

Gillian Lee Smith
ART SCHOOL

Building a Body of Work
Your Art - Your Way

**INFORMATIONAL
PACKET**

JANUARY 2020 - OCTOBER 2020

WWW.GILLIANLEESMITHARTSCHOOL.COM

FEATURES

A NINE-MONTH PROGRAMME OF INSPIRATIONAL CONTENT

THREE PERSONAL ONE-ON-ONE MENTORING CALLS WITH GILLIAN

REGULAR CHECK-INS TO KEEP YOU ON TRACK

SIX+ GROUP MENTORING CALLS FOR Q&AS AND FEEDBACK

BITE-SIZE LESSONS WITH CATCH UP TIME INCLUDED

WRITTEN LESSONS AVAILABLE AS AUDIO FILES FOR DOWNLOAD (SO YOU ARE NOT STUCK AT A COMPUTER)

A PROGRAMME WORKBOOK FILLED WITH INSPIRATION AS WELL AS ASSIGNMENTS AND PROMPTS FOR EXPLORATION

A CUSTOM PLANNER TO HELP YOU MAKE AND ACHIEVE YOUR CREATIVE GOALS

REGULAR ARTIST INTERVIEWS TO INSPIRE YOU

PRIVATE FACEBOOK GROUP AND FOR SHARING, SUPPORT AND ENCOURAGEMENT

A VERY SMALL GROUP OF PEERS SO THAT YOU RECEIVE REGULAR SUPPORT AND FEEDBACK TO HELP YOU IN YOUR CREATIVE JOURNEY

STRUCTURE

CHAPTER 1

Call to Adventure

EXPLORING POSSIBILITIES AND DEFINING YOUR THEME

Our very first chapter focuses on you, your uniqueness and your desire for creating a Body of Work. We explore your reasons for being here and some of the possible fears you may be harbouring.

We take positive steps to allay those fears beginning with working through some of the challenges you may be facing.

This chapter is also focused on unearthing all that could be potential possibilities for your Body of Work, before walking step by step through approaches to help you narrow those down into a strong theme for your art for the duration of the programme.

CHAPTER 2

Courageous Explorations

EXPLORATION AND EXPERIMENTATION

This chapter, we delve into some of the fundamentals of creating art such as mark making, line and texture and how these can be used to reflect your theme and bring strength to your artwork overall. Whilst these may be things you are very familiar with, the intention is to be open to exploration and experimentation, using these fundamentals to bring a fresh and unique approach to your work and your series.

Within each of these periods of exploration, there will be opportunities to set your intentions and reflect on your practice, using writing to delve deeper into your body of work.

We will also be exploring ways in which creating sketches and studies can encourage freedom, help you beat procrastination and create for the sake of creating.

STRUCTURE

CHAPTER 3

Finding Your Way

CREATE YOUR SERIES AND FOCUS ON COLOR

This chapter your focus will be on delving into exploring and experimenting with colour. We are dedicating a whole chapter to colour, considering various ways of gathering colour to reflect your theme and body of work. Once again we will be setting intentions for this chapter as well as taking opportunities to reflect on your progress and body of work.

We will be exploring colour and atmosphere, colour and emotion, and finding your unique way of incorporating colour into your series.

Other lessons will include thoughts on creating good studio habits and building momentum in your art practice - finding your own personal ebb and flow.

CHAPTER 4

Navigating Your Journey

CREATE THE WORK - COMPOSITION AND FOCUS

This chapter will be focussed on the principles of art and composition and creating overall contrast (of shape, form, value and colour) as a way of adding energy and interest. We will be exploring how other artists develop exciting compositions as well as exploring and experimenting with these ideas in your work.

We will also be looking at the overall development of your series in order to keep up the momentum.

STRUCTURE

CHAPTER 5

The Unfolding Pathway

BUILDING YOUR BODY OF WORK

This chapter is focussed on further developing your series. There is an ongoing approach to helping you find ways of evaluating what is working and what can be edited out. We will be continuing to explore mindsets, momentum and the challenges of keeping going.

Other subjects will include naming your body of work and naming your paintings and forming an artist's statement that reflects your body of work.

CHAPTER 6

The Traveller's Reward

YOUR JOURNEY ONWARDS

This final chapter helps answer the question 'What next?'

**What do you wish to do now? Where is the place for your work?
What are your dreams and aspirations for your Body of Work?**

How can you make this happen?

**Because of course, the journey does not really end here -
it is just beginning!**

YOUR INVESTMENT

OPTION 1

£2500 (GBP)

IF PAID IN FULL BY
THURSDAY
1 NOVEMBER 2019

£500 DUE UPON
REGISTRATION

OPTION 2

£440 X 5

(£2700 TOTAL)
FIVE MONTHLY
INSTALLMENTS DUE AT
FIRST OF EACH MONTH
(NOV, DEC, JAN,
FEB, MARCH)

£500 DUE UPON
REGISTRATION

How About Some Bonuses?

OPTION TO INVEST
IN ADDITIONAL
PRIVATE
MENTORING CALLS
DURING THE
PROGRAMME

A PERSONALIZED
WELCOME
PACKAGE
DELIVERED TO
YOUR DOOR

A WORKBOOK AND
ARTIST PLANNER TO
HELP YOU KEEP
TRACK OF GOALS
AND IMPORTANT
DATES

PREMIUM PRICING
FOR FUTURE
MENTORING WITH
GILLIAN AFTER
PROGRAMME
COMPLETION

IS THIS PROGRAMME FOR YOU?

The core focus of this new Art Programme is to inspire you to find your own unique artistic aesthetic and create your best work yet - a whole body of work that reflects you as an original and individual artist. To enable you to dig deep and be aspirational about the work you create and the reasons why.

Are you saying YES to any of the following statements?

I WANT TO GO BEYOND INSPIRATION AND REPLICATION.

- You know 'how' to create art. You already have the skills and techniques.*
- You have participated in courses that were technique or project based but now feel ready to forge your own path in the creation of your art.
- You may have studied with me before in my online classes and are now ready to take the next step into your art journey
- You are not just inspired by the art of others (what they created) but you are also inspired by how they found their voice and continue to create work that is unique to them.

I WANT TO UNEARTH MY IDEAS AND CREATE A THEME FOR A STRONG BODY OF WORK.

- You are aspirational in your ideas but perhaps focussing them is a challenge. You are prone to flitting about like a butterfly - constantly moving from one idea to another but not really delving deep into any one idea in the way that you would like.
- You have ideas (lots of them!), but they are overwhelming and you are unsure how to narrow them down (or don't feel that you should!)
- OR - You are short on ideas and need help imagining and accessing the art that you know is deep down inside of you. You just haven't explored the possibilities yet.

IS THIS PROGRAMME FOR YOU?

I WANT TO FOCUS ON GROWTH AND CULTIVATE MY OWN ART PRACTICE TO CREATE MY BEST WORK YET.

- You want an in-depth learning experience that will serve you in your aspirations to explore, discover and grow as an artist.
- You want to find your own aesthetic style and build a strong body of work. This could be with the goal of applying to galleries, hold an exhibition, or enter juried shows. Perhaps you wish to build a consistent, connected body of work that you can showcase online.
- You might want to dig deeper into your own practice and create art that has a deep resonance for you - that tells your story or explores an idea that you feel deeply inspired by.

I WANT TO BE SUPPORTED AND ENCOURAGED AS I EXPLORE AND CREATE.

- You are self-motivated in creating art but crave structure and support and an environment that will help you set and achieve your goals in creating a body of work.
- You are open to critique and gentle guidance in honing your ideas and creating your best work yet.
- You enjoy challenges, prompts and opportunities to explore the 'why's' of your creative practice.
- You feel you would benefit from being in a small group of like-minded artists who are exploring their own unique path.
- You relish the opportunity for live group critiques as well as one-to-one mentoring with me on a regular basis.

REGISTRATION OPENS

7 OCTOBER, 2019

IS THIS PROGRAMME FOR YOU?

If you answered yes to any of the above statements then I truly believe this course is the one for you. This is not 'how' to create art. You know that already! Each of us has a seed of an idea - something we have wanted to explore and create but just couldn't quite put our finger on it or find the way to express it. This programme is here to help you discover what that is and support you in bringing that idea to life.

This course will be a fully immersive 9 month programme with a maximum of 10 participants as group and personal mentoring is a strong element of the programme.

*The key element of this course is that the focus is absolutely on you creating Your Art, Your Way - YOU choose the materials, the techniques and the subject matter (with prompts and guidance from me). Therefore, you could be a painter, a textile artist, a mixed media artist, working in any medium, subject and aesthetic style. This course will enable you to build a body of work in any medium and subject you choose.

"[This program] is providing the foundations, framework, scaffolding, impetus and momentum to get from my starting point to where I want and need to be - in terms of practical AND mental support and nourishment, throughout what is a pretty all-consuming journey.

It is comprehensive, rigorous but also sensitively (and almost miraculously) nuanced - in Gillian's inimitable way - to your own individual needs, strengths, psyche, aesthetic and direction."

Gillian Grigg

REGISTRATION OPENS

7 OCTOBER, 2019

MEET YOUR GUIDE

GILLIAN LEE SMITH



With this programme, I have created something that simply did not exist in my early days as an artist out there in the real world. I longed for a mentor and a guide and a support network that would have forged a strong foundation and support around my journey into practicing my art in a serious and focussed way.

I have gone back to that time and re-imagined what it felt like to start out on the path of creating work and finding my

artistic voice. I had to find ways of putting blinkers on to the voices that told me I had nothing unique or groundbreaking to share. I focussed on the voice that timidly told me that I might have something of value to say, a story perhaps or a unique way of working, whilst battling the inner critic and trying to figure out how to not replicate what has been done before.

I worked through illness, life's ups and downs and trying to create a consistent art practice whilst keeping up with my day job. I experienced many challenges along the way and I worked hard to forge my own path (even if it was trial by fire at times).

Now, I get to create art (and teach) for a living and I am never more happy than when I am at my easel creating the artwork that I know comes from deep within. I was born to stand at my easel with paintbrush in hand even if I spent many years (decades) not realising it.

So my experience is - whatever doubts you have, whatever difficulties you face - whilst I have not stood in your exact shoes, I have likely had similar feelings. I have worked hard to come through the other side and work consistently on my own art practice. I can't imagine my life's work any other way.

My commitment to you is to support you in your journey of discovering your true voice as an artist and create a body of meaningful, rich work that only you can create.

Let's go forward together!