



# In-Studio

## Student Field Experience with Local Artists

### Know Before You Go:

A guide to your SAS Learning Experience

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SUMMIT  
ARTSPACE

[summitartspace.org](http://summitartspace.org)

# SUMMIT ARTSPACE



## Summit Artspace Overarching Goals

As an artist-centered nonprofit organization committed to providing support to local artists, our overarching goals drive our programs, including the In Studio field trip experiences! These aligned organizational goals mirror the knowledge we hope students will learn from their visit:

- Artists know that Summit Artspace exists, and that Summit Artspace will champion the intrinsic and financial value of artists' work.
- Artists are considered vital contributors to Summit County's quality of life and are paid for their contributions.
- Within the artist community, there is space for dialogue, camaraderie, and networking that results in continued growth and development.
- Artists have channels to secure investment and access to collaboration, cross-pollination and interconnectivity throughout Summit County's private, public and nonprofit sectors.

## Hello!

We can't wait to welcome you to Summit Artspace! This packet provides insights on what you and your students can expect from your visit to our galleries and artist studios. Each field trip will have content unique to specific rotating exhibitions, but you'll find in this booklet a sample itinerary and information about how your students' field trip experience relates to State of Ohio and national standards in Art, ELA, and Career Tech.

## Our Mission

Summit Artspace connects artists and artist-serving organizations to the community and to the resources they need to thrive professionally, creatively, and financially.

## About Summit Artspace

Summit Artspace is a nonprofit arts organization that supports artists at every step of the creative practice. Located in Downtown Akron's Historic Arts District, it is a hub for artists and arts supporters to connect and share ideas. With affordable studio spaces available to artists and creative organizations, the building is bustling with inspiration at every corner. Four times each year, Summit Artspace rotates exhibitions in its five galleries, allowing the public to meet local artists and access incredible art at no charge. It also coordinates public programs such as ArtWalk and Artists Sunday, which engage the community with art and local creators.



# Field Trip Objectives

1. The students will engage with artists, empowering them to experience the arts as a viable and meaningful career path.
2. Students will be able to identify diverse careers in the arts through learning activities and discussions.
3. Students will learn about entrepreneurship and self-advocacy through the arts.
4. Teachers and students will have the opportunity to ask questions, prompting dialogue related to: artists' practice, artists' community involvement, the exhibits on view, the value of making and buying art, the vital role of nonprofit organizations in supporting local artists.



## Ohio Career & Technical Standards in Arts & Communication

### Outcome 1.1:

#### Employability Skills:

1.1.2. Identify the scope of career opportunities and the requirements for education, training, certification, licensure and experience (e.g., interdependence of technical and artistic elements).

1.1.4. Describe the role and function of professional organizations, industry associations and organized labor and use networking techniques to develop and maintain professional relationships

#### Business Literacy:

1.6.6. Identify the target market served by the organization, the niche that the organization fills and an outlook of the industry.

### Outcome 1.7:

#### Entrepreneurship:

1.7.10. Describe techniques for obtaining experience (e.g., apprenticeship, co-operative [co-op] education, work placement, internship, job shadowing) related to an entrepreneurial objectives

## Ohio ELA Standards

6.W.8.7 Conduct short research projects to answer a question (including a self-generated question), drawing on several sources and generating additional related, focused questions that allow for multiple avenues of exploration.

## Ohio Visual Art Standards

6.2CO Identify the importance of lifelong involvement and advocacy in visual arts.

7.2CO Investigate cultural institutions that support lifelong engagement with visual arts.

HSP.1CO Understand how works of art reflect diverse communities, viewpoints, and perspectives.

HSP.2CO Recognize contributions of the visual arts in everyday life.



# What to Expect From Your Visit to Summit Artspace

Students will travel to Summit Artspace to engage in an immersive experiential learning opportunity wherein students will meet with working artists at various stages in their careers, and view and respond to art in our galleries. Each field trip is planned with an allotted time of 90-120 minutes depending on the desired time determined during scheduling.

## If you need financial assistance for transportation:

[oac.ohio.gov/grants/10-grant-opportunities/55-big-yellow-school-bus](https://oac.ohio.gov/grants/10-grant-opportunities/55-big-yellow-school-bus)

The Ohio Arts Council has grants set aside to help fund field trip transportation to and from Ohio art institutions! You can fill out a short application through this link above to receive one of their “Big Yellow School Bus” grants for transportation funding up to \$500. Grantees generally receive their full requested amount. These grants are available throughout the entire school year, and response to applications is very fast.

For additional info about funding your feild expereince through Summit Artspace please contact **Antonio Rion** at **330-376-8480 ext. 700** or [antonio@summitartspace.org](mailto:antonio@summitartspace.org).

### 90 minute visits will include:

- A visit and Q&A session with two working artists from the Akron community
- A tour of Summit Artspace
- An Arts and Entrepreneurship related activity

### 120 minute visits will include:

- Everything included in a 90 visit
- A small make and take project led by one of our teaching artists

## The Student Experience

### First:

Students will begin the tour with the question: *“If you could ask an artist anything under the sun, what would you ask them and why?”*

After students have had a chance to think and write down their question in their workbook [once the workbook is done you can add a link], students will have a chance to view and respond to art in the first floor gallery, and will receive an introduction to Summit Artspace, our mission, and the differences between us and a museum or collecting institution!

### Next:

Students will head to the third floor to meet with artists who will talk about their artistic practice, business and marketing strategies, and how Summit Artspace helps them achieve their artistic, personal, and professional goals. Students will then experience an artist Q&A session and participate in an art and entrepreneurship related small-group activity. These activities may include making a business plan, writing a mock social media marketing plan, or participating in a short pricing activity.

### Then:

Students will head to the second-floor gallery, freely view and respond to art, students will use the KWL (Know, Want, Learn) page of their workbook to identify one thing they still want to learn after their visit. Students will be asked to share their initial question and whether it was answered in their artist Q&A, and will participate in further dialogue about their experience at Summit Artspace.

### Finally:

Students will head back downstairs to receive artist-focused buttons and stickers on their way out and take a group photo.



# Vocabulary

**Artist:** a person who practices any of the various creative arts, such as a sculptor, writer, actor, painter, dancer, musician, or any other person who uses ideation and creative thinking to influence how they move through the world.

**Artistic Practice:** the act of making art, how the art is made, and how frequently art is made.

**Entrepreneurship:** the pursuit of starting, managing, and scaling a business and procuring resources and investments necessary to sustain a business. It involves combining innovation, skills, and vision to develop new products, services, or ideas that meet market demand and create value for a target audience.

**Exhibition:** a public display of works of art or items of interest, held in an art gallery or museum or at a trade fair. Exhibitions are vital to artists, giving them a way to display work, interface with their community, tell their story, and see their ideas come to life.

**Marketing:** promoting or selling products or services by way of advertising. Often includes the “4 Ps” of a marketing mix - product, price, place, promotion.

**Product:** The object or service being sold

**Price:** How the cost and pricing structure will impact the strategy

**Place:** Where the target audience will encounter the product or service

**Promotion:** How to communicate with customers and target audiences

**Networking:** the action or process of interacting with others to exchange information and develop personal, professional, and community/social contacts.

**Non-Profit Organization:** an association or corporation organized for purposes other than generating profit, in which no part of the organization’s income is distributed to anything other than goods, services, employment, or programming directly related to the organization’s mission. A private organization that operates for public good.



## ACTIVITY 2

### Create An Artist Marketing Plan

Imagine you need to market your own artwork! Answer these questions first:

What do you want to say?

Why you made the work?

Remember the 4 Ps of marketing from the vocabulary section above: product, price, place, promotion

#### Step 1:

Brainstorm about the ways you learned the artists at Summit Artspace market themselves. What things do you think you could do to make sure people see your artwork?

#### Think up a plan for a social media video about your art:

\*Having trouble thinking of an idea? Here are some things to consider when creating content that will appeal to your audience!

When you are looking at an artist's social media, what are you looking *for*? Are you looking for satisfying videos of artists **making** their artwork, do you want to hear them **talking** about their art, or do you want to see their **finished artwork**?



## ACTIVITY 3

This one is homework, but don't worry! It's fun!

**Make a short, engaging video about your own artwork, the artwork of a local artist, or about something you learned at Summit Artspace! (refer to activity two for help!)**

To make a video about your own artwork, refer to the 4 P's of marketing and the way you answered your questions for the last prompt!

For a video about a local artist, you could use the first activity to help you! Talk about the artist, how you found out about them, and what makes their art special to you!

If you'd like to make a video about something you learned at Summit Artspace, you can consider coming back outside of school time with permission. You could bring your friends and family and tell them about what you learned for the video.





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**330-376-8480 ext. 700** or visit [summitartspace.org/in-studio](http://summitartspace.org/in-studio).

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