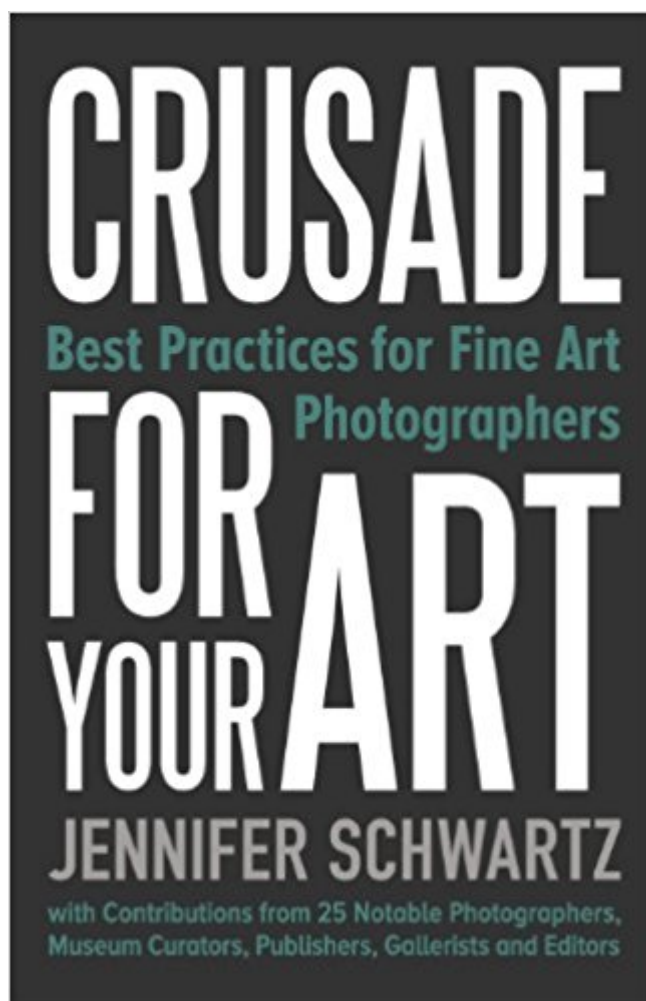


The book was found

Crusade For Your Art: Best Practices For Fine Art Photographers



Synopsis

Crusade For Your Art: Best Practices for Fine Art Photographers helps you navigate and demystify the fine art photography world. The knowledge and resources this guide provides give you the tools to take your fine art photography career by the reins and thoughtfully and purposefully develop a plan to get you where you want to go. Tighten your work, develop your brand, identify goals and a plan for your photography, and strategically launch your project. The fine art photography world can feel impenetrable, and without a roadmap, the process of getting your work in front of the right people is daunting. Making the work is just the first part of the equation. Artists need to think strategically about who their target audience is and how to attract them. They need to create a strong, consistent, professional brand through social media and their website. They need to develop a plan and timeline to thoughtfully launch new work that involves strategically reaching out to appropriate galleries, publishers, and online outlets. It sounds like a lot of work. It is. Crusade for Your Art helps you evaluate the photographic landscape and determine the best course for your work. With insight and instruction on every aspect of the fine art photography world, as well as contributions by over twenty-five top industry curators, gallerists, editors, and photographers, this guide gives you all the tools you need to make your mark on the art world.

Book Information

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> Photography & Video > Equipment, Techniques & Reference > Reference

Customer Reviews

It's an interesting book that offers a point of view that most of artists don't have. I would recommend it

Plain, simple advice with just enough info to point you in the right direction and get you started. I found the section on portfolio reviews particularly insightful.

This book has great resources for photographers looking to get their art out there in the world. Good information and inspiration.

If you have ANY ambition of selling your photography as fine art prints, this is the best book you can read. I now know my target market and what they want. It was also entertaining. Thanks for such a well conceived book.

If your in or trying to break in to the photography bussiness this book is a Must read. Jennifer Schwartz guides you throught the maze of do"s & donot"s that will cause heart ache to the newbie, and help the seasoned photographer get his bussines off on the right foot.

I was not sure what to expect when I started my read. But enjoyed the style and knowledge shared. I felt inspired and gathered direction as to my art .

I RECEIVED AN EMPTY PACKAGE! I WANT MY MONEY BACK!

My first exposure to Jennifer Schwartz was through her successful Kickstarter campaign (below), ["Crusade for Collecting."](#) It was a great campaign and it turned out to be a touchstone to a great new chapter in Schwartz's life. One of the results is the book, *Crusade for Your Art* (left). I can fully appreciate when a project evolves into one that is life-sustaining as well as personally and professionally satisfying. Her Kickstarter project led to her traveling around the country promoting photography and her mission. So I decided to take this show on the road. I am going to go on a ten-week, ten-city tour in a little over a year where I do pop-up shows featuring the work of incredible emerging photographers from across the country... she wrote in the description of that seminal and successful Kickstarter project. That project turned into *Crusade for Art*, which is described on her website as "Educating, inspiring and empowering photographers to engage new audiences with art." *Crusade for Art* now offers grants, programs and resources for photographers to pursue their creative ambitions. The book is a logical extension of the person who also owns a gallery for emerging artists. In *Crusade For Your Art* readers will be entertained and educated by her direct and personal writing style, which

serves to take photographers through the maze that is fine art photography in the 21st century. Fine art photographer Elizabeth Avedon notes in the opening comments that, "Jennifer Schwartz has written one of the most comprehensive guides to date for both the professional and emerging fine art photographer to navigate the current world of photography. As more and more artists are lamenting the state of the fine art photography market, Schwartz notes in her Introduction, "The truth is, we have the tools to take this upside-down art world and own it. The Internet has leveled the playing field for everyone, and may the best photographers and galleries win. While many other books that attack this same problem are full of illustrations, graphs, and testimonials about the author's prowess, "Crusade For Your Art," is just words. Words that are written in a clear and concise manner, that explain in a one-two-three style and that address topics including: Making the Work, Set the Stage, Identifying Goals and a Plan for Your Work, From Goals to Action, and everything else in between. Nothing is missed. Nothing is overlooked. The book helps the photographer identify where she is now and how to get where she wants to be in her field. She is walked to the door and Schwartz opens it in an effort to offer a method of discovery and insights into a world of reward in the form of sales and satisfaction. Twenty-five top industry curators, gallerists, editors, and photographers, offer their insights to contribute to a guide that gives you all the tools you need to make your mark on the art world.

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How Photographs are Sold: Stories and Examples of How Fine Art Photographers Sell Their Work
Legal Handbook for Photographers: The Rights and Liabilities of Making Images (Legal Handbook for Photographers: The Rights & Liabilities of)
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