

Guildhouse Folio FAQ



What is Folio?

Folio is an add-on to your active financial membership with Guildhouse and offers a bespoke, search-engine (SEO) optimised webpage highlighting your practice. Designed by you and hosted by us, Folio provides an opportunity to increase your visibility online with enhanced web searches and showcasing alongside fellow members of the Guildhouse community.

As a curated platform Folio is a professional way to grow your digital presence, represent SA's vibrant art, craft and design sector to a broad audience and generate potential opportunities for direct commissions and referrals.

Importantly, Guildhouse is a not-for-profit, incorporated association focused on engaging and supporting artists with creative and career development programs and opportunities. We partner broadly to maximise the impact of the work we do. Guildhouse' vision is for artists to have sustainable careers in the creative sector and be recognised and valued by our community.

How does Folio work for me?

[Google Ads enabled for your Guildhouse Folio.](#)

Google Ads is a web search feature optimising key words to drive traffic to your Folio profile via our website. It is enabled once you have paid the one-off fee, received approval of your application and your profile has gone live on our website.

[Guildhouse actively promotes Folio members and builds exposure for practitioners.](#)

As the peak body for art, craft, and design in South Australia, Guildhouse engages and partners with large and small organisations to scope and deliver rich artistic experiences for employees, clients and customers through unique and interesting programs. Folio members, with their immense and varied talents, play a key role in fostering mutually rewarding relationships and provide an avenue for exposure. Opportunities include artists in residence programs, artists workshops, the facilitation of external projects, commissions, and other unique offerings.

[As an individual](#)

Maintaining and updating your Folio equips you with a valuable tool for sharing your work and reaching new audiences. Folio boosts visibility, connects you to the broader Guildhouse community and empowers you to control and increase your online presence without having to build your own website. We strongly encourage you to revisit, maintain and nurture your Folio presence, ensuring the work presented reflects your current practice and recent projects.

How do I get Folio?

Financial members of Guildhouse can apply for a Folio profile at any time. Applications are submitted online and involve a one-off \$100 joining fee. Once paid, applicants must upload the required content (listed below). Submissions will then be put forward for review.

Folio applications are subject to approval and reviewed once a month. We will contact you if your application is incomplete, has images that are not of a high enough professional standard or if you have used an image of yourself, instead of your work, as the feature image. Once amendments are made, your Folio can be put forward for review again without any additional charge.

A list of membership/Folio deadlines is located at the bottom of the membership page at: <https://guildhouse.org.au/membership/>

What content do I need to provide?

- A 200–300 word artist biography. This is about your relevant experiences and awards.
- A 200–300 word artist statement. This is a more personal insight into what drives and inspires your practice.
- 1 Feature Image of your artwork. This image will appear on your personal profile, on the Folio artist directory and throughout other areas of the Guildhouse website. *
- 1 horizontal banner image. This high-quality image will appear above your bio on your personal profile. Your chosen image needs to be at least 1000px wide (max width 1500px), a .jpeg, saved for web, and optimized. Images are displayed as 1050 x 700 px.
- 8 images that are indicative of your practice and their accompanying image captions (Artist Name, 'Title of Work', year created. Materials. Photographer credit). Studio images and images of finished work can make up the gallery of your work. *
- Any social media or website links you wish to include, related to your practice

* All images must be of a high, professional standard and sized to 1000 x 650 pixels and **no larger than 2MB**

Most common Folio issues

Q: Why can't see the section in my member profile where I fill in the details?

A: It may take up to 24 hours for your Folio portal to appear. Please contact us if you have any concerns.

Q: Why can't I upload my images?

A: Your image is likely too big, exceeding 2MB or 1000 x 650 pixels, or too small. Resizing will ensure the image suits the requirements. Adhering to the maximum image size means the Guildhouse website (and your Folio profile) look equally as appealing on a phone screen, without loading or formatting issues.

Examples of Folio pages

- <https://guildhouse.org.au/folio/mrT3TX2/dan-withey/>
- <https://guildhouse.org.au/folio/9IT0TbQ/honor-freeman/>
- <https://guildhouse.org.au/folio/qETMT87/alison-smiles/>

What happens to my profile once it is set-up?

Once a Folio profile is approved it remains active for as long as you maintain your membership with Guildhouse. You can (and we encourage you to) edit your Folio content at any time to best represent your practice. Log in to your member portal and access the Accredited, Allied and Folio section in the My Account drop down to edit your images and bio.

What happens to my images?

The images you upload are now stored on our website. The images themselves and the artworks they represent remain your property. You will be notified by us in a timely manner when your membership is due for renewal. If your membership lapses, your Folio page remains in place for a 2-month grace period. Once taken down out of the public realm your material still lives within your Member profile and can be updated and reactivated with your membership.

We may contact you from time to time as a reminder to keep your content current. We may use your materials, presented on your Folio page to provide referral services, promote Guildhouse and/or your practice through Guildhouse publications and projects. You will be credited appropriately for your work.