

The Creative Economy Toolkit

Resources for Creatives in Atlantic Canada

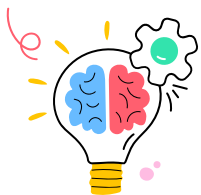


Welcome to "The Creative Economy Toolkit!" This resource is designed to empower aspiring creatives in Atlantic Canada by providing essential tools, tips, and strategies to thrive in our vibrant and diverse creative economy. Whether you're an artist, designer, writer, or entrepreneur, this toolkit aims to support you on your creative journey.

Our Mission

At Supernova Events, we believe that creativity is a powerful driver of social impact and economic growth in our region. By equipping you with the right resources, we aim to foster a community where creativity can flourish. Let's get started!

Essential Skills for Creatives



To succeed in the creative economy, honing specific skills is crucial. Here's a list of essential skills for various creative fields:

- **Creativity & Innovation:** The ability to think outside the box and generate unique ideas.
- **Communication:** Clear and effective communication, both verbal and written.

- Collaboration: Working well with others, understanding team dynamics, and contributing positively.
- Technical Proficiency: Familiarity with industry-specific tools and software (e.g., Adobe Creative Suite for designers).
- Time Management: Prioritizing tasks and meeting deadlines efficiently.

Tips to Develop These Skills:

- Practice Regularly: Dedicate time each week to work on your craft.
 - Seek Feedback: Share your work with peers or mentors for constructive criticism.
 - Take Online Courses.
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Resource Directory



Online Learning Platforms

- Skillshare: Offers classes on a variety of creative subjects.
- Coursera: Provides courses from top universities, including creative writing and design.
- Udemy: A wide range of affordable courses covering all creative fields.

Local Resources

- Arts Nova Scotia: Offers funding opportunities and resources for artists.

- Creative New Brunswick: Provides support for creative entrepreneurs and artists in New Brunswick.
- Newfoundland and Labrador Arts Council: Funding and programs to support local artists.

Books

- "Steal Like an Artist" by Austin Kleon: A guide to embracing creativity.
- "The Artist's Way" by Julia Cameron: A 12-week program to unleash your creativity.
- "Big Magic" by Elizabeth Gilbert: Insights into the creative process.
- "Unfiltered Wisdom" by Jacquelyn Miccolis: A how-to Guide for Modern Creative Entrepreneurs

Podcasts

- Creative Pep Talk: Inspiration and advice for creatives.

<https://www.creativepeptalk.com/>

- The Accidental Creative: Strategies for staying inspired and productive.

<https://accidentalcreative.com/>

Being Boss: Insights for creative entrepreneurs.

<https://beingboss.club/>

Funding Opportunities



Here are clickable links for each resource:

- [Nova Scotia Arts and Culture Funding](#)

- [Arts Nova Scotia](#)
- [The Nova Scotia Culture Fund](#)
- [The Atlantic Canada Opportunities Agency \(ACOA\)](#)
- [The Creative Nova Scotia Leadership Council](#)
- [The New Brunswick Arts Board](#)
- [The Prince Edward Island Council of the Arts](#)
- [The Newfoundland and Labrador Arts Council](#)
- [The Elizabeth Greenshields Foundation Grant](#)

Competitions

- Creative Quarterly: Art and design competitions that offer exposure and prizes.

<https://www.cqjournal.com/>

- The Big Idea Challenge: For entrepreneurs looking to fund innovative projects in Atlantic Canada.

<https://www.thebigideachallenge.com/>

Tips for Strong Applications

- Follow Guidelines: Ensure you meet all application requirements.
- Tell Your Story: Clearly articulate your vision and its impact.
- Proofread: Make sure your application is free of errors and easy to read.

Networking Tips



Building a professional network is crucial in the creative economy. Here are some strategies:

- **Attend Local Events:** Participate in art shows, workshops, and networking events across Atlantic Canada.
 - **Use LinkedIn:** Connect with professionals in your field, share your work, and engage with their content.
 - **Join Regional Creative Groups:** Engage with organizations like Arts Atlantic or local artist collectives to build connections.
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Creating a Portfolio

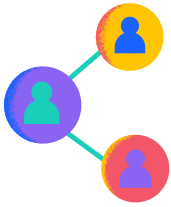
Guidance for Building Your Portfolio

- **Showcase Your Best Work:** Include a selection of your strongest pieces that reflect your style and capabilities.
- **Tailor It:** Customize your portfolio for specific clients or opportunities.
- **Keep It Updated:** Regularly add new work and remove outdated pieces.

Design Tips

- **Be Consistent:** Use a cohesive design theme throughout your portfolio.
 - **Highlight Process:** Consider including drafts or progress photos to showcase your creative journey.
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Marketing Yourself



To thrive in the creative economy, effectively marketing yourself is essential. Here are some tips:

- **Leverage Social Media:** Share your work on platforms like Instagram and Pinterest. Use relevant hashtags to increase visibility.
- **Build a Website:** Create a professional website to showcase your portfolio, blog, and services.
- **Engage Your Audience:** Post regularly and interact with followers by responding to comments and messages.

Case Studies



Sarah Maloney (Newfoundland and Labrador)

- Sarah Maloney is a visual artist based in St. John's, Newfoundland and Labrador. She specializes in mixed media, incorporating local materials and traditional techniques into her work.

Sarah gained recognition for her vibrant pieces that celebrate the natural beauty of Newfoundland. Her work has been featured in several galleries across the province and in group exhibitions nationally. In addition to her gallery shows, she successfully launched a series of online workshops that teach aspiring artists about mixed media techniques. Her engaging teaching style and unique artistic perspective have attracted a

following, allowing her to build a sustainable income through both her art sales and educational offerings.

<http://www.sarahmaloneyart.com/>

Jeanette Smith (Nova Scotia)

- Jeanette Smith is a textile artist and designer based in Halifax, Nova Scotia. She focuses on sustainable fashion, creating one-of-a-kind garments and accessories from repurposed materials.

Jeanette has made a name for herself in the local fashion scene by participating in various craft fairs and pop-up shops. Her commitment to sustainability and unique designs have garnered attention from local boutiques, leading to collaborations and wholesale opportunities. She has also launched a successful online shop, where her pieces have gained popularity, especially during the pandemic. Jeanette frequently hosts community workshops on upcycling and sustainable fashion, inspiring others while further establishing her brand within the creative economy.

These stories illustrate that success is possible through dedication and community support.

Action Plan

- What are your creative goals?(e.g., complete a project, sell artwork)
 - What steps will you take to achieve these goals?
 - Set a timeline: When do you want to accomplish these goals?
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Join Our Community



We invite you to connect with us! Follow us on Facebook & Instagram @thesupernovamarket for more resources, inspiration, and support. Together, we can strengthen the creative economy in Atlantic Canada and make a positive impact!

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