

ALBERTA CRAFT COUNCIL PERSONAL WEB SITE PORTFOLIO APPLICATION FORM

Date _____
Name _____
Address _____
City _____
Province _____ Postal Code _____
Home Phone _____

Business Name _____
Business Address _____

Business Phone _____
Fax _____
Email _____

Web site portfolios are available to ACC members only

- I am a member of the Alberta Craft Council. Expiry date _____
- I want to become a member of the Alberta Craft Council. My one-year individual membership fee of \$60 is enclosed.

WEB SITE PORTFOLIO PACKAGE OPTIONS

Standard Package

- One gallery with up to maximum of 20 thumbnail images
- Each image is expandable (click on image and new window pops up with a full size image and all the details)
- Distinct URL: www.albertacraft.ab.ca/yourname
- Keyword Meta tags inserted in the code of your page allowing search engines the ability to find your site
- All sales go directly to you – ACC does not collect any commissions on sales
- Designed and administered by ACC
- Online and offline marketing by ACC
- 6 updates allowed per year

Standard one-year package:

- \$500
- \$200 annual fee will be charged after the first year to maintain your site with 6 updates per year

Deluxe Package

- All the features and benefits of the standard package with additional galleries allowing for almost unlimited number of images (Maximum of 20 images per gallery)
- Each gallery is featured on your home page with a thumbnail and easy navigation throughout the entire site
- Separate galleries allow you to clearly identify individual lines of your work
- 6 updates allowed per year

Deluxe one-year package:

- \$500 + \$100 for each additional gallery
- \$200 per year after the first year to maintain your site with 6 updates per year.

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ITEMS TO INCLUDE IN YOUR PORTFOLIO

Images

1. All images must be of professional quality
2. It is preferable that you supply the ACC with electronic images on a PC compatible disk. File format should be jpeg, tif, bitmap, or eps (please no gif's) and size should be a minimum of 700 pixels, on the smallest side (height or width), with a minimum resolution of 72 dpi. Do not compress or optimize the images for web. If you cannot provide electronic images we can scan from slides or prints but we will have to charge \$6.00 per image.
3. Each image must be clearly identified with: Title, or description, medium and, or, technique, dimensions [length, width, height, weight (if applicable for shipping expense)], retail price in Canadian dollars
4. Notes – You may include up to 20 words of descriptive or special care text for each piece. e.g. Salt fired ceramic pieces are 100% food safe.

Yes, I give the ACC the right to use any or all of my images to promote the ACC Web Site and other ACC activities. Please credit myself as the maker and _____ as the photographer.

No, I do not give the ACC the right to use any or all of my images to promote the ACC Web Site or other activities.

Text to Include:

Note: Your home page will consist of images of your work, your contact information, copyright information (copyright of the design of the work along with copyright of the images used on the web site) and a short (50 words or less) first person description of your work. See www.albertacraft.ab.ca, hit on the SHOPPING section and click on MEMBERS PORTFOLIOS for examples of portfolios.

Think carefully about how you are going to use your web site. Who do you expect to view your work? How are you going to let them know you are online? What do you want to tell them and show them when they come to your site? Remember that the Internet is primarily a visual based medium. People like to look at images online and will only read text if it clearly relates to the images. You want to captivate them by your images and draw in by the interesting features you highlight with text. Try to keep your resume and artist statement in bullet form and as short and concise as possible. Think of the most important features of your work or your life as a craftsperson and write about that. List only the information that has a direct relevance to your work. *The ACC reserves the right to edit for length and grammar.*

Resume (or Curriculum Vitae, or C.V.) is a list of your education, work experience, teaching experience, exhibitions, collections, commissions, and other craft related accomplishments (including a list of any important articles printed about your work, media coverage you have received, galleries or agents who represent you, and any organizations you belong to).

Artist's Statement: Who you are and what motivates and drives you creatively are of interest to potential buyers. Your artist statement should help the reader gain an insight into your distinctiveness and creative process: why you do what you do, why you choose to work in a particular medium, and what ideas, issues or concerns you are attempting to express in your work. You may wish to write about the materials, designs and techniques you use and why you use them; the people, events or other influences that have affected your work; your subject matter and how you approach it; your aesthetic concerns.

Insight – Optional

500 words maximum. List the 5 most interesting features and benefits of your work. Write them out like...this is...so that...you can. This section will give potential buyers greater insight into you and your work. Write it in the first person (I do this, I will be at,...). Think of it as a chat letter to a friend. You might want to list your studio hours and where people can find you, any classes you teach, upcoming shows you will be in etc. This is your own personal advertising space. You can update this 6 times per year free of charge. Additional updates will be charged \$50 each depending on the size and type.

Key Word and Phrases used by Search Engines.

Key words and key phrases are inserted into the html code of your web page making it possible for search engines to find your page. Viewers do not see them but search engines do. Think of words and phrases that people might type into a search engine which will bring your page up. (If you are having difficulty thinking of key words to use we can work together to come up some that will be appropriate. These can always be changed or added to as time goes on.)

Price List and Order Form with Terms and Conditions for Sales

Please provide a complete price list and order form for your work. This may be one, or two separate, forms with a complete description (name and description, colour, weight, size, material, price, etc) of all the work contained in the portfolio. The Alberta Craft Council takes no responsibility for sales of your work. If someone wants to purchase your work they will contact you via email, either directly to you or through communication via the Alberta Craft Council. The ACC accepts no liability for loss or damage as a result of doing business with any customers who purchase work from your portfolio page.

You must have a clearly defined set of terms and conditions regarding the sale of your work before the ACC will put it online. E.g.:

- | | |
|--|--|
| 1. How long will it take to ship your work? | 6. Will you accept wholesale inquiries? |
| 2. Do you charge GST? | 7. Do you ship freight collect (the buyer pays for freight)? |
| 3. Do you accept visa, MasterCard? | 8. Will you ship COD? |
| 4. Do you require a deposit for first time buyers? | |
| 5. Are deposits required for large orders? | |

If you have questions or concerns about the payment terms you should offer please contact an ACC representative.

All items for your online portfolio page must be complete or additional charges may apply. If you require any advice please do not hesitate to call Jeff Collins at (780) 488-6611 ext. 225 or toll free in Alberta at 1-800- 362-7238. Once we have all your information gathered correctly it should take about two weeks to get your page online.

Please bill my:

Visa MasterCard American Express

Account number _____

Expiry date _____

For the amount of _____

Signature _____

Please find my cheque included

Please return this form along with your payment to the

Alberta Craft Council 10186-106 ST, Edmonton, AB, T5J 1H5
Tel: (780) 488-6611, Toll free in AB:1-800- DO CRAFT (362-7238) Fax: (780) 488-8855
Email: acc@albertacraft.ab.ca Web Site: www.albertacraft.ab.ca