

Welcome to the International Fine Art Society at IFAS.org.

The purpose of the International Fine Art Society, or IFAS, is to promote art, artists, and art education to a world wide audience.

We achieve our goals through three efforts; by producing high quality video entertainment that is published on YouTube under the IFAS channel which includes profiles artists, galleries, museums, and art professionals (legal, publishers, promoters, suppliers, appraisers, etc), by offering both public and private events that are both in-person and virtual, and by the promotion and marketing of regional art events, happenings, and shows under the ArtGiv name.

You have been invited to participate in one of our artist profiles.

Our goal is to increase your exposure to our audience. Think of this as a digital art show where you are the highlighted artist. We can work with you any way that is best for you; we can use your written artist profile on our website, we can interview you, or you can interview yourself and then send us the content.

We encourage artists like you to create and send us content related to our channel. This content, which can include photos, videos, reviews, and social media posts, is then shared by us to our audience.

How we help you.

We use your content to generate revenue that is then use to bring art lovers and buyers to the site. The more art buyers we bring to the site, the more success you have. The process becomes both a feedback loop and an eco-system where everybody wins.

The most successful artist collect collectors. The more collectors you have the more bidders you have which causes an increase in price based on an increase in demand. Our system brings you collectors.

We invite you to send us video that highlights you, your art, your style and your message. With the raw data we edit, upload and promote you and your art on our channel. If you don't want to appear on video, then reply to the questions below in written format.

We do this as a labor of love of art and artists. Every dollar that is made goes into promotional campaigns to bring your work the exposure that it deserves. Ten-percent (10%) of the revenue goes into our yet to be form ArtGiv Foundation. More information on this effort as we make progress.

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Next Steps for Submitting Your Own Content

1. Please download, sign and send back your release form that can be found in this package. Without this, we cannot move forward.
2. Please review prior submissions that have been successfully submitted to generate ideas. If there are any questions, let's talk about it. We want you to be happy and we want your content if it fits without our channels goals.
3. Please provide your contact information on paper on the screen. We look at lots of video content. Help us remember whose content we are looking at. Take a brief shot of your contact information.
4. Please have a friend interview you or use a tripod and interview yourself.
5. Please note that the biggest issues we see involve sound quality. Microphones are strongly encouraged. If you don't use a microphone, then please be aware of ambient sound. The next page lists several Mic options.

Contact Information

- **Client Name:** [Insert Client Name]
- **Deadline:** [Insert Deadline]
- **Shipping Details:** [Insert Shipping Details]
- **Website:** [Insert Website URL]
- **Instagram:** [Insert Instagram Handle]

Shooting Specifications

- **Lighting:** Ensure good lighting.
- **Orientation:** Film horizontally - in TV mode.
- **Extra Seconds:** Add extra seconds to clips before and after your shots.
- **Audio:** When possible use a microphone. We have had audio trouble in the past.
- **Filters and Logos:** Avoid filters and no logos.
- **Background:** Keep the background in mind. Your background reflects on you.

Creative Package Specifications

- **Submission Method:** Submit via Google Drive or WeTransfer.
- **Expectations:** One testimonial and 10 b-roll clips (or as specified).
- **Purpose:** This content is for ads, so no posting or organic handles are required.

Storyboards

- Create storyboards or outline.

B-roll Clips

Please send us your B-roll shots. What is a B-roll shot? B-roll are supplemental video shots that support your main shots. They help establish your shot. Send us 10 B-roll shot. Examples can include.

- Outside shot coming in
- Your studio
- Walking up to your easel
- Mixing paint

Recommended Equipment

Below is a list of recommended equipment.

- Wireless Mics - Rode
- Simple Clip-on Phone Lighting
- Simple Phone Tripod
- Wireless Mic Kit - Boya

Frequently Asked Questions (FAQ's)

Q: How long should my UGC brief be?

A: We want 10 to 20 minutes of interview; we want 10 minutes of B-roll shots; we want to focus on no more than three works of art.

Q: How do I ensure the viewer understands me?

A: Use the written copy format; intro, artists statement, questions, discussion of work, and closing comments plus where can we find your work.

Q: Raw or edit footage?

A: If you want to edit, be our guest. We reserve the right to edit your edits.

Q: What if my content doesn't match your expectations?

A: This is why the briefing process is crucial. Schedule a call with us for a quick discussion on what both of our expectations are.

IFAS.org Interview Questions

Notes: For the website, please choose your five favorite questions and/or add your own. We are trying for less than 200 words for each question. We reserve the right to edit your submission. There are no requirements to use these question. They are for your use only if desired. Our suggestion is that you choose five questions and then type out the answers for use on our website. Then ask someone to film you where they are asking the same five questions. We will NOT take-down work or re-edit work once submitted and posted. Contact us at ifas.fadb@gmail.com with your questions or to submit a video interview.

PART I - ARTISTS STATEMENT (200 words or less)

Where are you from and does that affect your work?
When did you realize that you have a special talent?
Who are your biggest artistic influences?
What medium do you work with? Tell me about your favorite medium?
Where do you find inspiration?
When is your favorite time of day to create?
Describe how art is important to you?
Why is art important to society?
What motivates you to create?
How do you define success as an artist?
Does art help you in other areas of your life?
How did you / do you develop your art skills?
Tell me about your process?
Are you a professional artist or is this a hobby?
What's the purpose or goal of your work?
How can your work affect societal issues?
How do you navigate the professional art industry?
Which art trends inspire your current work?
How has your style changed over time?
What are your favorite and least favorite parts of professional art?
Do you have a network of other artists, and how do they support you?
What have critics and collectors said about your work?
Is there a specific environment or material that's integral to you?
Do you have an existing customer base?
Who is your collector base?
What factors influence the price of your work?
How many hours does each piece take?
How do you manage a work-life balance as an artist?
Describe your ideal working / creative environment?
What is your art trying to tell us?

What message is your art sending?
Where do you sell your work?
Do you accept commissions?
Would you like to see your arts display location?
Tell us about your submitted painting?

PART II - WHERE CAN WE FIND YOU

- > Website?
- > Social media?
- > Upcoming shows/events?
- > Galleries placements?
- > Email address?
- > Phone number?

PART III - SEARCH FEATURES

Final question: please list six key words about your art? You can see samples words here: <http://www.fadb.com/categories>. This is how we

<i>Key Word 1 (favorite topic)</i>	
<i>Key Word 2 (favorite medium)</i>	
<i>Key Word 3 (favorite relief):</i>	
<i>Key Word 4 (location):</i>	
<i>Key Word 5 (open):</i>	
<i>Key Word 6 (open):</i>	

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Interview Agenda and/or
Content Guideline

Personal Photo	[Please send us a close-up photo of you. If you don't want your smiling face here, send us your logo or whatever image you would like here.)
Name and Location (City and Country)	Hi, I am _____. I am an artist from _____, _____. Let me tell you about me and my art.
Artist Statement	[Tell us about you]
Question 1:	[Where do you find inspiration?]
Question 2:	[What medium do you work with?]
Question 3:	[Is there a message in your art?]
Piece #1:	[Describe piece #1: be sure to provide us a digital photo or be sure to film the piece being discussed]
Piece #2:	[Describe piece #2: be sure to provide us a digital photo or be sure to film the piece being discussed]
Piece #3:	[Describe piece #3: be sure to provide us a digital photo or be sure to film the piece being discussed]
Contact Information:	[How can we find you, your work, or where you will be showing your work?]

* Please be sure to send watermarked artwork the corresponds with the discussion questions.

IFAS.org Photograph, Video, Art Release Form

I hereby grant permission to the rights of my image, likeness, sound of my voice, and art work as recorded on audio or video tape without payment or any other consideration. I am aware that revenue generated from this project goes to support a collective marketing effort benefiting all artists on the platform. Any excess profits go to the ArtGiv Foundation.

I understand that my image may be edited, copied, exhibited, published or distributed. I waive the right to inspect or approve the finished product wherein my likeness appears. Additionally, I waive any right to royalties or other compensation arising or related to the use of my image or recording. I also understand that this material may be used in diverse settings within an unrestricted geographic area of wherever YouTube can be seen.

Photographic, audio or video recordings may be used for the following purposes:

- On IFAS.org webpage
- On FADB.com webpage
- On the corresponding YouTube channels
- Social Media channels including Instagram and all unnamed others
- Elsewhere at the discretion of NewArtPartners management team

By signing this release I understand this permission signifies that photographic or video recordings of me and my art work may be electronically displayed via the Internet. I will be consulted about the use of the photographs or video recording for any purpose other than those listed above. This release applies to photographic, audio or video recordings collected as part of the sessions listed on this document and use of my art images in said recordings.

There is no time limit on the validity of this release nor is there any geographic limitation on where these materials may be distributed. I hereby release any and all claims against any NewArtPartners LLC when utilizing this material. By signing this form I acknowledge that I have completely read and fully understand the above release and agree to be bound thereby.

Thank you for supporting our art project.

<i>Name:</i>	
<i>Email Address:</i>	
<i>Phone:</i>	
<i>Website:</i>	

<i>Signature:</i>	
<i>Date:</i>	

QUESTIONS

We really want to help you gain exposure for your work. Help us do that with great questions, feedback, and idea sharing.

Contact me:

Steve Moses
NewArtPartners LLC
IFAS.org and FADB.com and ArtGiv.org
949-791-7956
If's.fadb@gmail.com