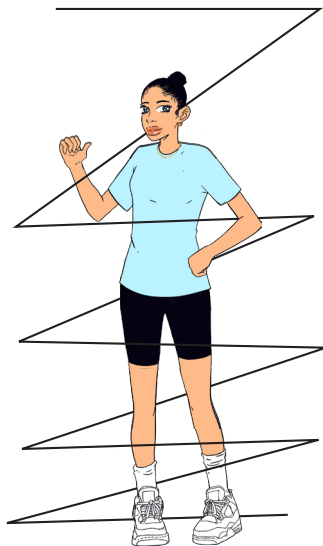
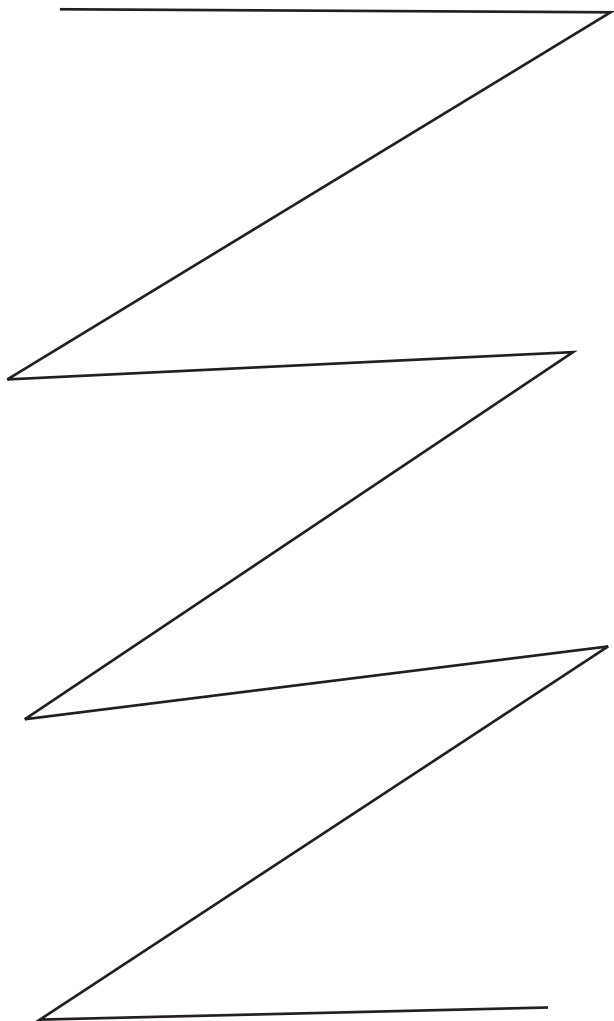


# A-Z OF THE CREATIVE SECTOR



**BY MALIZAH**  
**IN ASSOCIATION WITH RISING ARTS AGENCY**



# **A-Z OF THE CREATIVE SECTOR**

by Malizah

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# A

## ARTS COUNCIL ENGLAND

Okay, so when you get into creative circles  
You might hear about Arts Council England a couple times...  
Simply put,  
they are the people that can develop and invest into your ideas  
if you create something dope, to "enrich people's lives".

## AESTHETIC

Aesthetic can be a mood,  
kind of like how something looks and how it makes you feel,  
it is concerned with beauty  
and the appreciation of the art a creative may build.

## APPROPRIATION

Certain cultures have prominent characteristics  
to their style, dress, and historical being.  
When people from outside that culture hijack other cultures' elements  
Without appreciation or investing into the culture's upkeep..  
it can then end up having a controversial meaning.

# B

## **BAME**

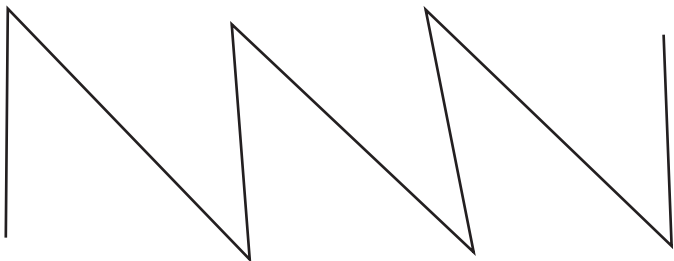
It stands for Black Asian and Minority Ethnic.

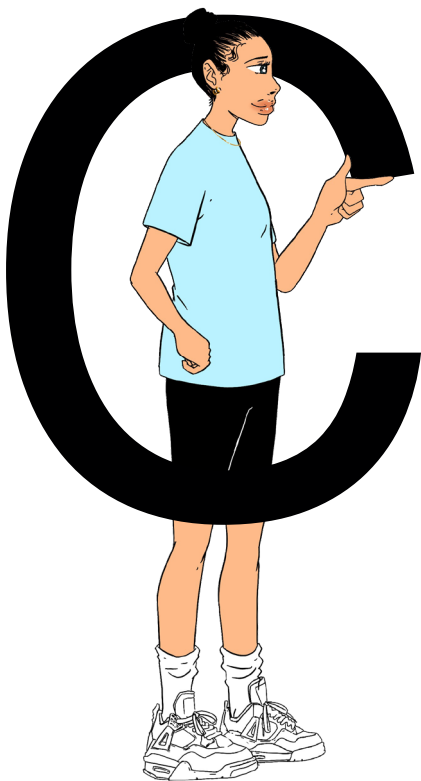
But here's my question:

What purpose does it serve in the creative sector...? Is it even relevant?  
Should I be categorised.... should I identify myself as less or lesser...  
or are we a people with history and land,  
more than acronyms and adjectives.

## **BUDGET**

The money you can spend on your project, piece, plan. The act of allocating money to specific areas of need.





**COMMISSION** “To order or authorise” (a person or organisation) to do or produce something.

**CULTURE** is one of the foundations of society, encompasses art, influences law and humanity. Culture deeply affects the lives we lead  
Building the current world that we see.

**CURATOR** A curator (from Latin: cura, meaning “to take care”) is a manager or overseer. Usually, in this sector, it’s over art, exhibits and museums.

# D

## **DISCIPLINE**

A necessary trait in any endeavour we take. Discipline is sticking to commitments, keeping focus until we produce or create the reality we wish to make. Discipline is core to maintaining balance, completing the visions we have in the face of challenge. By doing things sometimes, when we may not want to, in service of what it will become.

However:

Within the creative industry, Discipline can also mean the area of expertise a person has, or what area of knowledge they study or are taught.

So, for example, they may ask:

"What discipline did you major in at school?",

and someone may answer,

"My discipline is in architecture, but I also enjoy law."

## **DEBRIEF**

To ask questions to a group or individual to get information about a task they have just completed. Debriefs help give insight into activities and help to round up and clarify the task and its meaning.

## **DELIVERABLES**

Something that has come from a proposal/project and is offered in the form of a workshop/product/service. Something to be delivered.



# E

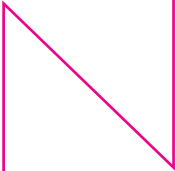
## EVALUATION

The act of forming an opinion of the amount, value or quality of something after thinking about it carefully.

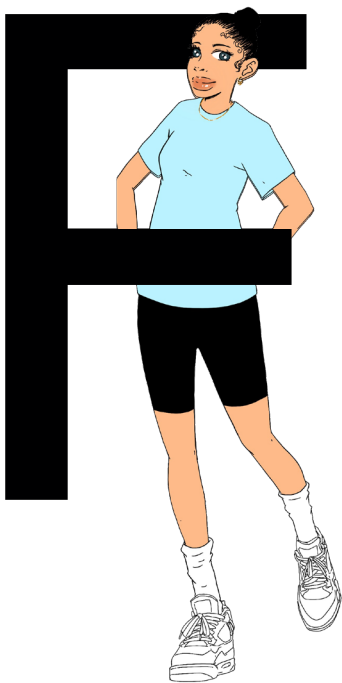
## ETHOS

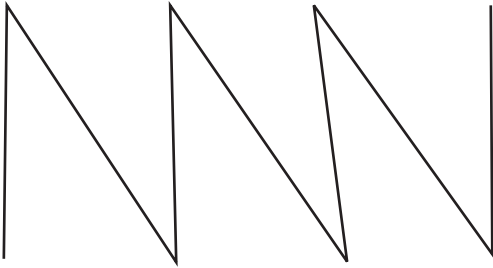
The moral ideas and attitudes that belong to a particular group, society or person.

## EMERGING



We are fresh talent. We have always been here. We are rising. Expressing. Evolving. We are shifting the system and the art space. That's what I think when I hear the word emerging, as I like to look at the way that words can empower us. However, titles like 'emerging' are frequently used, knowingly or unknowingly, as a tool to restrict and divide individuals from certain spaces, and even rank people within spaces once they've "arrived". Are emerging artists or practitioners given equal opportunity to work with more established spaces and artists?"





## **FRAMEWORK**

A set of beliefs, ideas or rules that form the basis for making judgements, decisions, etc. Framework can also mean the structure of a particular system.

## **FACILITATOR**

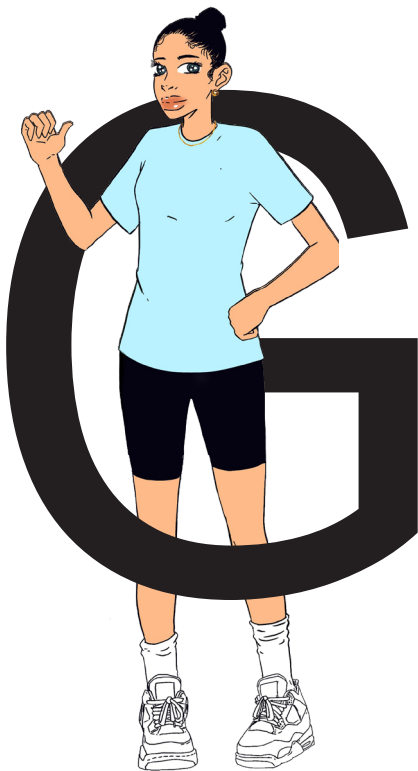
A person who helps somebody do something more easily by discussing problems, giving advice, etc. rather than telling them what to do. In workshops, there will most likely be a lead person facilitating. This can also be understood as hosting the group, person, space, or facilitating conversation.

## **FREELANCE**

Earning money by selling your work or services to different individuals, companies, charities and organisations.

Freelancing allows freedom for the creative...

But it takes a lot of groundwork, getting yourself out there, and financial preparation.

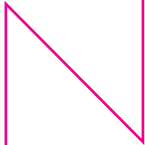


## GATEKEEPER

A person, system, etc. that decides whether somebody/something will be allowed to reach a particular place, person or audience. Gatekeepers can be found in all areas of the creative and business sectors. It's usually someone that is already established or has a title/position of power who can decide if they will or won't let you manoeuvre your art, ideas or influence freely.

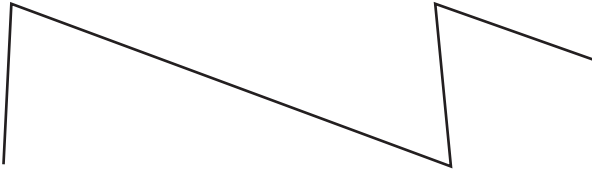
Gatekeepers can sometimes be stuck in traditions and their ways... and that can hinder the progression of culture and what society gets to experience and create.

## GENTRIFICATION



Gentrification is, to me, the removal of the original culture and people. To create capitalist spaces. The feeling I get when talking about gentrification is one that makes me sad. In effect, it is removing, erasing the truth of a community and people —what they have known and what they have been—for monetary gain. Which serves to also uphold and maintain the illusion of a hierarchical society.

# H



## **HMRC**

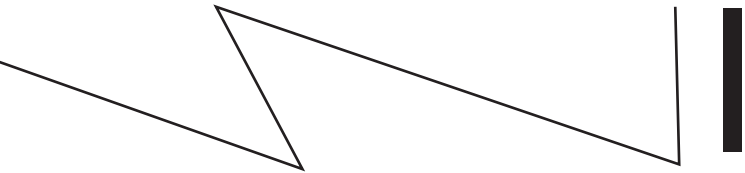
Her Majesty's Revenue and Customs (HMRC), also known as Her Majesty's Revenue Services, is the tax authority of the UK government. The agency is responsible for collecting taxes, paying child benefits, enforcing tax and customs laws, and enforcing the payment of minimum wage by employers.

## **HANDLE**

Your online username; a way for people to find your online profile/presence.

## **HEGEMONY**

Leadership or dominance, especially by one state or social group over others.



## **INTELLECTUAL PROPERTY**

An idea, a design, etc. that somebody has created and that the law prevents other people from copying.

If you have made something, you can register it as your intellectual property.

Then, as time goes by, no matter what other people think of or do... that idea or design will always be credited to you.

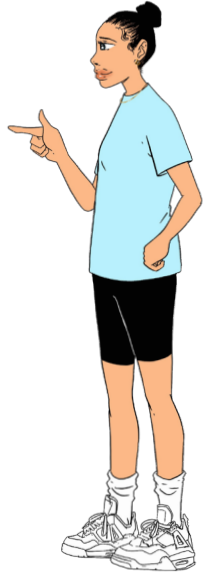
## **INSTALLATION**

A 3D piece, artistic experience or space that is created using sound, light, etc. as well as objects.

## **INCLUSION**

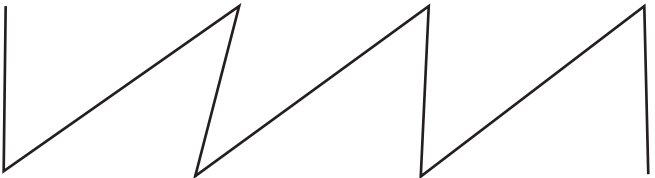
The action or state of including, or of being included in, a group or structure.

# J



## **JOURNEY MAPPING**

A visualisation of the process that a person goes through to accomplish a goal. E.g. A journey map could look like a drawing of your life or process up until this point.





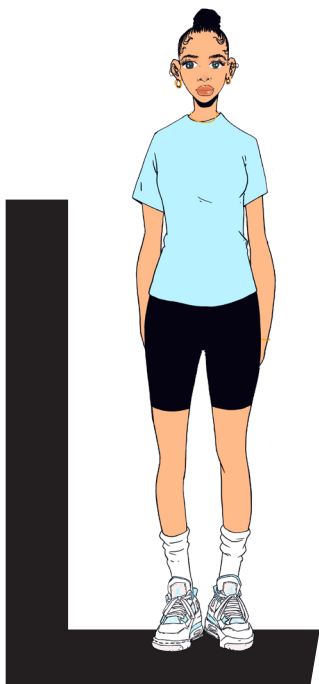
# K

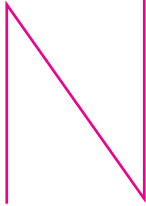
## **KNOWLEDGE ECONOMY**

The use of knowledge to create goods and services.

## **KITSCH**

Art or other objects that, generally speaking, appeal to popular rather than “high art” tastes. ‘Kitsch’ can also mean over the top, ironic or sentimental.



**LEADERSHIP**

Leadership is both a research area and a practical skill, encompassing the ability of an individual, group or organisation to “lead”. Leadership is seen with love and sometimes hate. Leadership in human history has been revolutionary and sometimes less so. All in all, I believe leadership is what we decide, what we say, what we make. Leadership is not only historic and about followers and the masses but the actions chosen in our everyday.

**LGBTQ+**

An acronym for lesbian, gay, bisexual, transgender and queer; the “plus” is intended as an all-encompassing representation of sexual orientations and gender identities.

**LAB  
(CREATIVE LAB)**

A new ideas space where artists, thinkers and creatives bring and formulate new ideas, discuss the sector and collaborate.

# M

## MENTOR

An experienced person who advises and helps somebody with less experience over a period of time.

A mentor can be a helpful nudge to act, or a guide to a specific sector, medium or stage in life.

Mentors won't do the work for you but can help cultivate what is already inside of their mentee.

Mentors are excellent to connect with,

vent to sometimes...and refocus your vision

They are a set of eyes outside your perspective...

they can introduce you fresh thoughts, challenges, and direction.

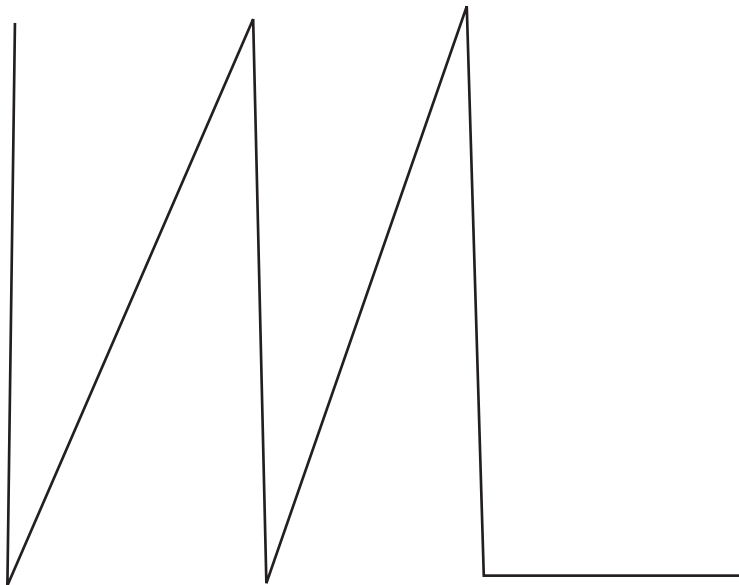
## MANIFESTO

A written statement in which a group of people explain their beliefs and aims, especially one published by a political party to say what they will do if they win an election.

## MEDIUM

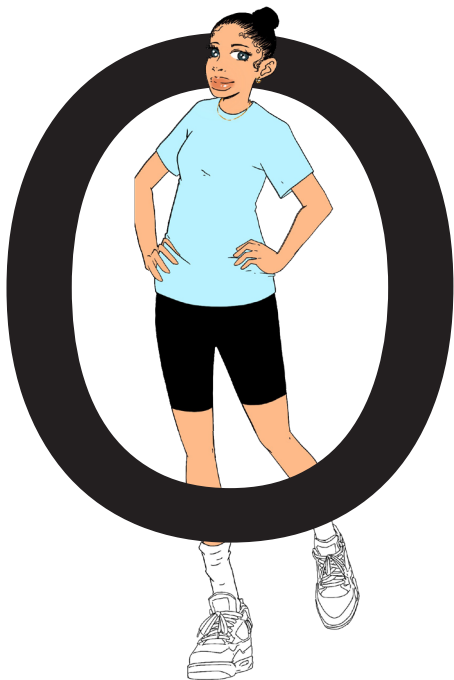
Is how you deliver your work; for example, one of the mediums in this book is poetry. I have used the medium of poetry to share definitions and ideas with the reader. What is your medium?

# N

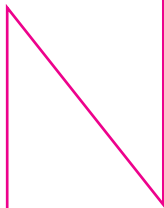


## **NEW MEDIA**

New information and entertainment products and services that use digital technologies such as the internet.



## OPPRESSION



Oppression is the cruel and unfair treatment of a group of people, particularly by restricting freedom and/or rights. So many have fallen victim to oppression, through lack of knowledge, lack of love, lack of community or just because of where they lived or ended up. Oppression is something that seeps through things like economics and race. However oppression can also be in anything where people encourage self hate to stop the valuable from seeing their value so that they can profit.

## ORIGINALITY

The ability to think independently and creatively.

# P

## **PRACTITIONER**

A person who regularly does a particular activity, especially one that requires skill.

## **PILOT**

A process of testing a new product or project idea with a few people, or in a small area, before it is rolled out.

## **PROGRESSIVE**

Moving forward. Evolution, building upon.

Progressive is stepping ahead.

Progression is positively charged growth, but some people are comfortable with what has been or what they have known.

So, if you are of a progressive nature don't be surprised...

you may work against some friction and for a while, even work alone.

But it's alright

Progressive is moving forward, evolution, building upon.

Something that by nature has to be done.



# Q

## **QUALITATIVE**

Quality rather than quantity. It deals with what is seen, observations, feelings. E.g. interviews, opinions and experiences. If something is qualitative, it is often used to generate hypotheses or develop ideas.

## **QUANTIFIABLE**

Able to be expressed or measured as a quantity.

## **QUANTITATIVE**

Relating to, measuring, or measured by the quantity of something rather than its quality. E.g. the number of people involved or days a project ran for.



# R

## R&D

Research and development; work that tries to find new products and processes or that aims to improve existing ones.

## RESILIENCE

Resilience. When you take a hit and rise back from it. When you find and create the way to make sure you reach the next stage. Resilience is turning the page from accepted ways, opinions and what people may say, to obtain what you know can be. Resilience is in the chasing of a vision and using your gift when they doubted it. Resilience is the stance against the opposition and the oppressive constructs that exist. In a world that, at times, may persist in questioning your right to fight, to progress, to create. Resilience is truly a valuable trait.

# RADICAL

Radical minds seek and they find solutions.

Radicalism is non-conductive to old ways of doing things.

Radical thought, art and living brings fresh perspectives and experience.

Radicalism is sometimes viewed as something serious,  
even — at times — dangerous.

Still...radical actions have paved a way for us;  
its essence is transformative

Radical, I feel, leads rather than waiting around for saviours.

Radical is thinking, laughing, loving; it is not only pain and fighting  
opposition.

Radical living, I feel, is about redefining positions,  
breaking barriers....

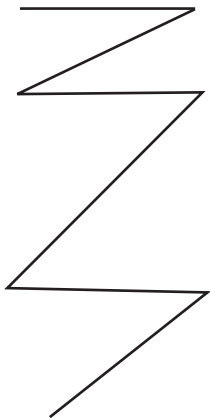
not necessarily about being liked, losing or winning

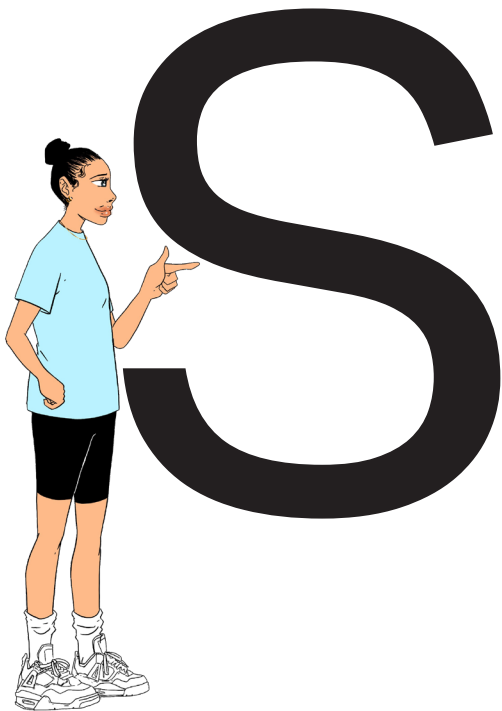
but rising above our challenges with a fearlessness fuelled by new  
beginnings.

Radical nature produces radical changes.

Radical arts and minds know of doubt...but they won't entertain it.

They have a focus and by any means execute what their aim is.





## STRATEGIC

Strategic. A plan ahead...

a way mapped out through specific steps.

Strategies can save on time and prevent a debt.

Can make the most of what is out there and maximise your strengths.

Strategy allows for less mistakes,

disciplines the actions you decide to take.

Keeping the vision set and secure and allowing for peace of mind.

Strategic movements are focused and precise.

## STRUCTURAL

Relating to or forming part of the structure of something: a building, a process, an argument. Structural racism is an example of racism that is embedded in the political, economic and social systems around us.

## SECTOR

A sector. Is one of the areas of economic activity in which the country is divided.

For example, there is the art sector, the travel sector...different areas where money is generated and acquired.

However, sectors can also be seen outside of the capitalist view...

a sector is a space where you can express and manifest you...

whilst connecting with others who take interest in the same area too.

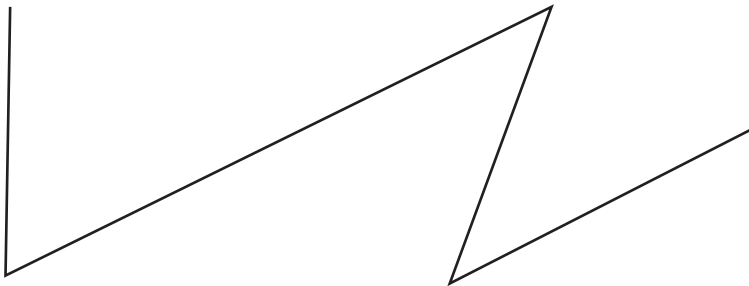
# T

## **THINK TANK**

A group of experts who provide advice and ideas on political, social or economic issues.

## **THEORY**

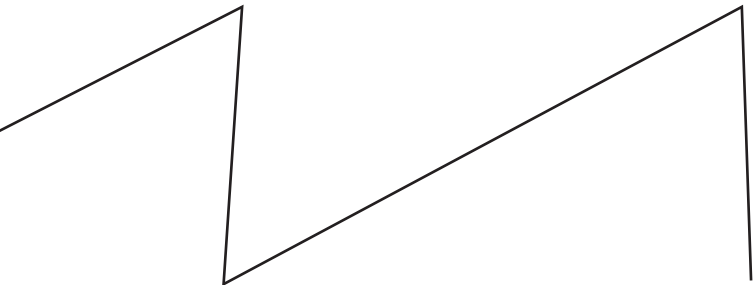
An idea or set of principles explored through testing, practice, and research. Something that guides or justifies a course of action.



# U

## **UNCONSCIOUS BIAS**

Unconscious biases are learned stereotypes that are automatic, unintentional, deeply ingrained, and able to influence behaviour. E.g. the belief that a tech-heavy project would be better led by a young person.



# VW

## VASW

Visual Arts South West

"VASW connects artistic communities throughout South West England as a way of raising visibility, advocating diversity and developing resilience across the visual arts sector."

## WORKSHOP

A workshop is not only a space to discover and learn...  
workshops are a way for practitioners/artists to earn.  
Think, what discipline are you in?  
Then find the elements in this that could be shared, discussed...  
in a way people would engage and love.  
Workshops can form a community, as they are a space  
made up of us for us...  
so it's not always about profits...  
It's a chance to create, connect and share our voice on  
interesting topics.





# XYZ

## YBA'S

### The Young British Artists

A group of British artists who began to show work together in 1988 and who became known for their radical approach to materials and processes, shock tactics and wild parties.

## ZEITGEIST

The spirit or quality of a particular period of history (such as the present day), borne out through ideas, beliefs, etc. which are/ were common at the time. Art "speaks to" or "captures" the Zeitgeist; it reflects back to us the time we are living in.





Illustrations by Nick Ogri @artofnvck

Rising Arts Agency is a social enterprise run by young creative thinkers in Bristol. We advocate for sector and cultural change through research projects, industry consultation and our creative agency services. We also support young artists through a successful mentoring programme, professional development and leadership opportunities to achieve their ambitions.



