



Hello, I'm

Jelly J

Street Artist

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MY JOB DESCRIPTION

There is sometimes a misconception surrounding Street Art and Graffiti Artists, but we are professional artists who are now being approached by businesses and brands so there is money to be made. Every time I paint I'm surrounded by videographers, photographers and members of the public. There's a real love for live art in the city.

Oh and don't feel you have to compromise for clients just because you also paint 'free' street walls. The difference is street art pieces are purely your vision, part of your portfolio and is therefore your investment in your career. Clients want your work because it is recognisable and you have an established following, and they want their vision painted which will form part of their marketing.

/LEAN

A FEW TIPS FROM ME

FOLLOW YOUR HEART

Passion never depletes. That calling in your heart will only get stronger and stronger. We live in such a visual society nowadays there is space for every kind of artist.

BE OPEN

Don't get stuck in a box. Try new things you won't know if you're going to like something or even be incredible at it if you don't try

VALUE YOUR ART

Often artists undersell their work, therefore they are unwittingly undervaluing themselves. Always remember that there are many clients but only one artist who can produce what you do. Price your work accordingly, and you will attract professional clients who will respect and respond to that. Often businesses try to get artwork for free by tempting artists with 'exposure' of their work instead. You will judge case by case if this is worth it but be mindful that exposure doesn't pay the bills.

FAILURE

There's no such thing as failure if you gave it a go. In fact often we learn lessons when things don't go to plan and a new path opens up. This new path could just be the thing that changes your life forever.

TALK

This can be via social media and/or in person. Immerse yourself in your industry. Get to know and appreciate other people's work too not just your own, go to exhibitions and take part in collaborative exhibitions and collaborative work, if that's appropriate for your art. Humans generally attract like-minded people. You'll find mixing with other artists is something you will naturally gravitate to. Don't keep problems in your own head if you can ask questions. You'll be surprised at how many other artists have encountered the same issues as you. You don't have to be loud, some of the quietest artists are amongst the most famous.

BE YOU

Never try to be anyone else but you. Sure, learn and be influenced from other people's techniques but channel your life experiences into your artwork. It's what makes your work unique. The world hasn't seen one of *you* yet!

A FEW TIPS FROM ME CONT'D

MENTAL BLOCK

It happens to everyone some days you just can't find the creativity you were hoping for. It's our brain's way of saying 'overload'. Don't be hard on yourself tomorrow's another day. Sometimes it's a good idea to switch off for a bit. Listening to music and being in nature (go for a walk) are both particularly good food for our creative brains. Trust in the process, something always comes in the end. Often after days like this comes a windfall of creativity.

NEGATIVE PEOPLE

Sometimes people are negative to be unkind but sometimes it's out of concern. For example a parent may worry a creative path will not bring a decent salary. This is where actions speak louder than words. You should never feel you have to prove yourself to anyone, but do your best to be professional and hard-working towards your path. This will inevitably show you are serious and if anyone can make it work you can.

SOCIAL MEDIA

Social media often gets a bad rap but it does have a positive side. Years ago it was mainly artists with contacts in the art industry i.e. parents/ parents friends etc. who made it. Nowadays, social platforms are our public portfolios for anyone to view, even someone like me who knew nobody in the industry can make a career from art. Keep it organised and don't have your art in with pics of your dinner. Quality is better than quantity so consider of the overall look of your page when posting.