



**THEME ALLOCATED: Arts and Career Planning**

**TITLE OF**

**THE WEBQUEST: The Artists Within**

**INTRODUCTION**

“We urgently need artists with sharpened tools and bold imaginative capacities to help us to contemplate and amplify the ethical questions of our time, to animate new modes of active citizenship and express our civic values, to bring us together and reconnect us to our communities and the places around us. This practical imagining and collective dreaming is what artists and great art give us.”

**Lindy Hume, Ten Days on the Island**

The arts have not always been a welcoming space for women artists. For centuries, social and cultural practices restricted and hindered the opportunities available to women artists, the topics they could discuss and explore in their works, and the channels they could use to market their art to potential patrons. This, of course, did not stop women fighting for the right to create and pursue their passions. Think Élisabeth Louise Vigée Le Brun, Augusta Savage, Frida Kahlo, Maya Deren, and Virginia Woolf. These and many, many more women have contributed significantly to the arts and culture that are fundamental to the cultures of our societies today. Though many of the restrictions of the past across the world have now been challenged and lifted, contemporary women artists still face significant impediments and difficulties in pursuing their careers.

One significant barrier to the success of the pursuit of a career in arts is the lack of curated training for effective career planning. It is not enough to rely on talent alone. Artists, especially underrepresented and marginalised artists such as women, need to hone their skills through careful brand development, marketing, fanbase communications and building a strong foundation from where to grow. Questions that should be considered when planning a career are the following:

- What job am I aiming for?





- Where do I want to be in the next 5 years?
- What training/skills/experience do I need to reach my career goals?
- How can I make a step-by-step plan to achieve my career goals?

By learning about and practicing relevant career planning skills, women pursuing the arts can be confident in achieving their goals. Breaking gender stereotypes can help YOU to follow the career of YOUR dreams and have the skills to do so without fear!

### **Why Is Work by Female Artists Still Valued Less Than Work by Male Artists?**

<https://www.artsy.net/article/artsy-editorial-work-female-artists-valued-work-male-artists>

#### **TASKS**

Are you currently contemplating changing your career and pursuing a career in the arts sector? Before making a decision, it is important to understand your goals for your future career, especially when it comes to assessing your abilities, desires, and resilience in relation to your preferred career path. These can be measured through a Career Management Tool, such as a Career Model Canvas. This will help you to evaluate and decide whether taking on an arts career is for you.

This WebQuest will outline a series of steps to guide your evaluation of an arts career in relation to your own competences and goals. These competencies include:

- Competences of the Self – the measure of your worth and how this can contribute and/or add to a company, organisation, or society.
- Competences of Strength – taking on or building upon existing abilities and strength in relation to work and education.
- Horizons Competences – thinking creatively about potential career prospects by (re-)imagining, planning and acting upon career goals.
- Network Competences – developing important relationships, connections and networks that can provide support, advice or opportunities.

(Skills Development Scotland, 2012)





Assessing your career goals is the perfect first step towards your future career, whether it be in the arts sector. This WebQuest will introduce the various elements of career planning and suggestions for setting up achievable goals. Sounds good? Let's get started!

## PROCESS

### Step 1: Arts Theory

First of all, what about an arts career piques your interest? Are you motivated by the skills you want to bring to the table, the job description, the day-to-day activities that may arise from your position? Before anything else, it is important, however, when approaching your Career Management Plan to take into consideration the opportunities this industry offers you, in relation to your role and its various responsibilities.

Below, you will find various links related to **careers** withing **the field of the arts**.

**What are the fastest growing art jobs?**

<https://www.accreditedschoolsonline.org/art-schools/careers/>

**Making a career shift:** <https://youtu.be/LXpGxMuRcQ8>

**Get a real job...in art:** <https://youtu.be/qQTRZO9OCFs>

**When Is It Time To Quit A Day Job To Be An Artist?:** [https://youtu.be/\\_wnqQxXTxis](https://youtu.be/_wnqQxXTxis)

**Fierce women of art:** <https://youtu.be/zHair5dvG0s>

**How my art went viral** <https://youtu.be/CQ4OnVJBdXw>

For more information on **the arts sector in Cyprus**, click on the following links:

**Art jobs in Cyprus for you:**

<https://www.carierista.com/en/jobs/search/any/media-graphic-design-digital-and-creative-jobs>

**Support for artists and artistic work in Cyprus:**

<http://www.sharenetwork.eu/artistic-research-overview/cyprus>

### Step 2: The Value of your Self-Worth





Recognizing your self-worth and understanding what you can offer in a specific career role is essential in contemplating your new career plan. Your self-worth can include your qualifications, experience, skills, knowledge etc.

For further information on the requirements of the **art industry**, consider the following links:

**Media and Journalism sector requirements:**

<https://targetjobs.co.uk/career-sectors/media-journalism-and-publishing>

**Art and Design careers:** <https://thebestschools.org/careers/art-design-careers/>

**Performing and Creative Arts:**

<https://gradireland.com/career-sectors/performing-and-creative-arts>

Another advantage of understanding your self-worth, is that it will provide you motivation when beginning a new career. This motivation will help develop your self-exploration in terms of your career and provide you with the courage and belief in yourself necessary for planning your career.

For more information in **understanding and appreciating your worth**, click on the following links:

**Self-assessment career planning:**

<https://ennielifecoach.com/2019/04/09/career-planning-starting-point-assessing-and-knowing-yourself-4-self-coaching-guides/>

**Career development & self-worth:**

<http://career.iresearchnet.com/career-development/self-esteem/>

**Knowing your value in your career:**

<https://medium.com/@petite2queen/know-your-worth-how-to-value-yourself-in-job-market-8ea8819d1f65>

**Self-worth in the workforce:** <https://au.indeed.com/career-advice/career-development/self-worth>





To begin planning your career, it is essential to first determine your personal aspirations, desires, and needs. By doing so, you can come to understand how your own vision is formed. This can help bring your goals to materialise.

Complete the table below to evaluate and recognise your values, interests, skills, family and cultural inferences, as well as personality attributes that encourage you to seek a career in the arts.

Career Planning Self-Assessment			
<b>Personal Values</b>	1.	2.	3.
<b>Interests</b>	1.	2.	3.
<b>Personality</b>	1.	2.	3.
<b>Aptitude</b>	1.	2.	3.
<b>Skills</b>	1.	2.	3.
<b>Experience</b>	1.	2.	3.
<b>Family Influence</b>	1.	2.	3.
<b>Cultural Impact</b>	1.	2.	3.

Identifying what inspires you to change your career path also adds motivation to continue in this journey. A self-assessment such as the one above allows you to reflect upon your goals and will be an exciting, eye-opening experience in exploring what YOU bring to the sector!

### Step 3: Strengthening your Potential

You have now completed your self-assessment. It is time to turn to your strengths and skills that you will need working in the arts sector, which is integral in planning your career. Before we explore what your strengths are, let us consider the recommended strengths and skills that are necessary in the arts sector:

**The future of skills:** <https://youtu.be/GKDvSYDbyYY>





**Important skills helping you through the new digital art realm:**

<https://theartgorgeous.com/important-skills-helping-new-digital-art-realm/>

**Useful Digital Age Skills:**

<https://wabisabilearning.com/blogs/technology-integration/10-useful-digital-age-skills>

**Skills for Writers in a Digital Age:**

<https://www.inc.com/nicolas-cole/the-7-skills-you-need-to-practice-to-become-a-successful-writer-in-digital-age.html>

Recognising your self-image and your strengths is a foundational step in developing your Career Management Plan. This will assist you in identifying what skills you have, need, and can build upon to pursue your dream career.

**Future proof your career:** <https://youtu.be/7ANNusBBWsg>

**(Technical) Writers and authors:** <https://youtu.be/y-5cvUiXW7I>

**How to make it as an artist:** <https://youtu.be/qWd4WdBu28M>

**Career in writing:**

<https://www.mediabistro.com/climb-the-ladder/skills-expertise/6-awesome-careers-writers/>

**Step 4: Networks and Networking**

Another ingredient to take into consideration in planning your career is building your network. Networking is essential in career planning as it will help ensure you will get the necessary support networking to achieve your goals. Networks are formed by building relationships with people, organisations and establishments within your given industry and in other key positions around the sector.

For **networks** for careers in the **arts industry**, click on the following links:

**European Network for Artists:**

<https://www.iaa-europe.eu/index.php/other-european-networks/umbrella-organisations>

**European Artist Research Network:** <http://www.artresearch.eu/>

**Literary Agency Cyprus:** <https://www.facebook.com/literaryagencycyprus/>

**Literature and Criticism Association Cyprus:** <https://olk.com.cy/>





For **support networks as a woman in the arts**, click on the following links:

**Connecting women in the Arts:** <https://www.womenarts.org/>

**Women networking:** <https://www.saloon-network.org/>

**Networking for women artists:** <http://wovenart.works/>

### **Step 5: What lies in the future?**

Planning ahead by creating a 5-year plan will provide you with the outline for your Career Model Canvas. Making what is called *Horizons* for your future career is a great method to recognise what you want to achieve, while also setting you up with motivation to actually take the steps to achieve your goals.

For more information on the **value of setting motivational horizons for your career plan**, use the following links:

**Planning for your horizons:**

<https://www.optistaffing.com/2018/04/10/the-benefits-of-having-a-personal-five-year-plan/>

**Motivation for job searching:**

<https://www.linkedin.com/pulse/finding-motivation-during-job-search-andrew-seaman/>

**Changing your career:**

<https://jobs.theguardian.com/article/how-to-approach-a-career-change-and-secure-your-next-job/>

For more information on the **intricate details of job horizons within the arts industry**, use the following links:

**Salary in writing:** [https://www.glassdoor.com/Salaries/writer-salary-SRCH\\_KO0,6.htm](https://www.glassdoor.com/Salaries/writer-salary-SRCH_KO0,6.htm)

**Artist Careers and salaries:** <https://thebestschools.org/careers/art-design-careers/>

Congratulations! You are now ready to create your 5-year-plan for your new career. It is time to create a rough outline of your 5-year plan and what you intend to achieve in regards to your new career.





## 5-Year Plan Tips



**Brainstorm the careers within the industry you are interested in and identify the career you would like to pursue**



**Define the goals you want to achieve**



**Set an appropriate timeline to reach your goals**



**Monitor your progress and hold yourself accountable to stick to your deadlines**



**Set time to reflect on your progress and adjust the timeline as necessary**



### Step 6: Act: Career Model Canvas

We have now celebrated our self-worth, identified our strengths and compared them to the skills necessary in an arts career and have even built up our networks and horizons in reference to this new path we have embarked upon. Our 5-year plan is sitting beside us waiting to be applied. We are more than ready to jump into completing our Career Model Canvas. This tool will play a key in planning your career through a practical step-by-step plan of action.

Using the example below, you can create your own Career Model Canvas by filling out each section with the information you have collected in the previous steps of this WebQuest. You can use this resource to help kickstart your career path!

In your own Career Model Canvas you will consider:



## CREATE YOUR OWN CAREER MODEL CANVAS



CAREER OR JOB TITLE:

<p><b>Key Partners</b> (Networks)</p> <p><i>Include an overview of networks in your region, nationally and across Europe where you can access advice on this potential career.</i></p>	<p><b>Key Attributes</b> (Self)</p> <p><i>List here the key personal attributes that you have, that are particularly useful for your new career. Describe who you are and what you can bring to this role.</i></p>	<p><b>Value Proposition</b> (Strengths)</p> <p><i>List your key strengths, highlighting the skills and experiences that you can bring to this new career. Try to answer the question: 'What sets me apart from other candidates in this role?'</i></p>	<p><b>Soft Skills</b> (Strengths)</p> <p><i>List here the soft skills (communication, teamwork, collaboration, etc.) that you have and identify how they can be used in this new career.</i></p>
<p><b>Key Values</b> (Self)</p> <p><i>List here what is important to you in a career, and in life. List your intrinsic and extrinsic motivations, and state what your personal goals are for this new career.</i></p>		<p><b>Transferrable Skills</b> (Strengths)</p> <p><i>List here the main transferrable skills that you have from other experiences and life roles. Include an example of how these skills can be applied in your new career.</i></p>	
<p><b>Revenue</b> (Horizons)</p> <p><i>Research and summarise the salary potential of this role and estimate the opportunities for advancement in this sector for your own career.</i></p>		<p><b>Growth Potential</b> (Horizons)</p> <p><i>Research and estimate the potential growth in this sector in your country, across Europe and globally.</i></p>	

Click on the following link to **develop and complete your personal Career Model Canvas**:

Your own Career Model Canvas: **\*Insert link**

### EVALUATION





Upon the completion of this WebQuest, you will have achieved the following learning outcomes:

Arts	Knowledge	Skills	Attitude
	<ul style="list-style-type: none"> <li>● Theoretical knowledge of the potential career pathways in the arts sector.</li> <li>● Theoretical knowledge of national and European career options in the arts sector.</li> <li>● Theoretical knowledge of national and EU programmes for women artists.</li> <li>● Theoretical knowledge of personal attributes required for career success in this sector.</li> </ul>	<ul style="list-style-type: none"> <li>● Be able to recognise and discuss career options in the arts sector.</li> <li>● Analyse personal attributes in relation to careers in this sector.</li> <li>● Self-analyse skill limitations for a successful career in the arts.</li> <li>● Develop an education and career plan for success in the arts sector.</li> <li>● Research available career options.               <ul style="list-style-type: none"> <li>● Research successful female role models in the arts sector.</li> </ul> </li> <li>● Face challenges to develop resilience when planning a career in the arts sector.</li> </ul>	<ul style="list-style-type: none"> <li>● Readiness to analyse one's own motivation to follow a career in the arts sector.</li> <li>● Understanding of the vital role women play in the arts sector.</li> <li>● Willingness to explore career options in the arts sector.</li> <li>● Enthusiasm to discuss what has been learnt with other female professionals in a network.</li> <li>● Willingness to engage in female networks in the arts sector.</li> <li>● Openness to identify skills and characteristics necessary to find success in an art career.</li> </ul>





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As a self-assessment for this WebQuest, complete the following questions below:

1. Only women have made significant contributions within the arts and culture sectors. True or False?

Answer: False

2. Which of the following options are the four components necessary for building your career in the arts?
  - a) Meditation, Strength, Horizons, Networking
  - b) Self, Strength, Horizons, Networking
  - c) Achievement, Force, Impulse, Purpose
  - d) Achievement, Affiliation, Autonomy, Purpose

Answer: (b)

3. Which of these is not an essential skill for developing your writing career?
  - a) Personal branding
  - b) Humility of cutting what doesn't work
  - c) Entrepreneurial skills
  - d) Travel budget

Answer: (d)

4. Which of the following is NOT a career in the arts?
  - a) Blogger
  - b) Welfare Officer
  - c) Tech writer
  - d) Graphic Designer

Answer: (b)

5. Which of the following are not related to the definition of "tokenism"?
  - a) Different race to the colleague pool
  - b) Uniqueness in opinion to colleague pool
  - c) Different job role in the colleague pool
  - d) Different gender expression to colleague pool



Answer: (c)

## CONCLUSION

Congratulations! Planning your career is the first step to pursuing a new exciting career. By completing your own Career Management Tool will help you to set out achievable goals! Additionally, planning your career offers you the space to self-reflect on the decisions, (educationally, professionally, and personally) that you need to make in order to begin a STEAM career.

This WebQuest has assisted you in researching, analysing, and assessing your suitability for a career in the arts and the specific steps you will need to take in order to fulfill this goal. Following a career in the arts will provide you with a rich, exciting, and interesting career that will help to give form to your community and the world at large. Careers in the arts sector offer many benefits such as:

- unique challenges;
- meaningful and substantial work;
- self-development;
- innovation;
- a considerable income.

As a woman in this sector, you have the power to combat male stereotypes that exist within the arts sector and lead the way for other women interested in STEAM careers too! So, what's stopping you? Let's do this!



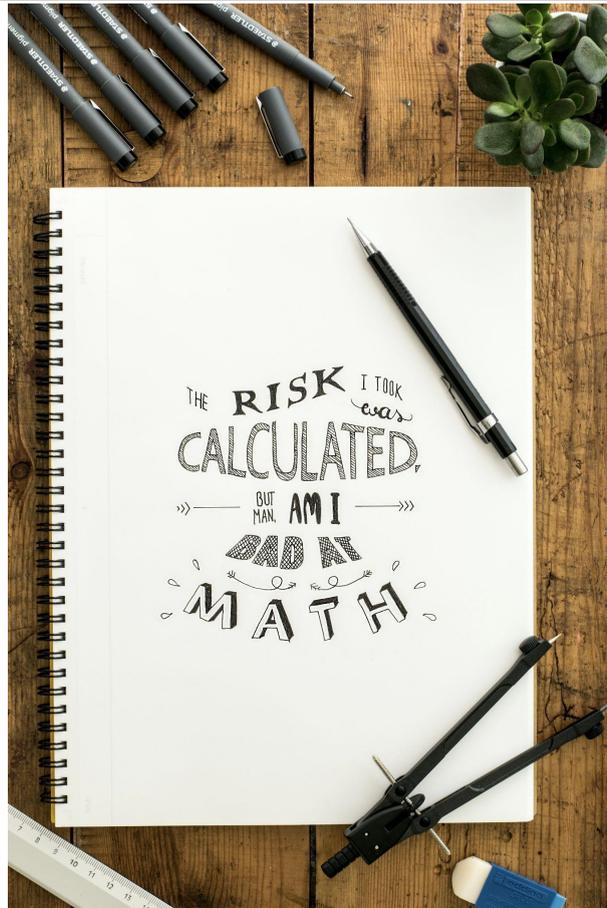


Photo by [Lum3n](#) from [Pexels](#)

“I’ve been absolutely terrified every moment of my life – and I’ve never let it keep me from doing a single thing I wanted to do.”

Georgia O’Keeffe

