



La Cosecha Galeria

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Creative Industry Professional Development Program

The term “Professional Artist” is a misnomer. By definition, a professional is a person engaged in a specified activity as their main paid occupation, rather than as a pastime. Professional artists are in the business of producing art to make an income, yet very few achieve this outcome.

It takes years of experience, networking and name recognition to be considered an example of success with the creative industry. These processes are outside the scope of the creative’s studio development as an artist, yet they impact the individual artist, just as the individual artist impacts the surrounding community. There are terminologies used nowadays to explain or describe the evolving field that intentionally leverages the power of the arts, culture and creativity to serve a community's interest while driving a broader agenda for change, growth and transformation in a way that also builds character and quality of place.

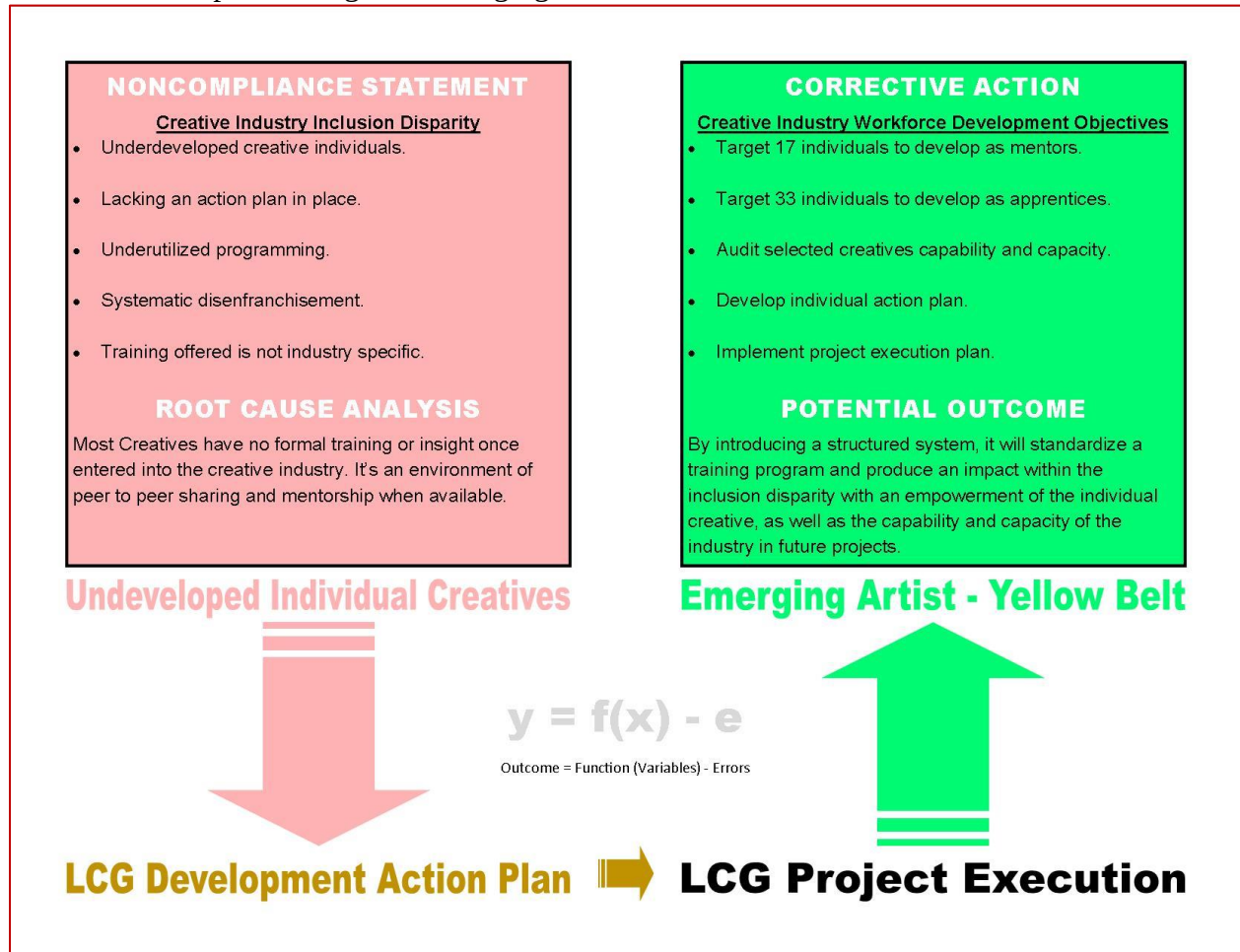
Artists or the arts culture community have been the catalyst of the gentrification process since the beginning of civilization. Today, we base redevelopment plans upon it, just look at many of the local neighborhoods whose economic strategies implemented to help their communities, all dependent upon the arts or enticement of the artists to come live or work there. The next level is to create a workforce development strategy to implement an actual process, document it and analyze the data as any other business producing products would do.

Since 2001, La Cosecha Galeria has welcomed artists to develop, not only as a studio artist, but as artists that collaborate and co-design with community partners or residents around a collaboratively defined aspiration. We operate a wide range of professional development training and events throughout the year including workshops, peer discussion groups, seminars, talks and our annual calendar for the visual arts events and exhibitions. The delivery of this program is greatly supported by our relationship with local and international arts professionals and partner organizations throughout the World. We collaborate in partnership with local authorities, visual arts venues and others, combining resources to support the professional development of visual artists at regional level.

This approach creates synergetic benefit by providing high quality professional practice opportunities for artists; allowing for the development of a program which is responsive to the needs of artists at local level and by providing capacity to expand our reach of the program with strategic partners.

Incubator Program - Creative Industry Workforce Development

3 Month Development Program: Emerging Artist - Yellow Belt



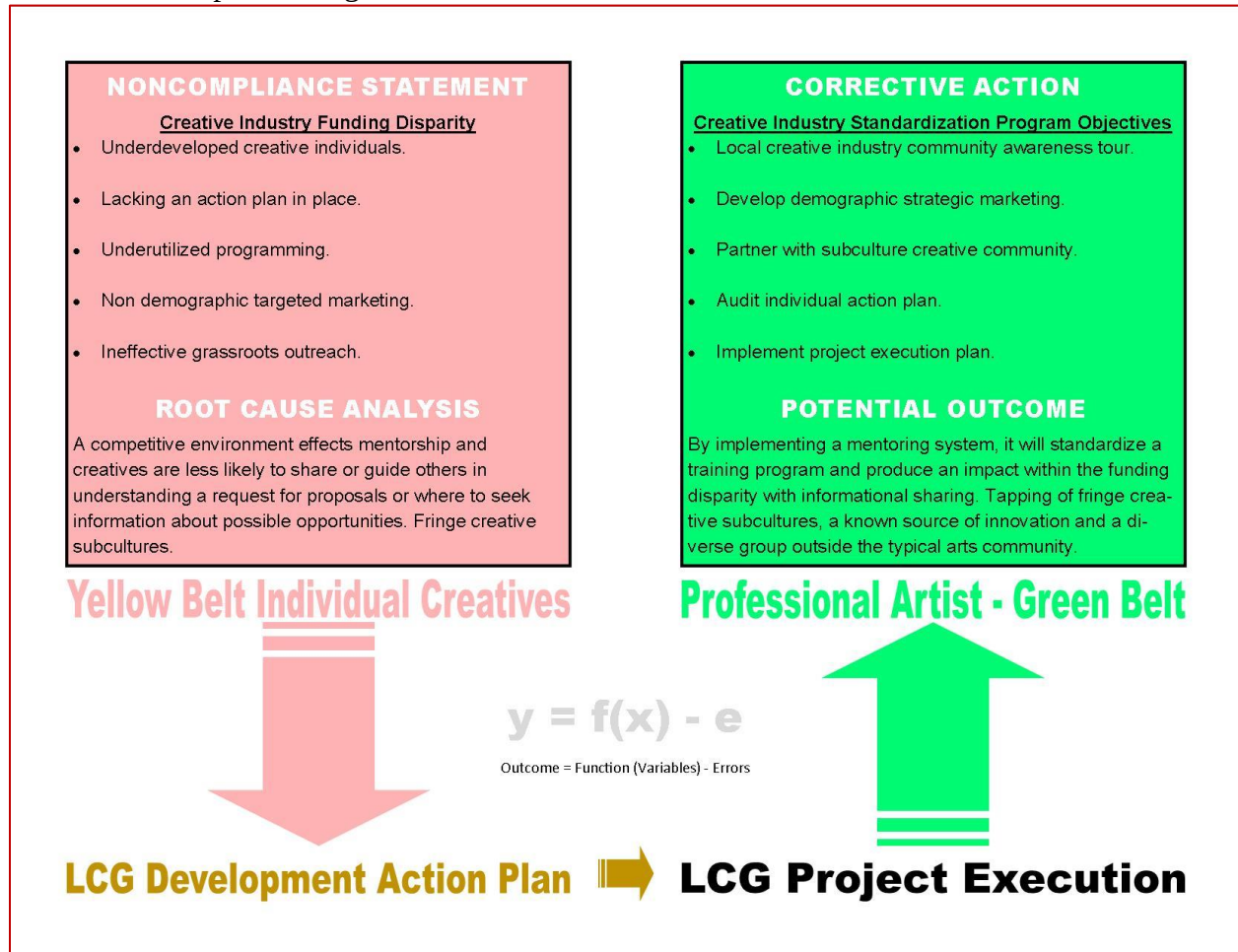
Program Summary: Development Action Plan

1. Understanding Yourself as an Artist and Individual Art Expression
2. Event Strategic Planning: Budget, Logistics, Proposal, Marketing
3. Graphic Design Training for Visual Artists
4. Partnering with Public venues and Private Galleries
5. Technical and Installation Skills for Visual Artists
6. Presentation Skills for Visual Artists

Results: Can work on local problem-solving teams that support overall projects but may not be part of a project team. Understands basic program concepts from an awareness perspective. A Yellow Belt is awarded when a new artist has demonstrated that they are opening their minds to the practice of concepts and to their program training. The yellow color is generally understood to be representative of the sun, which means that the blanket of white snow has melted and the fresh spring ground beneath is now basking in its first transformative rays of sunshine.

Creative Industry Standardization Program

6 Month Development Program: Professional Artist – Green Belt



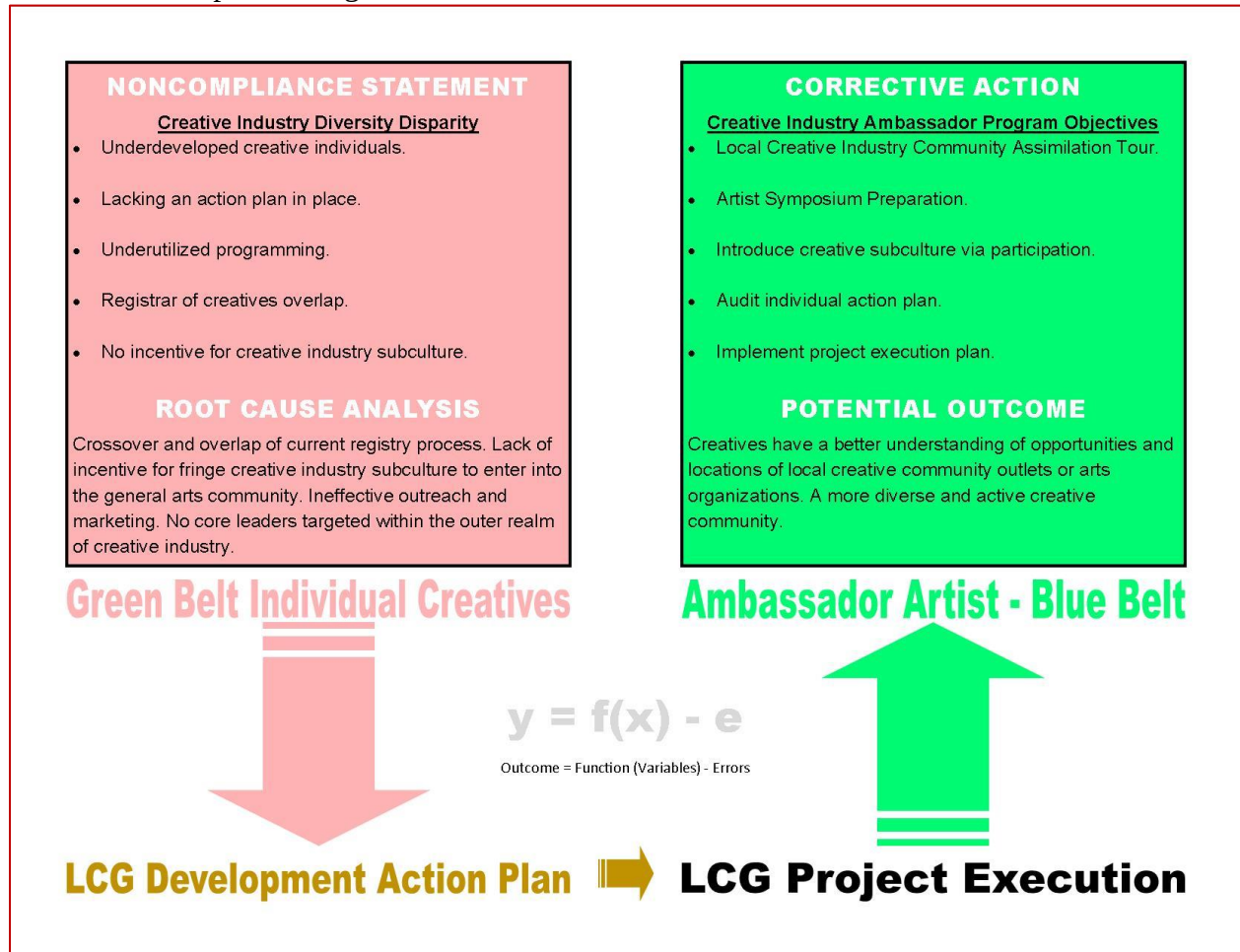
Program Summary: Funding Criteria Action Plan

1. Discussion and Exchange Event for Artists Groups and Collectives
2. Understanding and Preparing Proposals
3. Peer Painting, Photography, Multi-media and Installation Workshops
4. Legal & Contractual Issues for Visual Artists
5. Copyright and the Internet
6. Money Matters for Visual Artists

Results: Participates as a project team member. Reviews process improvements that support the project. Assists with data collection and analysis for group projects. Leads Green Belt projects or teams. Once the yellow belt begins to refine the basic skills, they've learned so far, they can graduate to a green belt. The very basic steps of their journey are complete, and they can begin to work toward the development of the yellow belts. The green color is representative of the seedling itself as it starts to break through the ground and grow.

Creative Industry Ambassador Program

9 Month Development Program: Ambassador Artist - Blue Belt



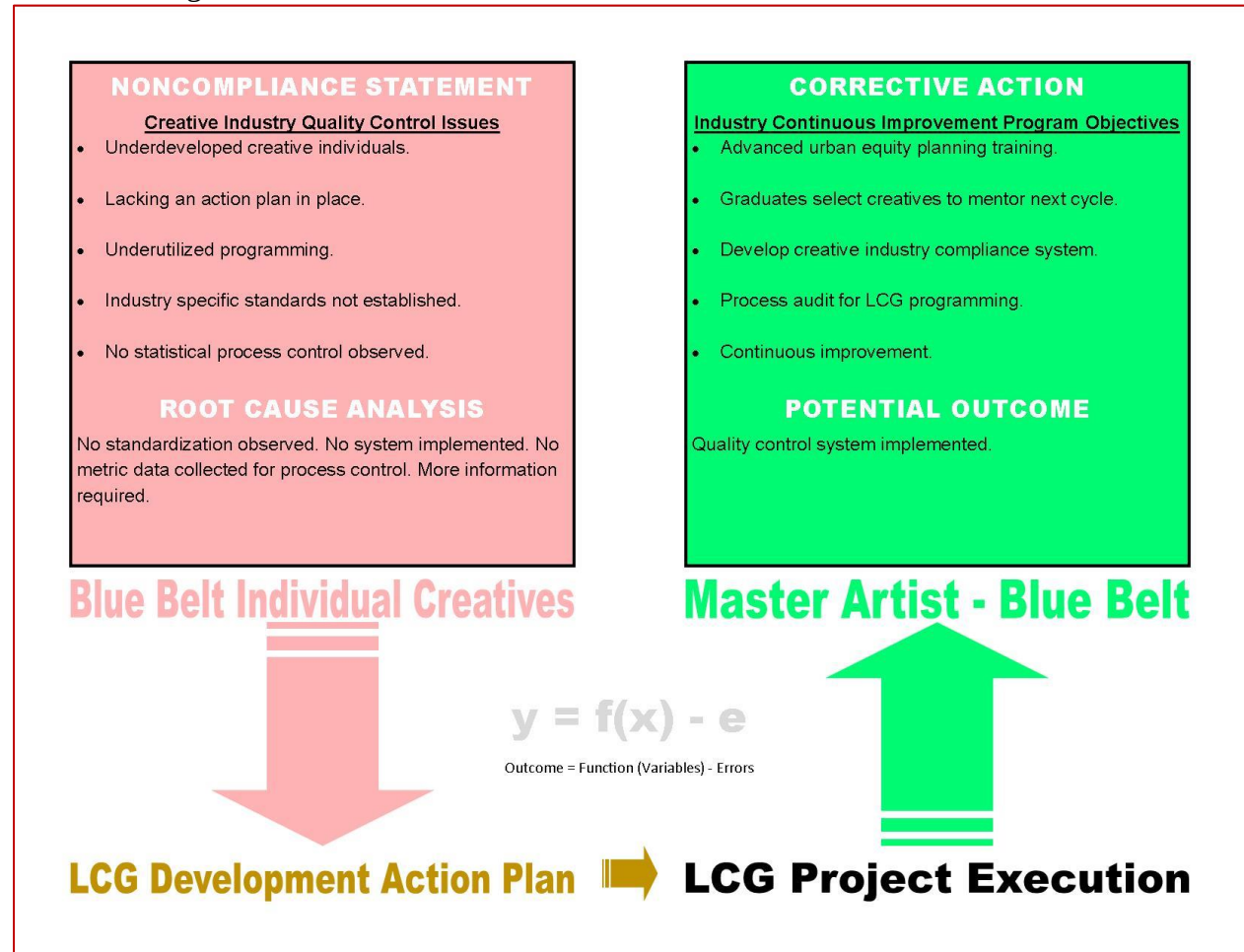
Program Summary: Diversity Action Plan

1. Artist Symposium Preparation
2. Art in Public Clinics
3. Digital Photography & Photoshop
4. DIY Digital Photography, Creative Image Making
5. Peer Support Session for Artists Working Collaboratively
6. Event Plan Execution

Results: Leads problem-solving projects. Trains and coaches project teams. Just like a plant reaching up toward the sky as it grows stronger, the green belt builds upon the lessons and techniques that they have already been taught and continues to strive for more knowledge, skill, and ability to control their mind and body in the ways of the art. The blue belt represents the growth toward that sky as the student is fed more and more difficult techniques in order to nurture their growth.

Creative Industry Continuous Improvement Program

12 Month Program: Master Artist - Black Belt



Program Summary: Continuous Improvement Action Plan

1. Process Implementation Workshops
2. Local Creative Industry Community Awareness Tour
3. Advanced Urban Equity Planning: Creative Placemaking & Placekeeping
4. Community Outreach & Networking
5. Initiating Artists-Led Exhibitions and Events
6. Advocacy as a Tool

Results: Leads problem-solving projects. Trains and coaches project teams. In many ways, the black belt symbolizes the end. The darkness that exists after a sun has set and a plant has been harvested. The student who has completed their transformation from unknowing and unskilled into a mature and wise black belt. As with any journey, though, the end is only the beginning of something new. Arts evolution truly begins when you earn your black belt. While it does signify your mastery of fundamentals it also, more importantly, represents that you are ready to share what you've learned with others and continue to grow and seek both skill and enlightenment from your training. Master Black Belts serve as mentors to other team members and are often tasked with communicating with senior executives and identifying potential projects.