



Information on pricing your art

Please note: Arts NC State will host a panel discussion on pricing artwork in March 2019. Stay tuned to our social media for details & [join our Facebook students group](#).

In the past, we have recommended student artists price their work by pay themselves roughly \$20/hour plus materials. So if you spent 5 hours on a piece, that's \$150 plus \$50 for materials, which is \$200. This is a helpful website to reference:

<https://www.theartleague.org/blog/2016/05/20/price-artwork-beginners-guide/>

BUT- what we've learned from not only the past four sales, but the Raleigh art market in general, is that **people rarely pay over \$100 for a piece of art** unless it is very strong work, and often on the larger side (above 24" x 30").

Consider the market for the Student Art Sale

- NC State Students (probably have \$25-\$50 to spend on art)
- NC State faculty/Staff (probably willing to pay (\$40-100)
- Community Members (some *might* be able to go up to \$200)

If you want to sell your art, consider pricing it lower than what you might normally price it at. If you are confident in your art or have sold it at a high price point before, feel free to price it over \$100, but under \$400 please.

Again, consider the time you spent on creation & materials, + the market you're selling to (and whether you really want to sell it).

Feel free to email or set up an email with me (Amy Sawyers-Williams), if you would like advice!
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