

# Professional Guidelines

- **Resources for Legal and Professional Advice** A list of the resources currently available for artists and craft persons. The document includes a brief review of each resource, the publisher's or author's web site and a description of the audience that would benefit the most from reading the book.
- **Inventory Records and Form: Documentation and Provenance** From a career standpoint or through the lens of day to day studio business, maintaining careful inventory records of what you make is vitally important. This document includes a sample Inventory Record Form.
- **Guide to Professional Quality Images** Use this document as a checklist or guide to review and critically evaluate the photography of your art or craft.
- **Model Release Contract** For artists who use a live model in the photographic documentation of their work.
- **Working with Digital Images Effectively** This document highlights key issues regarding digital image submissions to books, magazines, galleries, and any exhibition opportunity.
- **TOP TEN TIPS for Getting Into a Juried Exhibition, Craft Show, Book or Magazine**  
Improve your chances of being accepted by a jury.
- **Juried Exhibitions** Guidelines intended to assist an *exhibition sponsor/organizer* to develop a well run juried exhibition. Artists can use this guideline as an example against which to compare an existing show prospectus.
- **Exhibitions: Artist Checklist** Includes questions artists may want to ask the sponsor of any exhibition. Also includes **Artist Responsibilities for an Exhibition**. Print this document so it is handy at a moment's notice.
- **Exhibition Contract** This document addresses *noncommercial* exhibitions where the main intent is *not the sale of work* but rather the showcasing of artwork for *the purposes of education, information or public consideration*. An overview explains each clause of the contract and the multiple options offered.
- **Condition Report** A partner to the Exhibition Contract, the Condition Report is a document that provides the artist with a form to note *in detail* the condition of an artwork (including wear, scratches, tears, blemishes, etc.) on the day that it is shipped to an exhibition or at each exhibition location in a traveling show.
- **Consignment Contract** This contract can be used in whole or in part by artists and galleries to address the many issues involved in establishing and maintaining a positive consignment relationship.
- **Discounts** This document discusses the ramifications of discounting for artists and galleries. It includes proven alternatives and practical suggestions regarding discounts.
- **Claims for Damaged Work: Artist Checklist** This gives you step-by-step instructions on how to make a successful claim if your work is damaged either with the exhibition sponsor or during shipping.
- **Open Studios** (two documents)
  - **Open Studios: A Guide for Communities and Organizations Sponsoring an Open Studio Event**
  - **Open Studios: Artist Checklist** A complete checklist for artists planning to host an open studio.
- **Fundraising Auctions** These four documents intend to more fully inform artists, galleries, collectors and art organizations about the financial impact of auctions and the questions that need to be asked prior to an auction.
  - **Issues and Checklist for Artists**
  - **Issues and Recommendations for Collectors**
  - **Issues and Impact on Galleries**
  - **Issues and Alternatives for Art Organizations**

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Copies of the **Professional Guidelines** are available online at: [http://www.snagmetalsmith.org/Publications/Professional\\_Guidelines/](http://www.snagmetalsmith.org/Publications/Professional_Guidelines/) and <http://www.harriete-estel-berman.info/profguidelines/profguide.html>

Questions about these topics or professional development in the arts? <http://www.askharriete.typepad.com>

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