

Discovering Your Brand

• • • WORKSHEET FOR ARTISTS • • •

Your brand is the overall theme of your art and your personality. It's a compilation of images, styles, words, and compositions that make you unique and set you apart from other artists.

Discovering your brand as an artist requires introspection. Answer the questions below to learn more about yourself and your art.

Read the article, [How to Brand Your Instagram Account: A Guide for Artists](#) before filling out this worksheet.

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ABOUT YOUR ART:

- What kind of art do you create?
- What materials do you use?
- What defines your art aesthetic?
- What do your pieces communicate to the world?
- What is the major theme of your art as a whole?

ANSWERS:

ABOUT YOU AS AN ARTIST:

- Why do you create?
- Why do you share your art?
- What kind of career are you looking for? (Commissions, gallery shows, online sales, etc.)
- How does your personality show through your art?
- What's your story?

ANSWERS:

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ABOUT YOUR VIEWS OF ART:

- What do you want people to see and feel when they look at your art?
- Do you have a story behind the pieces you create?
- What does art mean to you?
- How can you form a community around your views and art?

ANSWERS:

SUMMARY QUESTIONS

- How can you highlight the theme of your art through photos and words?
- How will you highlight your personality?
- How will you communicate your story and views with your audience?

ANSWERS:

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BRAND SUMMARY

Looking at the answers to the questions above, describe your brand:

