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# THE ART HEADLINER PROGRAM

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Delivering Art as a Medicine, to Heal our **Communities!**

# Art Headliner Arts Training Program

The Art Headliner program is dedicated to empower the community by teaching art to inner city communities and specializing in at risk youth art programs. The program will train participant's basic art techniques in folk, contemporary and abstract art. As well as the history and business of art and how to create an art canvas. Participants will be open to new career opportunities, be receiving training on the business of art. Due to the creative atmosphere cultivated in The Art Headliner Program, the participants will feel free to express themselves and explore their outlooks and inner world by the means of art. Based on progressive educational methods and the professionalism of teachers, the program will prepare highly-qualified, intellectually and spiritually enriched artist.

## Program Description

*The Art Headliner Program* is a program where participants can discover and develop their talents for drawing and other pictorial arts. Those who participate will be open to new career opportunities, trying themselves as artists.

**The ART HEADLINER PROGRAM Curriculum has three parts, as follows:**

- **The Core Curriculum-** guides the participant's through self-exploration, passion discovery, and self-expression with art. As well as focus on the history and basic art techniques.
- **The Communication Curriculum-** which focus solely on healthy communication methods for; couple counseling, troubled youth, Cancer and Aids victims as well as substance abusers and elderly.
- **The Art Business Curriculum-** which focuses on teaching participant's about the different types of business, starting an art business, branding and marketing, and allows some participant's an opportunity to intern in the art industry.

The topics for the Art Headliner Program Curriculum include:

- Basic Art Techniques; Folk, Abstract and Contemporary
- The History of Art
- How to Make a Canvas
- How to Sale Your Artwork
- Putting your Artwork on Clothing
- Building an Art Brand
- How to Sale Artwork Online
- Art as Healing
- Art as a Language
- Art Empowerment Program will deliver the following:
- Participants will receive exposure to the world of art, art terminology and concepts to break down barriers and provide opportunities to participants
- Training on the business of art and challenge to start an art entrepreneurial venture
- The Program will help to build the confidence needed, to take an art business from concept to operation

## Participant's Tools

- **Mentoring Sessions-** Participants will be able to request and receive mentoring at any time during the program. The participant's will have access to several tools to request in-person, e-mail, or telephone mentoring sessions.
- **1-800 number-** Participants will be able to utilize an 1-800 number for mentoring access or to schedule a mentoring session
  - **The line will be open from 8am-8pm, 6 days a week(closed on Sunday)**
- **Website-** the participants will have access to a website with Frequently Asked Questions, Videos, Blogs, and Templates.
- **Local Business Resources-** Participants will be given resources at which they contact for information, mentoring, and or advice for their art business and business plans from local business owners in the art industry.

## **Vision and Target Clientele**

*The Art Headliner Program* will be the cultural center of the community. It will be a catalyst for creative and original people to learn, meet, communicate, and work on various projects. It will be a place where new concepts and visions of art will be born. Additionally, despite the fact the program is planned to be youth-oriented, it will provide educational services to people of all ages.

## **Mission and Goals**

The program will offer both short-term and long-term courses, with certificates that will be acknowledged participation. The idea is to help people of the community to discover their hidden talents and educate them as artistic professionals. These participants will not only adhere to the already existing art movements, but also experiment, seek new forms, and question established norms. The main goal of *The Art Headliner Program* is to nurture aspiring artists and to be well-renowned as the program that introduced art to participants that later became famous artists.

## **Business Strategies and Accountability:**

*The Art Headliner Program* will rely on:

- Quality of education
- A variety of specialties one can receive exposure upon entering the program.
- A quiet, comfortable environment which facilitates the creative process.
- A location near the city center and a convenient schedule of classes.
- A certificate that will be awarded at the completion of the program
- An intensive advertising and marketing campaign.

*Accountability* of the program will be measured by the following:

The objective of the program is to offer an outstanding art education to high risk youth and inner city adults. To meet that pledge, our outcome must be measurable and accountable. Here is our plan for accountability.

### **Measuring Instructor Performance**

- At the end of each course the participants will be asked to complete a survey on the instructor(s) Knowledge, teaching style, and material etc.
- Participants will be able to provide feedback on the website at any time regarding the training, course, and their feedback will be encouraged throughout the program

## **Measuring Course Performance**

- In order to determine the participant's course performance the best assessment is to diversify the assessment data and have them apply their knowledge; such as contest, demonstrations, oral presentation, and applied projects.
- Participants will be tested before and after training to compare how much knowledge was obtained from the training program

## **Conclusion**

The Art Headliner Program believes that art can be used as a catalyst for change and motivation to inner city communities. Art can open up the possibilities to empower communities by providing hope with creative expression in art. As a result the participants will be able to identify their passions, finding the leader within, and learn communication and leadership techniques that they can apply in all aspects of their lives. Also, the Business of Art training Entrepreneurship program, allows participants to learn how to start and run an art business. Allowing participants to be valuable assets in their communities.

The ART HEADLINER PROGRAM provides opportunities for young people to feel a sense of belonging and connectedness which leads to stronger, more resilient youth, increased commitment to academics, and ultimately healthier communities and a better equipped future workforce.

As high program participants begin to position themselves for their future, whether they decide to take the path of art or business; there are many unanswered questions about what lies ahead. The Art Headliner Program will help participants make informed intelligent decisions about their future and foster skills that will be highly useful in the business world.

Thank You for Your Consideration

## **Contact Art Headliner**

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