

CHA BLOG

The latest news and information from the Craft & Hobby Association

MEET THE SPEAKER: DEBRA VALENCIA

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CHA's NEW [eCourses](#) are a series of one-hour sessions where you will have the option of learning live, or at your own pace through recorded sessions. They are an easy and efficient way to expand your business knowledge throughout the year!

The upcoming eCourse, [Licensing Your Art & Earning Royalties](#), will be taught by licensed designer Debra Valencia.



[Debra Valencia](#) is a surface designer, textile artist, graphic designer, product inventor and business entrepreneur. She has worked in the design field as a creative director for several award-winning firms, having worked on multi-disciplinary projects worldwide. Debra lectures nationwide at major colleges, universities and creative professional organizations, and teaches seminars on the art licensing business. In addition, she has 14 years of experience teaching both studio and business courses at art colleges.

Debra's surface designs are currently licensed with 32 manufacturers and produced on 1,000+ products in stationery, textiles, home décor, gift, beauty and fashion accessories. Debra's expertise in branding, consumer trends and product design makes her a key resource in providing strategic direction for product line development to manufacturers.

Tell us a little about yourself.

I've been an artist and a crafter since my childhood. I studied graphic design in college and have been working in the creative field ever since. I took an interest in greeting card design and textile design. In 2008, I switched gears to focus on licensing my designs.

What are the top takeaways that students will learn by taking your class?

1. How to market yourself as a licensed artist.
2. How to make submissions directly to manufacturers without a trade show or agent.

What's the biggest challenge that artists/designers/graphic designers face when starting an art licensing business?

The revenue stream is extremely long. You have to be willing to do the work now and not get paid for 12 to 18 months as deals are secured and products are brought to market.

Each week you'll be covering a different step on how artists can take their businesses to the next level. What new skills can participants expect to walk away with by the end of the course?

Students will learn how to prepare a portfolio properly, which is crucial for success in licensing. They'll learn the importance of building art in collections and showing product mockups, as well as how to research manufacturers and find licensing opportunities.

[Licensing Your Art & Earning Royalties](#) begins April 30, 2015 and runs through May 15, 2015. Courses will take place every Thursday from 8:00 PM – 9:00 PM EST. Can't make it to the live sessions on Thursdays? No worries! We are recording the courses so you can access them at your convenience!

During this three week eCourse Debra will take you step-by-step through the following:

Week 1:

What Is Art Licensing?
Overview of Opportunities
How to Get Started

Week 2:

Understanding the Business Side
Marketing
Making Submissions

Week 3:

Agents vs. Self-Representation
Working with Manufacturers
Resources and Strategic Plan

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About Craft & Hobby Association

The Craft & Hobby Association (CHA) is an international not-for-profit trade association consisting of thousands of member companies engaged in the design, manufacture, distribution and retail sales of craft products worldwide. For more about CHA, the value of membership, or its award-winning Conferences & Trade Shows, please visit www.craftandhobby.org.

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