guildhouse

Guildhouse Folio

Folio is a curated platform of selected South Australian Guildhouse artists, craftspeople and designers. Through a personalised and search-engine optimised (SEO) webpage, Folio is a professional way to grow your digital presence, represent your practice to a broad audience and generate opportunities for commissions and referrals.

To be considered for Folio you must be an emerging to established practicing South Australian artist who can demonstrate readiness to:

- Deliver external projects of various scales
- Undertake private and public commissions
- Facilitate workshops for schools and communities
- Participate in exhibitions and residencies

How does Folio work for artists?

- Highlights your professionalism and capacity for commissioned projects, ability to facilitate workshops and participate in exhibitions/residencies with Guildhouse and aligned organisations.
- Offers a bespoke, SEO webpage highlighting your practice. This increases your visibility online with enhanced web searches and showcases your connection to the Guildhouse community.
- Allows curation of your personal Guildhouse Folio webpage via our membership portal.

How to apply for Folio?

South Australian financial members of Guildhouse can apply for a Folio profile at any time by submitting the required content (listed below). Content must be submitted to guildhouse@guildhouse.org.au with the subject line 'Folio Application'. Folio applications are reviewed by a panel on the last Tuesday of each month and will be assessed based on the rubric below. You will be notified of the outcome via email.

Successful applicants will be required to log into their Guildhouse Membership page* to pay the once off $100 joining fee and upload content onto their page. Unsuccessful applicants will be provided with feedback and given the opportunity to resubmit for the following month. Once amendments are made, your Folio can be put forward for review again. If your application is unsuccessful after the second review, you will be eligible to apply again in six months' time.

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

Once approved, Folio remains active for as long as you maintain your financial membership and live in South Australia. Maintaining and updating your Folio equips you with a valuable tool for sharing your artwork and reaching new audiences. We require you to revisit, maintain and nurture your Folio presence. This can be done through your Guildhouse membership page and must be updated annually.

Content listed on your Folio page may be used to provide referrals and promote Guildhouse and/or your practice through Guildhouse publications and projects. You will be credited appropriately for your work.

You will be notified by us in a timely manner when your financial membership is due for renewal. If your membership lapses, your Folio page remains in place for a 2-month grace period. After which time your profile will be deactivated. Your page will be reactivated upon renewal of your financial membership. Membership. There is no additional fee to re-establish your Folio page.

FOLIO APPLICATION RUBRIC

Requirement	Outline	Feedback
High-quality artist biography	200-300 word summary of: • Qualifications/Training • Influences • Achievements	
Eight Professional Quality Images	8 professional images that are indicative your practice and their accompanying image captions (Artist Name, artwork title, year, materials and photographer credit). Studio images and images of finished work can make up the gallery of your work if they are professional quality. These images may be used on Guildhouse social media pages to promote your practice. All images are required to be .jpeg, saved for web and optimised.	
Feature Image	A "hero" shot of a work. This will appear as the main image on your profile and on rotation across the Guildhouse website. Image is required to be jpeg and saved for web.	
A horizontal banner image.	A high-quality image that appears above the bio on your profile. The image needs to be at least 1000px wide (max width 1500px), a .jpeg, saved for web, and optimised.	
Weblinks (optional)	You can link your artistic, craft or design social media and/or website on your Folio page. This will not be part of your Folio assessment.	

Examples of Folio pages:

Dan Withey: https://membership.guildhouse.org.au/folio/1042

Honor Freeman: https://membership.guildhouse.org.au/folio/1058