

# Professional Guidelines

## RESOURCES FOR LEGAL AND PROFESSIONAL ADVICE

This book list is intended as an up-to-date resource for the craftsperson. While some publications printed before 1980 may have valuable information, this document is focused on more current publications. Updated July 2010.

### CONTENTS

#### I Books for Legal Advice

#### II Books that offer Practical Advice for the Artist or Craftsman

#### III Art Law Reference

#### IV Internet Resources

#### V Audio Tapes

#### VI Photography reference

Each citation provides information in this order:

Title; publisher; number of pages; website of publisher; intended audience of the book; comments.

### I Books for Legal Advice

#### **The Artist-Gallery Partnership, Third Edition: A Practical Guide to Consigning Art (Paperback)**

**Author:** Tad Crawford and Susan Mellon

**Publisher:** Allworth Press, New York, 1998

196 pages

**Website:** purchase through Amazon.com

**Audience:** Artist's and craftspeople interested in gaining a more clear understanding of the structure and content of an artist/gallery contract.

**Comments:** The first half of this book dissects an artist/gallery contract, analyzing each component in 1-3 page explanations. This analysis offers an easy to read summary of the components of a contract. The contract in the Appendix is ready to photocopy. Drawback: The actual contract in the Appendix is so small that you would not be inclined to copy it for your use. Instead, use the Model Consignment Contract in the Professional Guidelines on this website, or the contracts in Business and Legal Forms for Crafts by Tad Crawford (next entry below). The second half of the book refers to individual state laws concerning consignment and aspects that differ in each state.

#### **Business and Legal Forms for Crafts, 2<sup>nd</sup> edition**

**Author:** Tad Crawford

**Publisher:** Allworth Press, New York, 2005

144 pages

**Website:** <http://www.allworth.com>

An extensive listing of business and self-help books for all creative professions.

**Audience:** All artists, craftspeople--anyone involved in a creative business --can benefit from reading this book.

**Comments:** This book is a perfect complement to The Artist-Gallery Partnership by Tad Crawford and Susan Mellon. The examinations of the contracts in this book are not as extensive, but the book does present 23 different forms and contracts. All of the forms and contracts are ready to use -- the

8" x 11" format is on tear-out paper. Crawford states that "artists may reproduce any form in this book without charge for the limited purpose of use in their business." The contracts are also included on the CD-ROM that comes with the book. In addition, this book has a checklist of negotiation points.

### **Business & Legal Forms for Fine Artists, 3<sup>rd</sup> edition (includes CD-ROM)**

**Author:** Tad Crawford

**Publisher:** Allworth Press, New York, 2005

176 pages

**Website:** <http://www.allworth.com>

An extensive listing of business and self-help books for all creative professions.

**Audience:** The target audience is fine artists.

**Comments:** This book closely parallels Crawford's other book, Business and Legal Forms for Crafts. There are 19 ready-to-use forms with negotiation checklists.

### **How to Safely and Legally Hire Independent Contractors**

**Author:** Stephen Fishman

**Publisher:** Nolo Press, Berkeley, California, 2007

**Downloadable PDF**

**Website:** <http://www.nolo.com>

This website offers a large selection of "self-help" books on every legal subject imaginable, free legal advice, and articles about legal issues.

**Audience:** Artists or craftspeople looking for information about independent contractors and information about employee related issues.

**Comments:** This is an eFormKit that contains all the forms and instructions you need to hire independent contractors, including independent contractor agreement with step-by-step instructions that you can modify and use for virtually any type of freelancer, consultant or contractor.

The pdf also covers the legal differences between employees and independent contractors and contains guidelines to help you distinguish between the two. It includes a documentation checklist and independent-contractor questionnaire, both of which are designed to help you document the reasons why a worker qualifies as an independent contractor.

### **The Craft Artist's Legal Guide: Protect Your Work, Save On Taxes, Maximize Profits**

**Author:** Richard Stim

**Publisher:** Nolo Press, Berkeley, CA 2010

400 pages

**Website:** <http://www.nolo.com>

This website offers a large selection of "self-help" books on every legal subject imaginable, free legal advice, and articles about legal issues.

**Audience:** Artists and craftspeople.

**Comments:** To be reviewed

### **Legal Guide for the Visual Artist, 4<sup>th</sup> edition**

**Author:** Tad Crawford

**Publisher:** Allworth Press, New York, 1999

256 pages

**Website:** <http://www.allworth.com>

An extensive listing of business and self-help books for all creative professions.

**Audience:** Individuals in the arts interested in a more in-depth understanding of the legal issues of the art world.

**Comments:** This book provides legal information targeted towards photographers, painters, designers, sculptors, illustrators and printers but could be adapted to the needs of the craftsperson. Topics include copyright and moral rights; sale of art by artist, gallery or agent; sales of reproduction rights; taxation; grants and public support for the arts; hobby or business comparison, and the IRS; and more. This book does not include contracts, so use one of the many other books by Tad Crawford for model contracts.

*5<sup>th</sup> edition available September 2010*

## II Books that offer Practical Advice for the Artist or Craftsman

### **Making and Marketing Better Artwork**

**Author:** Milon Townsend

**Publisher:** Blue Moon Press, LLC, Hilton, NY, 2001

150 pages

**Website:** purchase on Amazon.com

**Audience:** Craftspeople looking for well-rounded professional guidance.

**Comments:** This book offers excellent advice for the craftsperson focusing on production or limited edition work. Chapter Three includes an itemized guide to developing publicity and "Literature for the Working Artist" such as hang tags, brochures, price lists and line sheets. Chapter Four gives an excellent guide for pricing. The advice regarding contracts is not comprehensive, but is an excellent beginning that can be supplemented with one of the recommended legal guides (above).

Mr. Townsend also offers superb practical advice regarding the small details of life as a craftsperson and as a professional "maker." Throughout the book he itemizes the pros and cons of many decisions that an artist or craftsperson will have to make along the path to success. This includes a comprehensive chapter on employees vs. outside contractors, and working with employees as a team. These two issues are usually ignored in most "how to be an artist" books. (If you are thinking of hiring help in your studio, also read Hiring Independent Contractors- The Employer's Legal Guide by Stephen Fishman, Nolo Press.

### **Crafting as a Business, 2<sup>nd</sup> edition**

**Author:** Wendy Rosen

**Publisher:** Sterling, 1998

256 pages

**Website:** purchase on Amazon.com or alibris.com

**Audience:** Craftspeople intending to enter the wholesale/retail marketplace

**Comments:** This book focuses on tips for being successful in the production arena of the craft world. Marketing one-of-a-kind work and participation in exhibitions is outside the spectrum of this book. The focus here is the larger craft fairs; both wholesale and retail sales are discussed. The best part of this book is the various lists that are designed to help in pricing work and developing marketing and publicity skills. In Chapter 3, product development is clearly described, offering artists guidelines for honest self-evaluation of their work. The instructive narratives, which highlight various artist successes in the production market, may be interesting but would not be of help to the production craft person in establishing professional goals.

### **Taking the Leap - Building a Career as a Visual Artist, 2<sup>nd</sup> edition**

**Author:** Cay Lang

**Publisher:** Chronicle Books, 2006

256 pages

**Website:** <http://www.caylang.com/>

Website promotes Cay Lang's program for visual artists and her book.

**Audience:** Primarily focused on painters, printmakers and photographers. This book still offers excellent ideas for jump-starting any career in the visual arts, regardless of medium.

**Comments:** This book is a basic for any "How to be a successful artist" library. The strength of Ms. Lang's book is that she does not focus on the gallery or retail store as the only outlet for your work. She leads the reader through a step-by-step approach for finding the best place to market work, which might not include galleries but definitely targets success.

### **How to Survive and Prosper as an Artist, 5<sup>th</sup> edition**

**Author:** Caroll Michels

**Publisher:** Holt Paperbacks, New York, 2001

315 pages

**Website:** purchase on Amazon.com

**Audience:** Though this book does not focus on the craft world, a craftsperson could easily apply these strategies to finding a market for their work.

**Comments:** This is another excellent book offering strategies for surviving and succeeding as an artist. Ms. Michels definitely takes the position of an advocate for the artist, covering many problems encountered in dealing with galleries and then offering positive solutions. She also suggests many other books and resources that the artist can turn to for advice. The appendix is excellent.

### **I'd rather be in the studio, The Artist's No-Excuse Guide to Self-Promotion**

**Author:** Alyson B. Stanfield

**Publisher:** Pentas Press, Golden, CO 2008

264 pages

**Website:** <http://www.artbizcoach.com>

**Audience:** The best resource for artists and crafts people interested in promoting their work. No other book focuses solely on this topic.

**Comments:** This book focuses exclusively on practical solutions to promote your art and craft. It directs your creative energy into developing visibility and marketing.

Chapters in this book are listed as "Actions" and proceed, step by step, in an easy and logical manner. The first Action is titled: *Define Success for Yourself* and covers fundamentals such as crafting and polishing your artist statement and creating an inventory for your artwork. The unique aspect of this book is that it focuses on the computer as the primary tool for marketing, utilizing essential elements such as mailing lists, web site, and blogs and offering hints to establish line visibility. For many of us, using the web and 2.0 technologies are perhaps new and scary steps; *I'd rather be in the studio* will help you take those first baby steps toward improved visibility-- all without spending the big bucks. Buy this book and take your first action step.

### **Art Marketing 101, 3rd Edition**

**Author:** Constance Smith

**Publisher:** ArtNetwork, Nevada City, CA, 2007

288 pages

**Website:** <http://www.artmarketing.com>

**Audience:** Artists (but crafts persons can benefit from the information.)

**Comments:** This book offers solid information that is well organized and easy to use for artists (or craftspeople) on developing their business. Make sure that you buy the most recent edition (labeled as "Third Edition"), as the updates to the book are more current and include some basic Internet and web site tips. The Index is excellent. Though no single chapter is comprehensive in addressing its topic, this book can definitely get you pointed in the right direction.

### **Crafts Inc. – Turn Your Creative Hobby Into a Business**

**Author:** Meg Mateo Iasco

**Publisher:** Chronicle Books, San Francisco, CA 2007

160 pages

**Website:** <http://www.chroniclebooks.com>

**Audience:** Craftspeople, primarily Do It Yourself makers thinking about turning their hobby into a business.

**Comments:** Judging by the graphics and tone of this book, the intended audience is definitely the D.I.Y. maker, as it contains anecdotes from successful hobbyists who have turned their craft into a business. Some of the information in the book is really solid, however, the organization is confusing and the index is very limited, especially considering the quantity of information offered. The typeface is very small and printed in dark green and turquoise, sometimes even turquoise lettering on a blue background or green on brown. This makes it tedious and overwhelmingly hard to read and tends to enforce the hobbist feeling of the book. A list of Internet Resources is included; the on-line marketing world is not at all covered effectively. Too bad--and somewhat ironic-- because the book seems so targeted toward the D.I.Y. and Indie marketplace.

### **The Crafts Business Answer Book and Resource Guide, revised edition**

**Author:** Barbara Brabec

**Publisher:** M.Evans and Company, Inc., New York, 2006

256 pages

**Website:** <http://www.barbarabrabec.com>

**Audience:** Craftspeople searching for business information.

**Comments:** This book contains business information pertaining to all craft media. The question and answer format covers specific issues such as Car Insurance, Minimum /Maximum Order Policy, Return Policy and Sales Representatives: topics that are often ignored in other books. Other important aspects of the text include suggestions for proper wording on your order forms and issues to address in your contracts. Resources are included for more in-depth information.

### **The Artists' Survival Manual (A Complete Guide to Marketing Your Work), desktop edition**

**Author:** Toby Judith Klayman with Cobbett Steinberg

**Publisher:** Klayman/Branchcomb, San Francisco, 1996

293 pages

**Website:** <http://www.klaymanart.com/mybook/index.html>

Purchase by emailing Toby: **TOBYKCRETE@aol.com**

Website offers information about Toby Klayman's book and her art work.

**Audience:** Artists or craftspeople beginning to establish their careers.

**Comments:** This book is full of sensible, good-natured, and practical advice for the visual artist. It includes a selection of contract forms for transfer of ownership (for when people buy your work), consignment, etc. It also covers artist lifestyle issues, such as outside employment, and addresses other subjects that may be of value to those working to establish themselves in either the arts or the crafts.

### **Crafts and Craft Shows, 2<sup>nd</sup> edition**

**Author:** Phil Kadubec.

**Publisher:** Allworth Press, New York, 2007

224 pages

**Website:** <http://www.allworth.com>

An extensive listing of business and self-help books for all creative professions.

**Audience:** This is focused exclusively on success at the smaller retail craft fair circuit. If you are interested in selling work through retail craft shows, then this book is definitely worth reading.

**Comments:** A no-nonsense, no-excuses attitude for working toward financial success within the craft marketplace. The strategies involved in making and marketing one-of-a-kind work are definitely outside the scope of the book.

### **Making a Living in Crafts**

**Author:** Donald Clark, Lark Books, Sterling Publishing 2006

**Publisher:** Lark Books, Sterling Publishing 2006

184 pages

**Website:** purchase on Amazon.com

**Audience:** This book is intended primarily for craftspeople intending to enter the wholesale/retail marketplace. It covers a full spectrum of information.

**Comments:**

Unfortunately, most of the information covered in *Making of Living in Crafts* is also included in other books. The interviews of artists or business people in the crafts field were the entertaining and

informative though anecdotal content. These interviews also touched on a number of controversial topics such as web sites and the change of the marketplace which should have been developed further by the author. The Charts section in the back of the book included a number of excellent forms to fill out; Pricing and Figuring Overhead are two examples. Still, we wish there were more charts and specific examples, such as sample order forms, hang tags, and line sheet.

### **The Fine Artist's Career Guide, 2<sup>nd</sup> edition: Making Money in the Arts and Beyond**

**Author:** Daniel Grant

**Publisher:** Allworth Press, New York, 2004

320 pages

**Website:** <http://www.allworth.com>

An extensive listing of business and self-help books for all creative professions.

**Audience:** This is a good book for art students or recent graduates of art schools who might be trying to find a job in an art related field. Also offers advice for artists or craftspeople producing one-of-a-kind work targeting a gallery audience.

**Comments (on 1<sup>st</sup> edition):** Though totally focused on the "art world" (as opposed to the craft world) this book offers excellent information. Over half the book surveys art-related careers that can provide income. A quotation from this book: "Too often, young artists maintain illusory notions about the art world, that they are destined to starve in obscurity, that successful gallery artists are mysteriously discovered, that success means getting one's picture on the cover of *Art News*, or that the only paying job for which they are qualified is teaching. Much of what contributes to success (defining success as the ability to support oneself as an artist), is the willingness to hang in there, finding ways to both earn a living and build a presence in the art world. When it comes, success is likely to look different than one's plans when just graduating from school. An artist's ambition and maturity are tested in ways unlike that of other professionals in our society, but the rewards are considerable."

### **The Crafters Guide to Pricing your Work**

**Author:** Dan Ramsey

**Publisher:** Betterway Books, Cincinnati, Ohio, 1997

149 pages

**Website:** purchase on Amazon.com

**Audience:** This book would be most valuable for a person who is just starting to market their work in craft shows. It suggests market research and a methodical approach to selling work.

**Comments:** If you can get past the rather simplistic attitudes about some of the craft categories in this book, it really does offer sound information for pricing your work. The most important lesson to learn from this book (other than accounting for time, materials and overhead) is that the artist/craftsperson is selling "perceived value." Reiterating this over and over, the author insists that if you "help the buyer see the value in your work, you will sell more." "Help the customer see the difference between your work and that of others." Dan Ramsey's focus on "value" is mentioned in other books, but he never lets the reader forget that this is truly the most important ingredient to success. This is a valuable lesson.

### **Copyright Plain and Simple**

**Author:** Cheryl Besenjak

**Publisher:** Career Press, 2000

192 pages

**Website:** purchase on Amazon.com

**Audience:** Anyone interested in an introduction to the subject of copyright.

**Comments:** A good beginning to a very complex topic, this is a basic primer about copyright. The explanations are easy to read and understand.

**The Business of Being an Artist, 4<sup>th</sup> edition**

**Author:** Daniel Grant

**Publisher:** Allworth Press, New York, 2010

408 pages

**Website:** <http://www.allworth.com>

An extensive listing of business and self-help books for all creative professions.

**Audience:** This book would be best for someone to read after they have been out of school for a few years and has encountered some of the lifestyle issues involved in being an artist/craftsperson.

**Comments (on 1<sup>st</sup> edition):** This is not a book about how to be an artist. It is focused more on general concerns or problems that you might encounter as an artist. It does not give step-by-step solutions. Like many books focusing on the art world, the concepts presented here are still relevant to the one-of-a-kind craft field. In this case, Chapter 7, "Getting Ready to Handle the Pressures"; Chapter 8, "Handling Art World Publicity"; and Chapter 9, "How Artists Perceive Themselves" may be helpful. Again, there are no answers, but it is interesting to ponder topics that may parallel your life questions.

### **The Crafts Business Encyclopedia, revised sub edition**

**Author:** Michael Scott, as revised by Leonard D. Duboff

**Publisher:** Harcourt Brace Jovanovich, San Diego, California, 1993.

336 pages

**Website:** purchase on Amazon.com

**Audience:** Craftspeople wishing to expand their knowledge of the legal and professional aspects of the business.

**Comments (on 1<sup>st</sup> edition):** While this book may be helpful as a reference book, many other books cover the same topics with better guidance regarding specific business practices. It covers esoteric terms (in an encyclopedic format) that an artist may run into while conducting business in the crafts. This book closely parallels The Art Business Encyclopedia.

### **The Art Business Encyclopedia - for Artists, Collectors, Dealers, Galleries, Museums and Their Attorneys**

**Author:** Leonard D. Duboff

**Publisher:** Allworth Press, New York, 1994.

320 pages

Note: Out of Print, limited availability.

**Website:** purchase on Amazon.com

**Audience:** Craftspeople wishing to expand their knowledge of the legal and professional aspects of the business.

**Comments:** Covers terms (in an encyclopedic format) that an artist may run into while conducting business in the fine arts. This book closely parallels The Crafts Business Encyclopedia, with a few additional terms.

### **The Business of Art, 3<sup>rd</sup> edition**

Edited by Lee Caplin

**Publisher:** Prentice Hall Press, Paramus, New Jersey, 2000. Published in cooperation with the National Endowment for the Arts.

Note: Out of Print, limited availability.

**Website:** purchase on Amazon.com

**Audience:** Artists or craftspeople who want to read about a variety of artists lifestyles and professional experiences.

**Comments (on 1<sup>st</sup> edition):** Large in format, this book presents a comprehensive view of the art world from a wide variety of perspectives. It is not a "how to be a successful artist" book. Rather, the text relates the experiences of artists, dealers, curators and consultants. It may give you insight into the various forces at play in the art world, but provides no easy formulas for finding success as an artist or craftsperson. The version reviewed was a Second Edition (dated 1989), though the information spoke about experiences from the past forty years to the present.

## **III Art Law Reference**

### **The Law (in Plain English) for Crafts, 6<sup>th</sup> edition**

**Author:** Leonard D. DuBoff

**Publisher:** Allworth Press, New York, 2005

240 pages

**Website:** <http://www.allworth.com>

An extensive listing of business and self-help books for all creative professions.

**Audience:** Craftspeople seeking a more in-depth understanding of contracts used in craft.

**Comments (on 1<sup>st</sup> edition):** There is excellent information in this book and it comes highly recommended. However, any reader who may not be an attorney will find it a tedious task to get through the entire book. Additionally, the format of this book makes it difficult to find specific topics which is a problem if you don't have the time to read the entire book. The contract in the book also employs too much legal jargon. Other books with contracts previously listed are much easier to use.

### **Business Forms and Contracts (in Plain English), 2<sup>nd</sup> edition**

**Author:** Leonard D. DuBoff

**Publisher:** Copeland, PR, 1993

110 pages

**Audience:** Artists or craftsperson

**Comments (on 1<sup>st</sup> edition):** The format for the legal forms was not as clear as similar books. This book is out of print, but you can buy used copies. The information is still solid and it is worth getting a copy as a back-up reference.

*Continued on next page*

## **The Desk Book of Art Law and The 1984 Supplement to the Desk Book of Art Law**

**Author:** Leonard D. DuBoff

**Publisher:** Oceana Publications, 1977 & 1984

1345 pages

Note: Out of Print, limited availability, check with your local library

**Audience:** Attorneys dealing with art law issues.

**Comments:** This text is actually designed as a reference guide for lawyers regarding art law. It is outside the average person's ability to absorb the legal technicalities. If you are interested, Leonard D. DuBoff has also written several books about Art Law for artists that are easier to decipher without a legal degree. Other books designed for artists by Leonard D. DuBoff include: The Law (in Plain English) for Crafts, The Crafts Business Encyclopedia by Michael Scott as revised by Leonard D. DuBoff; and The Art Business Encyclopedia.

## **The Visual Artist's Business and Legal Guide: A Presentation of the Beverly Hills Bar Association Committee for the Arts**

**Author:** compiled and edited by Gregory T. Victoroff, Esq.

**Publisher:** Jerome Headlands Press, Prentice-Hall, Inc., 1995

338 pages. Note: Out of print, look for a used copy

**Website:** <http://www.bhba.org> (Beverly Hills Bar Association)

This website offers information on legal issues for lawyers and law publications.

**Audience:** Artists or craftspeople searching for sample legal contracts (these include explanations and analysis of each element within each contract).

**Comments:** Comprehensive information. Excellent appendix for related resources.

## **IV Internet Resources**

### **artbizcoach.com**

**website:** <http://www.artbizcoach.com>

**Author:** Alyson Stanfield

**Audience:** Though targeted toward artists, the information offered is applicable to the craftspeople interested in learning how to promote their work and reach a larger audience.

**Comments:** Offers a free on-line weekly newsletter which focuses on helping artists establish a system of professional practices. Frequent--and free-- phone seminars are another great resource. Fee based seminars and workshops are also offered. Be sure to look on the home page for a full spectrum of solid art business information.

### **artbusiness.com/artists.html**

**Author:** Alan Bamberger 1999-2003

**Website:** <http://artbusiness.com/artists.html>

**Audience:** Anyone interested in learning more about the business of art.

**Comments:** This easy to navigate website is an excellent reference and resource for up-to-the-date information, offering an extensive roster of articles written for artists, dealers and collectors. The articles, organized in an efficient user friendly manner, are sub-divided into two categories on the home page: "Articles for Artists" and "Articles for Collectors". Each title clearly indicates the content of the article and the information covered within each is clear, reliable, and unbiased.

While not specifically directed toward the crafts practitioner, the information available on this site is of great value to anyone in the crafts field. For example, the article "Donating Art: A Primer" is targeted at the collector and/or dealer, it nevertheless offers the artist/craftspeople a glimpse at how the dealer and the collector sees the world of art.

## V Audio Tapes

### Dynamic Sales and Customer Service Techniques

**Author:** Bruce Baker

**Publisher:** Bruce Baker

551 Munger Street

Middlebury, VT 05753

(802) 388-3434

email: info@dbakerinc.com

**Website:** <http://www.bbakerinc.com>

**Audience:** Artists or craftspeople planning to sell their work themselves at retail or wholesale shows.

**Comments:**

The skills required to design and produce excellent work do not naturally go hand in hand with the skills required to market and sell your work. After you've designed and produced quality work, Baker's information provides the fundamentals needed to successfully sell it. Presented as "motivational information for craftspeople", this CD offers very sound advice for selling work (at retail and wholesale shows) in the most effective manner. It's worth listening to Mr. Baker's advice repeatedly which is an excellent reason for owning this CD. Take it with you to shows-- and listen to it whenever you have a minute-- so that his "motivational mantras" remain clear in your mind.

Perhaps the most useful advice focuses on speaking with customers. How to spark up a conversation at a craft show (so that potential customers don't walk past your booth) and how to positively respond to such common questions as, "How long does this take to make?" are just two examples. An excellent checklist outlining the basics of selling is provided and Booth design, selling, and valuing your work are also covered. This CD is highly recommended.

Bruce Baker also offers two other CD's on his web site: **Booth Design and Merchandising for Craft and Trade Shows** and **Your Slides and the Jury**. All of his information is excellent and worth purchasing. Choose the topics that are relevant to your business focus.

### Design for Survival – PRICING Your Work, The Key to Survival

**Author:** Thomas Mann

**Publisher:** Thomas Mann

1810 Magazine Street

New Orleans, LA 70130

PNONE 504 581 2111

**Website:** [www.thomasmann.com/dfs.html](http://www.thomasmann.com/dfs.html)

**Audience:** Artists or craftspeople interested in learning how to develop a business strategy to help them in pricing their production work.

**Comments:** This set comes with a VCR tape small booklet and CD-Rom with a sample Excel spreadsheet. The information Thomas Mann provides on pricing your work is targeted specifically at production work. The pricing strategies offered are informative and take into account all the overhead and labor expenses a production person incurs in doing business and then how to actually generate profit. The CD-ROM holds a sample Excel worksheet and the same text as in the booklet.

The information is excellent, however, before buying this VCR tape you should know that the production quality is extremely poor in every respect including sound quality, lighting, camera work, editing and presentation. Thomas Mann, in person, is a dynamic and articulate speaker; unfortunately this video tape does not capture any of these qualities.

## VI Photography reference

## **Lynda.com**

**Website:** <http://www.lynda.com>

**Author:** multiple authors and video guides

**Audience:** Amateur to professionals

**Comments:** Lynda.com offers an amazing variety of tutorials for learning computer graphic skills including those necessary for working with Twitter, PowerPoint, Photoshop, Illustrator, In Design, and Dreamweaver along with advanced tutorials in animation graphics for professional animators.

There are multiple ways to gain access to the materials. Either buy a DVD package for a particular software program or purchase an annual subscription to Linda.com. Harriete Estel Berman recommends the yearly subscription so you can dip into any program you like to gain a specific skill. If you have the time, start at the beginning of a software series and learn how to use any program you want comprehensively. The skills for each software program are taught in 1 minute to 15 minute sections so it is easy to learn a little at a time. You can also stop, start, review, and just learn one skill without spending hours at your computer. The videos are easy to follow and much better than learning from a book. The search engine on the site is excellent for finding what program or skill you need. To save money, share a subscription with a colleague or your office staff.

## **Capture the Light: A Guide for Beginning Digital Photographers**

**Author:** Steve Meltzer

**Publisher:** Lark Books, Asheville, NC, 2008

96 pages

**Website:** <http://www.larkbooks.com>

**Audience:** Artists or craftspeople planning to sell their work themselves at retail or wholesale shows.

**Comments:** Review coming soon. Steve Meltzer also writes articles for The Craft Report Magazine. Harriete Estel Berman says the articles are always clear and easy to understand with lots of valuable information.

## **Photographing Arts and Craft Collectibles: Take Great Digital Photos for Portfolios, Documentation, or Selling on the Web**

**Author:** Steve Meltzer

**Publisher:** Lark Books, Asheville, NC, 2007

160 pages

**Website:** <http://www.larkbooks.com>

**Audience:** Artists or craftspeople planning to sell their work themselves at retail or wholesale shows.

**Comments:** Review coming soon. Steve Meltzer also writes articles for The Craft Report Magazine. Harriete Estel Berman says the articles are always clear and easy to understand with lots of valuable information.

## **© 2003, 2005, 2008, 2009, 2010 Harriete Estel Berman**

Special acknowledgment is hereby given for the contributions of the Professional Guidelines Committee 2002: Bruce Metcalf, Board Liaison and Contributing Editor; Suzanne Baizerman, curator; Tami Dean, production artist; Marilyn da Silva, artist; Lloyd Herman, curator; Cherry LeBrun, owner of DeNovo Gallery; Marc David Paisin, Attorney at Law; Dana Singer, Executive Director of SNAG; Lynda Watson, metalsmith; and Carol Webb, production artist.

DISCLAIMER

THE SOCIETY OF NORTH AMERICAN GOLDSMITHS AND THE COYRIGHT OWNER HAVE PREPARED THE FOLLOWING MATERIALS AS AN INFORMATIONAL AID, TO EDUCATE THE READER ABOUT COMMON SITUATIONS THAT GENERALLY ARISE IN THE ARTS AND CRAFTS FIELD. THESE MATERIALS, INCLUDING ALL SAMPLE AGREEMENTS, CANNOT AND DO NOT ADDRESS ALL OF THE LEGAL ISSUES THAT MAY BE PERTINENT TO ANY INDIVIDUAL CIRCUMSTANCES. THE READER SHOULD NOT ASSUME THAT THE INFORMATION CONTAINED HEREIN WILL SATISFY ALL OF THEIR NEEDS. LAWS VARY FROM STATE TO STATE, AND THESE MATERIALS ARE NOT A SUBSTITUTE FOR OBTAINING LEGAL ADVICE FROM A LICENSED ATTORNEY IN YOUR STATE. THE READER IS ENCOURAGED TO SEEK SUCH LEGAL ADVICE PRIOR TO USE OF THESE MATERIALS. SNAG AND THE COPYRIGHT OWNER DISCLAIM ANY RESPONSIBILITY FOR ANY AND ALL LOSSES, DAMAGE, OR CAUSES OF ACTION THAT MAY ARISE OR BE CONNECTED WITH THE USE OF THESE MATERIALS AND/OR FORMS