



Alberta
Foundation
for the Arts

January 2024

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EDMONTON ART CLUB

edmontonartclub.com

EAC

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cover: photo by Rob Guetre



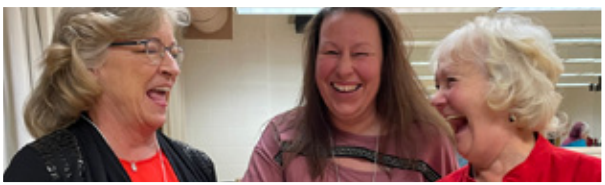
HAPPY
NEW YEAR!



THE EDMONTON ART CLUB
merriment and
holiday cheer

PROGRAM 2023







Helena Ball



Judy White



Judy White

A graphic for "WEBSITEINSIGHT" featuring a glowing blue globe and a hand reaching towards it. The text "Visit our website" is inside a dark circular button on the left. The background shows a city skyline at night.

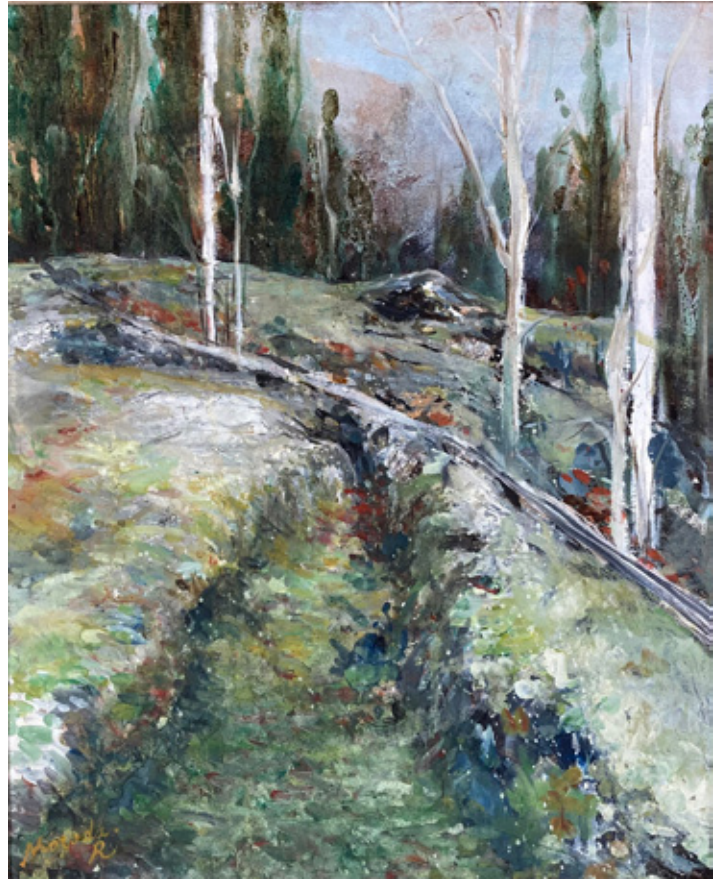
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Sachiko Motoda



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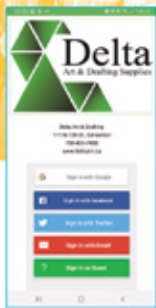
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What is a Visual Artist ?

And How To Become One

By Seraya Smit

Visual art is a form of creative expression that involves making art that can be seen by the eyes. Visual art includes many different types of art, such as paintings, sculptures, photographs, or graphic designs. Visual artists are the people who create visual art using various mediums, tools, and techniques.

Visual artists can have different goals and motivations for their art. Some visual artists create art for decorative purposes, such as making furniture, rugs, or accessories. Some visual artists create art for commercial purposes, such as designing logos, posters, or websites. Some visual artists create art for fine art purposes, such as making paintings, sculptures, or prints that are valued for their beauty and aesthetic quality.

Visual artists can also work in different settings and industries. Some visual artists work as freelancers or self-employed artists, who create and sell their own art to galleries, companies, or individual clients. Some visual artists work in advertising, publishing, entertainment, education, or culture, where they use their artistic skills to help create branded content, illustrations, animations, or educational materials.

If you are interested in becoming a visual artist, you will need to develop some skills and requirements that are essential for this profession. Here are some of the most important ones:

Creativity is the ability to come up with new and original ideas for your art projects. Creativity also involves experimenting with different styles, forms, or materials to find the best way to express your ideas, emotions, or messages through your art. As a visual artist, you will need to have a strong imagination and a sense of curiosity to explore different possibilities and perspectives for your art.

Technical skills are the ability to use various mediums, tools, and techniques to create your art. Technical skills also involve having knowledge of the principles of design, color theory, composition, and perspective, which are the basic elements of visual art.

As a visual artist, you will need to master the use of different mediums, such as software, cameras, brushes, or chisels, to create your art. You will also need to learn how to apply the principles of design, color theory, composition, and perspective to your art, to make it more appealing and effective.

Communication skills are the ability to communicate your vision, intention, or message through your art. Communication skills also involve collaborating with other artists, clients, or audiences, and receiving or giving feedback. As a visual artist, you will need to be able to convey your vision, intention, or message through your art, using visual elements, symbols, or words. You will also need to be able to work with other artists, clients, or audiences, to understand their needs, expectations, or opinions, and to incorporate them into your art or improve your art based on them.

Business skills are the ability to promote your art, sell your work, or manage your projects. Business skills also involve being aware of the legal and ethical issues related to your art. As a visual artist, you will need to have some basic skills in marketing, finance, and management, to showcase your art, negotiate contracts, manage finances, and network with clients and peers. You will also need to be aware of the legal and ethical issues related to your art, such as intellectual property rights, contracts, or ethical standards.

Becoming a visual artist can be a rewarding and fulfilling career, as it allows you to express your creativity, share your vision, or make an impact with your art.

However, becoming a visual artist can also be challenging and competitive, as it requires a lot of dedication, passion, and hard work. If you want to become a visual artist, you will need to develop your skills and requirements, as well as your portfolio, which is a collection of your best work. You will also need to seek opportunities to showcase your work, such as entering competitions, applying for grants, or joining exhibitions.

You will also need to keep learning and improving your art, as well as staying updated with the latest trends and developments in the field of visual art.

If you are passionate about visual art and want to pursue it as a career, you can start by exploring different types of visual art, such as decorative arts, fine arts, or applied arts, and finding the one that suits your interests and talents. You can also start by taking courses, workshops, or online tutorials, to learn the basics of visual art, such as mediums, tools, techniques, or principles. You can also start by creating your own art projects, using your creativity, technical skills, communication skills, and business skills, and building your portfolio. You can also start by networking with other visual artists, clients, or audiences, and seeking feedback, advice, or opportunities from them.

Visual art is a diverse and dynamic field that offers many opportunities and challenges for visual artists. Visual artists are the people who create visual art that can be seen by the eyes, using various mediums, tools, and techniques. Visual artists can have different purposes, settings, and industries for their art, such as decorative, commercial, or fine art, and freelancing, advertising, publishing, entertainment, education, or culture. Visual artists also need to have some skills and requirements for their profession, such as creativity, technical skills, communication skills, and business skills. If you want to become a visual artist, you will need to develop your skills and requirements, as well as your portfolio, and seek opportunities to showcase your work, learn from others, and improve your art.



It is my belief that we are the custodians of preserving and safeguarding the historical significance of the Edmonton Art Club. Seraya Smit is president and webdesigner for the Edmonton Art Club.

How Much Paint Do I Need?

A new resource on our website.



Click here or scan
with camera phone.



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GALLERY

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ART CLASSES

On the Horizon

- Our next EAC Juried Show is entitled "The Long and Short of it!". Up to 5 pieces of artwork per artist. Five and five as well as Juried Show guidelines apply.
 - The unifying theme is "odd sized canvas", with a restriction size of not larger than 12x24.
 - The event to be hosted at the Night of Artist venue tentatively Spring 2024.
- Encaustic workshop with SWCA in February or March 2024.
- Misericordia is scheduled for September 6, 2024 - January 5, 2025

THANK YOU!

Thanks to Colours, Delta Art and Drafting Supplies, The Paint Spot, and the Strathcona Art Society for their ongoing support in helping to distribute the EAC newsletters!

And thanks to the following businesses who give generous discounts to EAC members!



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Alberta
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We're grateful to the Alberta Foundation of the Arts for their continuing support.

As the primary arts resource and grant-funding body in Alberta, the Alberta Foundation for the Arts helps to unleash the potential of every artist through funding, arts promotion, and capacity-building. We provide behind-the-scenes support to artists and arts organizations, giving them the power to inspire minds, encourage expression, foster creativity, and contribute to Alberta's economy. From story time at local libraries to annual festivals on neighbourhood streets, the arts are active in your community. Albertans celebrate and support the arts as artists, volunteers, donors, and attendees at local arts events and activities. Experience, celebrate, and take pride in the arts—they're all around you!

Read more at affta.ab.ca/home.



CARFAC
ALBERTA

Visual Arts Alberta – CARFAC is a Provincial Arts Service Organization funded provincially and municipally that provide a communications hub between members of the visual arts community and the general public. Visual Arts Alberta – CARFAC is the affiliate for the national arts organization Canadian Artists Representation/le Front des artistes canadiens (CARFAC) in the province of Alberta.

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Hours: Wednesday to Friday, 10–4pm and Saturday 12–4pm

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general@carfacalberta.com

CARFAC Alberta is becoming a Visual Artist Online Resource for your information and perhaps to download, share or simply enjoy with a sip of coffee or tea:

<https://www.carfacalberta.com/becoming-a-visual-artist/>