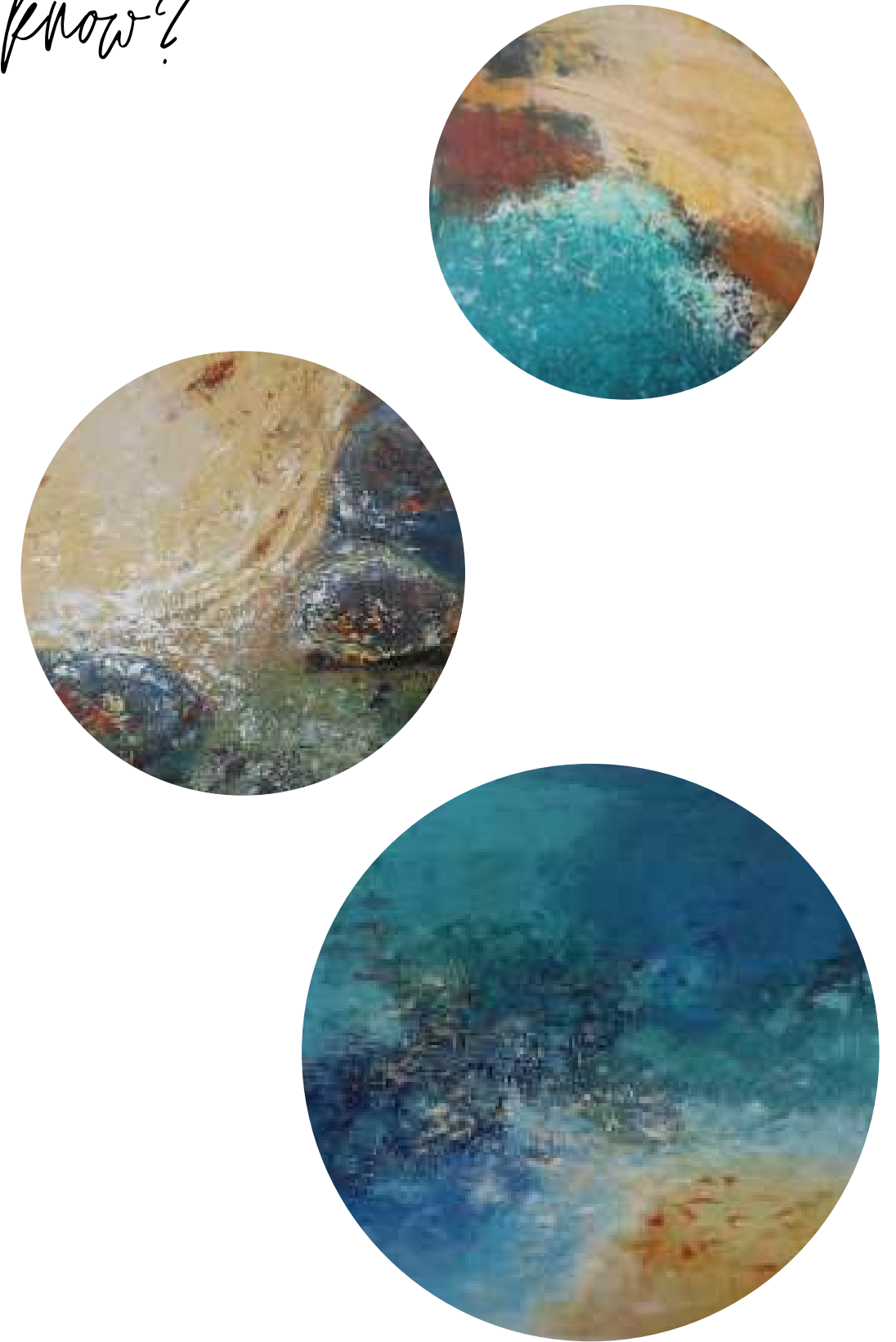


KNOW YOURSELF

What do you need to know?

4. Create Artwork of Something You Love

- Create more consistency in your art style is to choose something that you love, and create lots of art of it.
- Fuel you through the repetitive nature of trying to find and refine your art style.
- This tends to be a struggle for a lot of beginner artists, because art is exciting to them in that phase and because of that they easily fall prey to Shiny Object Syndrome. Jumping from style to style, subject to subject, medium to medium.

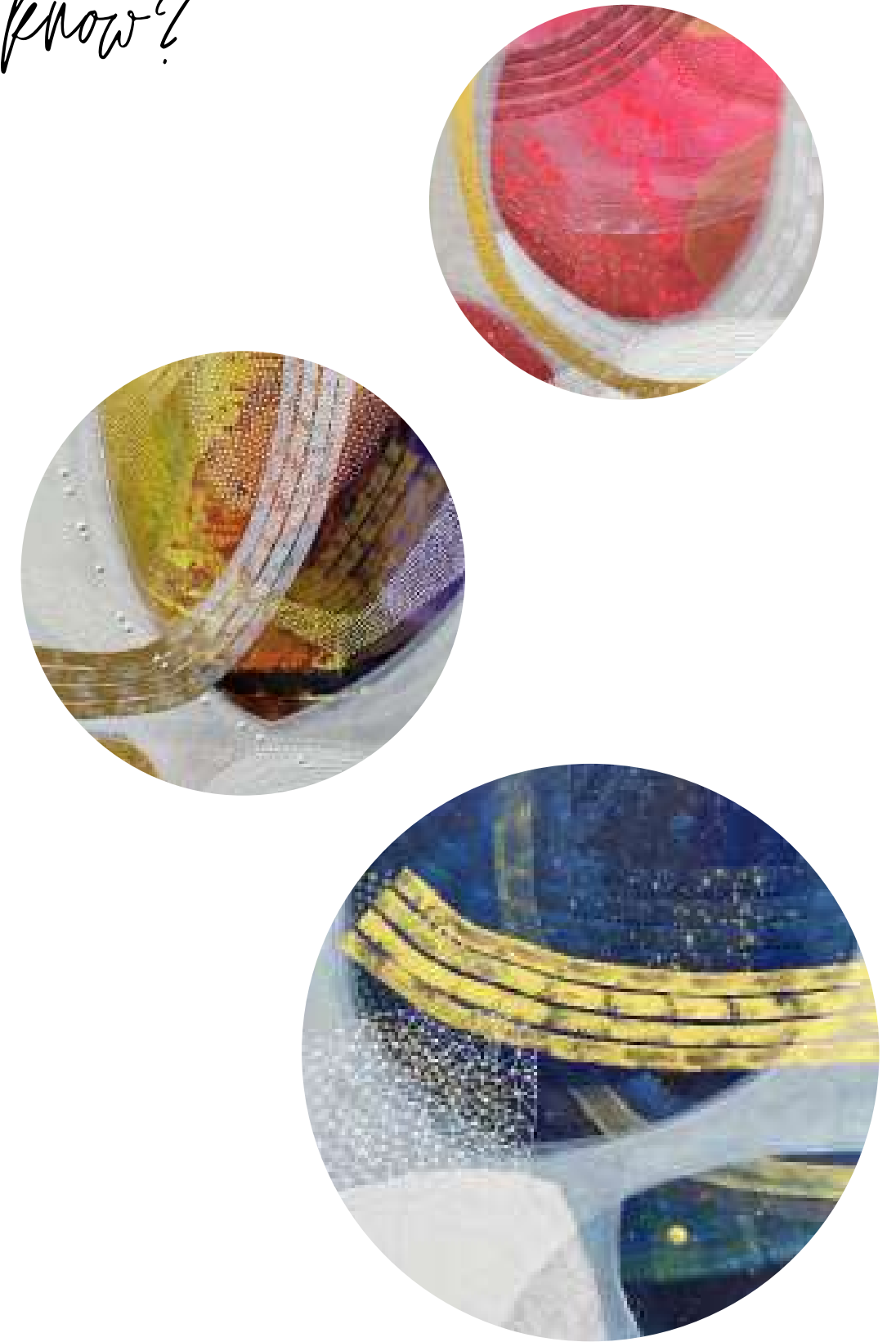


KNOW YOURSELF

What do you need to know?

4. Create Artwork of Something You Love

- But keep in mind that developing a strong and consistent art style is one of the keys for becoming a successful artist.
- By choosing something that you love to create art of, this is going to carry you through that repetitive nature of creating an art collection that helps you to define your art style.
- For instance, if your art collection is going to contain 10 to 20 paintings of the same subject, you'd better love that subject or you'll quit after 3 paintings.



KNOW YOURSELF

What do you need to know?

4. Create Artwork of Something You Love

- The other benefit to choosing something that you love is that you will never run out of things to say about that particular thing that you adore.
- That communication and storytelling are one of the key things to grow a passionate audience that LOVES your artwork.



KNOW YOURSELF

What do you need to know?

Here are some considerations that will allow you to live with (and embrace) consistency:

1. Edit

- You get to try new things and you are your own master. I'm not suggesting that this has to end, that you are stuck for the rest of your life creating the same art over and over again.
- Make a conscious decision that the work you are preparing to present to the public or to galleries must be consistent.

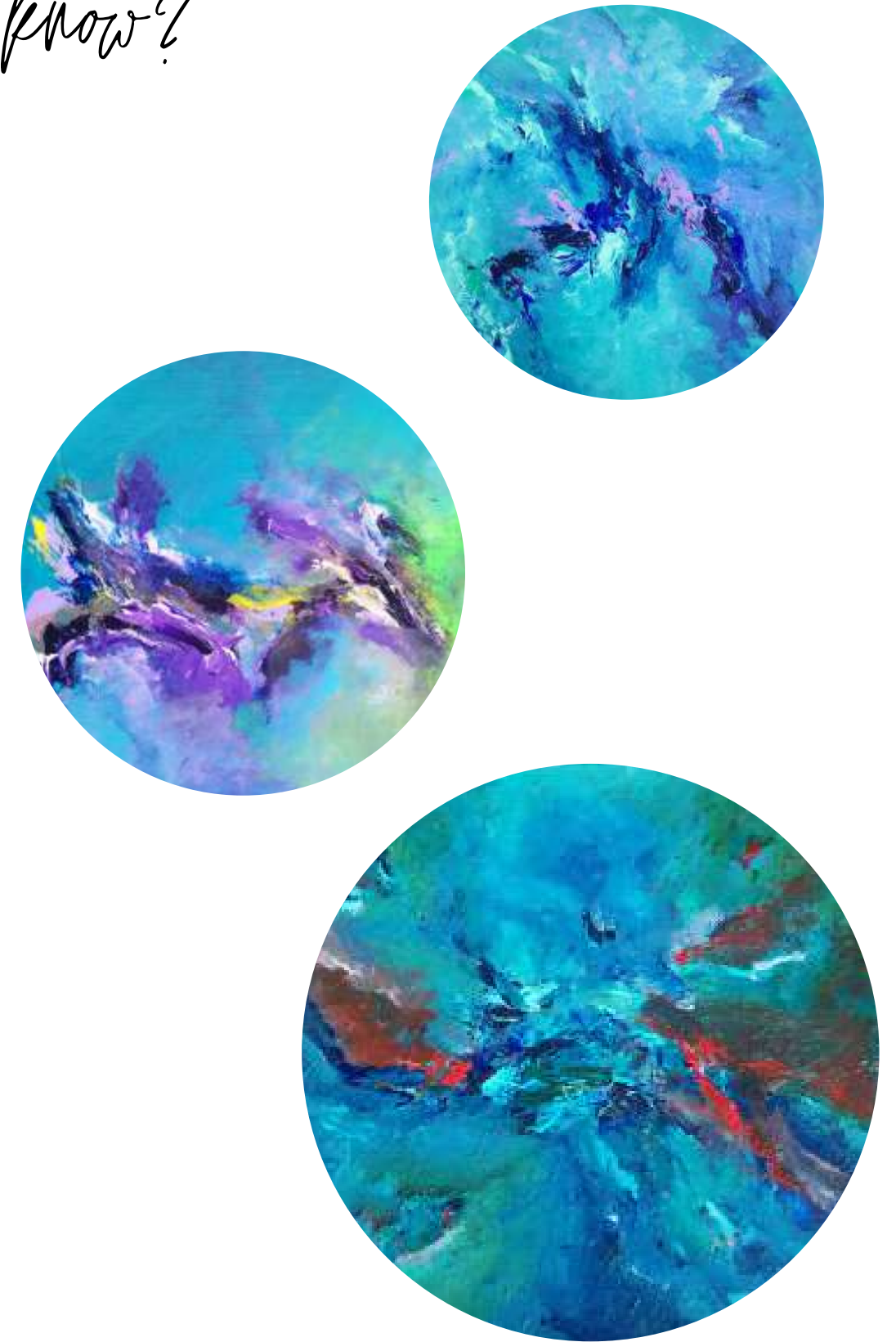


KNOW YOURSELF

What do you need to know?

2. Give yourself parameters

- Allow yourself one experiment out of every 20 pieces – 19 are going to be consistent, the twentieth can be whatever you feel like doing.
- This twentieth piece might end up hanging in your private collection or might become a gift to a friend or family member.



KNOW YOURSELF

What do you need to know?

3. Evolve

- What you have to avoid is the bi-monthly reinvention that many artists experience on a regular basis (you may be going through this now).



KNOW YOURSELF

What do you need to know?

4. Choose.

- Lack of consistency comes not out of a love of variety but instead out of a fear of commitment.
- You might have three or five (or twenty!) different styles you have dabbled in and you're just not sure which one is the right fit – which one will engender success and sales.
- What style of art sells the best. My answer is simple: the style which any individual artist is most passionate about.



KNOW YOURSELF

What do you need to know?

4. Choose.

- Art taps emotion and you are going to be far better at selling if you can make a primal connection with your viewer.
- You are going to be far better at making this kind of connection if you are creating work that you are passionate about.
- Now here's the secret about passion: passion isn't that feeling you get when you first try something.



KNOW YOURSELF

What do you need to know?

4. Choose. .

- True passion comes after you've sacrificed and devoted yourself; after you have been true to your commitment.
- There are no two ways about this and you are eventually going to have to make a decision when it comes to your direction – so why not make it now?

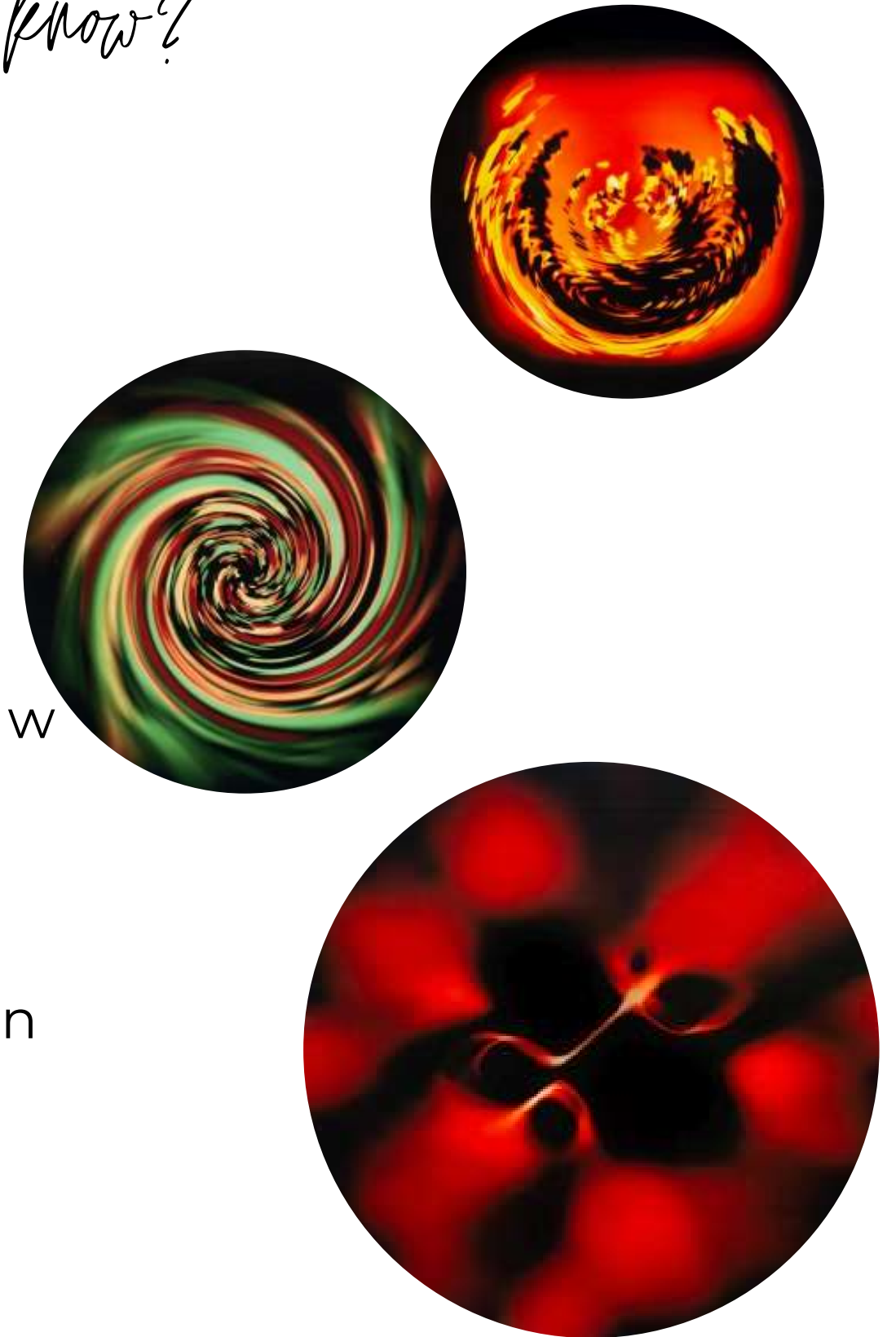


KNOW YOURSELF

What do you need to know?

5. Cheat.

- If you have work that is close but not quite consistent
- You can fudge a bit by simply using a consistent presentation.
- You would be amazed at the variety of work that can show together simply because it's in the exact same frame or has an identical base.
- There are limits to how far you can push this cheat, but in a pinch, it can maintain your portfolio's consistency.



NEXT WEEK'S TOPICS

What will we discuss?

Know yourself part 3

- How to build a kick-ass portfolio



ASK US ANYTHING!

Q&A

**DON'T FORGET TO SIGN UP
FOR OUR FREE
CONSULTANCY SESSIONS!**

STARTING NEXT YEAR

CONTACT US FOR MORE INFORMATION

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