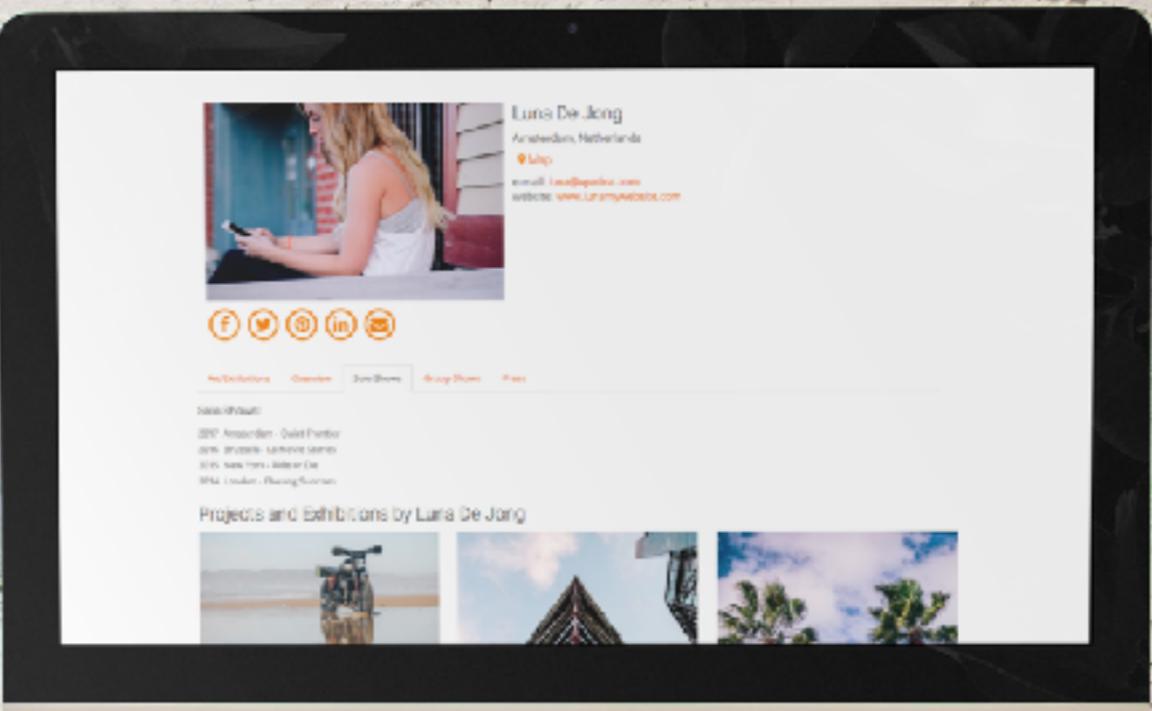


vPatina Quick Start Guide

Art Websites & Portfolio Tools



Get Your Art Online Professionally !!

Introduction

We don't want more Vincent Van Goghs! We don't want more talented artists dying in poverty!

Our mission is to help you, help your clients appreciate the value of your work, so they understand they are buying into the body of work of a valued, talented artist, with a remarkable story and unique process.

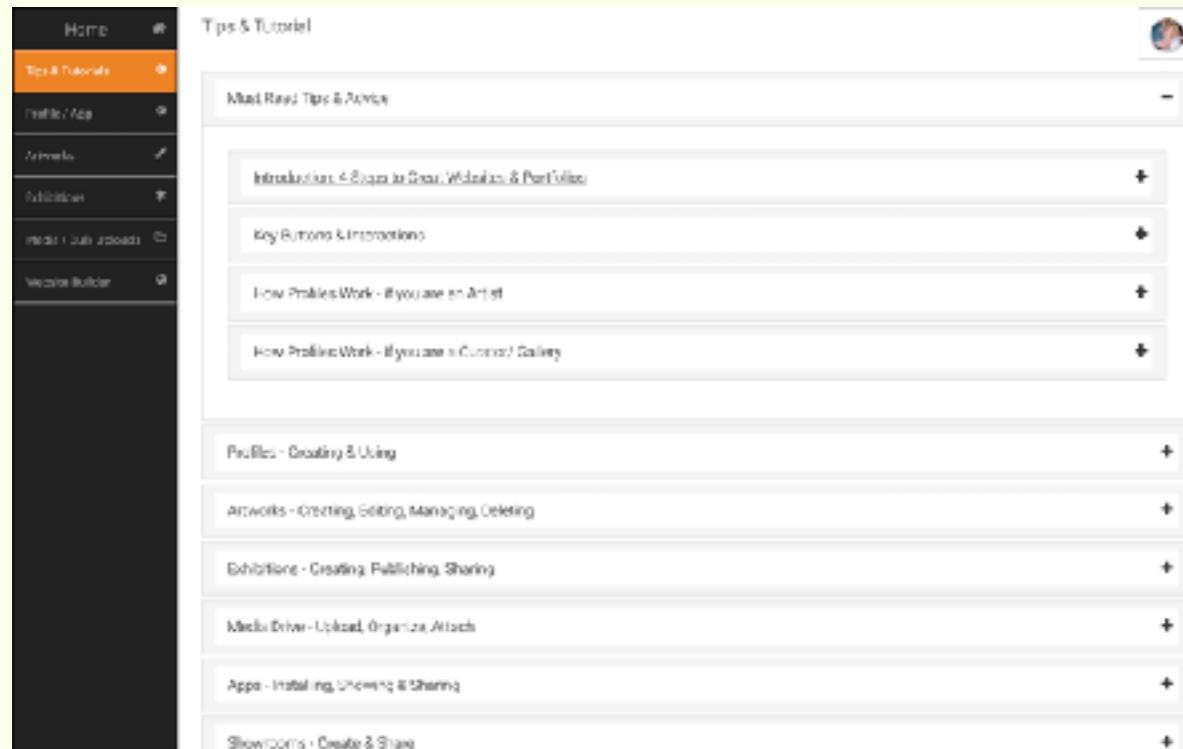
Our easy-to-use, portfolio tools help you tell your story on websites, viewing rooms, a mobile app and much more.

This guide will help you get organized online.

STEP 1

Get Familiar with the help features

1. Review the help section, which provides a walk through of how to get started on vPatina (especially the Must Read section).
3. Use the "*" (asterisks) to guide your attention through the system (you can skip adding optional information).

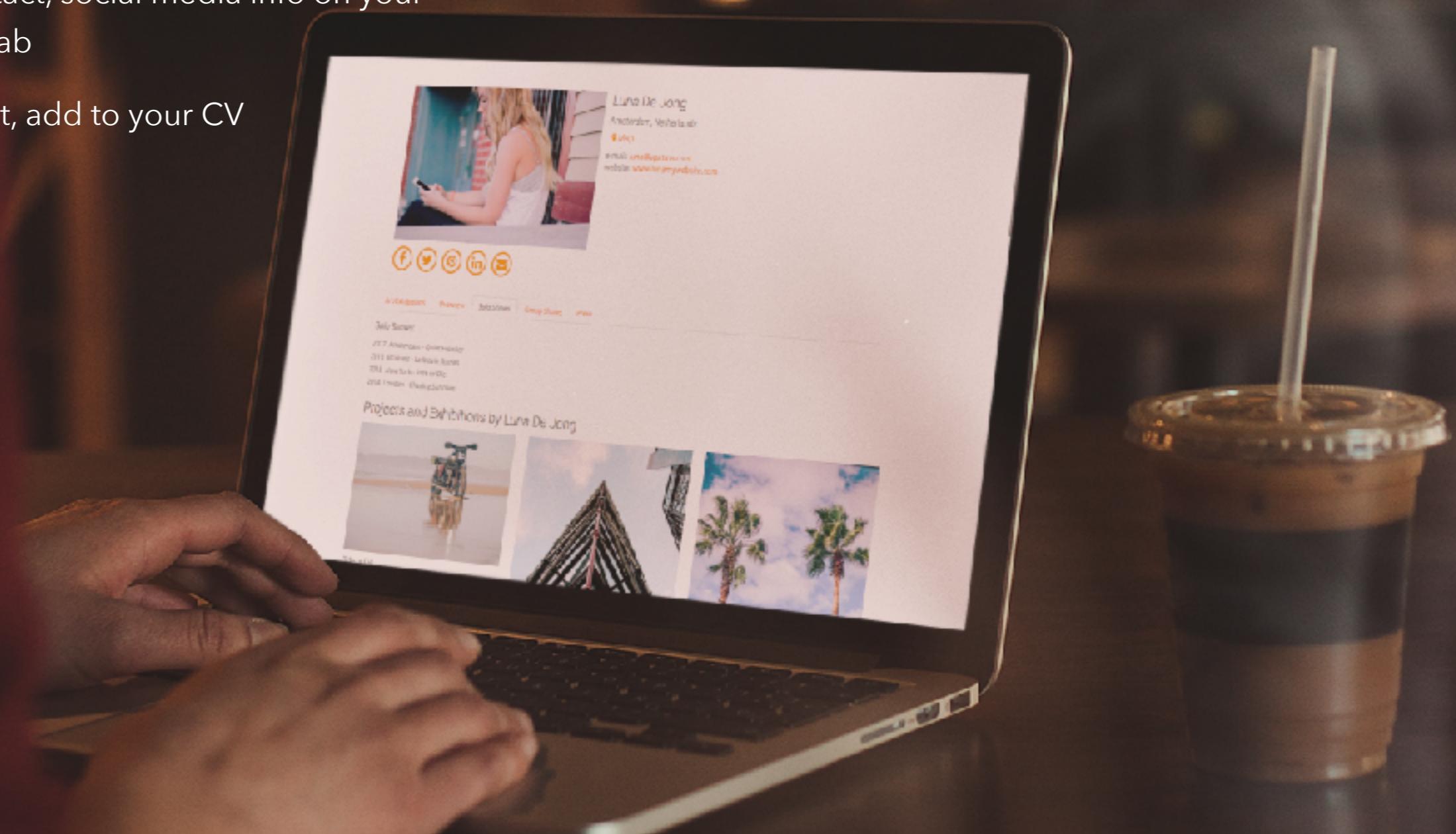
A screenshot of the 'User Profile' edit page. The 'Basic' tab is selected. The 'Profile Information' section contains fields for 'First Name*' (Lynn), 'Last Name*' (DeJong), 'Email Address*' (lynn.dejong@outlook.com), 'Date of Birth (Optional)' (23-11-1964), 'Phone (Optional)' (06-12345678), 'Native Language(s) (Optional)' (Dutch), 'Target Language (Optional)' (English), 'Mobile (Optional)' (06-12345678), and 'Address (Optional)' (18 Grootenhof, Den Haag 2595 SP). A note at the bottom states 'Fill this field including address or project.' A green 'Save' button is at the bottom.

2. Try one or two of the blue help "Tutorial" video buttons embedded on almost every page. They provide a useful walkthrough of the features on that specific page if you get stuck.
4. You will create your website last - so pay particular attention to the Profile, Art and Exhibitions tabs - because everything starts with getting your story and portfolio right.

STEP 2

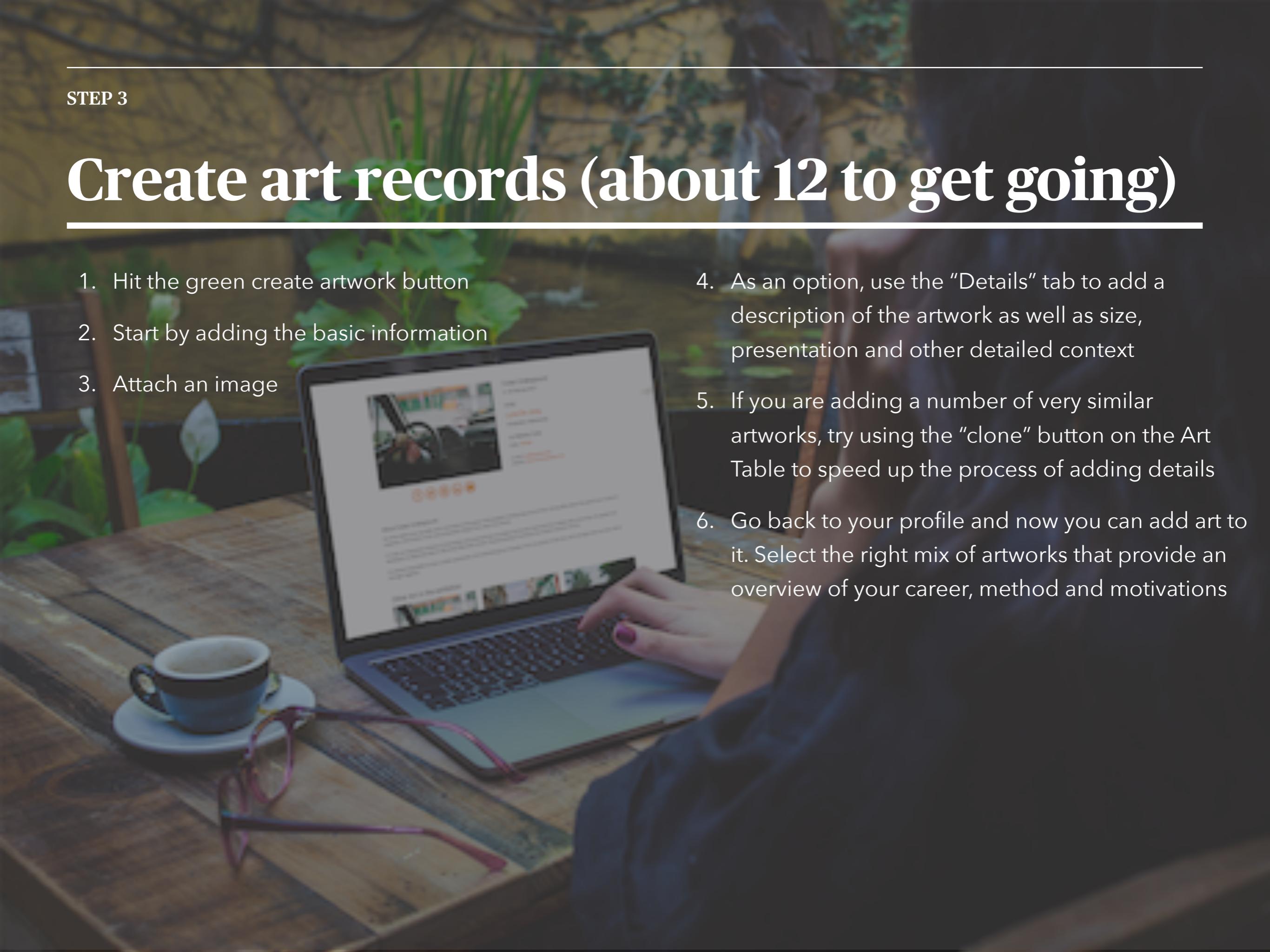
Tell your story on your profile

1. On the profile tab, in the basic/bio sections, upload a photo and tell us about yourself
2. Enter contact, social media info on your "Details" tab
3. If you want, add to your CV
4. SKIP adding the "Selected Art" because you need to create the artworks first (this will come in step 3)



STEP 3

Create art records (about 12 to get going)

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- A photograph of a person's hands typing on a laptop keyboard. The laptop screen displays a user interface for creating art records, showing a preview of an artwork and some basic input fields. The scene is set on a wooden desk with a cup of coffee and a pair of glasses nearby.
1. Hit the green create artwork button
 2. Start by adding the basic information
 3. Attach an image
 4. As an option, use the "Details" tab to add a description of the artwork as well as size, presentation and other detailed context
 5. If you are adding a number of very similar artworks, try using the "clone" button on the Art Table to speed up the process of adding details
 6. Go back to your profile and now you can add art to it. Select the right mix of artworks that provide an overview of your career, method and motivations

STEP 4

Create Exhibitions to Publish Your Art

1. On the Exhibitions tab, hit the green Create Exhibition button (make sure the exhibition is tagged with your name)
2. Choose the type of exhibition you want (is it an event with a time and place, or is an art selection)
3. Attach some of the artworks (which you created in step 3) to your exhibition
4. If you want, add Exhibition Images, for examples shots of an opening or your studio, to add further context to the exhibition
5. Choose a title image to summarizes the exhibition (could be an artwork or and an image of the location)
6. Publish your exhibitions by turning them on

STEP 5

Share your profile and exhibitions

1. On the first tab of your profile is your profile URL. Bookmark this on your phone (you can e-mail it to yourself). Now you have your portfolio at your fingertips in a personalized app.
2. Use the same profile URL as a basic website, which showcases and structures your story and grows your mailing list and social media following
3. Share specific exhibitions on social media or on messaging/e-mail in three ways
 1. From your mobile phone using the bookmark
 2. From your desktop, using the profile URL
 3. Using the share button on the exhibition table (in the Actions column)



STEP 6

Create Your Bespoke Website

1. Hit the green Create Website button in the website builder tab
2. Choose a simple website name, extension and type (probably Single Artist, you can change your mind later, so don't worry)
3. Design and style it, choose a menu style, font and also add animations and a logo if you wish
4. Hit the green Create Page to button to add content
 1. Single Exhibition pages allow clients/ followers to jump right into a specific selection of your art
 2. Multiple Exhibitions Page allow you present a selection of exhibitions
 3. Bio/Profile/CV Pages add your story
5. Style pages by selecting the right mix of layouts and templates that deliver the perfect user experience



STEP 7

Connect Your Website to Your Domain

1. If you don't have a domain yet, buy one (try GoDaddy or [register.com](#))
2. Make sure you have a paid subscription with vPatina
3. Get in touch and we will get you connected....

