

**BLM #6**

**Case Study Analysis: Chart Hear it From the Source!**

Student's Name: \_\_\_\_\_

Name of Artist Interviewed: \_\_\_\_\_

Each student in the group should take notes during and after viewing the interview.

Each box contains the question asked by the interviewer. It also provides guiding questions or prompts for you to consider when you are taking notes. These questions are simply to guide you. You do not have to answer or consider all the questions or prompts as not all may apply.

On a scale from 1 to 5 (1 being the least important and 5 being the most important) please rate how important it would be to share this information with others in your presentation.

<p>1. Please tell me your name and profession and briefly describe the products or services you provide as an arts professional. Please also indicate whether you are a salaried, self-employed or other.</p> <ul style="list-style-type: none"><li>• How many kinds of work does this person do?</li><li>• What are some advantages or disadvantages of being salaried? self-employed? free lance? other?</li><li>• Do you think the balance and number of revenue streams will increase or decrease with experience?</li></ul>
<p>Notes:</p> <p style="text-align: right;">1 2 3 4 5</p>
<p>2. What percentage of your working hours are dedicated to: income tracking including billing, material and equipment costs (expenditures), marketing and promotion, product (artwork) management &amp; organization (inventory management) labour-time costing, and accounting? Other financial tasks? How would you prioritize these activities in terms of their importance?</p>

- What is the total percentage of work that relates to the items listed above?
- In many instances, artists mention how much time they actually spend on their art or art-based work. What percentage of time do they spend on their art production/process/art work?
- How is this information in line with your expectations? How is it different?
- Do you think these percentages will grow or decrease as this person gains experience? As their business grows?

Notes:

1 2 3 4 5

3. As an arts professional, how is your personal financing affected? What are the financial advantages or disadvantages of being an art professional for you?

- Look for both an economic and quality of life aspect to this answer and note the advantages and disadvantages of both.

Notes:

1 2 3 4 5

4. As an arts professional who may:

- work with a variety of materials and equipment
- be self-employed or free lance
- work on contract, part-time, commission or other

What arrangements are in place for health benefits and for long-term financial security at retirement?

- Note the difference between salaried and non-salaried professionals for this question
- What lessons or “take aways” do you have after listening to these professionals answers?

Notes:

1 2 3 4 5

5. Can you talk about how copyright, intellectual property and rights affect you in your work? How do you guard against fraud or others profiting from your work?

- As an arts professional, intellectual property rights are important from both the creator and the user sides. What is your opinion about copyright? Has it changed after seeing the answers to this question?

Notes:

1 2 3 4 5

6. Are there any unique social or ethical beliefs or responsibilities you use to guide the way you operate as an arts professional? Are there unique social or ethical issues, caused by legal or social factors that affect you as an arts professional that you would like to mention (positive or negative)?

- This question considers professional conduct, beliefs and how professionals are affected by regulations and other factors. These represent the core values of this arts professional. What aspects of his or her answer do you agree/disagree with? What parts of his or her answer surprised or impressed you in particular?

Notes:

1 2 3 4 5

7. The relationship between you, the arts professional and your customers/clients is an important one. What do you think are the three most important considerations you would pass on to others about building an excellent professional – customer/client relationship?

- State the many forms in which the relationship between professional and client can take.
- Of the three important points made, which one do you think is most critical and why?

Notes:

1 2 3 4 5

8. Can you leave me with 2 pieces of financial advice for others planning to enter your arts profession?

Notes:

1 2 3 4 5