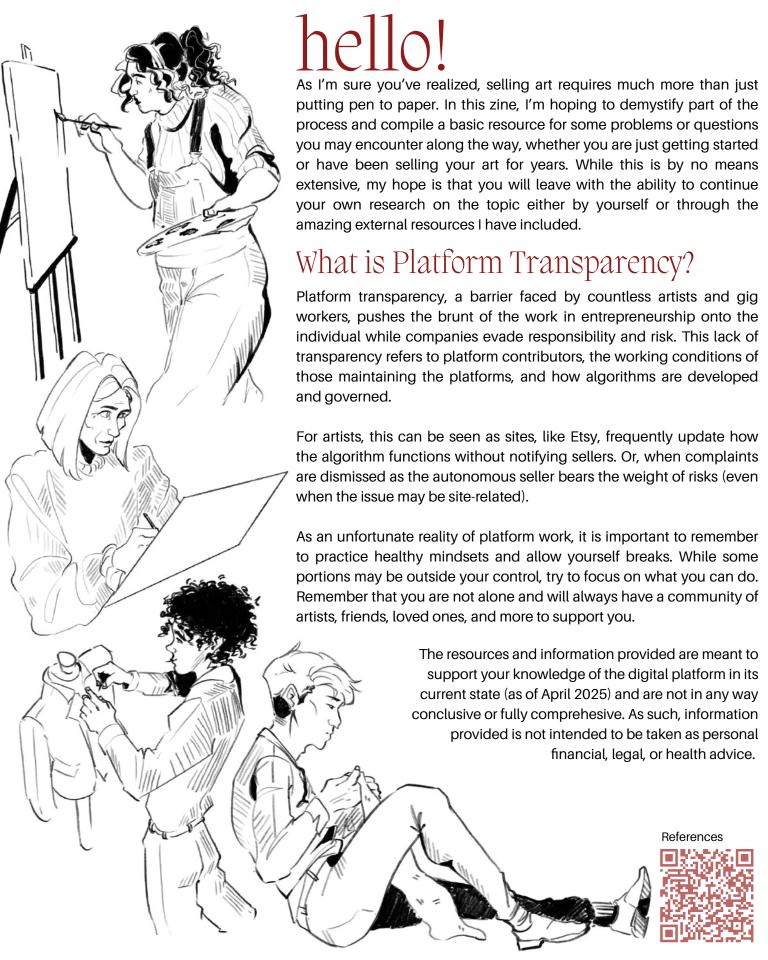
THE DIGITAL PLATFORM

For Artists



QUICKLINKS.COM/RESOURCES

LEGAL

Lawyers for the arts

Center for art law

Generative Al lawsuits tracked

Copyright for artists

Using copyright

Artist rights

Commission contract writing

COMMUNITY

<u>Directory of artist communities</u>

Asians in animation

Craft communities

Women in animation

<u>International groups</u>

Printmaking

Sculpting

PHYSICAL HEALTH

<u>Upper body stretches</u>

Hand stretches

Back exercises

Importance of warmup

<u>Dealing with injury</u>

MENTAL HEALTH

Dealing with burnout

Beating burnout

Artists for mental health

Therapy information

Imposter syndrome



When deciding which site(s) to list your art on, several considerations should be minded: type of product, whether you have the means to print/manufacture, package, and ship items yourself, ease of use and features, and platform reliability.

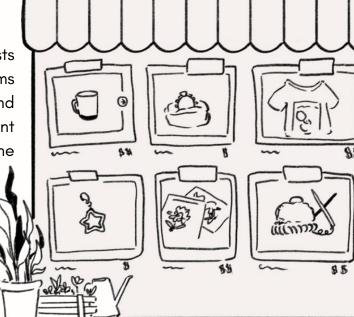
PRINT ON DEMAND (POD)



Print on demand services operate on a dropshipping model, allowing artists to simply upload a design and sit back while orders are processed by the company.

MARKETPLACE PLATFORM

Online marketplaces are ideal for artists who are looking to sell physical items and have the means to produce and process. These sites allow independent sellers to list their products for the public to purchase.



TS YOUR PRODUCT PHYSICAL? PONTKNOW WHERE? PATREON GUMROAD OTHER and/or PRINTS KOFI BIG CARTEL PRINTS ONLY E IS4 SHOPIFY INPRINT BIG CARTEL REDBUBBLE EIS SOCIETY 6

SHOPIFY

When relying on a third party site, the price to pay can come in several forms. Many rely on a monthly subscription model while others simply take a percentage from your earnings. This, alongside transaction, processing, and other fees can become confusing to keep track of-Below is an in depth dissection of how some major platforms operate.



MARKET PLACE

ESTABLISHED
MARKET/
CUSTOMER BASE

INCREASED COMPETITION
CONSTANT ALGORITHM
CHANGES
UNRELIABLE SUPPORT



P.O.D

PRODUCTION
OUTSOURCED
HIGH QUALITY

FIT ART TO
PRESIZED PRODUCT
FIND YOUR OWN
CUSTOMERS



MARKETPLACE

LOTS OF FEATURES EASY TO SCALE UP MORE EXPENSIVE
COMPLICATED



ALL-IN-ONE

MULTI-USE
(DONATIONS,
TIPS, PRODUCTS,
MEMBERSHIPS,
COMMISSIONS)

FIND YOUR OWN
CUSTOMERS
HARD W/O SOCIAL
MEDIA OR WEBSITE
FOLLOWING

SEO - SEARCH ENGINE OPTIMIZATION



- Organize your website in a logical way to help search engines understand how pages are related
- Use descriptive URLs
- Add Title links
- Add alt text when uploading pictures to let crawlers "read" images and include them in search results
- Use keywords and descriptions for art
- Meta description tags

SOCIAL Without a physical storefront, you'll need to figure out how to drive customers to your business!

Social media can be a great way to increase visibility and create a name for yourself while engaging with other artists within the community. Building a following takes time and consistency, but remember that authenticity and maintaining boundaries will encourage both physical and mental health.

Platforms all use different and changing algorithms, but as a general rule of thumb, they evaluate on a couple of factors: engagement (i.e likes, comments, etc), trends (relevance of content or topics), time (consistency of posting and when the post was made), and interaction.

To apply these principles to your own posts, you can try to increase visibility with:



People love getting invested in a story. Who is this? Why are they doing X? Where is X?



Posts engaging with art trends will naturally reach more people as their popularity increases.



Find an online or in person community of creatives who pg. 2 for communities you may be able to join!



Try to interact with the audience and connect on a human-level. Captions can help by asking questions, sharing stories, or encouraging response.



Glaze is a computer program that defends your artwork against AI web scrapers. It makes minimal changes to your artwork (undetectable to the human eye) to confuse the Al into producing a completely different image.







— NIGHTSHADE-

Nightshade is an offensive tool that trains the AI to believe false truths. For example, using nightshade might make a picture of a chicken appear as a pile of feathers. Over time, models will believe the prompt "chicken" is actually a pile of feathers and make the prompts useless.







-SOCIAL MEDIA OPT OUT? A١ PLATFORM

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(WITH NO-ALTAG)

N/A

N/A

META (FB/IG)











X/TWITTER

















-COPYRIGHT®3 WATERMARKS

If your artwork is eligible, it's important for you to register your artwork under copyright, trademark, or the creative commons. At legal regulations will still require time as courts decide how to approach ownership. In the meantime, take all possible measures to protect your work and name.

Remember to also watermark your work to protect your rights and deter reposters!