

Publishing as Art Advocacy

2012 National Art Education Association Conference

Presented Pam Stephens and Ken Vieth

Why should I publish?

Publishing takes time but it is time well spent. Three significant reasons for art teachers to consider publishing are:

- 1) Sharing with colleagues helps the art learning community stay informed and up-to-date.
- 2) Providing your ideas to others encourages new ideas or updating of old ideas.
- 3) Writing about your program focuses the spotlight on the importance of art in the curricula.
- 4) Selfish reasons (self-esteem; seeing your name in print; an occasional financial bonus)

What should I publish?

Think about those activities or ideas that day in and day out help you to provide topnotch art learning experiences. Even if your idea is one that you think everyone else already knows about, chances are not everyone does. Here are some ideas to consider:

- | | |
|---|-------------------------|
| 1) Successful lessons | 5) Classroom management |
| 2) Inventive use of materials and tools | 6) Art games |
| 3) Stretching an art budget | 7) Posters |
| 4) Outreach | 8) Research |

How do I go about publishing my idea?

- 1) Start small (e.g., short articles)
- 2) Get to know publishers by introducing yourself at a conference
- 3) Follow writer's guidelines for each publisher
- 4) Write to your audience
- 5) Submit to one publisher at a time
- 6) Be prepared to be rejected

Where can I publish?

- 1) Trade magazines
- 2) Professional journals
- 3) Book publishers
- 4) Teacher resource publishers

Remember...

- 1) Pick your audience then pick an appropriate publisher.
- 2) Write in a way that will engage and inform your audience.
- 3) Have someone review and edit your work before it is submitted to a publisher.
- 4) If classroom photographs are requested, avoid children looking into the camera or holding their artwork. Instead, show students working and shoot over their shoulders to avoid identifying individuals.
- 5) If photographs of completed artwork are requested, shoot in good light with a neutral background or crop the photo to remove the background.
- 6) Check the photographic requirements. Most publishers require digital images rather than slides, hardcopy photographs, or transparencies.
- 7) Resolution of digital photographs varies by publisher. Print publications require high resolution while online publications can use lower resolution images.
- 8) Make sure you have permission to submit artwork made by students. Some publishers require sign release forms before they can use your work.
- 9) Submit to one publisher at a time. Simultaneous submissions are frowned upon.
- 10) Don't give up. After you have been published once it becomes easier to publish again.
- 11) Revel in your success! Brag a little! Advocate! Don't be shy! Make sure school and district administration, the school board, local newspapers, and other public forums are notified about your publication. Better yet, place copies of your publication in school and district offices, attend a school board meeting and present your publication to the school board members, or post links on the school website.