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Introduction

So, you want to be a web artist!

You want to create art that the throngs will love, and that will drive you to the top. Fame. Accolades. Your name in lights. The big bucks.

There is nothing wrong with any of that. In fact, there is a **lot** that is very **right** about visions such as these. You want to do what you love...art. This book will help you do just that.

Do what you love and the money will follow

Why does this tired old cliché still receive so much attention and thought? And what does it *mean*? It was first introduced to the world in the form of a book back in the late '80s, aptly named, "Do What You Love and the Money Will Follow." The publisher had this to say about it:

"Discover how to tune in to your inner world and your unique talents; evaluate and build your self-esteem, banish your outmoded network of 'shoulds' and liberate yourself from an unfulfilling job with this step-by-step guide to finding work that satisfies your passions."

Source: [Barnes & Noble](#)

Then the Internet came along, and the public discussion of the topic grew to monstrous proportions. At the end of 2006, there were close to 23 million returned results for "do what you love money will follow." If you changed the keyword "follow" to "come," the results were staggering: Over 66 million.

Digital and web art: Successful web businesses

It's obvious there are many people out there interested in finding out *how* to begin doing the work that they really love. For readers of this eBook, that will mean working in digital art, web art, and the overall technologies that drive successful web businesses.

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This book will cover money-saving creative and artistic methods for creating your own graphics—for websites, for headers, for eBooks, for illustrations, logos, and animations...everything you need to start your own successful web business.

Let's begin with the very first basic tool that you will need: Resources. You need a list of resources that is kept within easy reach on your computer so that you can quickly find what you need, or add to what you already have.

The list of resources can be part of a larger work (ie, journals) or it can be separate. Speaking of journals: They are as essential as your resources list, but that's a topic unto itself and worthy of yet another eBook.

Your personal list of resources

Begin compiling the bookmarks that you may have already saved in your computer. There are a lot of websites and programs out there devoted to graphic arts, so as part of this eBook, I have included both programs and websites at the end of almost every chapter that you can visit and learn more about the field from. It is important to keep your websites organized, because if you add them randomly, with no set structure, it is going to be difficult later on to find what you need.

For our first example, here are the websites listed for this chapter (there are no programs listed with this chapter, but you will find plenty of programs later on.)

Some great websites to add to your resources list:

- ▶ digitalart.org - Expression through technology.
- ▶ Digital Art Museum - Aims to become the world's leading online resource for the history and practice of digital fine art.
- ▶ GFXartist.com - The digital art community. Serves over 20,000,000 artworks.

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- ▶ [Wikipedia, the free encyclopedia: Digital art](#) - Some say we are now in a post-digital era, where digital technologies are no longer a novelty in the art world, and "the medium is no longer the message."
- ▶ [International Digital Art](#) - Exhibits cutting edge digital and computer art by leading international artists.

Chapter 1: Soul-Centered Versus Brain-Drained

The effects of physical exhaustion and brain drain

Countless people are mentally and physically exhausted from working a 40-hour work week because they are doing something that they loathe. All they want to do is to come home and brain drain—relax and ignore the rest of the world until it is time to go back to work again.

Performing work that they can't stand has shoved them into a bruised and fuming energy level where absolutely nothing extra is going to be accomplished.

However, if you love what you're doing, IT ISN'T REALLY WORK

My purpose in writing this eBook is to show you exactly how to turn things around by doing what you love: Art. You will not just learn the technical aspects, but the deeper, soul-centered ideas that it will take to successfully launch a business in **The Art OF The Web**.

Your works will show this increased energy. Your site will reflect it. And these changes in your life will lead you to be happier and more content than ever before.

If you love what you do, you will see more opportunities

When you become adept at recognizing opportunity when it knocks, your battle for success in your new business is well on its way to being won.

Opportunities arrive when you have your head held high and you can SEE them—even on a cloudy or rainy day.

For people who are miserable about going in to work that they hate, they will be looking down at the ground, and pondering why their

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wristwatch isn't showing 5:00 so they can *leave*. They will not ever see these same opportunities.

What makes this worse is that this is a condition of the spirit and the heart, and not one of the eyes. Physically your eyes can be open, but if your spirit and heart are closed to the possibilities, you will never see the opportunities that lie directly in front of you.

Learn to recognize opportunity when you see it!

This book is chockfull of opportunity, but it doesn't have the great fanfare and hype you are used to seeing online. You must be open and willing to pull every bit of information in that you can. Don't miss a thing.

If you are looking to get an effective and easy kick-start to your online business, read [The Best Seller eBook](#). This is perhaps the best, the biggest, the most affordable, and the most reliable collection currently offered anywhere online.

"Art" has a heavy dose of science!

You will soon learn that "art" has a much larger meaning than just creating a few graphics and integrating them on a website somewhere. "Art" has a heavy dose of science! Yes, they are extremely good companions. For those of you who have studied the life of Leonardo da Vinci, who **proved** that art and science are made from the same "stuff," this will not be a big surprise. For everyone else, this quote is for you:

"Leonardo made the faculty of vision—or more precisely, the gift and patience for intensive observation—the foundation of both his scientific investigations and his work as a figural artist. He was a protoscientist in the modern sense of what constitutes science, bringing to his investigation of the natural world not only an extraordinary artistic imagination, which led him to innumerable original discoveries, but a unique and idiosyncratic intellectual position that helped him to circumvent the mental blocks of his contemporaries."

Source: FindArticles.com - Ackerman, James S. Daedalus, Winter 1998. [Leonardo da Vinci: Art in Science](#)

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Chapter 2: Our Need For Food, Water, Shelter, Society...

And doing what we love: Chasing the tiger!

We have come a very long way since our ancestors had to physically chase and kill tigers for food and clothing. In the Prehistoric Age, life was almost completely about necessities, and nothing else: Cavemen had to have food, water, shelter, and society for protection. Life revolved around getting, and keeping, these items.

Is that any way to live? Well, of course not...and that is why we have struggled so hard to get to where we are now, where we work not only for more than just the necessities of life, but also for favorite pastimes and items that give us pleasure. Cavemen also struggled to find the time to do what they wanted, and the evidence is plain when you study the cave paintings, art, and murals created by them. These pictures show that although life was a daily struggle just to survive, they also took pleasure in primitive art. These paintings and murals were a way of making prehistoric sticky-notes, à la Caveman 101 style. It also became a way of communicating "oral history" into a visible form. Think of what scientists have discerned from cave art!

Voilà: The grandpa of the web was born

So in all reality, the Internet was actually born way back in prehistoric times! The art you place online, along with your content and your business, is to become a part of the knowledge of mankind, archived on the granddaddy of all communications tools, the Internet.

Your days of dragon slaying are nearing the end

The real question comes when you ask yourself: Are you any different from your forefathers? After your day of slaying the dragon at work, cooking him up for supper, and swilling down a gallon of your favorite fruit of the vine with your family and friends, I would have to say that there is *not* a huge difference! Although our society has progressed to

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the point where you can work not only for your survival but also for the ability to pursue your favorite pastimes and hobbies, in many cases, people are still putting in that 9 – 5, working a job they hate, **just to survive.**

Here you are sitting in front of your PC (the glow oh so similar to the light of the campfire) and you are dreaming of doing the thing you love the most...creating and running your own business online. Building a beautiful website with art that you've painted via your PC. You dread the coming morning that holds yet another dragon or tiger for you to slay, when what you **really** want to do is what you love: Art.

That is what this eBook is all about. The human race has needs for certain things, and when those are not in supply, people die. You must have food, water, shelter, and a society for protection in numbers...

... And ya gotta DO what you love!

Note that I've placed this in with the TOP essentials for life. Yes, doing what you love is as essential as food. Maybe it's only second to "the air we breathe."

I presume that you are reading this eBook because you not only love art or graphics, but you also want to know how to apply these skills to the Internet and perhaps marketing. Are you maybe even dreaming of your own online business?

Just imagine: You, working for **you**. Confronting your own tigers and dragons, and inventing new ways to tame the beasts. YOU become the head dragon slayer, the top Tiger Tamer.

The signature on the cave wall is YOURS.

Power products for your artist toolkit:

Turbo Video Training - You've made the solid decision to take your creative talents online. Perhaps you have some web background, but maybe you do not! For the novice or for skilled persons in web technologies... the thing that should be first on the agenda is a comprehensive, EFFECTIVE set of training tools. You can find almost all answers to your questions related to Internet, Niche, Affiliate marketing, etc. Consider the benefits of learning the proper skills, in

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the proper order—and how this will catapult your site! [Turbo Video Training](#).

The Niche Site Manual - This eBook is true to its title in every regard. It is a *manual*. It is **THE** manual. It is the **ONLY manual** that you'll ever need, to create and maintain a website that will allow you to work from the comforts of your own home. It doesn't matter if you're a novice in this industry or an intermediate online businessperson who has never realized the glories that the Internet can provide...**The Niche Site Manual** will not only tell you how you can succeed with your website, it will SHOW you how you can do it efficiently! [The Niche Site Manual](#)

Some great websites to add to your resources list:

- ▶ [GIMP - The GNU Image Manipulation Program](#) - The GNU Image Manipulation Program, for XP Windows systems. Official site, including download area, documentation, FAQs, and a plug-in registry. Don't miss this site! GIMP is capable of anything that Photoshop can do, and it is absolutely *free*. There are sites that will help in installing and learning the software. Save yourself a TON of money!

Chapter 3: Let's Explore For A Moment, How You Came To "Be Here Now"

This is tied closely to the question: "How much are you supposed to love what you are doing?"

Unless you know the answer to "how much," you will not know when to stop your search. This eBook will help you to define your answer.

If, like most people, you misjudge the "how much," you will be inclined to quit searching too early.

You will wind up doing something that:

- ▶ Was chosen for you by your parents.
- ▶ Was to fulfill a desire to make money, and financial gain was the primary motivator.
- ▶ Was a vocation that brought prestige or status.
- ▶ Was any career area where you eventually found yourself with a huge dose of absolute inertia.

If you are young and this is your first exploration into finding exactly what it is to spend your days doing what you love—or if you are older and have already been the route of doing "what was expected"—then this book will be a pleasant revelation.

The ultimate test to know if the job is right for you:

Would you do this even if you were *not* paid?

Chances are very good that you are doing what you love, RIGHT NOW, even though perhaps you are not making any money with it.

The purpose of this eBook is to get you thinking, and to propel you into not just doing what you love, but discovering the ways to make it work for you, financially.

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It's hard to find work you love

... It *must* be difficult, since so few people really do find and DO what they love best.

So, do not miscalculate this task. And don't feel badly if you haven't yet succeeded.

If you search down deep and find that you are dissatisfied, you are a step ahead of all the others who are still in denial.

So, you are to be congratulated, and deserve a pat on the back, for breaking from the norm in your search for HOW to live the life you desire, and perform the work that you love.

- ▶ The *skills* are "the art of the web."
- ▶ The *end product* is "the art of the web."
- ▶ AND...

YOU, My Friend, Are A Part Of "The Art OF The Web."

Power products for your artist toolkit:

How To Turn Any Product Into A Bestseller - DO WHAT YOU LOVE! I am willing to bet that you already have a product. Perhaps you have a physical art work that is CRYING to be put into digital format...Now, to learn the steps! Turn ANY product you're selling online into a RUNAWAY BESTSELLER with just FOUR QUICK AND EASY STEPS. [How To Turn Any Product Into A Bestseller](#)

Some great websites to add to your resources list:

- ▶ **Welcome to Stock.XCHNG** - Yes, I KNOW you create your own art! But in the building of web, you are going to need

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other images. Stock photos are very EXPENSIVE. You will go crazy when you see this resource site! This is the leading FREE stock photo site! Whether you just want to browse their huge image gallery or want to share your personal photos with others, this is the site for you! Browse through the categories containing over 200,000 quality stock photos by more than 15,000 photographers. [Stock.XCHNG](#)

Chapter 4: The Fine Line Between The Art OF The Web And The Art FOR The Web

The art of the web is:

- ▶ Professional in nature.
- ▶ More than a visual element.
- ▶ Part of a design sequence, which also includes content, formatting, languages, and any component it takes to make a website work.
- ▶ A learned skill, much in the same vein as any other lessons or coursework.
- ▶ The incorporation of the [technologies of the web](#), such as animation, multimedia, video—the terminologies, and the learned skills to create them.

On the other hand, the art for the web is:

- ▶ Most times, not a professional effort—no high level of specialized skills are needed, and anybody can do it, from displaying family pictures to creating simple images for a personal website.
- ▶ Rarely more than a visual element.
- ▶ Almost never in art forms of deep technical level; the software needed are always simple.

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- ▶ Not necessarily tied to content, and many times these art forms do not take a lot of technical skill.
- ▶ Needful for only a small learning curve; the average Internet user will not need a studied approach or lessons.
- ▶ Doesn't demand that you incorporate learned skills such as flash animation and ActionScript, or tools for creating streaming media. Simple clipart and photographs can be uploaded by anyone, using a myriad of online wizards or tools.

Fields of digital art

In case you worry that there will be too much competition, or that there is "not enough room" for yet another creative arts site, take a look at this growing list of the digital arts.

You will fit into the list either directly (by *creating* the needed works) or indirectly (because your business will need those services, and you'll pay to have them.)

- ▶ [Computer-generated](#) - Artwork rendered from models created by the artist.
- ▶ [Illustration, including Technical Illustration](#) - Artwork created using, generally, vector-based tools.
- ▶ [Photography/cinematography-related](#) - Artwork created through a camera which may then be manipulated.
- ▶ [Painting](#) - Artwork created in similar fashion to non-digital paintings by means of software.
- ▶ [Game-related](#) - Artwork that relates to computer games or video games.

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- ▶ **Other** - Aside from visual digital art, there are also other forms of digital art:
 - [Software art - Wikipedia, the free encyclopedia](#)
 - [Electronic music](#)
 - [Code poetry](#)
 - [Algorithmic art](#)

Some great websites to add to your resources list:

- ▶ **ChannelWeb's Channel Encyclopedia – Technologies of the Web.** Thousands of IT terms defined and illustrated. I don't know about you, but for all my decade+ years on the Net, I STILL need a good place to go for definitions! [ChannelWeb - Channel Encyclopedia](#)
- ▶ **Project Dogwaffle version 1.2** (freeware version) [Computer-generated art.](#) Lets you be creative without the fear of being yelled at because you messed up your clothes again. You can paint, but without the occasional spills. Based on the powerful architecture of Project Dogwaffle 2.0. It's a light, yet mighty tool for artistic expression. [Dogwaffle version 1.2](#)
- ▶ **Alibre Design Xpress 3D Solid Modeler – Illustration/ Technical Illustration.** Rich and capable 3D solid modeler for creating mechanical parts, assemblies and 2D drawings -and it's free! The genius of Alibre Design Xpress lies in its inherent ease-of-use. Those that are new to 3D will find the tutorials, help, and user interface intuitive to learning how to build 3D designs. Those that have used 3D CAD previously will be delighted at the functionality and richness of features. [Alibre Design Xpress 3D Solid Modeler](#)

- ▶ **[DIGG - Huge Photography Freeware List - Photography](#)** freeware is categorized by use (photo albums, image editing, image viewers, etc.) and voted upon by download. A nice resource for digital camera owners. **[Photo-Freeware.net - Top Downloads by categories](#)**
- ▶ **ImageForge (Standard Freeware Edition) - Painting.** Provides you with a set of powerful tools for painting and editing images, photos or other graphics. Create and edit images, acquire pictures from your scanner, digital camera or other Twain-compliant device, apply special effect filters, produce your own photo albums and simple slide shows, and much more. **[ImageForge \(Standard Freeware Edition\)](#)**
- ▶ **How To Draw Manga: Anime & Game Illustration -** Character designs in anime, manga, movies, or **games**. **[Google: Game Illustration](#)**
- ▶ **Audacity: Free Audio Editor and Recorder - Electronic Music.** A free, open source software for recording and editing sounds in Linux, Mac OS X, and other operating systems. **[Audacity: Free Audio Editor and Recorder](#)**
- ▶ **Code Poetry/Digital poetry at Wikipedia - Code Poetry.** Refers to a wide range of approaches to poetry that has a prominent and crucial use of computers in its creation. Digital computers allow the creation of art that spans different media: Text, images, sounds, and interactivity via programming. Contemporary poetry has, therefore, taken advantage of this toward the creation of works that synthesize both arts and media. Whether a work is poetry, visual art, music, or programming is sometimes not clear, but expect an intense engagement with language in poetical works. **[Code Poetry/Digital Poetry at Wikipedia](#)**
- ▶ **Open Directory – Science, Math, Chaos, and Fractals Software (Algorithmic art) -** Software for creating mathematical and **algorithmic art**. **[DMOZ Open Directory Project: Algorithmic art list](#)**

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Chapter 5: Building Your Online Presence: Tailor-Made And In The Shade!

In today's aggressive job market, successfully showcasing your relevant knowledge and skills to a potential client or an employer is critical in the quest for—and sustaining of—employment and/or sales.

Along with a tailored resume (the basis for your promotional materials and/or press release,) a portfolio can help supply further evidence of professional qualifications and abilities.

Some great websites to add to your resources list:

- ▶ [PR Toolkit - ChannelWeb](#) has teamed up with PR Newswire to offer a [free PR toolkit](#), which includes educational articles, press release writing tips, and more.

What is a professional portfolio/website?

- ▶ A reflection of you as a professional person.
- ▶ A record of your professional development.
- ▶ How you perform/excel on the job.
- ▶ What you have accomplished (i.e., tangible artifacts/evidence)—documents the quality and quantity of your professional development.
- ▶ Your efforts at developing new skills
- ▶ Always remember: Your website IS your professional portfolio.

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From these descriptions, you can see that the adventure you are embarking on will include much more than simply slapping pictures of your artwork into an HTML page! Read this next list, and begin to address exactly what you expect from yourself—and from this eBook—in the next few weeks. The highest quality for your final digital portfolio, online presence, and artist's website begins with the questions you ask NOW, in the beginning of the journey.

Concepts to address while reading this book

- ▶ Am I working to reinforce what I already know?
- ▶ Will I experiment with what I now know and what I currently can do?
- ▶ Am I striving to create a unique portfolio/website that will stand out above others on the Internet?

It is up to you to take the topics of this book—covering from [Audacity Audio](#), to [Zbrush Animation](#) for the Internet—and implement them accordingly. If you utilize our suggested tools and readings, you will come out with a strong creative and artistic skill set that promises much success.

Chapter 6: The Internet Is Here To Stay - A Local View (City, State, Country)

**In a decade, the Internet will not resemble
what we have today**

In a decade, you will have 10 years of experience with these technologies, and you will have been part of the generation to “grow” the next “global community.” You will look back at these days as the tool-building phase of your professional life.

You *are* your profession

Everything that helps you grow as a person will eventually find itself as a beneficial habit or skill, in your work. This eBook is to help bring it all together. It will help you weave a story from bits and pieces that do **not** seem connected.

Finally, you will see that you are built somewhat like the World Wide Web. The reason that the WWW seems so intuitive to so many is that it is constructed much like our human brain...with a vast capacity to reach out for knowledge.

As we go down the path of that knowledge, we begin to see that all things overlap...in a great and intricate web.

Your personal history becomes like a living “book”

Your resume, your promotional materials, your portfolio for client review, the business documentation and writings—all will become your digital presence to *anyone* around the world. This is the art OF the web.

A huge part of your eventual online success will lie in the realm of the graphics you choose and/or create. Your graphical interface will be what ties it all together, and makes your site a pleasant place to visit.

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While you need to keep in mind your own local area, there are many other things to consider. Every country has its own interpretations of the uses of color, for example. In the USA, people recognize red and green as colors for "stop" and "go." But in other countries, red and green brings to mind the country's flag (just like red, white, and blue represent the American flag to Americans.)

As you broaden your horizons and begin to think globally, you need to study color theories for different countries, as well as symbols and what certain images may mean internationally. If your overall plan is to go global, then you may want to create a logo and choose colors from the very beginning that can appeal to a worldwide audience. Please see the free websites section below for more information.

Power products for your artist toolkit:

[InstantBlogThemes.com](#) – There are rarely second chances in this life, and on the Internet, that is even more applicable. People work hard to get traffic to their websites, but once that traffic leaves, it is rare that they will ever come back again. In essence, you only have **one chance** to capture the attention of your visitors and to keep them on your blog. If you lose them once, you most likely have lost them forever. With Instant Blog Themes, you can produce WordPress blogs so amazing, your visitors will stay to read and browse, and even better, come back again and again. You can create these amazing blogs thanks to spectacular, professional, and totally customizable themes. Imagine ten separate, unique, and professionally designed WordPress themes delivered to you every month. That's one hundred and twenty themes per year!

[Templates to GO!](#) - You can do whatever you want with the templates! Sell them, pass on the resale rights, give them as a bonus, package them, add them to a membership site, etc. It's up to you! This is an amazing system, and an amazing offer!

Some great websites to add to your resources list:

- ▶ **Color Psychology and Marketing** - Color is a powerful psychological tool. By using color correctly, you can send a positive or negative message, **encourage sales**, calm a

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crowd, or make an athlete pump iron harder. Employ the latest color psychology in **all facets of marketing** and particularly in logo design, web site design, the cover of a book, or the package of a product, and watch your sales grow! [Color Psychology and Marketing](#)

- ▶ **Color Wheel Pro: Color Meaning** - Color Wheel Pro is a software program that allows you to create color schemes and preview them on real-world examples. [Color Wheel Pro: Color Meaning](#)
- ▶ **Color symbolism - Wikipedia, the free encyclopedia** -Color symbolism describes the use of color as a symbol throughout cultures. The symbolism of color can also be seen in localized religious divisions. [Color symbolism](#)
- ▶ **Color Meanings - Explore Palettes and Symbolism** - Color meanings are powerful tools. Color is more than a combination of red, green, and blue or cyan, magenta, yellow, and black. [Color Meanings - Explore Palettes and Symbolism](#)
- ▶ **What does a Flag Mean? Symbolism, Colors and Designs of Country National Flags** - There are legends, actual stories, and outright misinformation about the reason certain colors or designs were put on national flags. This website will help lay those lies to rest. [What does a Flag Mean](#)

Chapter 7: The Internet Is Growing Exponentially - A Global View

There are many things to consider for both local and global target audiences, but one of the most significant is the language barrier between your native language (most likely English) and the rest of the world.

Luckily, we have large companies such as Microsoft, Adobe, and dozens of others who have developed software platforms in almost any language in the world. This allows us to develop websites that will allow our visitors and clients to interact with us in any language needed: German, French, Spanish, and many, many others.

The online setting allows this to happen—it is the only place where this is actually viable. The distance between computers may be large, but with the help of the following websites, we have the ability to communicate, even across language barriers.

Some great websites to add to your resources list:

- ▶ [Everest Dictionary](#) is the greatest of the free dictionaries available to the public. There are 35 dictionaries available to date.
- ▶ [Google Language Tools](#) - ONE VERY COOL SET OF TOOLS! Translate! Choose interface for your language!

Chapter 8: Human Critters - How We Learn and Earn

Your best mode may not work for me at all

How do we learn?

There are three basic forms of learning: Via your ears (auditory), via your eyes (visually), and via your fingers (kinetically.) Graphic artists tend to be visual and kinetic learners. It is important to find a school that will allow you to learn the most efficient way for your learning style. Once you receive a strong education, then you have to decide if the online business environment is right for you. It is **very** common to be a graphic artist and not work at home. Unfortunately, many people decide they want to work online for all the wrong reasons, and end up with a failing business because of it. When making your decision, consider the following carefully:

Online business environments may be perfect for those who are...

- ▶ Self starters.
- ▶ Working adults who are ready to take on the challenges of business startup.
- ▶ In need of more flexibility in their schedules.
- ▶ Living in rural communities far from a physical workplace.
- ▶ Physically challenged.
- ▶ Attending some form of education, while also working.

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- ▶ Shy/uncomfortable in a physical workplace scenario.

**Online business environments
may not be for those who are...**

- ▶ In need of more motivation, guidance and/or prodding.
- ▶ Not able to access a computer.
- ▶ Refuse to learn the required technology to participate.
- ▶ Uncomfortable with written communication.
- ▶ Inclined to respond before they think.
- ▶ Embedded in, and enjoy the physical, traditional, ground-based experience.

Chapter 9: Technical Skills Versus Functioning As A Free Thinking Artist

Don't get bogged down in tutorials

While newcomers are learning about digital arts, they are sitting at a computer that they may or may not know a lot about. They are being bogged down in tutorials for this or for that graphics program—without ever really knowing what to do with it.

There is a danger in attempting to learn these so-called “competencies.” Are you learning technical skills rather than how to function as a free thinking artist? Where does this fit with “do what you love?”

Is it “competencies” that you need, or real life experience?

If this online course over here teaches “these” competencies, and that eBook over there teaches “those” competencies...will you simply end up knowing how to use Alpha Channels in Photoshop but not know how to *design* the overall concept? If you've landed a client and you need to design something, tutorials on how to run a program won't be much help.

I'm not saying that you shouldn't learn how to run the programs such as Photoshop, because that is absolutely not true—you have got to know how to run the programs, but you have also got to know how to come up with an overall design or concept from scratch. Both skills are 100% necessary in order to thrive as an online businessman. Don't fear taking on new learning adventures!

Working collaboratively = “Joint ventures!”

One large positive of working online is the ability to set up joint ventures easily. A lot of online marketers has gotten very wise! (See: [JV Broker 101](#) for more info.)

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Just as we are expected to work together with coworkers in a brick-and-mortar job, we can now to work together via the Internet to produce and create our products. You will gain the friendships needed by meeting others in chat rooms, forums, and list-serves, and you will find that as time passes, you will have many friends with many different talents for a variety of projects. Jim may be a whiz at designing a logo from scratch while Sue is absolutely amazing at creating a flash presentation in a new website. Each person has a unique talent to share, including you.

Skill sets - Do you wear 80 hats?

As you develop friendships with other graphic artists and get a feel for their talents, you will realize that you have the perfect setting for combining ideas and abilities for coming up with a drastically improved learning of the skill **sets** needed.

Have you noticed this show up more and more in job descriptions? It is now a set of skills, rather than an isolated ability or job description. The beauty of choosing to do what **you** love has also given **you** back the control. You decide how, who, when, and why—and even **if** you want to take on new skills! You may decide that instead of learning every new design idea or program that comes along, that you are going to give the work requiring these new skills to the colleagues and friends that you have around the world, basically subcontracting the work. You have that option, and it's a wonderful to have that sort of freedom over your life.

When there is a very good reason to take on the learning curve of new skills, you most likely will be inclined to learn it instead of giving that work to others, but again, the bottom line is that it is your choice of what you want to learn. Here is a great example that would need advanced skills in graphics, video, multimedia, and languages:

Because of the online technologies, users from around the world would be able to view and discuss an "image" of a rare painting such as a Van Gogh or a fragile tapestry that is usually in storage. Entire collections can now be completely digitized and viewed from any global location.

(See also: [ARC International - The Art Renewal Center](#))

This, of course, could include persons from every area of the globe, and the setting could be an interactive chat room. It would take a lot

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of skill to build a website that would allow these different technologies to work together, and you would most likely have to work together with others to be able to develop a finished product, but it simply shows how you can choose the scope and breadth of what you are going to do in your business.

When you decide to take on many sets of skills, it is at YOUR discretion and not at the desire or whim of someone else (the [Dragon](#) you didn't slay this morning...your boss 😊). You will gladly wear 80 hats, or even 100 or 1,000, if it fits in with "doing what you love."

Chapter 10: Web-Based Tools And Creation Of Quick Presentation Piece / Portfolio

The Internet is full of *free*
web-based tools for professionals

While the focus of this eBook is not on the freelancing world, there is a lot about freelancing that overlaps into an online business. As an artist, with a portfolio/website geared toward presentation and gaining new contracts with clients, you are in a very similar world to a traditional freelancer.

If your online business is not geared toward creative projects, there are fewer similarities. But all of us must remain concerned about our relationships with our clients and our ability to judge, maintain, and control our workflow. Whether you are a freelancer or a business owner, you need to have programs that will allow you to work efficiently and quickly. Here are some simple searches done on Google; hopefully the results will be of some use to you:

- ▶ [Drawing](#)
- ▶ [Graphics](#)
- ▶ [Animation](#)
- ▶ [Audio and Video](#)
- ▶ [Writing](#)
- ▶ [Research](#)
- ▶ [Diagnostic Tools](#)

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Some other interesting searches:

- ▶ [Free Storage Space](#)
- ▶ [Guest Books](#)
- ▶ [Forums](#)
- ▶ [Chat Rooms](#)
- ▶ [Surveys](#)
- ▶ [Banner Ads](#)
- ▶ [Clip Art](#) And/Or Digital Imagery
- ▶ [Stock Photography](#)
- ▶ [Picture/Photo Albums](#)

The album websites offer a space for creative people to place their art or photography portfolio. This type of service provides a very speedy and easy assembly of a portfolio—no special web skills are needed to accomplish a professional presentation.

There are comparable sites for written works and still others that allow you to create and include a professional resume. Some of the latter would be [Guru.com](#), [SmarterWork.com](#), [SOHOjobs](#), and [Adobe's ePortfolio](#).

To be successful as a freelancer, you will need to seek out new opportunities constantly. Preferably, you will need to put some time aside every day to comb the Internet for freelance projects.

I have been a professional freelancer for a number of years. During that time, I have learned a lot about locating work, conducting projects, working effectively with clients—and much more. Most importantly, I have discovered the best methods for turning freelancing into a truly lucrative career.

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However, this can be quite time consuming. If you are already busy on a current, major project, it is deceptively easy to postpone job hunting! It is only when your work abruptly dries up that you wish you had paid more attention to your marketing.

Bottom line, you've definitely left the 9-to-5 "norm" behind and are looking at a far superior lifestyle for doing what you love. You will have significantly expanded choices in how you control your daily life.

Power products for your artist toolkit:

[Building Your Own Digital Bookstore](#) - Profiting with eBooks obtained with Private Label Rights is easy when you know how to choose titles that WILL make you money. ***Building Your Own Digital Bookstore: Collecting the Right PLR eBooks to Sell*** is a surefire guide to selecting PLR eBooks that can and will sell.

Some great websites to add to your resources list:

Once you have a few products, you are going to need a dynamite method for selling them. No matter what your finalized portfolio/website ends up portraying to the world, this next free service will fit in FLAWLESSLY. This website allows you to add a "Buy Now" button to your website, turning your web page into a virtual store instantly. I have created several of Mal's carts—one has 1000+ items, and has lived happily online for 5 years...WITHOUT A SINGLE GLITCH. Very impressive for "free stuff"! **[Mal's e-commerce](#)**

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Chapter 11: You DO Understand That Your Website IS Your Artist Portfolio?

A bit of history and orientation for digital creatives

It has been about 45 years that educators and computer scientists have been using the computer for educational and research purposes. The power of digital art has been a very dynamic part of it for about 20 years, with special strongholds in the print, publication, and advertising industries.

In recent years, with high-powered tools at our fingertips, the stretch of imagination and the creative leaps and bounds in the electronic world have been truly astounding. Never has the artist been so empowered as he is now, and that comes from the amazing availability of the information on the Internet.

As much as possible, really USE the flexibility and power of the Internet in your business research. Learn to scan (or speed-read) as much of the information as possible, and adapt ways for gleaning the top points in any body of text. It is easier to speed-read online than it is a book, but you will find that your methods of reading will change when reading either venue. The more you speed-read, the faster and easier it is!

Through scanning and speed-reading, you can quickly become acquainted with a large volume of material that you can distill down to the details you need for your works, meetings, seminars, and other [networking](#) activities.

Power products for your artist toolkit:

[John Delavera's Together Project](#) - Your Personal "Blueprint for Profit\$!" The together project could become your very own "Profit Map!" Of the twenty-eight contributors from all over the Globe, isn't the mindset and experience of at least one of them similar to people in your own niche or list? Where else could you find a ready-made list of hard-won success secrets? Frustrated and don't know where to start? Let people just like you show you how!

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Chapter 12: Soul Searching - The Art Of Self-Assessment

Meaningful reflection takes practice

Deciding upon the right strategy for your future in graphic arts can be difficult because many times, it seems as if you make a decision only to find out later that another course of action “looks easier” to you now. This constant changing and shifting can be avoided if you start out with a self-assessment, because you will not be choosing strategies based on what your coworkers and colleagues do, but instead on what is best *for you*.

You then can have the confidence that you are on the right road.

A personal inventory can disclose your abilities, interests, and attitudes

It will help you form a solid bond between your thoughts and the physical manifestation of how this is reflected in your art. It will define your strengths and your weaknesses.

Looking for a match between your strengths and the online presence you are considering is the most important step you can take before you write your resume or search for a potential client. In fact, when the time comes to write your resume, your press release, and prepare for an interview, you will find these tasks much easier because will be confident that you know yourself.

- ▶ What if you are not absolutely sure what arena of the digital world will fit you the best? **You** are the place to start!
- ▶ What aspect of your creative work do you do the best?
- ▶ What do you *truly* enjoy doing?

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Answers to these questions will help identify your strengths, and help you decide which area of graphic arts you are going to focus on.

Attempting to “fit” the job: No, no, NO!

Many people attempt to *fit* into jobs or projects that are advertised in newspapers or other sources—*this is hardly ever the best approach*.

Potential clients and employers today have many qualified candidates from which to choose from, and you will only be seriously considered for the freelance work when you show the employer that you know *who* you are, *what* you can offer, and *where* you are going.

Very few of us are the “Renaissance Man” (or woman!)

Sometimes it is complicated to examine what may be a weakness. Very few of us are “Renaissance Man” (or woman!), and we **all** have greater strengths in some areas than in others.

If you want to improve an area, take steps to work on it—such as taking a writing course to enhance written communication skills, perhaps in a marketing topic, or personal development.

It might be that you or your friends may think of one of your qualities as a deficiency or weakness, but in fact, this is something in you that could be turned into strength.

For example, a tendency toward free-spiritedness and always seeking your own way may seem like it will never allow you to fit into the workaday world. But consider the fact that such a person will be:

- ▶ Entrepreneurial
- ▶ Highly creative
- ▶ Not afraid to present works and self to strangers

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Because of your free-spirit, you will have an advantage over others in certain areas, although of course you are going to have deficits and drawbacks too. The two most important factors in determining your happiness and success in your life's work are your personality and your attitude.

Assess your feelings and actions in different situations, as they may be different, given the situation:

- ▶ How you act in a large group compared to one-on-one
- ▶ Are you are more comfortable in a fast-paced or a slow-paced setting?

Evaluate who you really are *now*, not the person you think you want to become. Be honest when you judge your thoughts and feelings, your attitudes and behaviors.

Chapter 13: Surviving The “Rites Of Passage” - Giving Your Vision Life!

Be prepared!

As you self-evaluate and go through these “rites of passage,” write out your discoveries and the conclusions you come to.

This is a permanent record of your thoughts and feelings. This “**journaling**” then becomes an important resource as you continue in your career planning and online business activities.

The most important outcome of really discovering yourself is that this will all gel in your mind...as the vision you have for your future.

To become successful in today’s art market, an artist:

- ▶ *Must* have a vision
- ▶ *Must* master the technical skills required for the art medium
- ▶ *Must* understand the business of art

Prior to taking that necessary close look at yourself, you may have understood this all intellectually, but hopefully now your understanding is coming from a deeper, more confident place within you.

Identifying your personal values

This is an important part of a successful career or business plan. In this context, the word “value” refers to how you feel about the work itself and the contribution it makes to society. Most people who go in pursuit of work that is harmonious with their values feel satisfied and successful in their life’s work.

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Your sense of your own creativity

Because you are an artist, this satisfaction is tied to your sense of your own creativity, as well as how it positively affects others.

The concept of creativity is often connected to what we would consider incomparable creative achievements—ones that we might *never* consider ourselves “worthy of”—the art of Michelangelo, the invention of the desktop computer, the timeless design of the Eiffel Tower.

But for most of us, creativity brings its greatest gifts when it is expressed gently and much closer to home.

Creativity is really rooted in the state of being inquisitive

Without our sense of curiosity, we would never question, nor would we be instigated toward discovery. We would never hear the daydreams that call out to be fulfilled.

It is through this process of creative questioning that you’ve produced the quality and quantity of work that is now ready to find its place in a professional website, online.

Steps of introspection

Define your vision for your creative business by taking these steps of introspection. Write each word down, concisely, and clearly. As time goes on, the things that you record develop into a true Vision Statement. It will change. It is *supposed* to change! It’s a living document, just as your works and website have life of their own.

But you will always have this written history to revisit.

There is strength in history, and never more so than when you are embarking on such an exciting journey as this one of the creation and self-promotion of your works.

It is time for giving your vision life!

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Chapter 14: Preparation For “Your Night On The Town”

An enterprising approach

Preparing for your online “debut” is somewhat like getting ready for a big night out on the town. You try on many different outfits, hoping to find just the perfect one, and it seems like you’re not quite sure what you’re looking for, you’ll just “know it when you see it.” You want to make a big splash and have others admire what you’ve done, which is almost exactly the reception you’re seeking for your new showcase: Your website. When someone comes to your website for the first time, you want your website to say:

- ▶ Watch me.
- ▶ Experience me.
- ▶ Love me.
- ▶ Tell others!

Even as people are [networking](#) with others in their private or occupational lives, their approach can be described as enterprising and inventive.

The Cinderella Transformation

Not that Cinderella was ever ugly!

She simply didn’t have the new makeup, outfit, and other external trappings. Mostly, though, she’d listened to two ugly sisters and one ugly Mother for way too long, and she had never acquired enough **self-confidence**.

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Be observant of yourself, as well as your new business website

Watch as your minor changes and modifications to “old works” make things brand new and sparkling. Watch the changes in yourself, as your self esteem grows.

Take all of this into account, while matching these things with your self-assessment—it is now time to take a close look at the work you have accomplished.

It is time to make all the puzzle pieces fit

Your works will need to be transformed into formats that are most applicable for web presentation. It is likely that many of your works were created in the digital world and not hand-created, and so very little will need to be done to them. There are other works that will need to be adapted.

Some methods that may be called for are:

- ▶ Scanning of hand-crafted artwork.
- ▶ Reworking and touchup of existing digital art, using appropriate electronic artist’s tools.
- ▶ Photography with a digital camera, of 3D work such as ceramic, sculpture, large art.
- ▶ Processing and touchup of video projects or animations.

Be prepared for some surprises!

There is much to be said for continuing the road to self-discovery, when you begin to review, revise, and rework your art pieces! There are some that you will leave just as they are...and some will become even greater works, as you visualize new works from the originals. Only YOU can determine the exact path this will take.

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This is the time to scrutinize your work

Choose the ones with the most potential for successful presentation:

- ▶ Begin with the ones that you are the most sure about.
- ▶ Then choose works that you see the greatest potential for.
- ▶ Take special care and select those works that you have a special dream for and that you want to bring vividly to life.

This leg of the journey will help solidify your thoughts and feelings for the time you've spent in the original creation mode.

Power products for your artist toolkit:

[Turbo WP Themerator](#) - Have you made the decision to build your website in WordPress? There are dozens of excellent reasons for choosing to do this! You have exactly ONE chance to create a businesslike, profitable first impression with your future customers. What kind of impression are you making? *WordPress Themerator* is the ONLY software that allows you to custom-create truly unique, professional looking WordPress themes with just a few clicks of your mouse. Because it's custom-tailored to suit your particular needs, by the ONE person in the world who knows your business better than ANYONE else (you), there will be no other theme exactly like it in the world. Did you know you can also use the *Themerator* software to create your own business? Hundreds of people are joining WordPress daily. Spend a few minutes creating the theme, and... Voilà! You have a high-demand service that takes little time, yet pays handsomely.

Some great websites to add to your resources list:

It has NEVER been so amazingly simple to construct a professional portfolio—slide shows, movies, screensavers, or collages. Even put your works on TV! The solution?

- ▶ [Google Picasa - The Tour](#)
- ▶ [Download Picasa now](#)

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Chapter 15: The All-Powerful Schedule

A personal issue: Take care of it!

Management **loves** to stress the fine points of the ever-present schedule. We are forced to characterize time management as a personal, instead of a societal, issue in our culture:

- ▶ Are you frazzled?
- ▶ You think you're overworked?!
- ▶ That is YOUR problem! Take care of it!
- ▶ Or don't !!!!
- ▶ We don't care!

It seems like most of the time, it all seems to boil down to people saying, "Just make sure you pay your bills and show up for work on time!" and that no one cares what you do otherwise.

Why do we feel so snowed under?

We muddle our minds with fuzzy promises about what we *should* do, about what we *could* do. But, there is an eternal law in place: **There is *always* more to get done than there will ever be time to do.**

Most of your stress doesn't come from having too much to do—it comes from not honoring agreements that you have made with *yourself*. When you commit to doing something and then don't do it, you suffer self-doubt and annoyance.

**Perhaps you can fool all of the people some of the time, or some of the people all of the time, but you can't fool yourself—
EVER!**

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Chapter 16: Three Indelible Rules For Effective Time Management

- ▶ Don't create impossible situations.
- ▶ Define priorities.
- ▶ Avoid distractions and lack of focus.

Be proactive!

Don't just react to whatever chance or luck brings your way. Define your priorities using a list method—create your own schedule on your own terms.

All time management begins with planning

- ▶ Use lists to set priorities, plan activities, and measure progress.
- ▶ Create a weekly calendar: Make it your basic time-budgeting guide.
- ▶ List your blocks of time for work, study time, recreation, meals, TV, and relaxation.
- ▶ Be flexible; adapt your timetable to shifting needs.
- ▶ Keep your schedule handy and refer to it frequently: If something doesn't work, change it!
- ▶ Understand that not every entry on your list requires immediate action.

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- There will *a/ways* be more to do than what you can do.

The reality of life is that most of it does come as a **surprise**. The trick is learning to create methodical procedures to deal with the things that crop up, and following those procedures as needed.

Your capacity for managing surprise in an elegant, innovative, or novel way is the ultimate starting place for personal advantage. These are your personal strengths—make sure to use them!

Chapter 17: Kick Start Your Website

The Internet is an essential “place”

Setting up a website involves a multifaceted tangle of technical requirements and lingo. You are faced with the overwhelming prospect of getting it right the first time, or risk the business backlash that can range from a few lost clients, all the way down to utter disaster and having to close shop.

It can be overwhelming, especially because many people want to set up a website to showcase their works—they are not ready to deal with the technical aspects of designing and creating a website.

The Internet is something that nobody can afford to ignore, especially if you are running a business. From the small business market to the larger-scale corporate structures, the Internet is the place to be.

Website designs and proposals have therefore been more important than ever before. Designing websites today is not a simple thing, as you must spend time researching before you can begin.

Even if your website is not intended to be an active eCommerce site, you still need to have a web presence so you can provide information to your prospective clients.

You may also decide to use your website as a virtual store. Your location and other contact details can be provided to prospective customers. Customers visiting your site are very likely to look for a telephone number and physical location, should they have any questions or if they want to purchase your works.

Power products for your artist toolkit:

[James Jackson's Quick Page Generator](#) - Discover the Public Domain! Relevant niche content that won't get you banned from search engines! This software will turn your public domain text files into 100s of highly optimized, organized web pages! With the original graphics you create, you can speedily have dozens of unique sites!

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Chapter 18: Reviewing The Digital Artist's Toolkit

Digital *something* or online *whatever*

The phrase *digital artist* sounded pretty cool the first time I heard of it in 1989. I started drawing on a Mac, and I knew from that point on that art was headed into a completely new realm. I went from anti-computer to avid geek in about 10 minutes!

Today, the phrase *digital artist* is commonly used because everything has become a "Digital *Something*" or an "Online *Whatever*." It is important to understand that you truly are a digital artist! You may not be packing a paintbrush and paint cans, but your work is just as real and needed.

At this point in your journey, it is valuable to examine your personal artist's toolkit, your expanding uses for and mastery of the tools, and where you want to take these skills as you solidly build the foundation of an online presence.

The tools you need range from a simple word processor (such as Word or Word Perfect) to...

- ▶ [Sophisticated digital painting tools such as Photoshop, Paint Shop Pro, or Fireworks.](#)
- ▶ [Optical illusions](#) - Blacksun software.
- ▶ [Models](#) - 3DPlus 2: Free 3D animation and modeling software.
- ▶ [Mapping](#) - AutoDesk Map3D.
- ▶ [Photorealism tools/The Persistence of Vision Raytracer \(POV\)](#) - The BEST just happens to be FREE. POV is a high-quality, totally free tool for creating stunning 3-dimensional

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graphics. It is available in official versions for Windows, Mac OS/Mac OS X, and i86 Linux.

- ▶ Animation tools may include [Flash](#), [Zbrush](#), [MotionBuilder](#), or [Bryce](#).
- ▶ Three-dimensional tools may include [Newtek Lightwave](#), [Maya](#), [3D Studio Max](#), and numerous [CAD software](#)
- ▶ Web editing tools may include [GoLive](#), [Dreamweaver](#), [Microsoft Expression Web](#) or [Microsoft Office SharePoint Designer 2007](#), or [Homesite](#)

Chapter 19: Gazillions Of File Types!

Varieties of file formats accessible on the Internet

The central challenge of electronic publishing (including art) or content management has involved the need for a universal language that can describe any document to every computer.

These formats and languages are used for images, movie files, and sound files as well as the HTML text files. Some of the formats have detailed format specifications. You must consider things like publishing formats, conversion tools, viewers, editors, manuals, and tools for moving files around the Internet—has this made you tired yet?

Not to worry!

Begin with your personal path of experience

It is enough, for now, to realize and accept what a daunting list all of this is, and to proceed within the parameters of your own experience. Highly suitable results are achievable utilizing the very software and learning path that has made up your path of experience up until this eBook.

A simple web editor along with your mastery of your toolkit will provide everything you need to produce a digital portfolio/professional website of excellence!

Internet graphics: How to choose your format

The decision as to which file format to use for Internet graphics has become a complex selection process, and graphics professionals are always striving for the perfect combination of image quality and download speed. The primary formats are:

- ▶ **"GIF - (Graphics Interchange Format)** A popular bitmapped graphics file format developed by CompuServe. Pronounced "giff" by Macintosh users and "jiff" by PC users, GIF supports

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8-bit color (256 colors) and is widely used on the web, because the files compress well. GIFs include a color table that includes the most representative 256 colors used. For example, a picture of the forest would include mostly greens. This method provides excellent realism in an 8-bit image.”

Source: [Answers.com: gif](#)

- ▶ **“JPG -** (abbreviation and file extension) The JPEG format is very popular due to its variable compression range. Jpeg (pronounced, Jay-peg) is a file formatted in the color graphics compression format devised by the Joint Photographic Experts Group and having the filename extension jpg. The JPEG standard uses a ‘lossy’ Data Compression method in which some data is sacrificed (lost) to achieve greater compression. JPEGs are widely used on the Internet and are especially suited for photographs and other graphics with continuous tones, as compared to GIFs, which are better suited to rendering line art and graphics with large masses of solid color.”

Source: [Answers.com: jpeg](#)

- ▶ **“PNG -** (abbreviation and file extension) (Portable Network Graphics) is a bitmap image format that employs lossless data compression. PNG was created to both improve upon and replace the GIF format with an image file format that does not require a patent license to use. PNG supports palette based (with a palette defined in terms of the 24 bit RGB colors), grayscale, and RGB images. PNG was designed for distribution of images on the Internet, not for professional graphics. As such, other color spaces (such as CMYK) are not supported.”

Source: [Answers.com: png](#)

If you are relatively new to all of this, use the resources given in this eBook, and begin to expand your knowledge of file formats. You can build from there.

There is a real reason you often hear the term “architecture” associated with all things web-related is because each step is a building block, and you indeed build the architecture of your knowledge and skills, as well as the architecture of the page/project that’s in progress!

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Chapter 20: Broaden Your Design And Technology Base

e-MOTION!

When considering the use of motion on the Internet, you have choices from the simple GIF animation, all the way to streaming video.

Other than being an exciting visual art form, the use of video encompasses the best of the audio and visual worlds. All of the emotion found in the history of movies and television is now available for the web.

With the proper use of tools and media, this is a viable choice for the digital artist, for presentation methods.

Rather than trying to explain the many facets of this exciting industry, it is better that you study the samples themselves. Consider your possibilities for including movement in your website.

Is there a volume control on that thing?

What can you do, as opposed to that which you cannot do? What level of technology does your particular target market have? The use of audio on a website is a very personal decision, with many issues that must be kept in mind.

For some visitors, the use of embedded sound is very irritating. However, if audio is central to your site, either in musical offerings as a musician, or as components of multimedia creations, then your visitors will be delighted with efficient presentation of your works.

Above all, digital media must be optimized for the real-world online use of dial up access using modems and slow phone lines. If your decision is for using audio, you must work to ensure proper scaling of movies and animations to enhance your end users' experience, and build brand loyalty.

Although the choices and software lists are endless, here are the primary effective methods for audio/video delivery.

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Tools:

- ▶ [Flash](#)
- ▶ [QuickTime](#)
- ▶ [Rhapsody & RealPlayer](#)
- ▶ [Microsoft Windows Media – Your Digital Entertainment Resource](#)

Given the potential limitations across the scale of client systems, browsers, and network servers, you should include information on your site concerning the use of audio components or plugins. This is a very basic issue of usability, and is a courtesy to your visitors.

For excellent information in these topics, please visit the [Template for a Website's Universal Usability Policy Statement](#). It has a checklist that provides several categories and subcategories of measures that might be used to describe the Universal Usability efforts of a given site.

A final word on the use of audio...

**Always, ALWAYS provide the visitor with
a means of turning off the sound!**

Chapter 21: Discovering Your Professional Niche And Growing Your Network

You are about to embark on the biggest work-oriented search of your entire life! More than a job hunt, you have been put in charge of your own business-building adventure. Managing it will be a lifelong process. You will succeed with a process of planning, collecting resources, and welcoming new challenges with optimism! Discover the position in the digital world where you will come to take pleasure in a high level of well-being and sureness of self.

In recent years, an important piece of literature emerged—a book entitled, [*How to Think Like Leonardo da Vinci: Seven Steps to Genius Every Day*](#), by Michael J. Gelb. This is truly worth the read! Ponder these words:

“All great geniuses are unique, and Leonardo was, perhaps, the greatest of all geniuses ... But the key question remains: Can the fundamentals of Leonardo’s approach to learning and the cultivation of intelligence be abstracted and applied to inspire and guide us toward the realization of our own full potential?

“Of course, my answer to this question is: Yes! The essential elements of Leonardo da Vinci’s approach... are quite clear and can be studied, emulated, and applied... Is it hubris to imagine that we can learn to be like the greatest of all geniuses? Perhaps. It’s better to think of his example guiding us to be more of what we truly are.”

Source: (Preface, p. xiii)

Once you begin to realize your potential, the changes made from within begin to attract “like minds,” and you will experience a rush of opportunity knocking at your door. When you love what you do, you will attract new opportunities and contacts. In today’s business world, it is *all* about making contacts—those who can assist you somewhere down the road. Obviously, the more people you are acquainted with, the easier it will be to arrive at the next level.

This is called **networking**. A powerful word. A powerful concept. It is an invaluable skill, and one you should care for as if it were a load of precious gold because that is exactly what it is. Your network IS your business.

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Power products for your artist toolkit:

JV Broker 101 - This has to be the ultimate HEIGHT of business **networking!** JV brokering is a hot-earning option for online businesspeople. It involves bringing together a group of like-minded people for a partnership, called a joint venture, to pursue a common goal. This goal is for increased profit for each participant's business. But you, being the JV broker who will make the joint venture possible, don't have a business of your own. JV brokering can *become* your business, and for some *monstrous* profits at that! Being a JV broker is a very advantageous position. [**JV Broker 101**](#)

Some great websites to add to your resources list:

- ▶ **The ChannelWeb Network Directory** - Allows solution providers to conveniently search for valuable information on businesses throughout the technology market, by name, business category, location, and more.
[**The ChannelWeb Network Directory**](#)

- ▶ **The ChannelWeb Tech Services Directory** - Customers are looking for your services...will they find you? The **Technology Services Directory** helps reach your target market when they are searching for services like yours on the Internet. KnowledgeStorm and CMP have launched the Technology Services Directory to help technology buyers find local, regional, or national systems integrators, value-added resellers (VARs) and technology consulting firms.
[**The ChannelWeb Tech Services Directory**](#)

- ▶ **OpenBusiness** - A platform to share and develop innovative Open Business ideas—entrepreneurial ideas which are built around openness, free services, and free access. The two main aims of the project are to build an online resource of innovative business models, ideas and tools, and to publish an *OpenBusiness GuideBook*.
[**OpenBusiness**](#)

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Chapter 22: Great Work = Something You Like So Much, You Don't Have To Make Yourself Do It!

Discipline? Ouch!

As Wayne Dyer once said, "There's no scarcity of opportunity to make a living at what you love. There is only a scarcity of resolve to make it happen." Source: [Wikipedia](#)

Even though doing great work takes less discipline than most people think—because the approach to doing great work is in finding something you enjoy so much that you don't have to **make** yourself do it—discovering work you love does usually require discipline.

Oftentimes, leaping from one type of work to another is an indication of energy—but other times it could be a sign of laziness. Are you simply "dropping out," or are you boldly carving a new path? Often, it is difficult for *you* to tell the difference. (The forest and trees syndrome.)

But, the answer does lie within you, and not in the gripes or rationalizations of other people.

There are many people who seem to be disappointments early on—when they're trying to find their niche—but will later go on to do mind-boggling things.

This is where the "Law of Energy and Money" is revealed

Everything in this world is energy. Your thought processes are energy. Your feelings and behaviors are energy. And ultimately, energy is the foundation of creation, itself.

A new project will never get off the ground unless there is a lot of energy behind it. People who have feelings and thoughts that are of a lower energy level, such as shame, guilt, fear, or anger, will have fewer opportunities coming their way. Those who have feelings and

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thoughts of a higher energy level—joy, love, and happiness—will be a magnet for new contacts and amazing opportunities.

The habit of performing well

Is there some kind of an exam that you can use on yourself, to keep yourself honest? One such test would be to do a good quality job at whatever you are currently doing, even if you don't like the work. Then, at least you will recognize that you are not using discontent as your excuse for being lazy. You KNOW you are doing a good job.

Perhaps, most importantly, you will get into the habit of performing well, no matter what the task at hand is.

Be joyful! Always produce!

Another test you can use to gauge yourself is "always produce." This is also a method for finding the work you love.

If you consistently subject yourself to that check of *always producing*, it will begin to automatically propel you away from projects you think you are *supposed* to work on, toward work that you actually *like*.

Remember—constraints give your life shape. If you remove the limits, most people won't have a clue for *what* to do. Good examples are those who win lotteries or inherit money—look at what often happens in their lives.

Ferret out the bad, and strengthen the good

The act of *always producing* will ferret out the bad, strengthen the good, and you will discover—or rediscover—your life's work, in the same way that water, with the assistance of gravity, easily locates the hole in your roof.

Chapter 23: Grand Finale - If You Love What You Do, Money Has Much Less Importance

I really want to emphasize that when you very much love what you do, the money pales in comparison; it becomes less important.

If you were an artist, author, or speaker who writes or speaks about what you love, you would still do this if your audience was only ONE person, and not a football stadium full of people.

Most people think that they want a lot of financial security. If you take anything away from the reading of this eBook, it is my wish that it is this:

The truly joyful people you meet are not those who have lots of money, but those who *love what they do*.

Your purpose may not be to touch a football stadium full of people right away – but just the one person who is standing right in front of you at this moment.

Make this a foundation for your version of

The Art OF The Web.