



Beginner Artist Essentials Guide

By Jesse Burgardt

Email: JesseBurgardt@proton.me

Website: JesseBurgardt.Art

Welcome!

Get ready to:

1. Boost in your physio-emotional wellbeing
2. Enjoy a new creative outlet
3. Make artwork for you and your family
4. Bolster your relationships through networking
5. Open doors of opportunity, such as producing an income stream through your artwork
6. Design your personal studio space

Things to know:

This is a starting point; an outline.

Every person has a unique journey. With time, you will see your voice come through.

I'm available to help you, answer questions, and encourage you. Don't hesitate to reach out. I want you to SUCCEED.

Document your progress by journaling, taking photos of your works and using an app, such as Notion. This will show you evidence of your growth, and the skillsets you've acquired. Plus it will offer you more data for future use (maybe when you launch your art business, etc.)

Encourage yourself! Learning anything takes time.

The biggest obstacle seems to be mindset...getting discouraged early in the game.

Everyone grows.

Everyone throws out the stuff they don't like to start over again.

That's normal.

If you're making incremental progress, you're winning!!

Keep going!

WELCOME, from Jesse

<https://youtu.be/6zdtKyOJN3w?si=QYamH2AhWO46PSDU>

The Essentials Guide Outline:

This is an autonomous process.

You're in charge.

Below is the quick list. I break these down into further steps and explanations below.

- a. Buy art supplies (listed below)
- b. Watch the included demos and read the pdfs to visualize where you're headed (and to mimic their techniques)
- c. Practice art techniques → and book time for this in your calendar, so you make persistent growth and progress. (Depending on what you want to accomplish, you may want to set aside 30 mins/week or 2 hours/week, for example)
- d. Included here is other information on topics like framing, pricing work, networking, and website portfolio designing
- e. I am available. NO COST :-) Find a time to meet [HERE](#)

You can do this!

SUPPLIES -

If you have a local art shop, check it out.

Often, they can give one-on-one assistance. You can start to get to know the employees, and you can sign up for any newsletters/deals that they offer.

The bonus is you support a local business.

If you have a \$20 budget, the first 4 items on the list will do **perfectly**. The rest are useful. (For budgeting purposes, to purchase everything on this list can cost \$500+ depending on the investment of the easel.)

- Soft Vine Charcoal
- Large Pad of Newsprint Paper
- Pad of Bristol Paper
- A Kneaded Eraser
- Black Drawing Pens
- Anatomy Book (I like this one: <https://shepherd.com/book/human-anatomy-for-artists>)
- Graphite Paper

- Large Blender Stick
- Set of Conte Soft Pastel Pencils
- A few hand-rolled soft pastels in colors you enjoy (I usually always need more white and green)
- X-Acto Knife
- Metal Clips
- A Couple of Pieces of Pastel Paper (whatever color you're interested in)
- Drawing Board (on which to tape your paper)
- Artists' Tape
- Easel: standing or table easel

Now you have your supplies (enjoy that fresh art scent).

It's time to get your art space set up.

These help:

- small table
- cup (for brushes, pencils, X-acto...)
- stool
- organizer to hold small odds and ends
- lighting

Design it for you. Get out the record player, open your windows, invest in a new couch, light up a candle, buy flowers, or whatever YOU like to make your space inspirational.

Now you're cookin'.

GETTING USED TO THE MEDIA:

Play around with the media to get used to it.

See what happens when you press gently versus harder.

Draw shapes, lines, and curves, and practice blending.

With the pens, use stippling and cross-hatch techniques. (An internet search will bring up any of this to see examples.)

Try out gesture drawing. This is a quick style of drawing to get a human form on paper fast. It is a practice in being flexible, moving your body. Try drawing one figure on a full sheet of newsprint. Relax. Time yourself: start with 15-seconds, then do a sketch in 30 seconds, then a minute, etc. The goal is to get the form on the paper, then start visualizing the positioning and proportions.

Try this link to see bodies, and time yourself: <https://line-of-action.com/practice-tools/figure-drawing>

WARNING nudity. Do not do this, if you feel uncomfortable

A REFERENCE PHOTO:

Find an inspirational image.

It can be from a magazine, a photo, or from a work of art.

When choosing, consider:

- Good contrast
- Colorful or black and white
- Image clear or fuzzy
- Complex or simple
- Landscape, still life, or figure

IF YOU'VE NEVER DONE AN ART CLASS:

I recommend checking these out in no particular order:

I. [Video on Sighting](https://www.youtube.com/watch?v=UbTGAORFkKo)- <https://www.youtube.com/watch?v=UbTGAORFkKo>

This technique is invaluable to learn, practice, and master. It will be part of every piece you make and can take your artwork from very good to exceptional (very quickly). But, fear not!! It is a tough one to grasp, so don't worry if it does not make sense at first. Just, keep at it. You got this.

II. [Article on Face and Body Proportions](https://www.thedrawingsource.com/proportions-of-the-face.html)-

<https://www.thedrawingsource.com/proportions-of-the-face.html>

This is a fantastic guide if you are interested in drawing a human figure or face. It is one that you might want to bookmark because it will come in handy for the first few portraits on which you embark. It's a lovely layout and is simple enough. And again, it's all about practice.

III. [Video on Shadows and Lights](https://www.youtube.com/watch?v=_p_qMfnQvnY)-https://www.youtube.com/watch?v=_p_qMfnQvnY

To advance your artwork, a good foundation of shadows and lights will kick it up. This will give it depth, produce a 3-D effect, and 'wow' you and everyone who sees your work. I'd watch this and practice the techniques discussed. You will amaze yourself, truly.

IV. [En Plein Air \(meaning 'Outside'\)](https://youtu.be/Ao12qChxaiA)-<https://youtu.be/Ao12qChxaiA>

This is a lovely video of the beauty and challenges of en plein air.

OTHER INFORMATION

FRAMING:

A local Framer is a great resource because they give you expert advice while spending high-quality time with you. Large corporate companies do a great job, too.

When you frame, consider these options:

- Size, Material, and Color of frame
- Is it a standard size or not?
- Matting: e.g. double matting, beveled color, texture options
- Glass: e.g. non-glare, gallery
- Costs can vary drastically

PRICING YOUR WORK:

To sell, you'll want to dive into the rabbit hole of pricing.

Pricing depends on a number of variables and there is no solid rule.

Here are some strategies:

Review websites and prices of other artists who are similar in experience and style, and then base your costs around theirs.

Consider the cost of supplies (and don't forget shipping costs and time invested in researching supplies)

Time spent physically working on the art is also essential to add when pricing your work and budgeting costs.

Don't grossly underprice. Your work and time are high-value and should be treated thusly.

Don't worry about it too much. Adjust as you go.

NETWORKING:

The best thing to remember when networking is —> what you surround yourself with will affect your thoughts, emotions, and actions. So, build your network with care. This takes time and it should be organic.

Don't worry if you don't have a community, yet. You can build one:

- Join art groups that interest you (online or in person)
- Befriend other artists through Facebook and Instagram

- Use a LinkedIn account to meet professional Artists
- Research, read, review, and scout-out communities
- Join my Community. I am starting large online art classes in 2024.

BRAND 'YOU':

If you plan to sell your work, you might as well start building your brand.

You → Your personality, mission, long-term goals, your WHY for doing what you do are the foundations for building and designing your brand.

This process evolves.

Your 'brand' includes your art media, style, mood, colors that represent you and your work, designing visuals, and creating long-term goals.

Explore websites that you like and take notes for a your own site.

This is another great reason to document document document. (I suffer from not being diligent about that)

Are you Ready?

Quick check-list:

- Studio/art space is set up
- Supplies accessible
- Image selected
- Videos and articles reviewed
- Art time is booked in the calendar (no distractions)
- Newsprint paper is taped to the board and/or clips are used

Please let me know how your progress goes!

Shoot me an email at JesseBurgardt@proton.me

I believe in you!

Thank you for reading!

Happy Painting!

Ciao!

~Jesse