



**Want to  
promote your  
art but don't  
know where  
to start?**

Erato Alakiozidou | beartive



**YASAR**  
UNIVERSITY



Erasmus+



// Opening More Employment Gates  
for Art and Music Students //

# First Steps

- ◉ Build a great portfolio
- ◉ Make your art search-friendly
- ◉ Learn to use internet and social media
- ◉ Serf in the internet for more info ( websites, blogs, other artists etc)
- ◉ Decide your profile

# Build a Great Portfolio

- Having a **well-organized, well-photographed** portfolio with high-resolution images and detailed information of your artwork/music/Cv is the first step to establishing a great portfolio.
- As a professional artist, you not only want to showcase your art, but also should tell your fans the stories behind it– when was it created, what were you inspired by, and what did you use to create it?

# Make Your Art Search-Friendly

- Art collectors are often quite particular about which art to purchase next. Some are inspired by specific subjects, while others are interested in certain medium - you can never guess what collectors are looking for or how they find you.
- The best practice is to write a good description of your art, specify the category, subject, medium, and size of your art, add relevant keywords etc . If you take the time to be precise about your art, you will be more effective to people that will be interested.

# Promotion

- ◉ Promote your music on Twitter
- ◉ Promote your music on Facebook.
- ◉ Promote your music through a website
- ◉ Distribute your music online.

# Websites

- ◉ **Step one**
- ◉ Determine exactly what kind of a website you need

# Compare service features.

- Each host will offer different services at the free level. Most hosts have a limit on how much data you can upload for your webpage, and this is typically very limited. This means that if you intend to have a media-rich site with images and video, you may not be able to effectively use a free site.

# Blog or website?

- What's a Blog?
- A blog is a series of content (called "posts") that are usually organized by date with the most recent post showing first. Many blogs also have the posts organized by category for convenient browsing.
- They have comment forms at the end of every post that allow the readers to give the author feedback and interact with other readers.
- Blogs (taken from the phrase "web logs") were originally created for personal journaling. Now people use them in place of a website, or in some cases, they own both.



# More about blogs....

- Blogs are best when you have a topic that compels you to write fresh information on a consistent basis. That's why a lot of news-oriented websites are moving toward blogs.
- People who read blogs often use a functionality called RSS, which allows them to subscribe to your blog's content with an RSS reader.
- When they open up their reader, they can see the latest headlines from your blog at a quick glance. That's why it's important you choose a topic where you can provide fresh content on a regular basis. Otherwise, people may stop reading your blog if they see you aren't writing enough new content

# What's a Website?

- Just like a blog, a website is a collection of content called web pages. Unlike a blog, the pages are not usually organized by date.
- With websites, you have a more control of your site's layout because it's easier to work directly with the code
- With a website, you can manage your entire design in a software program so editing the overall layout and design is a little easier than managing the layout of a blog

## More about...

- Another difference between websites and blogs is how content is published. With blogs, the publishing functionality is built into the blogging platform so you do not need any additional tools to publish your site online

# "Should I Start With a Blog or a Website?"

- There's no right or wrong answer to this. Which one you start with depends on you. Due to the way people read blogs, it's best to create a blog if you have a lot of "newsy" and fresh information to write about on a topic, and you should be able to produce new content on a consistent basis.
- Websites tend to have more evergreen information and there isn't as much pressure to keep writing new content all the time. The information on a website is more static and often contains reference information that people would want to bookmark and return from time to time.
- Whatever you do, please start with one or the other. Don't try to create both because you'll be overwhelmed with trying to market them. Take one thing at a time.

# Wordpress

Create your new website for free

WordPress.com is the best place  
for your personal blog or business site.

Create Website



Create a Website

Promote your business or personal  
brand

[Learn more](#)



Start a Blog

Share your thoughts with friends  
and fans

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Discover

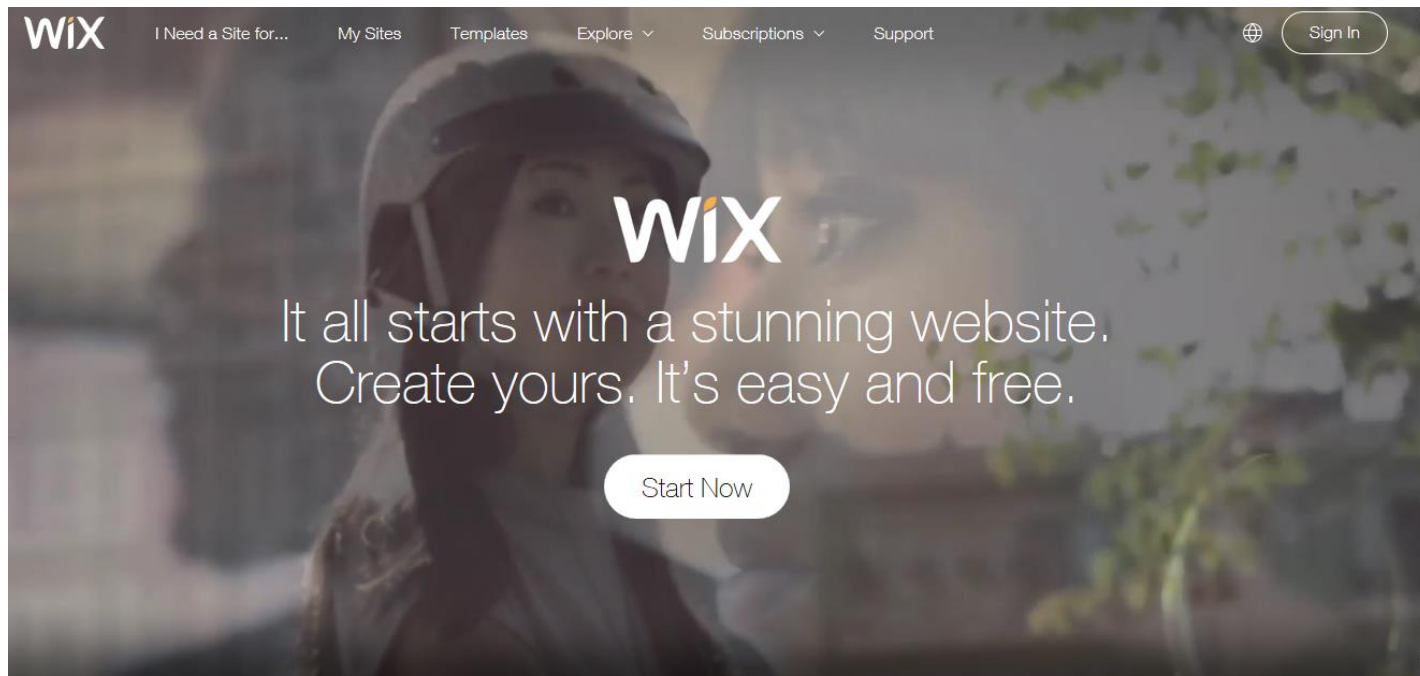
Find and discuss the best stories  
on the web

[Learn more](#)

# Wordpress

 <p><b>Easy to use</b> WordPress.com lets you create beautiful and powerful websites or blogs.</p>	 <p><b>Your own domain name</b> We'll set up and configure your custom domain so that you can start using it in seconds.</p>	 <p><b>Search engine and SEO friendly</b> WordPress.com is optimized for SEO and getting your site in front of searchers on Google, Bing, Yahoo, and others.</p>
 <p><b>The best support</b> Our Happiness Engineers work night and day through live chat, email, support pages, and forums to answer any questions you have.</p>	 <p><b>Premium plans</b> Our premium plans give you more control with additional customization options. They all come with free trials.</p>	 <p><b>Millions of users</b> We welcome 50,000 new sites every day. From small business sites, artist portfolios, and blogs, to giant media organizations like TIME and CNN.</p>

# WIX



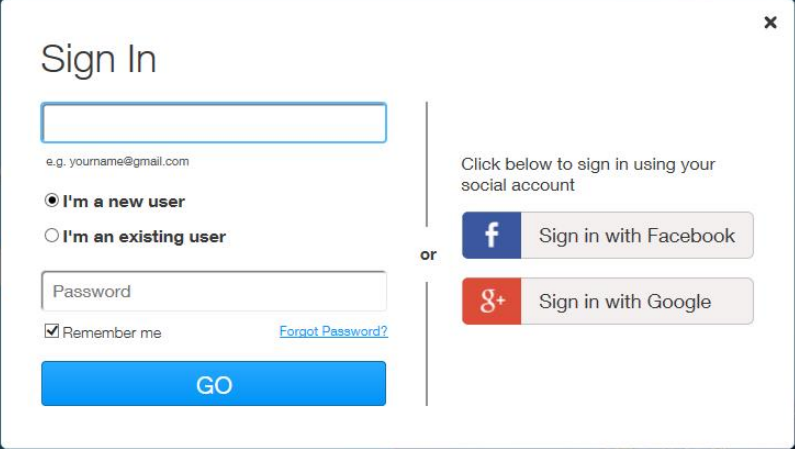
# WIX

What kind of website  
would you like to create?

- > Business
- > Online Store
- > Photography
- > Music
- > Designer
- > Restaurants
- > Accommodation
- > Events
- > Portfolio & CV
- > Beauty & Wellness
- > Blog
- > Other



# Wix



The image shows a 'Sign In' modal form overlaid on a dark blue background. The background features the text 'Create That's' and a 'Get Started' button. The modal has a title 'Sign In' and a close button 'x'. It contains two input fields for email and password, with a 'GO' button below. There are radio buttons for 'I'm a new user' and 'I'm an existing user'. A 'Remember me' checkbox is checked. A 'Forgot Password?' link is present. To the right, there are social login options for Facebook and Google. The background also shows a person in a denim shirt and a vertical list of dots on the right.

Create That's

Get Started

Sign In

e.g. yourname@gmail.com

☒ I'm a new user

☐ I'm an existing user


or


Password

☒ Remember me [Forgot Password?](#)

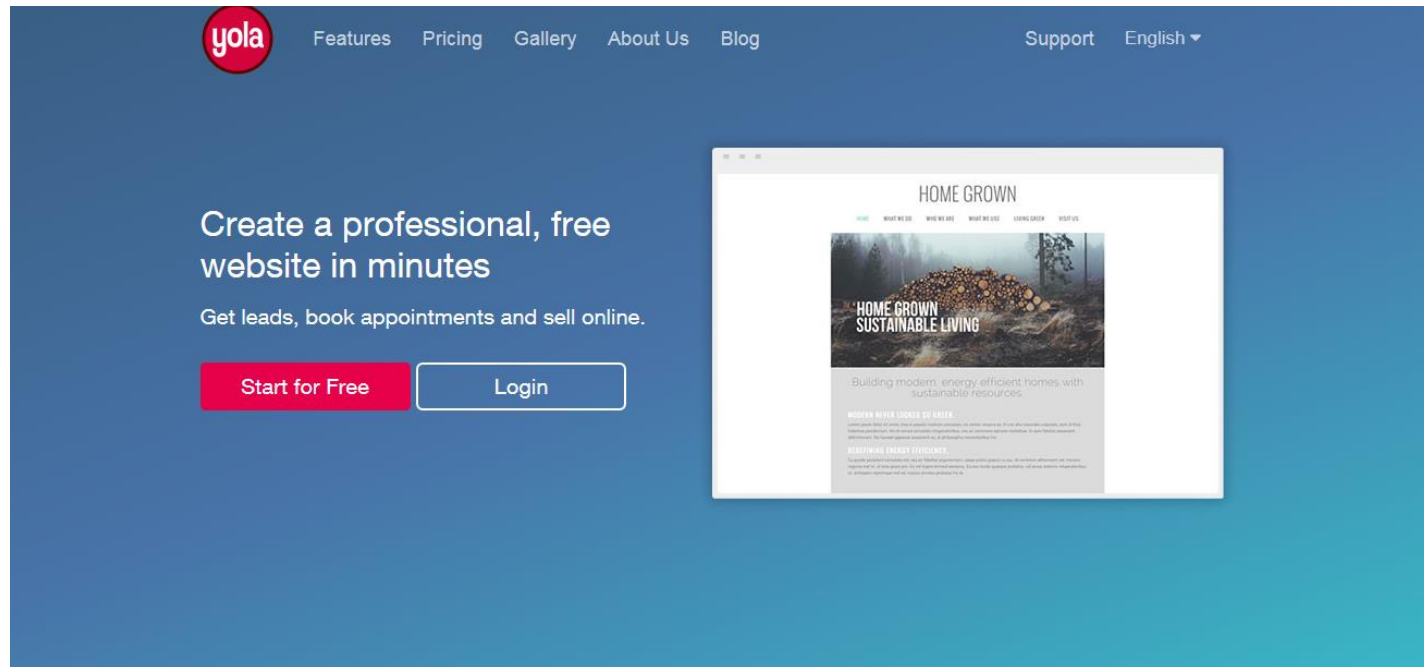
GO

Click below to sign in using your social account

 Sign in with Facebook

 Sign in with Google

# Yola



# Google

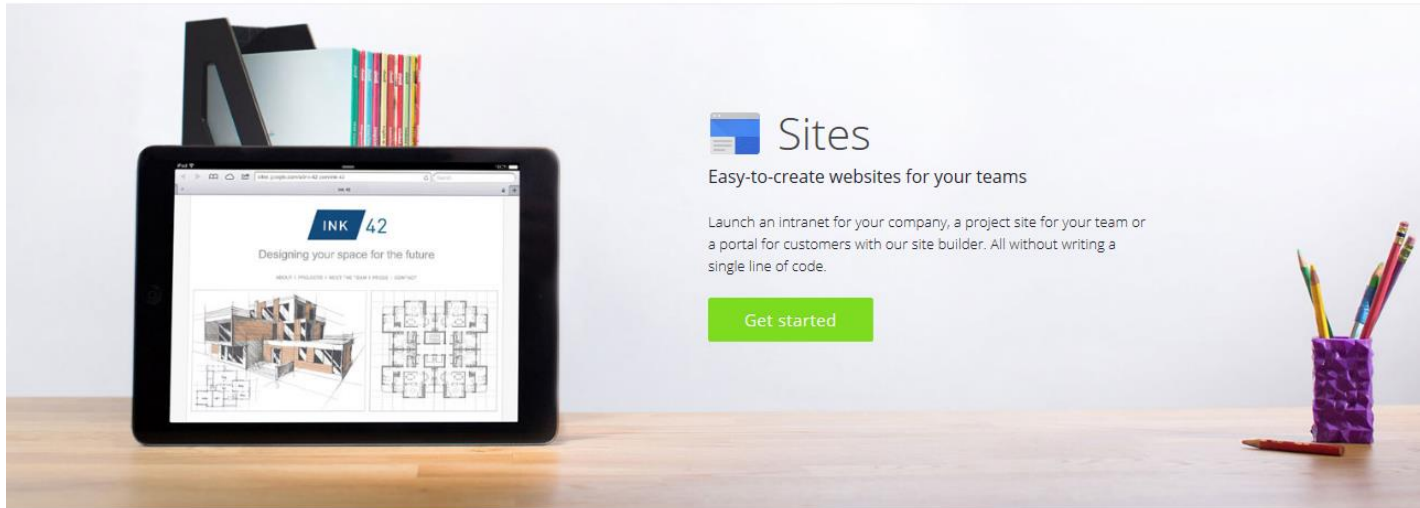
Google Apps for Work

Contact us

Get started

Home **Products** ▾ Pricing Learning ▾

Support Sign In



**Sites**

Easy-to-create websites for your teams

Launch an Intranet for your company, a project site for your team or a portal for customers with our site builder. All without writing a single line of code.

Get started



# Choose the template you need but not the one you just visually like

- Choose the Best Website Building Platform
- Before you start worrying about color schemes and domain names, you've got to decide what platform you're going to build your website with.

# 1. Get your domain name

- The first thing you need to do before anything else is to get yourself a domain name. This is the name you want to give to your website. For example, the domain name of the website you're reading is "PayamSusanni.com".



### Register a New Domain



Register a custom domain to remove Weebly branding from your URL.

Want to transfer a domain? Switch to [Domain Transfer](#).

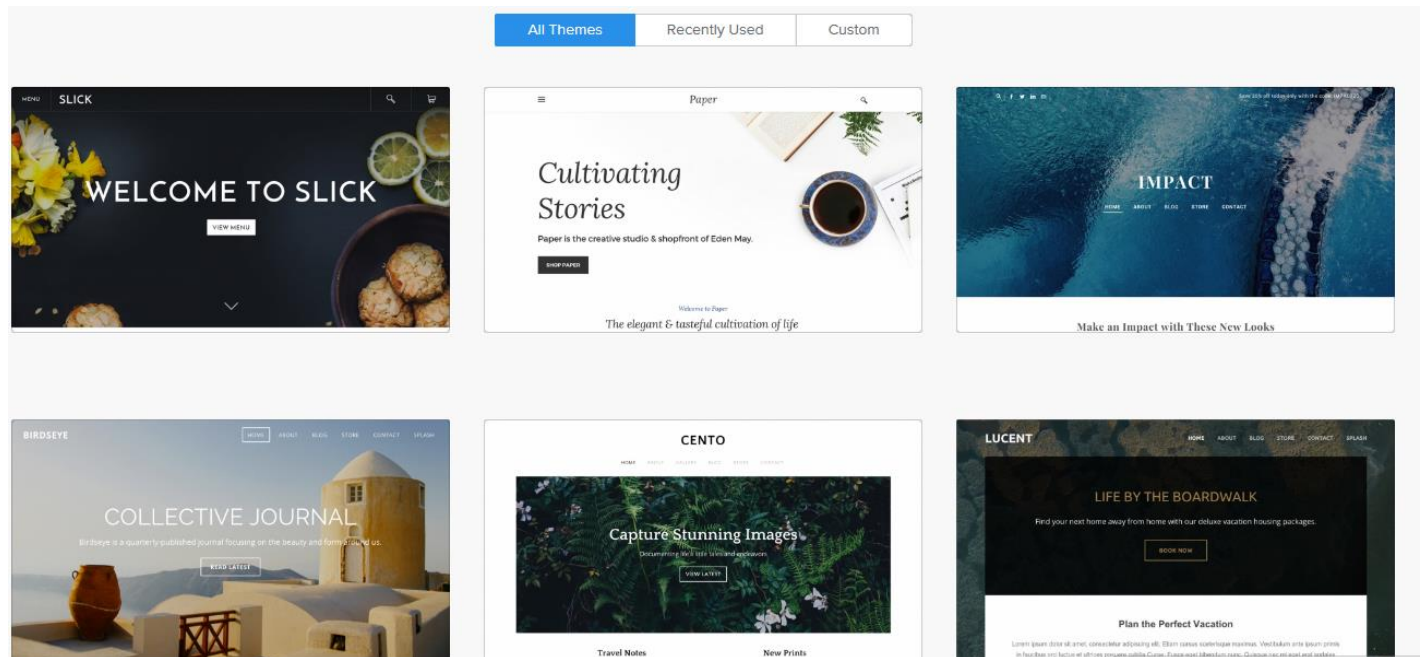
Register

Transfer

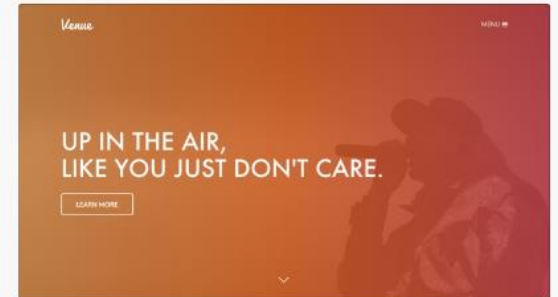
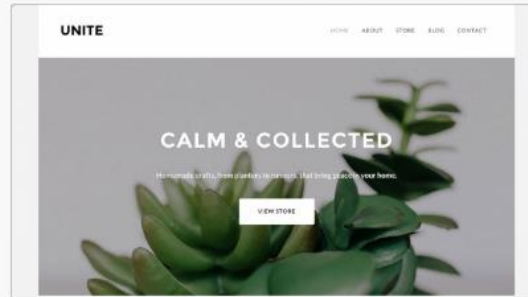
## 2. Choose a Web Host and Sign Up for an Account

- A web host is basically a company that has many computers connected to the Internet. When you place your web pages on their computers, everyone in the world will be able to connect to it and view them. You will need to sign up for an account with a web host so that your website has a home

# A good template should be customizable and flexible technically







# How to choose the right template for your website?

- Usability
- Visual impact
- Colour schemes
- Functionality

# example

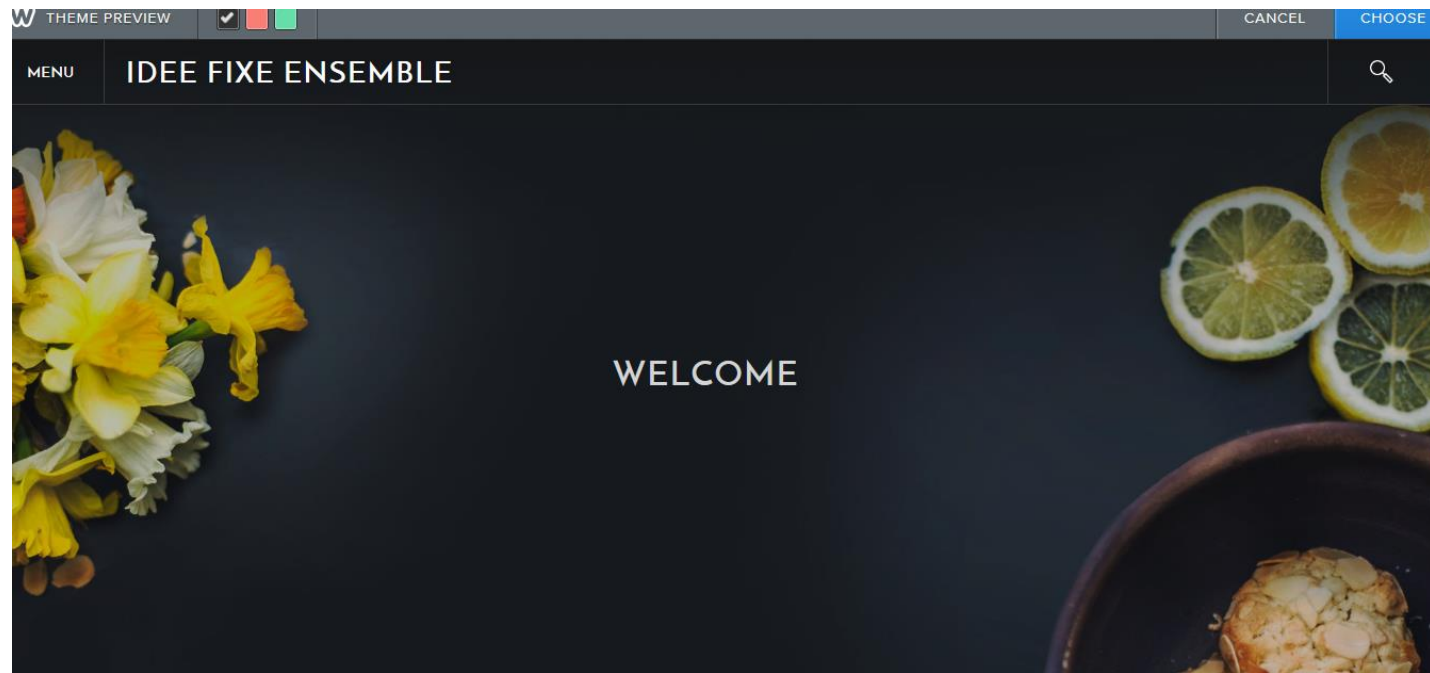
Welcome

**New Projects**  
Composers Platform  
[Learn More..](#)

**Past Event**  
Synthermia International Music Festival  
29 June- 5 July  
[Learn More..](#)



# example



# example

## IDEE FIXE ENSEMBLE

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### New Projects

Composers Platform

### Past Event

Synthermia International Music Festival

# Tips

- ◉ Keep your eye on the big picture”
- ◉ Pay attention to the seller and inquire about customer support
- ◉ Don't be in a hurry and don't be a Scrooge
- ◉ Most free websites provide the tools to create your website online, without the need to download any editing programs

## 3.Designing your Web Pages

- Once you have settled your domain name and web host, the next step is to design the web site itself.

## 4. Testing Your Website

- You will need to test your web pages as you design them in the major browsers: Chrome, Firefox, Safari and Internet Explorer 11. All these browsers can be obtained free of charge, so it should be no hardship to get them



## 5. Publish your site

- Once you are happy with the layout and content of your site, it's time to open up for business! If you have a blog or announcement area, it's a good idea to create a welcome/introduction post, explaining the purpose of the site and introducing yourself. This will help make readers feel more welcome when they visit the site, and give them a quick breakdown of what the site is for

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music \* literature \* θέατρο

visual arts \* χορός

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### duetto Aria

4/20/2016

[June 2015](#)  
[April 2015](#)  
[September 2014](#)  
[July 2014](#)  
[May 2014](#)  
[March 2014](#)  
[December 2013](#)  
[November 2013](#)  
[October 2013](#)  
[September 2013](#)  
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[May 2013](#)

### Categories

[All](#)  
[Events](#)  
[Tengo Un Tango Cycle](#)  
[Σεμινάρια](#)  
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[Συναυλιές Παραστάσεις](#)

### Author

BeArtive



# INTERNATIONAL SUMMER MUSIC ACADEMY

[HOME](#)[3RD ISMA](#)[GENERAL PROGRAMM](#)[GALLERY](#)[SPONSORS](#)[PRESS](#)[INFORMATION FOR VISITORS](#)[CONTACT](#)

## welcome...

...to the Unique International Summer Music Academy, that aims to leave a permanent mark on the musical life both locally and country-wide, meets the need of the contemporary reality. Supported by the **Greek Artistic Directors Network**. & organized by **beARTive**.

[ΕΛΛΗΝΙΚΑ](#)

ISMA application  
[Download File](#)



The 3rd International Summer Music Academy (ISMA) will be hosted by the **Municipal Conservatory of Kavala**, giving young musicians the

# 3rd INTERNATIONAL SUMMER MUSIC ACADEMY

12- 22 July 2014 KAVALA

3rd International Summer Music  
Academy



NEW WEBSITE

Τετάρτη, 9 Ιουλίου 2014

## ΛΗΞΗ ΑΙΤΗΣΕΩΝ

Ανακοινώνουμε ότι δεν δεχόμαστε άλλες αιτήσεις .  
Θυμίζουμε ότι η εξόφληση των υπολοίπων πακέτων ληγουν αυριο.  
Οσοι δεν εχουν τακτοποιήσει τις οικονομικες προϋποθέσεις δεν μπορούν να λαβουν μερος στην ακαδημια.  
απο την διοργάνωση

Αναρτήθηκε από Isma Summer στις 11:08 π.μ. Δεν υπάρχουν σχόλια:

[M](#) [e](#) [t](#) [f](#) [p](#) [G+](#) +1 Προτείνεται το στο Google

Τρίτη, 8 Ιουλίου 2014

## 13 ΙΟΥΛΙΟΥ -Προγραμμα Διαγωνισμων

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ENSEMBLE**

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**CALENDAR**

**GALLERY**

**LISTEN & WATCH**

**NEW PROJECTS**

**SHOP**

**CONTACT**

**WELCOME**

**LEARN MORE ABOUT US**

**New Projects**

Composers Platform

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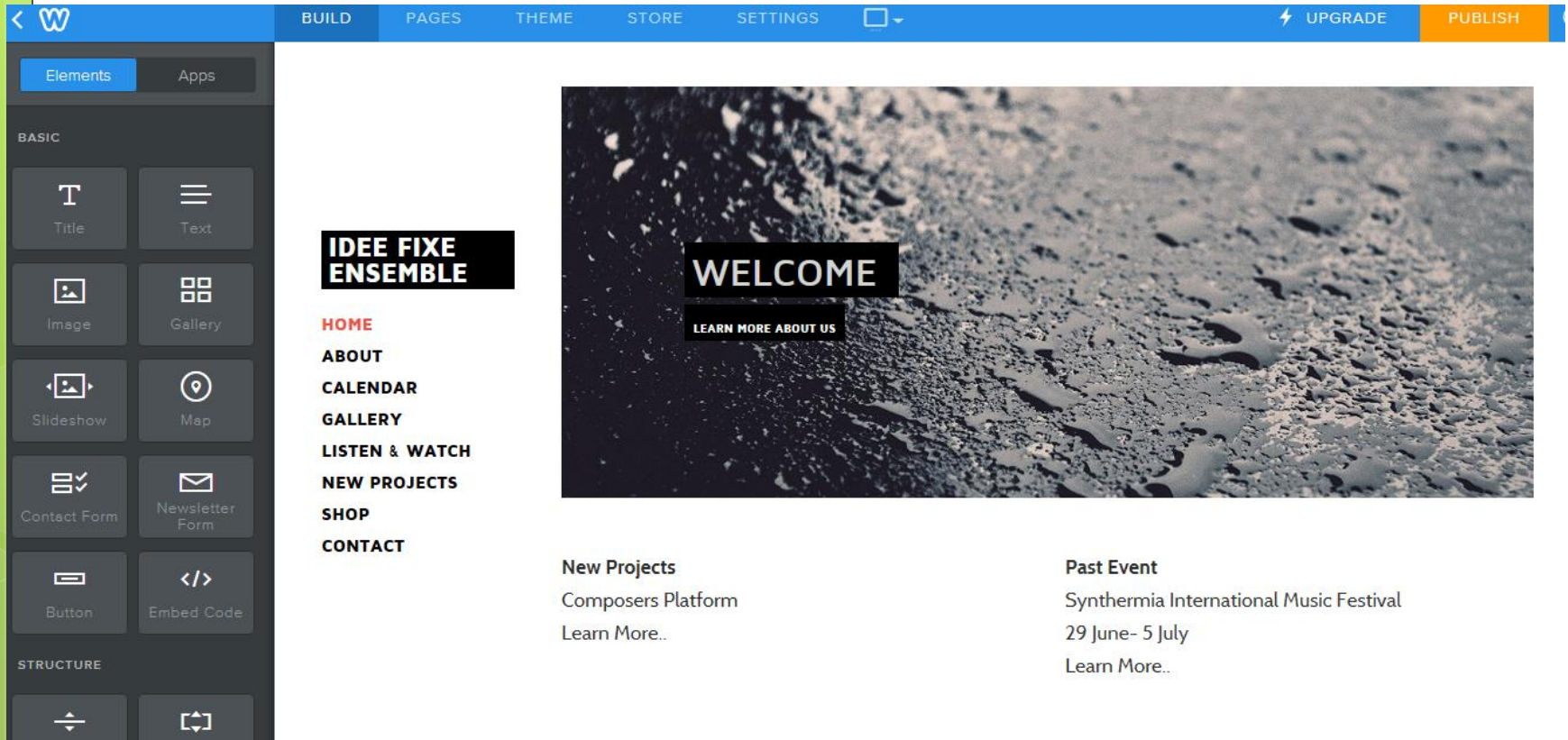
**Past Event**

Synthermia International Music Festival

29 June- 5 July

[Learn More..](#)





Verbier festival

RECHERCHE MON COMPTE NEWSLETTER FR EN DE 汉语

FESTIVAL EXPÉRIENCE ÉDUCATION MUSICALE PARTENAIRES & AMIS À PROPOS

## Réservez vos places dès maintenant

Du 22 juillet au 7 août 2016, vivez 17 jours de musique classique au cœur des Alpes suisses !  
#vf2016



RÉSERVEZ VOS PLACES



TÉLÉCHARGEZ LE PROGRAMME



ΛΕΟΝΙΔΑΣ ΚΑΒΑΚΟΣ  
LEONIDAS KAVAKOS

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# LEONIDAS KAVAKOS ΛΕΩΝΙΔΑΣ ΚΑΒΑΚΟΣ

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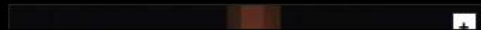
BIOGRAPHY / (ENGLISH) ALBUMS / (ENGLISH) CONCERTS / (ENGLISH) NEWS / (ENGLISH) VIDEOS / CONTACT



(ENGLISH) LÉONIE SONNING MUSIC PRIZE 2017

Post is not available in the requested language

LATEST NEWS



CONCERTS



**Le voyage d'hiver**

03/04/2016 - 20:00

COLOGNE-Kölner Philharmonie

Un spectacle contemporain autour d'un monument de la musique romantique : le « Voyage d'hiver » de Franz Schubert.



**Grand Soir « Passions »**

09/04/2016 - 20:30

PARIS-Philharmonie 1

Un Grand soir de passions à la Philharmonie de Paris avec l'Orchestre de Paris.



PHILHARMONIE  
DE PARIS

L'Ensemble intercontemporain, résident de la  
Philharmonie de Paris

VIDEOS

LE TEMPS DE LE DIRE

Olga Neuwirth, Le Encantadas - Reportage - Ensemble intercontemporain





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*New Album*  
**Kaleidoscope**

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# Kaleidoscope

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## DATES

APR. 03, *Aix-en-Provence,*  
2016 *France*

TICKETS

APR. 05, *Regensburg,*

TICKETS

## NEWS

MAR. 12, 2016

KHATIA BUNLATISHVILI  
ON FRECH TV CANAL+





*Martha Argerich's concerts are always planned, but they are never guaranteed.*

Sunday, November 8, 2015

## Concerts January - August 2016

Beethoven is a key composer in Argerich's schedule in 2016, with the first and second piano concerti being performed in January and February, as well as being featured in the programme for the upcoming tour of the Maisky-Argerich duo. The musical twosome will celebrate 40 years of friendship with 6 performances in Germany.

Also noteworthy are two concerts in Berlin. First, there's Argerich's 75th birthday concert in Berlin on June 5. Partnered by her good friend Daniel Barenboim and the Staatskapelle Berlin, this promises to be a classical feast! And in August, she will resurrect Liszt's first piano concerto for the first time in years. The outdoor concert at the famed Waldbühne will be again with Barenboim and his West-Eastern Divan Orchestra.

8 January 2016

8.30pm

Beethoven: Piano Concerto No. 2

Martha Argerich, piano

Alma Chamber Orchestra/Lionel Bringuier

*Grande Salle, Philharmonie, Paris, France*

18 January 2016

8pm

Beethoven: Piano Concerto No. 2

Martha Argerich, piano

Kremerata Baltica/Gidon Kremer

*Halle aux Grains, Toulouse, France*

### Blog Archive

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    - [Concerts January - August 2016](#)
  - ▶ [August](#) (2)
  - ▶ [June](#) (4)
  - ▶ [March](#) (1)
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- ▶ [2012](#) (9)
- ▶ [2011](#) (19)
- ▶ [2010](#) (14)

### Search This Blog

### About Me



# Good luck!

- Think that you are the audience of yourself!