digi-art

Developing Vocational EducationTraining Programme
Compatible with Metaverse and NFT Production

DIGI-ART

VET PROGRAMME

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1. DIGI-ART PROJECT

The Digi-ART is a 12-month long project and is co-funded by the European Union under the Erasmus+ Programme, which has been held in collaboration with Les Creatives de Demain, EKA Creative Studio, EDI, EFTA, and CRU Creative Hub, with the aim of providing an all-encompassing digital training initiative that caters to a diverse range of artistic disciplines.

Recognizing the expansive and thrilling digital arts landscape, the Digi-ART Project acknowledges that success in this field goes beyond technical proficiency, requiring creative thinking, innovation, and a willingness to explore uncharted territories. In a world marked by rapid digitalization and grappling with pandemic challenges, the Digi-Art project aspires to chart a new course for artists. Its objective is to craft a vocational training program that caters to artists' evolving needs, covering diverse areas such as Creative Coding, NFT/Crypto Art, Metaverse exploration, Experimental Media, and more.

Find more information about the project on the link here.

2. INTRODUCTION OF
THE TRAINING PROGRAM

The program accommodates a diverse audience, ranging from beginners to seasoned digital and media art professionals, with interests spanning Creative Coding, Graphic Arts, Artificial Intelligents, NFT/Crypto Art, Metaverse, Experimental Media, Entrepreneurship, Marketteting and beyond. In the program consisting of 4 Modules, each module is dedicated to a specific main topic, facilitating a comprehensive learning journey from foundational knowledge to specialized expertise. The modules' content incorporates findings from various Digi-Art Project initiatives, including Digi-Art Meetup and SME Interviews in Porto, facilitated by the CRU Creative Hub. This material, combined with thorough research, caters to the diverse requirements of digital art professionals and enthusiasts across different proficiency levels.

The modules were titled and structured as follows:

Module 1: Creative Exploration & Innovation
In the first module, we explored creativity, innovation, and expression in the digital realm through curated sessions. The goal was to inspire and connect artists, enthusiasts, and visionaries, encouraging them to break free from conventions, anticipate trends, and integrate traditional techniques with emerging technologies. The desired outcomes included unveiling new artistic horizons, providing forward-thinking insights, and leaving attendees with renewed inspiration and motivation to navigate the dynamic landscape of digital art. Ultimately, participants gained a broader range of skills and techniques to enrich their creative toolboxes.

2. INTRODUCTION OF
THE TRAINING PROGRAM

Module 2: Ethics, Authenticity and Sustainability

In this module, we navigated the evolving digital art landscape, exploring the synergy between creativity and social considerations. We addressed challenges like appropriation and AI's impact on expression, emphasizing complexities. Discussions covered certifying digital art for authenticity, ethical curation methods, and eco-conscious practices. The aim was to raise awareness about social challenges and opportunities in digital art. Attendees gained insights for ethical engagement, suitable for artists, collectors, curators, and enthusiasts. We explored blockchain for digital verification, contributing to understanding authenticity. The module promoted innovative solutions for responsible curation, fostering eco-conscious practices. Participants developed a holistic perspective on technology, creativity, ethics, and sustainability, empowering informed choices in the evolving digital art landscape

Module 3: Artistic Engagement & Vulgarization

In this module, we explored digital art's diverse landscape and financial aspects. The outcomes included enhancing artists' storytelling skills, building vibrant online communities for collaboration, and empowering artists to secure financial support. This synthesis aimed to turn digital artists into proficient storytellers, community builders, and financial navigators, contributing to a sustainable digital art ecosystem that transcends individual projects, ensuring the longevity and evolution of the digital art landscape as a whole.

Module 4: Entrepreneurship Skills in Digital Art

In the final module, we discovered how to turn artistic passion into a profitable venture using tools like NFTs and Blockchain. The outcomes aimed to inspire and educate participants on monetizing creativity, navigating the evolving art industry, and fostering connections within the artistic community. The goal was to enhance skills, encourage innovation, and guide participants toward long-term career sustainability, leaving them energized and equipped for a thriving artistic venture.

3. METHODOLOGY AND FLOW

This well-rounded approach covers a broad spectrum of topics, guiding participants through a progressive learning experience, leveling to their specific interests. In the following 4 modules, the above-mentioned topics are handled in an intertwined and interrelated manner. Due to the nature of the topics, it has been concluded that it would not be consistent in terms of vocational education methodology and pedagogical integrity to separate the topics from each other and present them as independent topics. For this reason, it was presented under 4 main headings and a curriculum was prepared.

Each module consists of 6 different components. These components include following chapters:

3.1 Course overview includes

- Aim: This section outlines the overarching goal of the module, providing a clear understanding of what participants can expect to achieve by the end of the course. It sets the direction for the learning content, emphasizing the practical skills and knowledge participants will gain.
- Duration: Specifies the timeframe for the module, giving participants a sense of the commitment required. This includes the number of hours, ensuring clarity on the time investment needed for successful completion.
- Materials: Lists the essential materials participants will need, whether it's software tools, specific equipment, or recommended reading materials. This ensures everyone is adequately prepared for the learning experience.
- Learning Outcomes: Clearly defines the expected results of the module, detailing the skills and knowledge participants will acquire. This sets the benchmark for assessing the effectiveness of the educational content.
- Skills Focused: Highlights the key skills that the module aims to develop. Whether it's creative thinking, technical proficiency, or business acumen, this section provides participants with a roadmap for skill enhancement.

3. METHODOLOGY AND FLOW

3.2. Theoretic Background

Offers a comprehensive theoretical foundation related to the module's main topic. This may include historical context, theoretical frameworks, and critical concepts. It provides participants with a deep understanding of the subject matter before delving into practical applications.

3.3. Video-Based Learning

Features expert talks or panel discussion video recordings that provide the real-world applications and experiences related to the module's focus. This component brings in diverse perspectives, enriching participants' understanding through insights from professionals in the field.

3.4. Applied Method

Presents a practical, hands-on workshop or session directly related to the module's theme. This component allows participants to apply the theoretical knowledge they've gained, fostering a deeper understanding through direct engagement with the subject matter. It could involve project work, case studies, or interactive exercises

3. METHODOLOGY AND FLOW

3.5. Evaluation

Outlines the assessment methods used to gauge participants' understanding and application of the module content. This could include quizzes, projects, or peer evaluations. The evaluation criteria are clearly communicated, providing transparency and guiding participants on how their progress will be measured.

3.6. Learning Library

Acts as a repository guide, offering curated resources and references related to the module. This section provides additional readings, videos, and links to expand participants' knowledge beyond the core curriculum. It serves as a valuable reference for those interested in further exploration of the module's topics.

4. TRAINING MODULES

A. MODULE 1: Creative Exploration & Innovation

A.1. Course Overview

Aim:
To provide participants with a comprehensive understanding of the intersection between artistic expression and emerging technologies. Through theoretical insights and practical applications, this module aims to inspire participants to explore innovative pathways in digital art creation, fostering creativity and experimentation.

Materials Needed:
- Computer or tablet with internet connectivity.
- Graphic design software (e.g., Adobe Photoshop, GIMP, Canva).
- Access to a library of digital images, textures, and artistic elements.
- Pen and paper for brainstorming ideas

Duration: 8 hours

Areas Covered:
- The transformative influence of technology on digital art creation.
- Exploration of unconventional pathways in digital art production.
- Integration of traditional artistic techniques with emerging technologies.
- Practical applications of digital tools and platforms in artistic expression.

Skills Focused:
- Creative thinking
- Experimentation.
- Technical proficiency in digital art tools and software.
- Critical analysis and evaluation of digital art trends and technologies.
- Adaptability to new and emerging technologies in the digital art landscape.
- Collaboration and communication within the digital art community.

Learning Outcomes:
- Gain a deeper understanding of the transformative influence of technology on digital art creation.
- Explore unconventional and innovative approaches to digital art production, incorporating techniques such as Artificial Intelligence, Virtual Reality, and Interactive Installations.
- Develop critical thinking skills to analyze and evaluate the synergies between traditional artistic techniques and emerging technologies.
- Enhance their creative abilities and expand their artistic horizons through experimentation and exploration.
- Acquire practical skills in utilizing digital tools and platforms to realize their artistic vision.

4. TRAINING MODULES

A. MODULE 1: Creative Exploration & Innovation

A.2. Theoretical Background (1 hour)

- **Participants will first be briefly informed about art and digital art.**

"Art in its many forms is a great way to relieve stress. It can be a form of self-expression, self-discovery, or simply a way to spend some time experimenting with new techniques and mediums. This type of art can be created using various software programs or online tools and there are no limits to what you can create. Digital art has many benefits, including being a versatile medium. You can create almost anything you can imagine and the only limit is your own creativity. Digital art is also a great way to express yourself and discover new aspects of your personality. If you are on a journey of self-expression and self-discovery, digital art is definitely something you should try."

- **Then examples will be given about what can be done with digital art.**

Digital Painting: One of the most popular types of digital art is digital painting. This is where an artist uses a software program to create a painting as if using a canvas. The artist can use a variety of brushes, pencils and pens to create their painting. They can also add textured effects to their painting to make it more realistic.

Digital sculptures: While researching the subject, I came across a type of digital art I had never encountered before. There are 3D modeling programs that allow the artist to create a digital sculpture using various tools, as if using real clay.

Generative Art: A type of art created through the use of computers or mobile devices. The beauty of generative art is that it is constantly evolving and in some cases can never be copied twice. You can never predict what the final product will look like, making it a truly unique and exciting art form.

- **Following the examples, information will be given about creative discoveries and innovations in art from the past to the present and in the near future. A perspective on the history of digital art will be developed.**

More information on the subject can be found in:
A.3. Video-Based Learning & A.6. Learning Library.

4. TRAINING MODULES

A. MODULE 1: Creative Exploration & Innovation

A.3. Video-Based Learning (4 hours)

In this segment, we invite you to examine an enriching audiovisual resource that complements the theoretical foundation laid in previous sessions. Through a curated selection of three distinct videos, we aim to provide you with real-world insights, diverse perspectives, and practical applications related to the intersection of art and technology. **Click on the name to access the content.** The video topics and content within this module are as follows:

- **Embracing Future Trends in Digital Arts:**

How might we effectively anticipate and adapt to emerging trends in the ever-evolving landscape of digital art?

Embark on Rolando Cedeño de la Cruz's journey throughout this hour-long event, as we delve into the captivating landscape of digital arts. Uncover how emerging technologies, such as AI-generated art, virtual reality, and interactive installations, are reshaping the narrative of artistic expression. Gain profound insights into the delicate equilibrium between artistic mastery and innovative breakthroughs. Engage in stimulating discussions that delve into the potential crossroads of art and technology, all while envisioning the thrilling horizons that await in the future of digital arts. This event is poised to not only ignite your imagination but also challenge and inspire you, extending a heartfelt invitation to become an active participant in the ever-evolving dialogue that spearheads creative exploration.

Embracing Future Trends in Digital Arts

(Click above or on image to access the content)

4. TRAINING MODULES

A. MODULE 1: Creative Exploration & Innovation

A.3. Video-Based Learning (4 hours)

- **Exploring Unconventional Pathways in Digital Art Creation:**

How might we explore and implement innovative production methodologies to push the boundaries of creation in the realm of digital art?

In a world where digital art continues to evolve at an astonishing pace, there's an increasing need to explore beyond the conventional methods and techniques. This one-hour panel discussion, "Exploring Unconventional Pathways in Digital Art Creation," brings together a diverse group of digital artists who have taken unique, unexpected, and unconventional routes in their artistic journeys. The event delves into how these artists have embraced innovation, risk, and inspiration from unconventional sources to push the boundaries of digital art. From redefining creative techniques to collaborating across disciplines, this discussion aims to inspire both emerging and established artists to consider new avenues in their creative process.

[Exploring Unconventional Pathways in Digital Art Creation](#)

(Click above or on image to access the content)

4. TRAINING MODULES

A. MODULE 1: Creative Exploration & Innovation

A.3. Video-Based Learning (4 hours)

- **Integrating Traditional Techniques with Emerging Technologies:**

How might we balance the preservation of traditional artistic techniques with the integration of emerging technologies to maintain the integrity and cultural value of art?

In this illuminating panel discussion, industry experts and innovators will converge to unravel the symbiotic relationship between time-honored methods and cutting-edge technologies. Discover how the convergence of these seemingly divergent forces has the potential to reshape industries, drive innovation, and create a future that seamlessly integrates the wisdom of tradition with the promise of the future. Don't miss this opportunity to engage with visionaries at the forefront of change, as we uncover the pathways that lead to transformative progress.

Integrating Traditional Techniques with Emerging Technologies

(Click above or on image to access the content)

4. TRAINING MODULES

A. MODULE 1: Creative Exploration & Innovation

A.4. Applied Method (2.5 hours)

- **Workshop Title**

Digital Remix: Creating Artistic Collages with Technology

- **Overview**

This workshop aims to explore the creative potential of technology in the context of artistic expression. Participants will engage in a hands-on activity that involves the digital remixing of various artistic elements to create unique and visually compelling collages.

- **Materials Needed**

- Computer or tablet with internet connectivity.
- Graphic design software (e.g., Adobe Photoshop, GIMP, Canva).
- Access to a library of digital images, textures, and artistic elements.
- Pen and paper for brainstorming ideas.

- **Workshop Structure**

  a. Introduction (10 minutes):

Brief overview of the workshop goals and objectives.

Explanation of the concept of digital remixing and its relevance to creative exploration in digital art.

  b.Inspiration Session (20 minutes):

Showcase examples of digital collages and remixes created by artists using various digital tools.
Discuss the diverse styles and techniques employed in digital remixing.

4. TRAINING MODULES

A. MODULE 1: Creative Exploration & Innovation

A.4. Applied Method (2.5 hours)

c. Brainstorming (15 minutes):

Participants jot down ideas for their digital collage. Encourage them to think about themes, emotions, or messages they want to convey.

d. Tutorial on Graphic Design Software (15 minutes):

Provide a step-by-step tutorial on using the chosen graphic design software.

Cover basic tools, layers, and other relevant features needed for digital collage creation.

e. Hands-On Creation (60 minutes):

Participants start working on their digital collages. They incorporate elements from the provided library or use their own images, experimenting with layering, blending modes, and other features.

Encourage participants to explore the boundaries of traditional and digital art by combining different mediums.

f. Peer Review and Discussion (20 minutes):

Participants share their creations with the group via screen sharing.

Group discussion on the creative process, challenges faced, and the integration of technology into artistic expression.

4. TRAINING MODULES

A. MODULE 1: Creative Exploration & Innovation

A.4. Applied Method (2.5 hours)

g. Reflection and Closing (10 minutes):

Each participant reflects on their experience during the workshop.

Discuss the broader implications of digital remixing in the context of the module's themes.

Provide information on resources for further exploration.

h. Learning Outcomes:

• Practical experience in using graphic design software for digital art creation.
• Exploration of creative expression through the digital remixing of artistic elements.
• Understanding the integration of technology in the creation of visually compelling collages.
• Collaboration and peer learning through the sharing and discussion of individual creations.
• This workshop not only enhances technical skills but also encourages participants to think critically about the intersection of traditional and digital artistic techniques.

4. TRAINING MODULES

A. MODULE 1: Creative Exploration & Innovation

A.5. Evaluation (0.5 hours)

Participants will first be sent a digitally written evaluation form prepared specifically for the workshop. In this form, they will be asked to evaluate what they learned before and after the workshop, the active participation of the participants, the instructor, the workshop space, and if they wish, they will be asked to write a note. After this written evaluation, the participants gather around a circle and make an oral evaluation with 3 words specific to the workshop

A.6. Learning Library

You can access the relevant supporting content below.
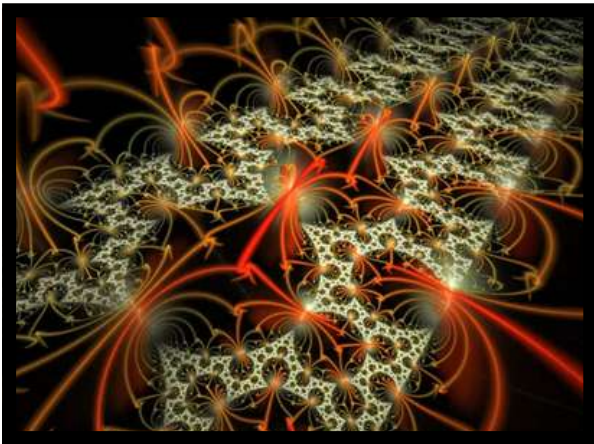
Digital Art: A Fun and Creative Way to Express Yourself

Creative Pep Talk

Click on titles or images to access videos.

4. TRAINING MODULES

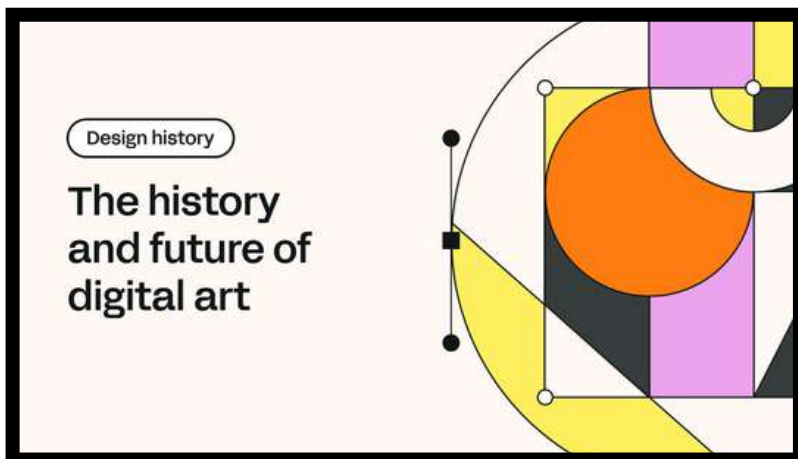## A. MODULE 1: Creative Exploration & Innovation

A.6. Learning Library

You can access the relevant supporting content below.

Neri Oxman: Biology, Art, and Science of Design & Engineering with Nature

The History and Future of Digital Art

Click on titles or images to access videos.

4. TRAINING MODULES

B. MODULE 2: Ethics, Authenticity and Sustainability

B.1. Course Overview

Aim:
To raise awareness among participants about the social challenges and opportunities in digital art. Participants will develop a holistic perspective on technology, creativity, originality, ethics and sustainability and make informed choices in the evolving digital art environment.

Materials Needed:
- Computer or tablet with internet connectivity.
- Graphic design software (e.g., Adobe Photoshop, GIMP, Canva).
- Access to a library of digital images, textures, and artistic elements.
- Pen and paper for brainstorming ideas

Duration: 8 hours

Areas Covered:
- The importance of ethics, sustainability and authenticity in digital art
- Answers to the question of whether a work can be both ethical, authentic and sustainable
- The opportunities and disadvantages that technologies such as blockchain and artificial intelligence bring to digital art
- Things to consider for artists, curators and interested parties who want to make conscious production and choices in the field of digital art

Skills Focused:
- Learning social and cultural considerations in digital art creation
- Technical competencies to verify and certify digital art
- Understanding the concepts of ethics, sustainability and authenticity in digital art
- The importance of conscious choices in order to be a responsible and sustainable curator, artist, and person of interest.

4. TRAINING MODULES
B. MODULE 2: Ethics, Authenticity and Sustainability

B.1. Course Overview

Learning Outcomes:

- To learn about the concepts of ethics, sustainability and authenticity and to provide comparative information and learning about the equivalents of the 3 concepts in the digital world
- To learn about the environments where these works will be shared and to develop awareness about what to pay attention to in these environments
- Awareness of artificial intelligence and blockchain technologies, being conscious and gaining awareness in the selection of works produced with this technology infrastructure

4. TRAINING MODULES
B. MODULE 2: Ethics, Authenticity and Sustainability

B.2. Theoretical Background (1 hour)

- **Explain the concepts of ethics, authenticity and sustainability and give information about the equivalents of these concepts in digital art.**

For example, the concept of ethics takes place in the digital art world as digital ethics. First, information will be given about the current meaning of the concept of ethics and then digital ethics will be discussed.

Digital ethics refers to a set of norms, principles and values that govern individuals' behavior and interactions in the digital space. It covers data privacy, online safety, digital community engagement, responsible use of technology and respect for the rights and feelings of others online. Digital ethics aims to preserve morality and respect in the digital age, where human interaction with technology is increasingly integrated into everyday life.

In the vast expanse of the digital world, ethics serves as a moral compass that guides our interactions, decisions and creations. As digital artifacts like the NFT become the cornerstone of digital ownership, understanding and embracing ethics is vital. Ethical considerations navigate the complex intersection between technology, culture and society, ensuring that the benefits of innovation are aligned with responsible behavior.

* Information about the importance of sustainability in digital art will be given.

One of the important factors that should not be ignored in the production of these artifacts is their environmental impact. Digital artifacts are created using blockchain and artificial intelligence technologies that require significant amounts of energy to maintain. Some estimates suggest that the energy consumption required to create and maintain digital artifacts like the NFT is equivalent to that of a small country. As digital artifacts continue to grow in popularity, it is important to consider the environmental impact and explore ways to make the process more sustainable.

4. TRAINING MODULES
B. MODULE 2: Ethics, Authenticity and Sustainability

B.2. Theoretical Background (1 hour)

In addition, it is necessary to use blockchain technologies to certify digital art in terms of authenticity. As mentioned above, these technologies create some problems in terms of sustainability due to excessive energy consumption. The overproduction of these works has a negative impact on the environment. Here, the issue of ethics comes into play again. What kind of a path should be followed in the production and preference of these artifacts and what should be considered in these 3 topics.

More information on the subject can be found in: B.3. Video-Based Learning & B.6. Learning Library.

4. TRAINING MODULES

B. MODULE 2: Ethics, Authenticity and Sustainability

B.3. Video-Based Learning (4 hours)

In this segment, we invite you to examine an enriching audiovisual resource that complements the theoretical foundation laid in previous sessions. Through a curated selection of three distinct videos, we aim to provide you with real-world insights, diverse perspectives, and practical applications related to the intersection of art and technology. Click on the name to access the content. The video topics and content within this module are as follows:

- **Social & Cultural Considerations in Digital Art Creation:**

How might we navigate and address social & cultural considerations to ensure responsible and culturally sensitive practices in the realm of digital art creation?

As the boundaries of artistic expression expand in the digital realm, new social & cultural challenges arise. In this event, we host Mónica Rikić to explore the complex landscape of digital art, examining issues such as appropriation, AI art, cultural sensitivity, and the social & cultural impact of digital creations. Gain insights into the interconnected dimensions of your creative journey and learn how to navigate the evolving landscape of the digital art world.

Social & Cultural Considerations in Digital Art Creation

(Click on the name to access the content)

4. TRAINING MODULES
B. MODULE 2: Ethics, Authenticity and Sustainability

- **Verifying and Certifying Digital Art: Ensuring Originality & Preservation**

How might we protect the intellectual property rights of digital artists, especially in the context of easily replicable and shareable digital assets?

In an era of rapid technological advancement, digital art has gained immense popularity. However, ensuring the originality and preservation of digital artworks presents unique challenges. Comprising a panel of experts encompassing artists, technologists, and industry professionals, we will delve into the complexities of authenticating digital art. Through their collective experiences, we'll explore diverse methods and established standards for certification in-depth. Join us to explore the role of blockchain, the balance between innovation and authenticity, and strategies for ensuring the long-term preservation of these innovative and valuable creations.

Verifying and Certifying Digital Art: Ensuring Originality & Preservation
(Click above or on image to access the content)

4. TRAINING MODULES
B. MODULE 2: Ethics, Authenticity and Sustainability

- **Envisioning Ethical and Eco-conscious Showcase of Digital Art: Responsible & Sustainable Curation:**

How might we create a framework that ensures the responsible curation and sustainable exhibition of digital art, promoting ethical practices and minimizing environmental impact?

"Envisioning Ethical and Eco-conscious Showcase of Digital Art: Responsible & Sustainable Curation" brings together experts, curators, and artists to explore how the convergence of art, technology, and sustainability can lead to responsible and impactful digital art curation. Through engaging panel sessions, we'll tackle challenges, uncover innovative presentation methods, and envision a future where digital art is not only captivating but also environmentally conscious. Don't miss this opportunity to be a part of the dialogue shaping the future of art curation.

[Envisioning Ethical and Eco-conscious Showcase of Digital Art: Responsible & Sustainable Curation](#)

(Click above or on image to access the content)

4. TRAINING MODULES
B. MODULE 2: Ethics, Authenticity and Sustainability

B.4. Applied Method (2.5 hours)

- **Workshop Title**

Becoming a Conscious Digital Artist and Curator

- **Overview**

This workshop provides artists and curators working in digital art with the knowledge of how to consciously comment on the works produced and how to make them acceptable. Participants will participate in a hands-on workshop to understand how a work is ethical, authentic and sustainable, and to learn how to produce these works with these concepts.

- **Materials Needed**

* Computer or tablet with internet connectivity.
* Graphic design software (e.g., Adobe Photoshop, GIMP, Canva).
* Access to a library of digital images, textures, and artistic elements.
* Pen and paper for brainstorming ideas.

- **Workshop Structure**

1.Introduction (10 minutes):

The aims and objectives of the workshop are briefly explained.

Artists and curators are briefly informed about what they can do to develop awareness about the concepts of ethics, authenticity and sustainability that affect their production and choices in the digital art world, and to act consciously about their preferences and productions.

4. TRAINING MODULES
B. MODULE 2: Ethics, Authenticity and Sustainability

B.4. Applied Method (2.5 hours)

2. Inspiration Session (20 minutes):

Give an example of next-generation certification technologies such as blockchain for determining whether a digital artifact is authentic or not. Discuss with participants why ethics and sustainability are important issues that arise from the use of these technologies and how these concepts can be addressed. Inform the participants about the opportunities and disadvantages of technologies such as blockchain and artificial intelligence. Give an example of a recent digital art project on blockchain.

c. Brainstorming (15 minutes):

Afterwards, brainstorm with the participants about what art would look like if concepts such as sustainability, authenticity and ethics were removed from it. What would separate art and artists from each other if there was no authenticity? When we remove the concept of sustainability in digital art, what would be its place in the new world?

d. Tutorial on Introduction to Artificial Intelligence and Blockchain Technologies for Digital Art (15 minutes):

Artists and curators need to be familiar with basic blockchain technologies for the correct and conscious production and selection of works in the field of digital art. A brief information will be given about what this technology is, websites and applications that work using this technology infrastructure. In addition, brief information will be given on how these artworks can be produced with artificial intelligence.

4. TRAINING MODULES
B. MODULE 2: Ethics, Authenticity and Sustainability

B.4. Applied Method (2.5 hours)

e. Hands-On Creation (60 minutes):

Participants will be divided into 4 groups and will produce 3 different works. It will be left to them to pay attention to concepts such as ethics, originality and sustainability in these works. Those who wish to do so will only give importance to digital ethics and will not give importance to sustainability or will not be original. Then, the groups will present the various digital artifacts they have produced to the other groups and give various information about these 3 concepts.

f. Peer Review and Discussion (20 minutes):

After each group presents their works to the other groups, the participants will discuss which of the works are produced in accordance with the concepts of ethics, sustainability and authenticity and which ones they would prefer as curators. After this discussion, the producing groups will explain which concepts are important in their works and which are not, and the next group will take their place.

g. Reflection and Closing (10 minutes):

Participants are divided into 6 different groups. Each participant shares his/her experiences and feelings about the workshop with the other participants.

Each participant shares his/her thoughts about the concepts of ethics, sustainability and authenticity, his/her changing thoughts and knowledge before and after the workshop with the other participants. In line with the information provided, the trainer/moderator recommends various resources for the participants to deepen their thoughts and concludes the workshop.

4. TRAINING MODULES
B. MODULE 2: Ethics, Authenticity and Sustainability

B.4. Applied Method (2.5 hours)

h. Learning Outcomes:

* Learning about the concepts of ethics, sustainability and authenticity and providing comparative information and learning about the equivalents of the 3 concepts in the digital world
* To learn about the environments where these works will be shared and to develop awareness about what to pay attention to in these environments
* Raising awareness about artificial intelligence and blockchain technologies, being conscious and gaining awareness in the selection of works produced with this technology infrastructure
* Providing knowledge learning for artists and curators on how to make the right choices in the production and selection of artworks
* Ensuring peer learning in participants with individual and group work
* To enable participants to think critically and develop different perspectives by brainstorming on digital art
* To strengthen participants' conscious choices in the evolving digital art environment by developing a holistic perspective on technology, creativity, originality, ethics and sustainability

B.5. Evaluation (0.5 hours)

Participants will first be sent a digitally written evaluation form prepared specifically for the workshop. In this form, they will be asked to evaluate what they learned before and after the workshop, the active participation of the participants, the instructor, the workshop space, and if they wish, they will be asked to write a note. After this written evaluation, the participants gather around a circle and make an oral evaluation with 3 words specific to the workshop.

4. TRAINING MODULES
B. MODULE 2: Ethics, Authenticity and Sustainability

B.6. Learning Library

[Ethical Challenges Of The NFT Revolution](#)

**[The Ethical Implications of NFTs:
Ownership, Sustainability, and Digital Rights](#)**

Click on titles or images to access videos.

4. TRAINING MODULES
B. MODULE 2: Ethics, Authenticity and Sustainability

B.6. Learning Library

Click on titles or images to access videos.

NFTs and Morals: Discuss the Ethics of Digital Ownership

Exploring the Legal and Policy Implications of Non-Fungible Tokens

Digital Art at the Crossroads: Exploring the Ethical Landscape of Creativity, Ownership, and Innovation

4. TRAINING MODULES

C. Module 3: Artistic Engagement & Vulgarization

C.1. Course Overview

Aim:
It aims to transform digital artists into competent storytellers, community builders and financial drivers, contributing to a sustainable digital art ecosystem that goes beyond individual projects, and ensuring the longevity and development of the digital art scene as a whole.

Materials Needed:
- Computer or tablet with internet connectivity.
- Graphic design software (e.g., Adobe Photoshop, GIMP, Canva).
- Access to a library of digital images, textures, and artistic elements.
- Pen and paper for brainstorming ideas.

Duration: 8 hours

Areas Covered:
- Discuss the qualities needed to be a good storyteller and community manager
- The importance of a digital artist becoming a competent storyteller to better promote their work
- The importance of financial sustainability for artists and developing methods on how to ensure this sustainability
- What it takes to create a sustainable digital art ecosystem

Skills Focused:
- Technical knowledge and skills of a good storyteller
- Collaboration and communication within the community
- Analyzing financial models
- Creative thinking and good storytelling
- Unlocking the collective power of both the narrator and the story.

4. TRAINING MODULES

C. Module 3: Artistic Engagement & Vulgarization

C.1. Course Overview

Learning Outcomes:

By the end of this module, participants will:

- Raising awareness about developing artists' storytelling skills, creating vibrant online communities for collaboration and enabling artists to receive financial support
- Become familiar with the characteristics of a good storyteller and community builder
- Learn how to build a story and a community so that their work is heard by a wider audience
- Ensuring peer learning in participants through individual and group work
- To enable participants to think critically and develop different perspectives by brainstorming on digital art
- Contribute to a sustainable digital art ecosystem that goes beyond individual projects and ensures the longevity and development of the digital art scene as a whole.

4. TRAINING MODULES

C. Module 3: Artistic Engagement & Vulgarization

C.2. Theoretical Background (1 hour)

- **A brief history of storytelling and why it is important for digital artists.**

Historically, from the caveman's creation of cave paintings and wall markings to Egyptian funerary inscriptions, their scrolls, ancient illuminated manuscripts, early civilizations' clay sculptures, illustrated pasture engravings and more, man has sought to create meaning from images and art. Today's artists have adapted visual storytelling techniques to the new mediums of contemporary times, making the most of the ever-evolving field of technology, commenting on societal changes, embracing abstract thinking to do what we have always done: telling stories. Telling a story within the confines of a single artwork is becoming increasingly fascinating in the age of digital art.

For example, if we now look at Rembrandt's Dr. Nicholaes Tulp's Anatomy Lesson next to Harshit Agrawal's Dr Algorithm Anatomy Lessons, 2018. The visual narrative in Agrawal's AI-generated work carries a coherent meaning through the context and perception we give it. It explores the distrust of machine-made artistic skills, parallel to the distrust of the technological development of the Rembrandt era.

- **What is community, why is it important, how and where is it formed, what are the qualities of community builders?**

A digital community is a group of individuals connected by a common interest, purpose or identity, interacting and building relationships primarily through online platforms or hubs. These platforms can range from private forums, hubs and social media groups to Discord servers and Telegram channels. What connects these individuals goes beyond physical distance and geographical boundaries, fostering a sense of belonging and shared experience in the digital space.

- **Information is given on topics such as financial models, NFT stores, financial sustainability.**

More information on the subject can be found in: C.3. Video-Based Learning & C.6. Learning Library.

4. TRAINING MODULES

C. Module 3: Artistic Engagement & Vulgarization

C.3. Video-Based Learning (4 hours)

In this segment, we invite you to examine an enriching audiovisual resource that complements the theoretical foundation laid in previous sessions. Through a curated selection of three distinct videos, we aim to provide you with real-world insights, diverse perspectives, and practical applications related to the intersection of art and technology. **Click on the name to access the content.** The video topics and content within this module are as follows:

- **Funding and Grants for Digital Artists: Opportunities and Challenges:**

How might we enhance funding accessibility and support for digital artists while addressing the challenges they face in securing grants and financial opportunities?

In an increasingly digital age, artists are pushing the boundaries of creativity through technology, but finding financial support can be a complex journey. In this event, we are hosting Başak Sönmez Beyazyürek who will shed light on the diverse opportunities and challenges digital artists face when seeking funding, while also exploring strategies to navigate the ever-evolving landscape of grants and financial backing.

Funding and Grants for Digital Artists: Opportunities and Challenges

(Click above or on image to access the content)

4. TRAINING MODULES

C. Module 3: Artistic Engagement & Vulgarization

- **Storytelling in Digital Art: Crafting Compelling Narratives for Visibility:**

How might we use storytelling techniques to craft compelling narratives around digital art?
In this event, we'll delve into the world of visual narratives as we explore how our inspiring guest speakers skillfully weave tales through their artwork. From the foundational principles of visual storytelling to the intricate process of translating concepts into captivating narratives, this event is designed to inspire and enlighten artists, enthusiasts, and storytellers alike. Join us as we discover the tools, techniques, and insights that bring stories to our guests' digital canvases, leaving a lasting impression on audiences and stirring emotions through the power of artful storytelling.

[Storytelling in Digital Art: Crafting Compelling Narratives for Visibility](#)

(Click above or on image to access the content)

4. TRAINING MODULES

C. Module 3: Artistic Engagement & Vulgarization

- **Building Communities and Engaging Audiences in the Digital Art Realm**

How might we foster vibrant communities and create meaningful engagement within the digital art realm to connect artists, audiences, and enthusiasts in innovative and impactful ways?

In this thought-provoking panel discussion, esteemed experts and practitioners will share insights into the evolving landscape of digital art, exploring innovative strategies for fostering vibrant online communities, navigating challenges therein, and captivating audiences through cutting-edge approaches. From NFTs to virtual exhibitions, gain a comprehensive understanding of how the digital art realm thrives and evolves in the interconnected digital age.

[Building Communities and Engaging Audiences in the Digital Art Realm](#)

(Click above or on image to access the content)

4. TRAINING MODULES

C. Module 3: Artistic Engagement & Vulgarization

C.4. Applied Method (2.5 hours)

- **Workshop Title**

Artists who tell stories about their art

- **Overview**

Participants will work in groups to produce various digital artifacts. Each group will write a story about their work, create a community to help spread the story of their work, and write about how they plan to monetize their work. This will raise awareness about transforming digital artists into competent storytellers, community builders and financial stewards.

- **Materials Needed**

* Computer or tablet with internet connectivity.
* Graphic design software (e.g., Adobe Photoshop, GIMP, Canva).
* Access to a library of digital images, textures, and artistic elements.
* Pen and paper for brainstorming ideas.

- **Workshop Structure**

  a. Introduction (10 minutes):

The aims and objectives of the workshop are briefly explained.

This workshop aims to transform digital artists into competent storytellers, community builders and financial drivers, contributing to a sustainable digital art ecosystem that goes beyond individual projects, and ensuring the longevity and development of the digital art scene as a whole.

The information given in the theoretical part is quickly gone over and the points to be considered in the workshop are conveyed to the participants in detail.

4. TRAINING MODULES

C. Module 3: Artistic Engagement & Vulgarization
C.4. Applied Method (2.5 hours)

b. Inspiration Session (20 minutes):

Give the points that emphasize the power of story in storytelling and give 2 different examples of stories. Choose 2 different narrator profiles to emphasize the importance of the narrator as much as the story in these stories. No matter how good the story is, if the narrator does not embrace and emphasize the striking aspects of the story, it may not be effective storytelling. Emphasize the importance of both the story and the narrator and let the participants be inspired by the examples. Give examples from real-life stories, providing information on what steps a good storyteller should take to be a good community builder and a strong decision maker on the financial side.

c. Brainstorming (15 minutes):

Then, based on inspiring examples, have participants brainstorm the essential qualities of a good storyteller. So, is a good community builder a good storyteller? Does a digital artist have to be a good storyteller or community builder? Does he/she do his/her art for access to financial resources?

d. Tutorial on Introduction to Artificial Intelligence and Blockchain Technologies for Digital Art (15 minutes):

In order to summarize the subject in general, the basic characteristics of a good storyteller are conveyed to the participants. Information is given about which of these characteristics are more dominant on the digital art side. A roadmap is drawn about the steps needed to create a community. Information is given about the opportunities and disadvantages in this roadmap. When all these are achieved, a short training and wrap-up session is held by explaining different methods on how to create a sustainable structure on the financial side.

4. TRAINING MODULES

C. Module 3: Artistic Engagement & Vulgarization

C.4. Applied Method (2.5 hours)

e. Hands-On Creation (60 minutes):

Participants will be divided into 4 groups and will produce a digital work in the style of their choice. They will create the stories of these works accompanied by a presentation. How they will tell the story of the work is completely left to the participants. They will also create a community to support their works and themselves. They will draw a roadmap based on many criteria such as the names they will give to their communities, the channels they will reach them, the messages they will use to communicate. This roadmap will include a plan to reach a community of 100 people. Afterwards, they will give their ideas on what kind of financial model they will adopt.

f. Peer Review and Discussion (20 minutes):

After each group has presented their stories to the other groups, participants will comment on the presentations. They will discuss and make constructive suggestions about which stories are effective and which are not, the strengths and weaknesses of the story and the narrator, the closeness to reality of the communities they have created and the financial model they have built.

g. Reflection and Closing (10 minutes):

Participants are divided into 6 different groups. Each participant shares his/her experiences and feelings about the workshop with the other participants.

Each participant shares his/her thoughts and knowledge about storytelling, community building and financial models with the other participants. In line with the information provided, the trainer/moderator recommends various resources for the participants to deepen their thoughts and concludes the workshop.

4. TRAINING MODULES

C. Module 3: Artistic Engagement & Vulgarization

C.4. Applied Method (2.5 hours)

h. Learning Outcomes:

- Raising awareness about developing artists' storytelling skills, creating vibrant online communities for collaboration and enabling artists to receive financial support
- Knowledge of the characteristics of a good storyteller and community builder
- Learn how to build a story and a community so that their work can be heard by a wider audience
- Ensuring peer learning in participants with individual and group work
- To enable participants to think critically and develop different perspectives by brainstorming on digital art
- Contribute to a sustainable digital art ecosystem that goes beyond individual projects and ensures the longevity and development of the digital art scene as a whole

C.5. Evaluation (0.5 hours)

Participants will first be sent a digitally written evaluation form prepared specifically for the workshop. In this form, they will be asked to evaluate what they learned before and after the workshop, the active participation of the participants, the instructor, the workshop space, and if they wish, they will be asked to write a note. After this written evaluation, the participants gather around a circle and make a verbal evaluation in 3 words specific to the workshop.

4. TRAINING MODULES

C. Module 3: Artistic Engagement & Vulgarization

C.6. Learning Library
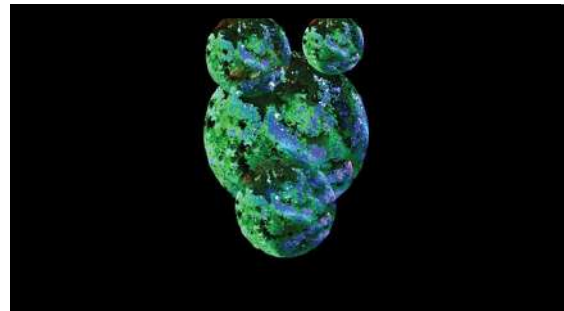
You can access the relevant supporting content below.
Click on the titles or image to access the content.

**Alternative and
Activist New Media**

**Narratives of Abstraction:
Storytelling in Digital Art**

**Understanding The Future Impact of
AI on The Design Industry**

4. TRAINING MODULES

C. Module 3: Artistic Engagement & Vulgarization

C.6. Learning Library

You can access the relevant supporting content below.
Click on the titles or image to access the content.

The Art of Growing Your Digital Community

NFT Shop and Making Sense of The NFT Art Market.
Is NFT a Blessing or a Curse to Digital Art?

4. TRAINING MODULES
D. Module 4: Entrepreneurship Skills in Digital Art

D.1. Course Overview

Aim:
This workshop aims to inspire and educate participants on monetizing creativity, navigating the evolving art industry and strengthening connections within the art community. The aim is to develop skills, foster innovation and guide participants towards long-term career sustainability, leaving them energized and equipped for a successful artistic venture.

Materials Needed:
- Computer or tablet with internet connectivity.
- Graphic design software (e.g., Adobe Photoshop, GIMP, Canva).
- Access to a library of digital images, textures, and artistic elements.
- Pen and paper for brainstorming ideas.

Duration: 8 hours

Areas Covered:
- A roadmap on how digital artists can become entrepreneurs
- Digital artifacts produced with NFT, blockchain and artificial intelligence technologies
- Adaptation of basic entrepreneurship 101 to the art entrepreneur
- Monetizing creativity, navigating the evolving art industry and **strengthening** connections within the art community

Skills Focused:
- Utilization of NFT, blockchain and artificial intelligence technologies
- Learning tools such as SWOT,
- Lean Canvas
- Creative thinking on the way to becoming a startupAwareness raising on the topics covered in
- Venture 101
- Collaboration and **communication** within the digital art community.

4. TRAINING MODULES

D. Module 4: Entrepreneurship Skills in Digital Art

D.1. Course Overview

Learning Outcomes:

- Gain awareness on how to turn artistic passion into a profitable venture using tools such as NFT, blockchain, artificial intelligence
- To have basic knowledge and skills on how to set up an enterprise
- To learn about concepts such as venture, market, business plan, SWOT, entrepreneurship canvas
- Learn how to monetize creativity within the digital art industry and how artists can ensure their financial sustainability
- To enable artists to see the opportunities in the digital field and to raise awareness in order to continue their careers in a sustainable way
- Ensuring peer learning in participants through individual and group work
- To enable participants to think critically and develop different perspectives by brainstorming on digital art
- Energize and equip participants for a successful artistic endeavor by orienting them towards long-term career sustainability

4. TRAINING MODULES

D. Module 4: Entrepreneurship Skills in Digital Art

D.2. Theoretical Background (1 hour)

* What is an entrepreneur? How to become an entrepreneur in the field of digital art?

The owner of a brand or company that operates online is known as a digital entrepreneur. Digital entrepreneurs include people who produce podcasts, write blogs, sell digital products online, create websites and offer some form of freelance work, including graphic design and virtual assistant services. Digital artists also become digital entrepreneurs when they earn income from their work in this field.

The process of developing, establishing and expanding a brand that leverages digital platforms and technologies is called "digital entrepreneurship". Digital Entrepreneurship involves leveraging digital platforms and technologies to create innovative business models and opportunities.

* Information is given about the general skills that a digital entrepreneur needs. What needs to be done to have these skills is explained.

1. Digital Literacy
2. Creativity
3. Critical Thinking
4. Communication
5. Self-management

* Getting to know the platforms, concepts, looking closely at good practice examples on the way to create a profitable venture using NFT, blockchain, AI tools and emphasizing the importance of digital artists who will shape the future market of digital art.

4. TRAINING MODULES

D. Module 4: Entrepreneurship Skills in Digital Art

D.2. Theoretical Background (1 hour)

According to the recently published Art Basel and UBS Global Art Market Report 2023, sales of collectibles and art-related NFTs traded through online platforms reached US$13.3 billion in 2022. It is noteworthy that all these sales are taking place completely outside the traditional art market channels of art galleries, dealers and auction houses. They also accounted for 19.6 percent of the $67.8 billion in sales recorded in the traditional art market. Although NFTs have suffered a huge loss in value in the last two years, the rise is currently seen in their production in artificial intelligence. For the market to take shape in the future, it is essential for digital artists to become entrepreneurs.

More information on the subject can be found in: D.3. Video-Based Learning & D.6. Learning Library.

D.3. Video-Based Learning (4 hours)

In this segment, we invite you to examine an enriching audiovisual resource that complements the theoretical foundation laid in previous sessions. Through a curated selection of three distinct videos, we aim to provide you with real-world insights, diverse perspectives, and practical applications related to the intersection of art and technology. **Click on the title or image to access the content.**

4. TRAINING MODULES

D. Module 4: Entrepreneurship Skills in Digital Art

D.3. Video-Based Learning (4 hours)

The video topics and content within this module are as follows:

- **Challenges and Solutions in Artistic & Creative Entrepreneurship**

How might we address the challenges and discover innovative solutions in the field of Artistic & Creative Entrepreneurship?

In this engaging panel discussion, we'll uncover the secrets to turning your artistic passion into a profitable venture. Brace yourself to explore the limitless possibilities offered by cutting-edge tools and opportunities, including NFTs, Blockchain, and other game-changing platforms. Don't miss out on this adrenaline-pumping journey that will not only boost your income but also supercharge your artistic evolution!

Challenges and Solutions in Artistic & Creative Entrepreneurship

(Click on title or image to access the content)

4. TRAINING MODULES

D. Module 4: Entrepreneurship Skills in Digital Art

D.4. Applied Method (2.5 hours)

- **Workshop Title**

Digital Artist's Startup Journey

- **Overview**

Participants will now take a step towards becoming an entrepreneur. They will experience a workshop process where they will learn how a digital artist can become an entrepreneur, what are the points to know to become an entrepreneur, how they can turn artistic passion into a profitable venture using tools such as NFT, Blockchain, artificial intelligence.

- **Workshop Structure**

a. Introduction (10 minutes):

The aims and objectives of the workshop are briefly explained.

This workshop aims to inspire and educate participants on monetizing creativity, navigating the evolving art industry and strengthening connections within the art community. The aim is to develop skills, foster innovation and guide participants towards long-term career sustainability, leaving them energized and equipped for a successful artistic venture.

The information given in the theoretical part is quickly gone over and the points to be considered in the workshop are conveyed to the participants in detail.

4. TRAINING MODULES

D. Module 4: Entrepreneurship Skills in Digital Art

D.4. Applied Method (2.5 hours)

b. Inspiration Session (20 minutes):

Give examples of digital artists who have created a good NFT collection in the field of digital art and made a profit from it. In the examples given, also mention the background of digital artists, their entrepreneurial processes, and their production stages. Give examples of artists who produce with artificial intelligence, which has become more sustainable and popular today. Also mention how artificial intelligence transforms these artists into entrepreneurs who can earn money.

c. Brainstorming (15 minutes):

Afterwards, brainstorm by asking the participants why NFT has lost its popularity today. Discuss the reasons why artificial intelligence is becoming more and more popular. Does turning artistic passion into a profitable venture make that passion disappear? Is it necessary for an artist to make a profit in order to produce sustainably?

d. Tutorial on Introduction to Artificial Intelligence and Blockchain Technologies for Digital Art (15 minutes):

Entrepreneurship 101 training will be given to artists on basic entrepreneurship skills. In this training, what is an entrepreneurship, what is an entrepreneur, how to create a business plan, how to carry out marketing activities? How can you reveal the strengths of your venture? Answers to questions such as these will be conveyed to the participants with brief information. "The works produced by the participants will be a product, a brand on this product and how this brand can be a profitable venture" will be mentioned and the short training work will be completed.

4. TRAINING MODULES

D. Module 4: Entrepreneurship Skills in Digital Art

D.4. Applied Method (2.5 hours)

e. Hands-On Creation (60 minutes):

Participants will be divided into 4 groups and asked to establish an initiative. Under the initiative they will establish; they will address topics such as which works they will produce, how they will produce them, under which brand name they will release them, to whom, how and how much they will sell them on which platforms, the story of the brand and the work, the place and importance of the community they create, their roadmap to reach a financially profitable venture for 1 year and prepare a business plan presentation. They will also be asked for basic information such as the name of the initiative, the brand, logo, slogan, target audience.

f. Peer Review and Discussion (20 minutes):

Each group will present their venture presentations to the other groups and then the participants will comment on the presentations. Before that, 1 person from each of the other 3 groups and the moderator will stand in front of the group as an investor and give information about whether they will invest in this venture as a result of their presentations and why. After this fun discussion, the other participants will make evaluations and the strengths and weaknesses of the initiative, the opportunities and obstacles in front of it to turn it into a profitable venture will be revealed.

D.5. Evaluation (0.5 hours)

Participants will first be sent a digitally written evaluation form prepared specifically for the workshop. In this form, they will be asked to evaluate what they learned before and after the workshop, the active participation of the participants, the instructor, the workshop space, and if they wish, they will be asked to write a note. After this written evaluation, the participants gather around a circle and make a verbal evaluation in 3 words specific to the workshop.

4. TRAINING MODULES

D. Module 4: Entrepreneurship Skills in Digital Art

D.6. Learning Library

You can access the relevant supporting content below.
Click on the title or image to access the content.

Draw Your Art Dream: Diverse Digital Art Synthesis with Multimodal Guided Diffusion

The First Digital Artist - Harold Cohen and His AARON

4. TRAINING MODULES

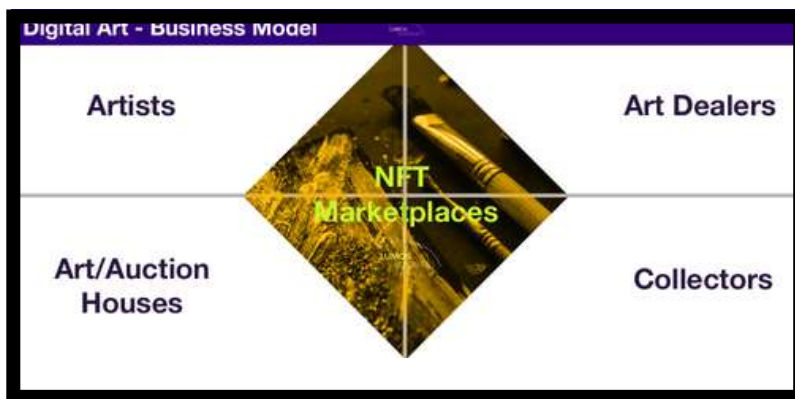## D. Module 4: Entrepreneurship Skills in Digital Art

Digital Art and Decentralized Collaboration

Shaping The Future Market For Digital Art

4. TRAINING MODULES

D. Module 4: Entrepreneurship Skills in Digital Art

Digital Art Business Model

How to Start a Digital Art Business

Collaborative and Industrial Design