

An abstract painting featuring a bird, possibly a parrot, with vibrant colors like red, pink, yellow, and blue. The bird is depicted in a stylized, expressive manner with visible brushstrokes. The background is a mix of warm tones and textures, including a prominent gold-colored area on the left.

# How to Create Art that Sells

March 18th - 1:00 - 2:30 PM EST





# Color

## **The number one reason why a painting will sell**

**Three color rules every painting must have:**

1. Rich color
2. Transitioning color
3. Color story





**Rich Color**



**Anemic Color**

**Rich  
Color**





**Rich Neutral**



**Not Rich**

**Rich  
Color**





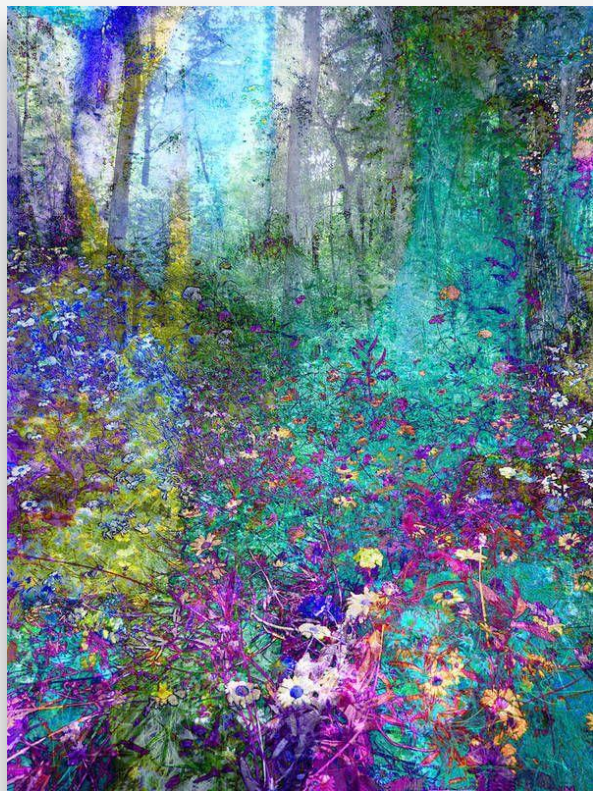
**Good transitions**



**Same-same**

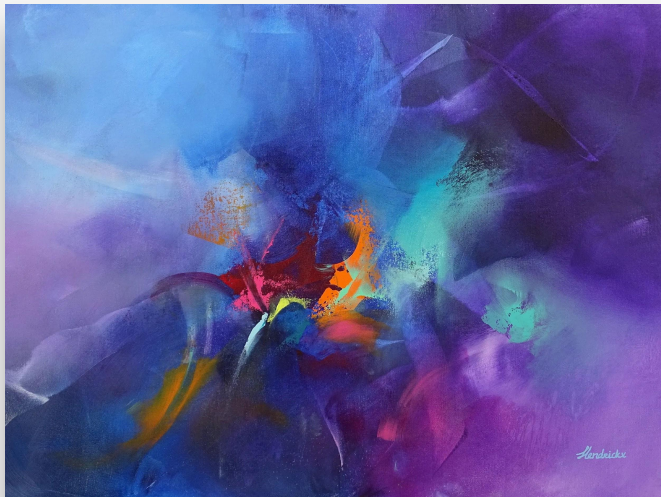
**Color must  
transition**



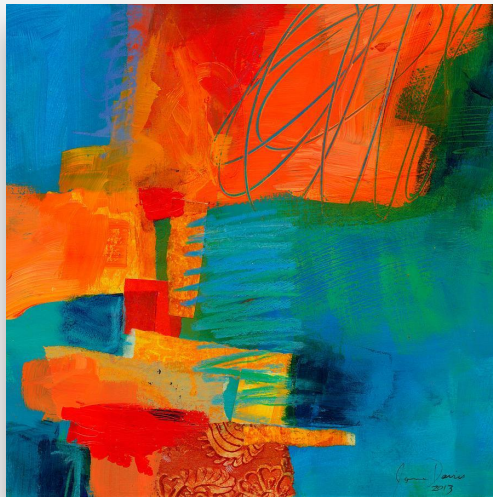


**Color must  
have a story**





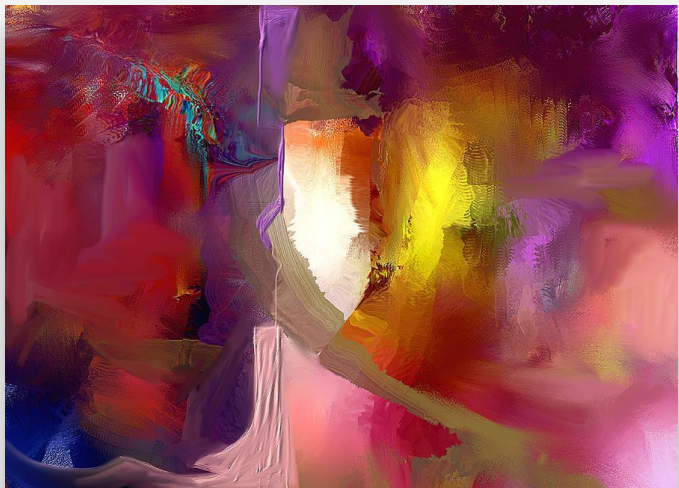
**Unequal = Pleasing**



**Equal = Conflict**

**Complimentary  
color story**





**Unequal = Good**



**Equal = Bad**

**Complimentary  
color story**





**Full spectrum  
+ neutrals**





Full spectrum  
without  
neutrals is too  
hard to live  
with and not  
tasteful





**Good primary palette**



**Bad primary palette**

**Primary  
Palette**

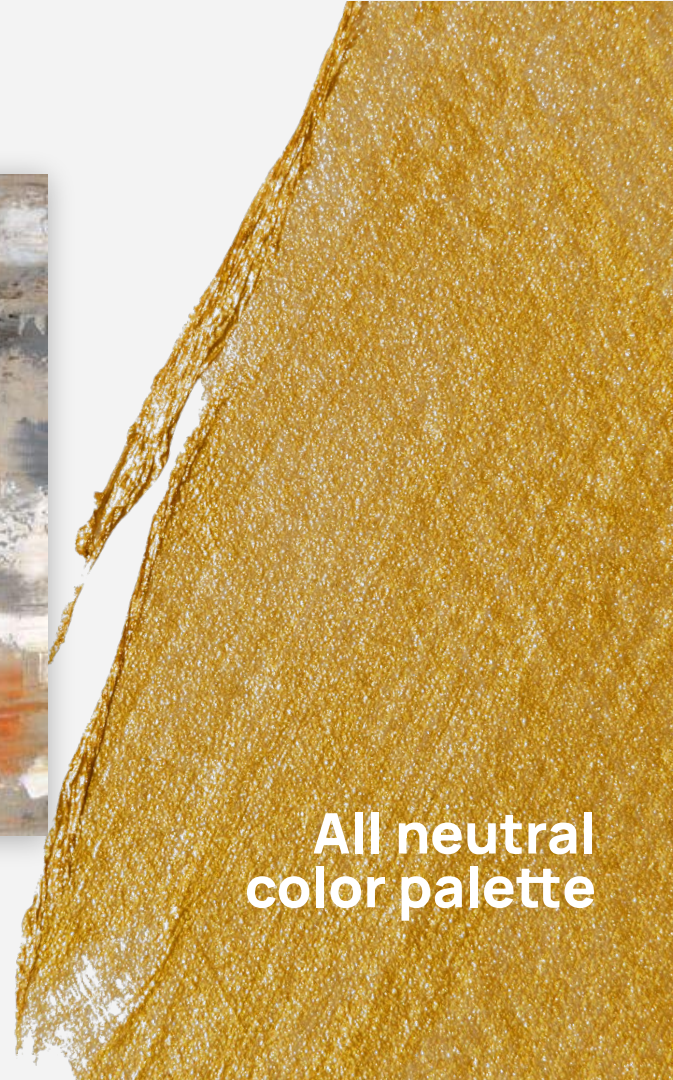




**Transitioning color**



**Not transitioning**



**All neutral  
color palette**





**Definite**



**Not definite**

**Dominant  
color**





**Always ask:  
Is it tasteful?**





**Always ask:  
Is it tasteful?**






# Theme

**Theme is second  
most important reason  
why a painting will sell**

**Subjects must be:**

1. Open ended, not too specific
  2. Be beautiful, inspiring, hopeful, or wondrous
  3. Unique not too derivative
- 





**Yes**



**No**

**Open ended**





**Yes**



**No**

**Open ended**

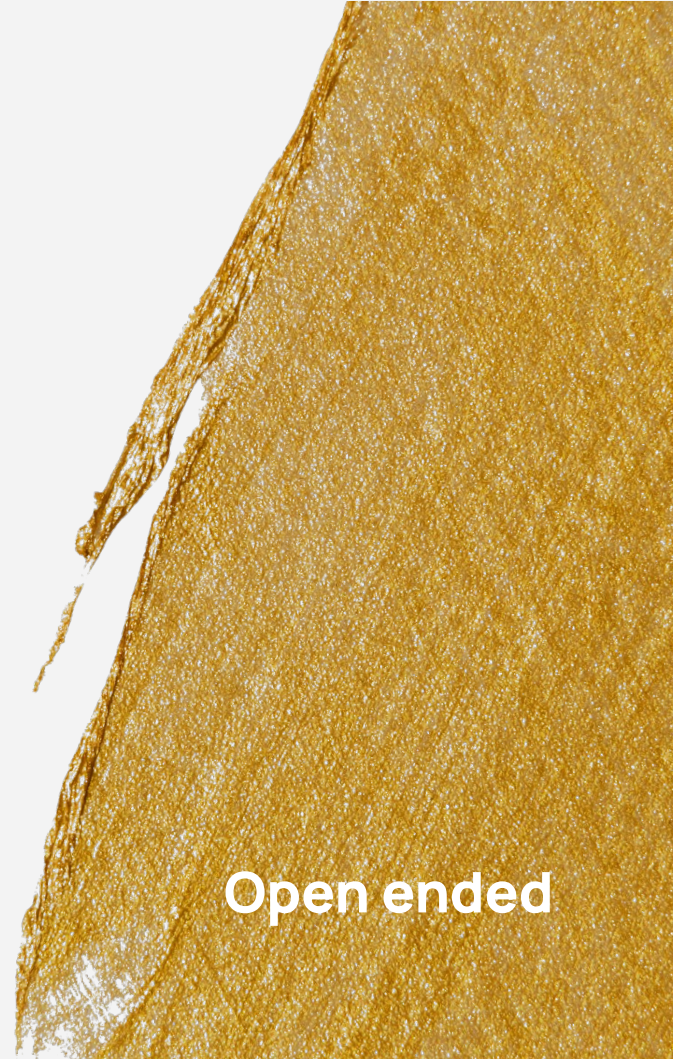




**Yes**



**No**



**Open ended**





**Could be anyone**



**Looks like my second  
grade teacher**



**Open ended**





**Yes**



**No**

**Open ended**



# Painting the other side of our pain



**Wider market**



**Niche market**

Paint the world  
people want to  
live in, full of  
beauty, hope,  
life, wonder,  
awe, joy



## Painting the other side of our pain



**Yes**



**No**

Paint the world  
people want to  
live in, full of  
beauty, hope,  
life, wonder,  
awe, joy



## Painting the other side of our pain



**Yes**



**No**

Paint the world  
people want to  
live in, full of  
beauty, hope,  
life, wonder,  
awe, joy



# Painting the other side of our pain



**Yes**



**No**

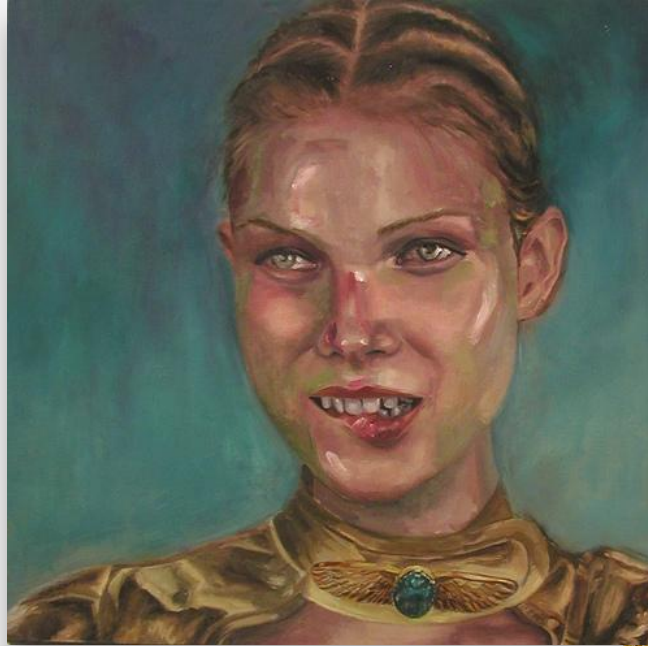
Paint the world  
people want to  
live in, full of  
beauty, hope,  
life, wonder,  
awe, joy



## Painting the other side of our pain



Wonder



Creepy

Paint the world  
people want to  
live in, full of  
beauty, hope,  
life, wonder,  
awe, joy



# Painting the other side of our pain



**Non confronting**



**Confronting**

Paint the world  
people want to  
live in, full of  
beauty, hope,  
life, wonder,  
awe, joy





**Yes**



**No**

**Unique POV**





**Distorted: good**



**Distorted: bad**

**Unique POV**

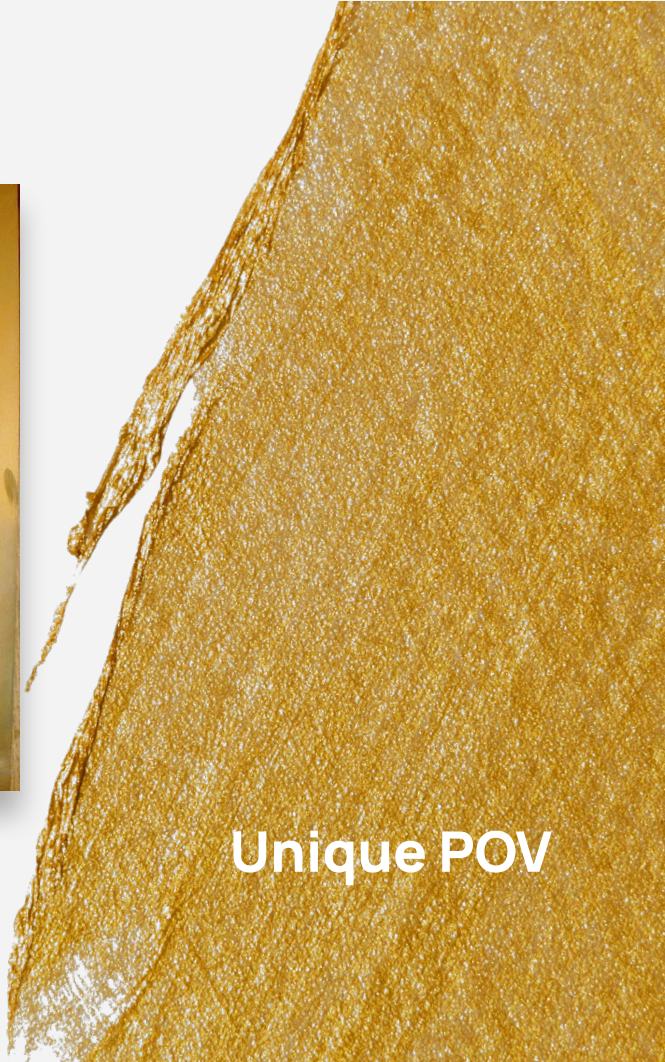




**Yes**



**No**



**Unique POV**





**Interesting**



**Bad skill**

**Unique  
Stylization**





**Yes**



**No**

**Unique  
Stylization**





**Stylized with skill**



**Stylized without skill**



**Unique  
Stylization**






# Excellence

## **The third reason a painting will sell**

**Paintings must have:**

1. Adequate skill
  2. Good materials that match price
  3. Ready to hang
  4. Good craftsmanship
- 





**Yes**



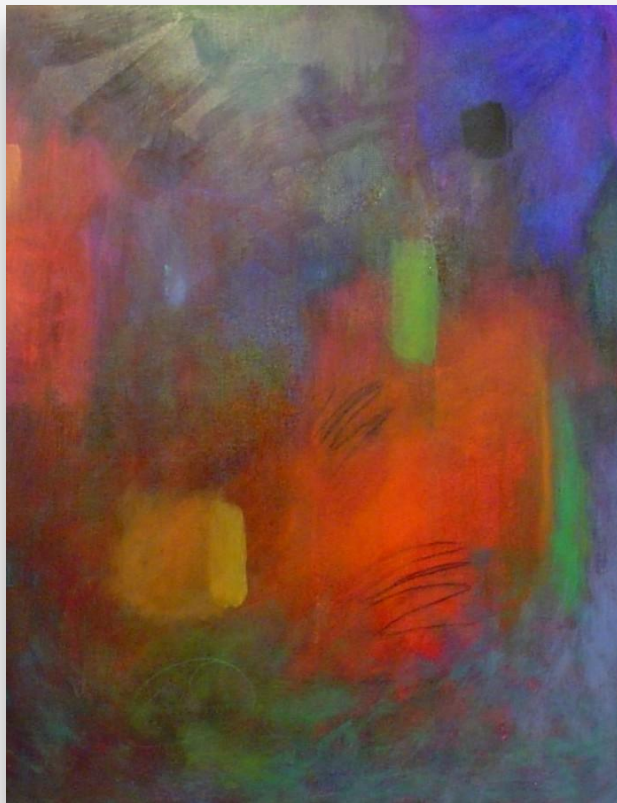
**No**

**Simple with  
excellence**





**Yes**



**No**



**Simple with  
excellence**





**Yes**



**No**

**Skill is  
important**

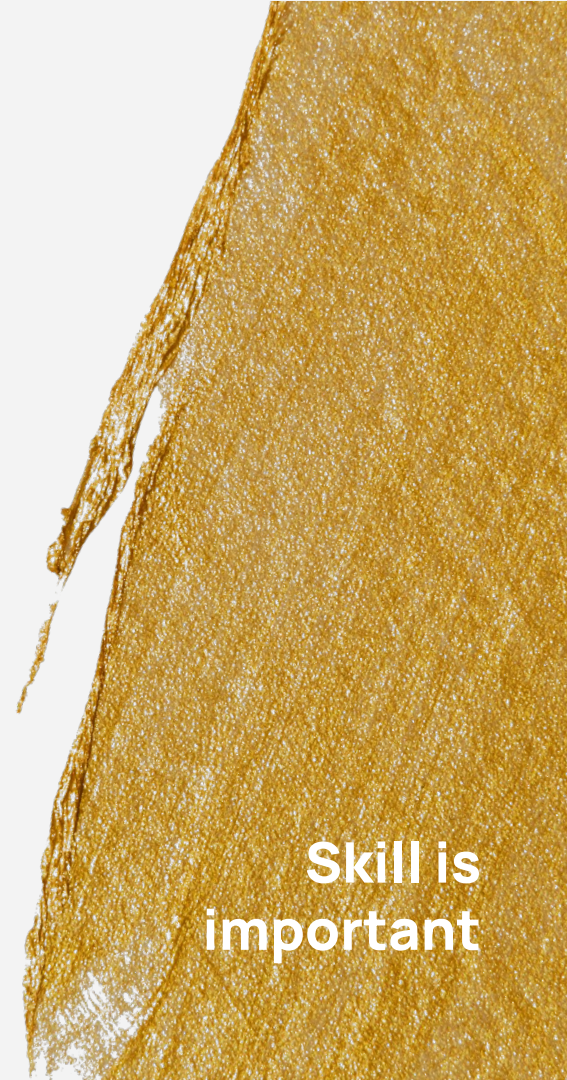




**Abstracted with skill**



**Abstracted with less skill**



**Skill is  
important**





**Yes**



**No**

**Skill is  
important**





**Yes**



**No**

**Skill is  
important**





### **Use the best materials you can**

Try not to use student grade paint, crappy brushes, warped thin canvas, or non archival materials

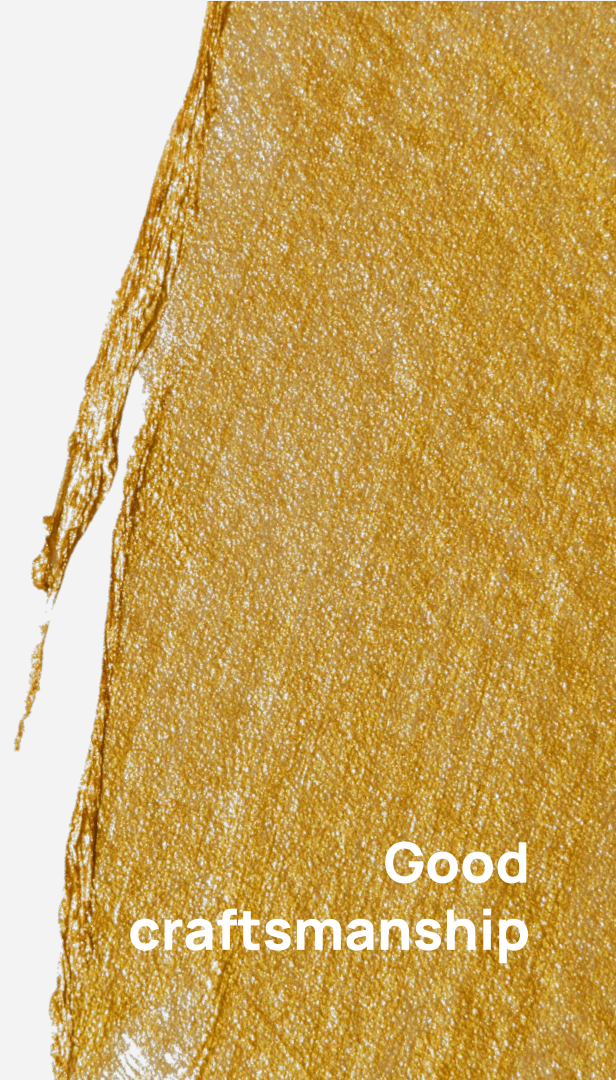
**High quality  
materials**





- ✓ No paint boogers, hairs, cracking, rips, unpleasing texture from dried paint
- ✓ Use fresh paint, clean solvent or cleaning water
- ✓ Finished painting should be signed, edges painted, and varnished, to be sold with hanging hardware installed

**Good  
craftsmanship**





**Your artwork should  
be user friendly and  
easy to hang**

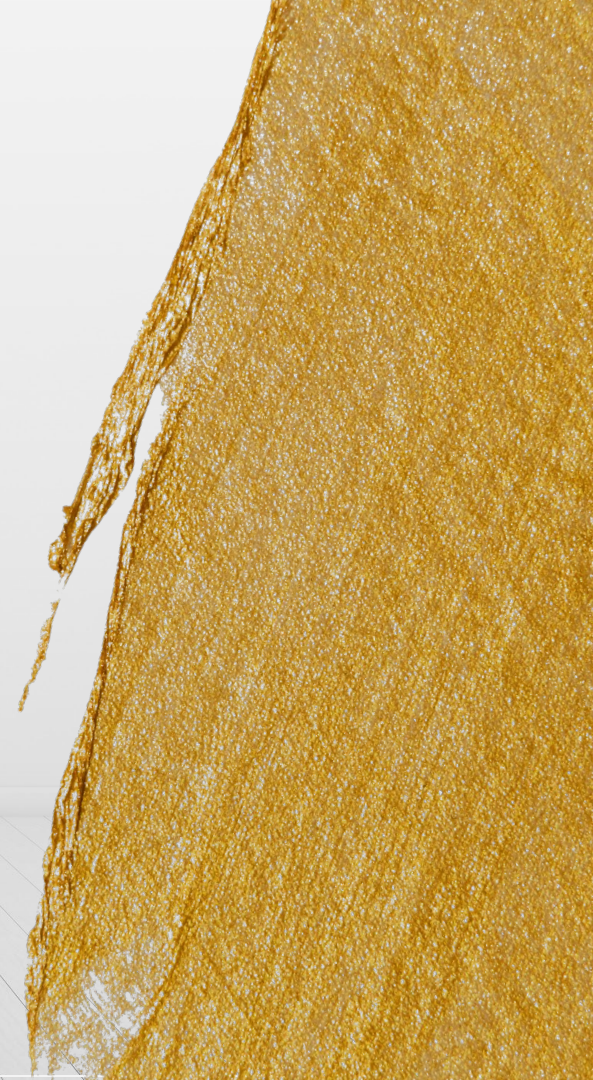




# To sell more art, think about the space it will go in...

What to think about when creating for a space

1. Size
2. Color
3. theme
4. Contemporary, traditional, or transitional
5. Price point







**Traditional**



**Contemporary**







**Transitional**





Kitchen Art is small,  
multiples, tall verticals, food,  
vessels, gathering, kitchen  
related themes







**Corporate art, large scale, brand centric**



**Waiting room art, peaceful,  
contemplative, easy on the eyes**



**Corporate hall art,  
abstract, nothing to  
look at long, keep  
walking**





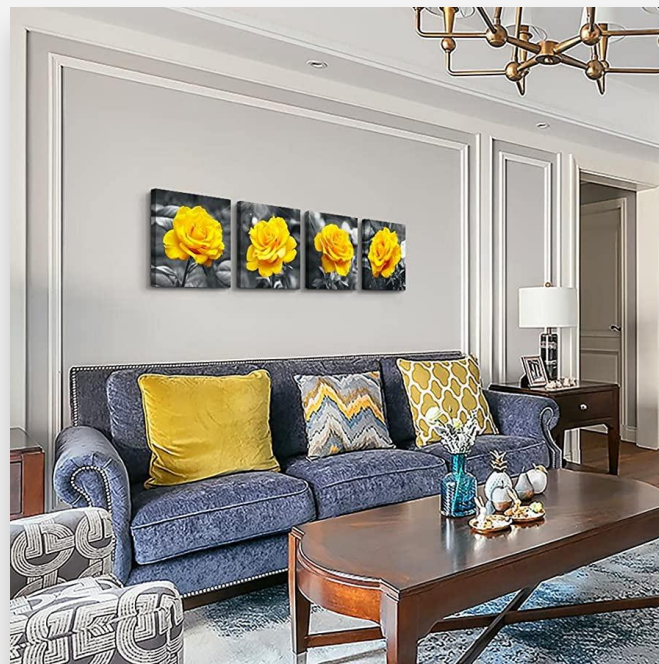
**Art can fit lines, mood, shapes, and room vibe**





Color is important





**Creating in series will help sell multiples**





**Our humble  
beginnings**

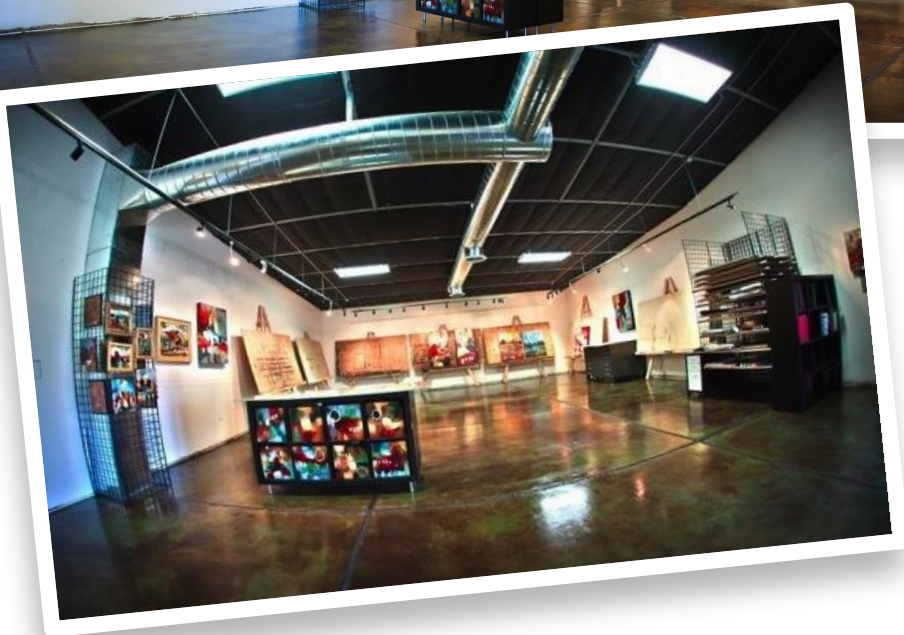




December 2010

## Milan Art Institute Opens

With the goal of helping artists turn their passion for art into a profession



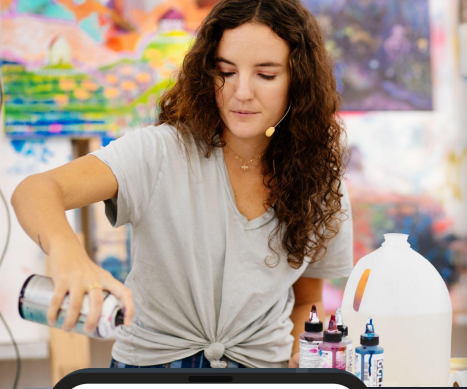




2014

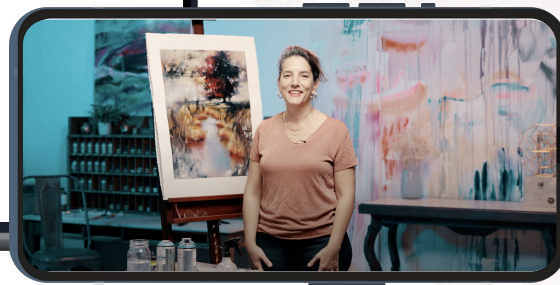
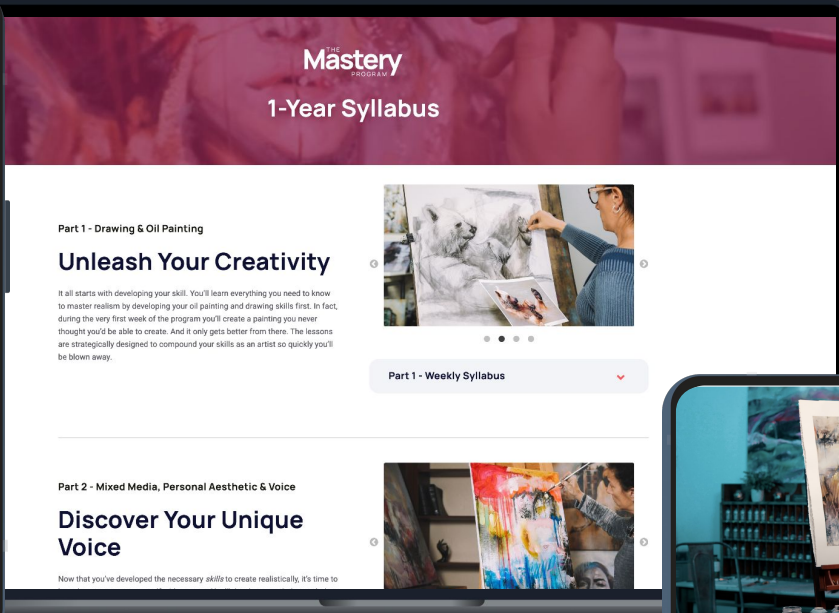
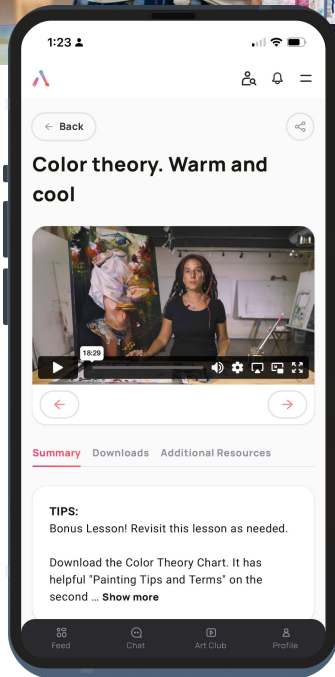
## The Mastery Program Launches





2018

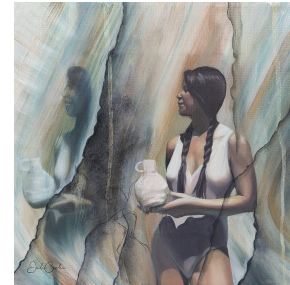
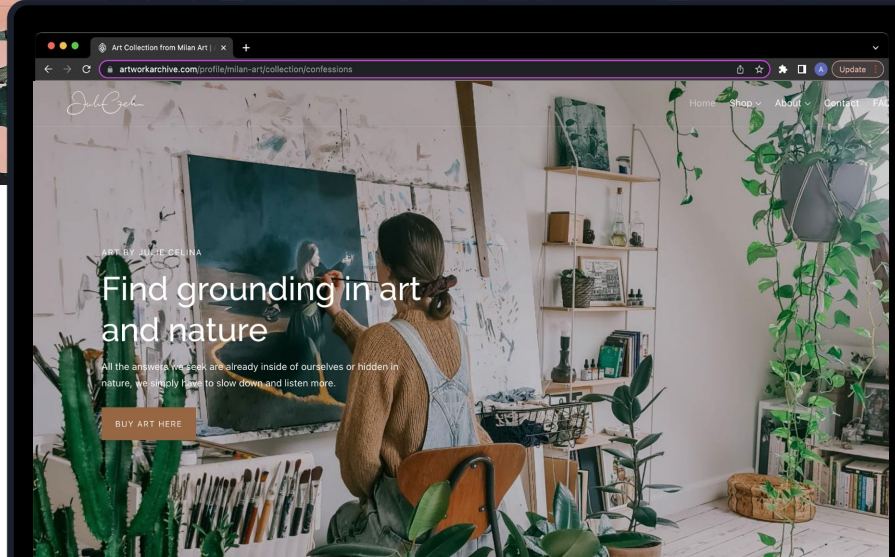
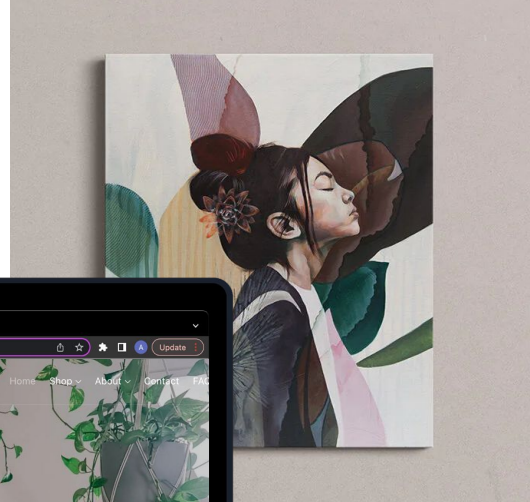
## The Mastery Program Goes Online!



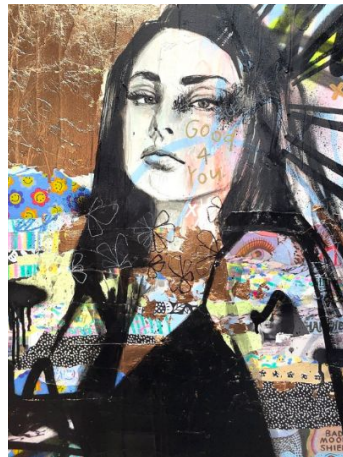




## Student Portfolio Julie Celina







**Student Portfolio**  
Tanya Aubut



# Art Transformations

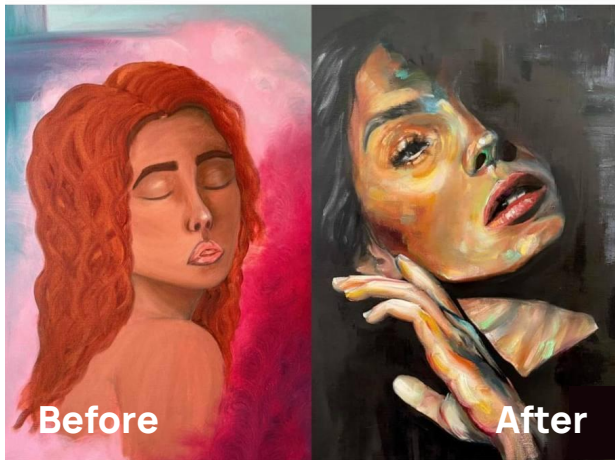
## Ana Parsons Bostrom



Anna Parsons

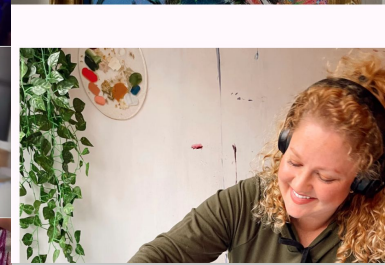
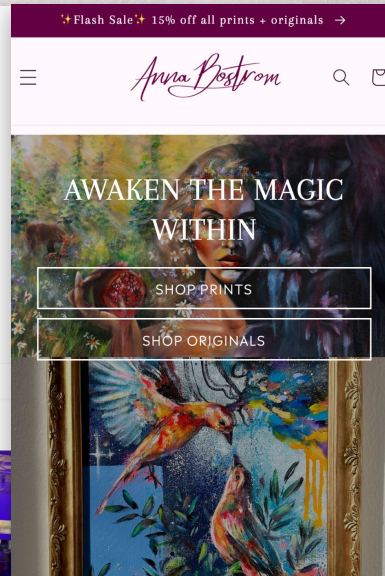
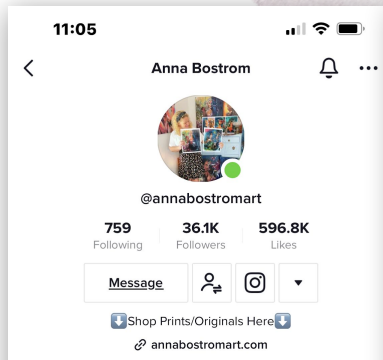
4 m · 📍

Quick sappy appreciation post. Today I took a moment to recall this first section of the program and how far I've come in 16 weeks. The painting on the left was one I started January 4th (literally my first day of the program) and the one on the right is my Final Assignment for the Oil & Drawing section. I truly never thought I could paint like this!!! And before I started I was genuinely nervous that I wouldn't do well...but these past 16 weeks have been the most challenging and rewarding experience I've ever had. I'm so excited to start Mixed Media next week but just wanted to give a huge appreciation shoutout and thank you to the Milans, coaches, students and my badass mentor [Heather Bailey](#)!! The talent and art in this group and program is mesmerizing...so many wonderful artists here and it's been such a pleasure learning from you all so far! I'm really looking forward to learning more and getting better 😊



Before

After





# Art Transformations

## Nicola Bu



Nicola Bu

September 6 · 🌐



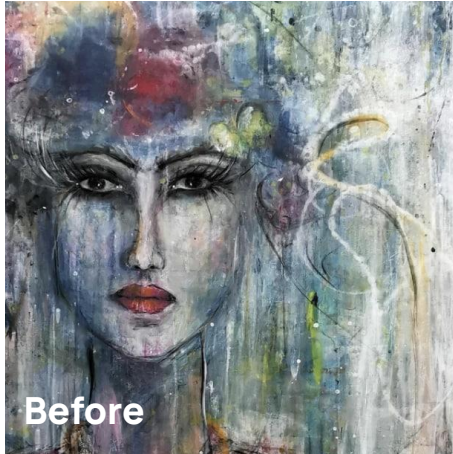
I've just watched the last final lessons of the online mastery program...

And I still can't believe that one year has passed by so quickly...

But what I can say...

Taking the program was the VERY BEST decision (next to my children 🥰) I've ever made in my whole life!!!

In the pics you can see my art before the mastery program and now... 🤔🤔🤔



Before



After



## Art Transformations

Rachel Doring



**Before**



**After**



## Art Transformations

Madisyn Marshall



**Before**



**After**



Learn how to  
create a **25 piece**  
**professional**  
**portfolio**

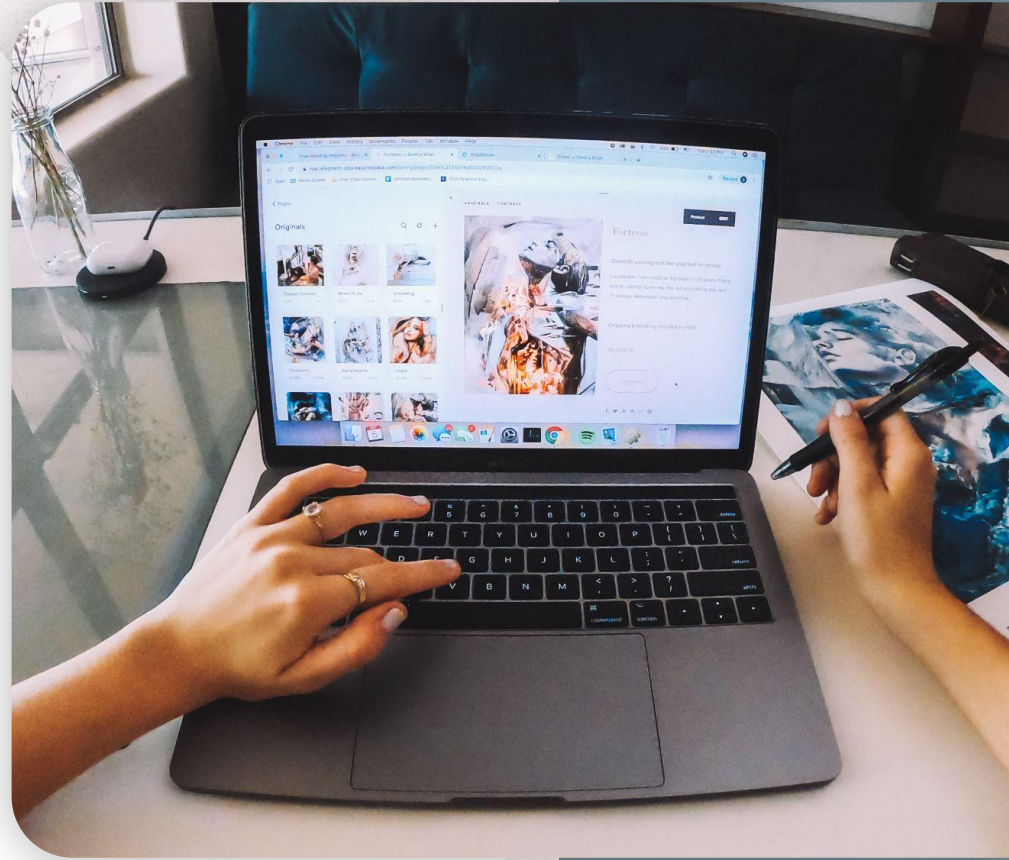
THE  
**Mastery**  
PROGRAM





Learn how to market and  
**promote your portfolio**  
for more sales

THE  
**Mastery**  
PROGRAM





Discover ***your unique***  
**voice to stand out**  
from the rest

THE  
**Mastery**  
PROGRAM





Develop the **skills** you  
need to create anything  
you can imagine

THE  
**Mastery**  
PROGRAM








# THE Mastery PROGRAM

## Join the Waitlist to Learn:


- How to build your own **easel**
  - How to set up your studio like a **pro**
  - The art supplies professionals use
  - How to **fund your art education**
- 





# THE Mastery PROGRAM

## **Join the Waitlist to Learn:**


- Crucial mistakes to avoid as a beginner
  - Believe in your success as an artist
  - How to overcome negativity
  - Mindset for building an art business
- 





# THE Mastery PROGRAM

## Join the Waitlist to Learn:

- Know your place in art history
  - Find your superpower as an artist
  - Learn the basics of finding your voice
  - **And much more...**
- 



# Register Today



THE  
**Mastery**  
PROGRAM

[masteryprogram.com](https://masteryprogram.com)