

EntreEd™

EXPLORATIONS

Arts Entrepreneurship

Brief Summary of Kit: In this kit, students will dive into entrepreneurial pathways in art, engage in entrepreneurial activities for major art pathways, and practice selling their own art through storytelling.

Enduring Understandings:

Students will understand...

- Types of entrepreneurship
- The importance of having a personal brand
- Common business structures utilized by arts entrepreneurs
- The 9 forms of art as potential entrepreneurial pathways
- Opportunities in music and photography
- How to create a compelling story for artwork

Essential Questions:

- What is an entrepreneur?
- What kind of opportunities can a personal brand create?
- What business structures are most common for art entrepreneurs?
- What types of art entrepreneurship exist?
- How do artists use stories to sell their work?

Evidence of Learning:

By the end of the unit, students should have produced:

- A presentation on a form of art entrepreneurship
- Their own unique personal brand
- A poster reflecting a type of music entrepreneurship
- A photography portfolio
- A unique piece of art and associated story

Lessons:

- Lesson 1: What is an Entrepreneur?
- Lesson 2: Bottle Your Brand
- Lesson 3: Art Entrepreneurship
- Lesson 4: Music Entrepreneurship
- Lesson 5: Photography Entrepreneurship
- Lesson 6: Selling Your Art

Unit Guidance:

This kit includes high-level introductions to art entrepreneurship, as well as experiential lessons in two popular art careers for students: music and photography. Lessons are designed for 45-50 minutes. Depending on student interest/investment, students may need additional time when working on arts pieces for submission. If possible, a culminating art gallery that showcases student work across the lessons is a great way to publicly display student work and engage the larger community.

Materials List: https://www.amazon.com/hz/wishlist/ls/3FS4H865Q98RP?ref_=wl_share