

Welcome To Expressions Arts Prep Academy Orientation!



Expressions

BRINGING THE JOY OF CREATIVITY



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What is Expressions

Expressions is a platform where people of all ages and abilities can join together to express themselves through art. We are a nonprofit organization, thriving to make our community a better place through art. Under this platform, we have various avenues for people to learn and give back to the community.

Vision

To bring the joy of creativity into peoples lives.

Mission

Through this organization, our mission is to ensure access to creativity for all ages and communities through collaborating and learning with others at no cost. We emphasize spreading our vision to different countries and collaborating with people from around the world to learn different art types. Art has the power to bring the world together. We want to be a part of it.



You will learn how to build a successful art business using the Expressions curriculum catered to your talents and strengths. This process spans over the course of a year.

Throughout the course you will be given monthly homework and will be given feedback to better you in your art business journey, while always keeping in mind that our goal is to give back to the community.



Understand if This is the Right Path for You

- To be a successful business person, you need to acquire a few skill sets
- Understand to see if you have these skill sets and decide if this is the right path for you



Make a Bio and Create Your Own Website

- You will learn a 5 step process to create your own bio
- This is a key step in building your identity for your business
- You will learn to create your own personalized website and social media
- Instructions will be provided for the different components necessary for a website
- You will learn how to advertise, create portfolios, social medias, and improve your communication skills



Creating a Business Plan

- Think about what makes your business unique
- Think about the logistics of your business (what are you good at, will you have a partner, what will your business revolve around, what is the age range of your target audience, etc.)
- Create a detailed, written business plan



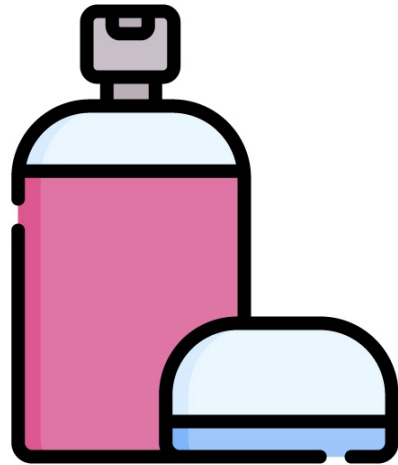
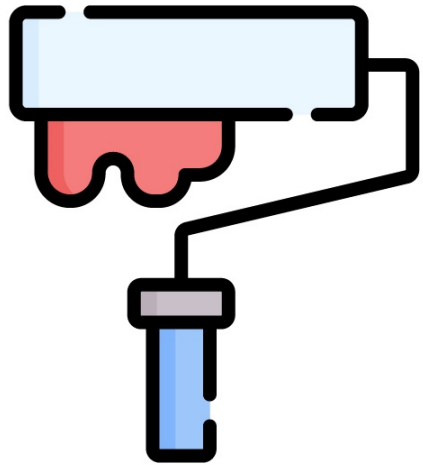
Learn how to Instruct others

- Learning how to teach is a process that will take time
- This section will contain several components
- You will work alongside established artists and teach workshops to your desired target audience
- Minimum 20 hours of training as an assisting instructor to graduate the course
- You will also create instructional and microteaching videos to help better your teaching skills
- This process takes time and patience to develop your necessary skill sets



Community Outreach Events

- In the second and third quarter, your batch must hold a Community Outreach Event
- Pick an organization, mutual aid, local business/organization, etc.; anything of your groups choice
- Plan a small event where you give back to the community, through making cards, baking cookies, anything of your groups choice
- Everyone in your batch must have a role
- More community outreach events are encouraged
- These events will be funded by Expressions Arts



Unity Project

- Towards the end of the program, you will be working on a collaborative painting with your peers
- This will help you grow as an artist, and expand your skill sets to work with those around you
- You will be encouraged to think about what current issue you want to represent, who you want to donate your artwork to, and what your groups goal is in creating this painting

Create your own Fundraiser!!

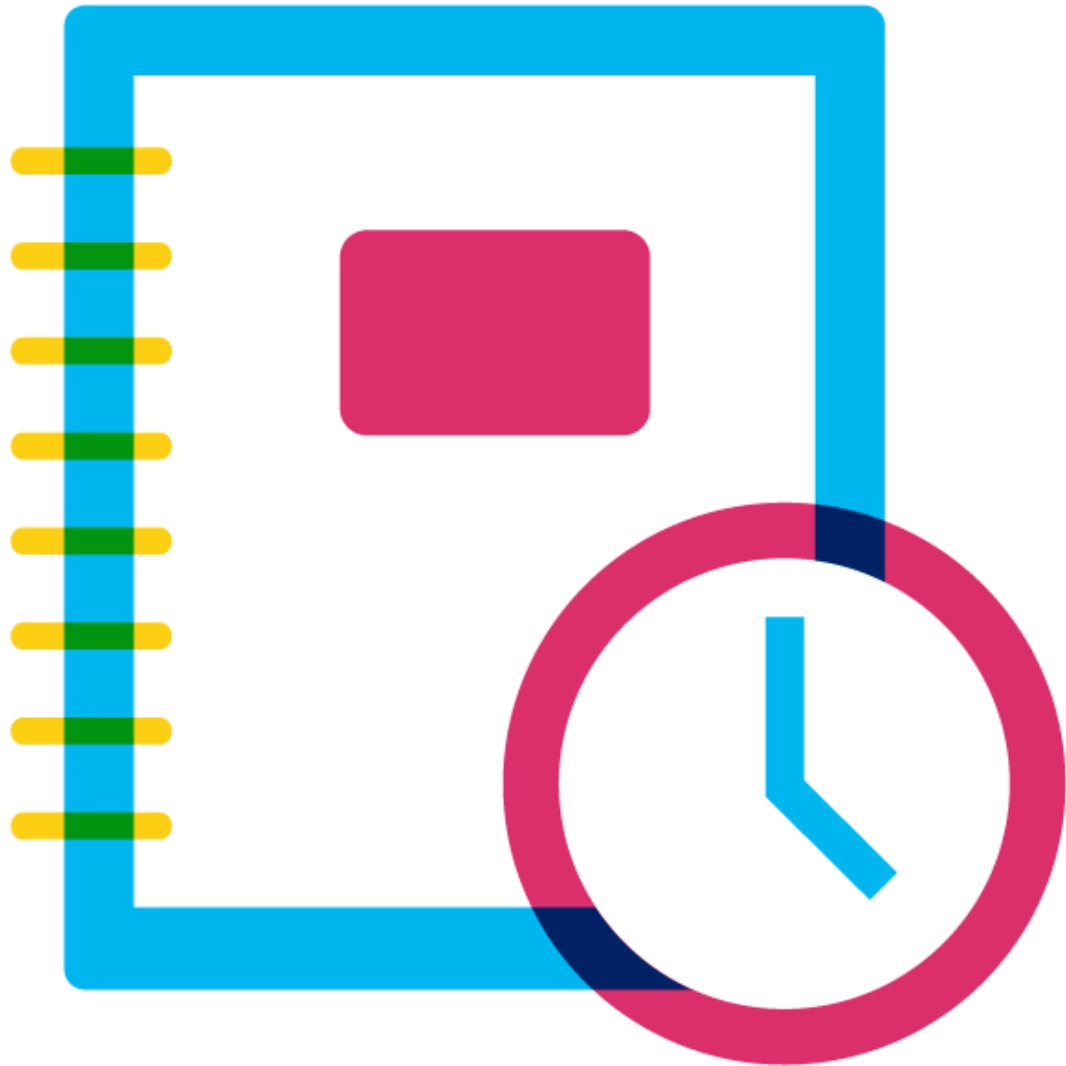
- Towards the end of the program, you will also get the opportunity to create your own fundraising event!
- This can be a workshop, art exhibit, business fair, etc. It is up to you and your group to decide what kind of event you want to do
- Everybody in the group must participate and have a role
- Think about how you want to give back to the community with your batches fundraiser event





End of the Year Awards

- When graduating, one award will be rewarded to a strong, passionate artist in each batch, the “Student of the Year”
- This means being punctual, maintaining exceptional attendance, getting involved in activities/discussions, participating in several community outreach programs, and showing your determination and dedication through your work
- Based on the performance throughout the year, you could be selected for next year's Teen Arts Council
- Another award will be rewarded to one batch, “Batch of the Year”
- This means that you need to make sure that your batch takes part in events, gets involved in discussions, and participates in activities



Grading System

- All assignments will be graded for completion
- Adult mentors will grade your work, and give you feedback for your assignments
- There will be no tests or quizzes, you are just required to complete assignments to graduate
- Extensions can be requested, but in a timely manner
- You must attend monthly meetings
- You need a 75% or above to graduate



Keep in Mind...

- One time membership fee of \$150, this includes the cost of Expressions Arts t-shirt, awards, certificates, and entrance fees for the end of the year ceremony
- There is no extra tuition fees for the year long program
- The program duration is from the first week of May to end of April
- Minimum yearly commitment is 40 hours, which includes 20 hours of training as an assisting instructor, attending meetings, and community outreach events
- The first quarter will be mostly online, the second, third, and fourth quarter will be a combination of online and in person meetings

Register Now!

Use this link to sign up and be a part of the Expressions Art Community:

<https://forms.gle/jLbbscy4wTzzfXUo8>

Payment (Zelle/Paypal ID):

contact@expressions-arts.com

Deadline April 17th



Always
remember that
your goal is to
give back to the
community