



1

CRAFT

When you first entered the NFT space there is a good chance that you were either in awe or experiencing overwhelm from the sheer amount of innovation being casually thrown around. There is rapid development in numerous artforms both new and old. This is being stimulated by a newfound community of creators that has gathered on NFT Twitter. The following types of expression have all been used to create NFTs:

- Painting
- Illustration
- Photography
- Performance
- Music
- Dance
- Sculpture
- Written Word
- Generative Art
- Glitch Art
- Trash Art
- Pixel Art
- Lens-based Media
- Mixed media
- Digital Fashion
- Collage
- Animation
- Digital
- 2D
- 3D
- AR
- VR
- VFX
- AI

HOW TO BECOME AN NFT ARTIST - WEEK 4

TAKING IT TO THE NEXT LEVEL

The skill level at which you enter the NFT space does not matter. What matters is that you are continuously evolving and improving your craft. If you want to thrive in this space then putting in the time will pay off. If you are interested in trying out a new medium then consider the following:

1. Enroll in a paid course
2. Watch “How To” videos on YouTube
3. Google it
4. Join a Discord and find someone to chat one-on-one
5. DM an artist that you admire on Twitter
6. Follow related pages on LinkedIn

EXPLORING NEW TECHNIQUES

Don't be afraid to try new things in the NFT space. Push the boundaries of the medium, explore concepts, and simply find out what's possible. The NFT community of creators and collectors will respond to your growth. You may receive mixed reactions, especially if your work is controversial. However, in the end, the NFT community is not only receptive to new ideas, but founded on them.



TOOLS

You do not need complicated tools to be an NFT artist. In fact, there are many creators that are using only the apps on their smart phones to make their art. However if you want to play in the metaverse you do need a robust system.



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HARDWARE & DEVICES

❖ Smart Phones

Smart phones have numerous apps that creators can take advantage of when exploring new artforms. Many of these are free, which I would recommend trying first! They can also be used to access marketplaces, as well as crypto exchanges and wallets. However I would urge you to use caution, as phone apps may not be as secure as your laptop browser. Set up 2-Factor Authentication or use Google Authenticator wherever possible.

As an NFT artist you will likely use your phone to access your social media accounts and also for communicating internationally. The following communication apps will work on your phone and can be synced with your other devices: Discord, Telegram, Whatsapp, Zoom.

Cryptovoxels and some virtual spaces can be accessed by smart phone.

You will need a smart phone to speak on Twitter Spaces.

❖ Drawing Tablets

Tablets are a common tool for most digital illustrators. Use the following article as a spring board for researching different types of tablets and finding the one that would be best suited to your needs. Keep in mind some tablets will require an external display, while others have an integrated screen on which you can draw directly with a stylus.

The Best Drawing Tablets of 2022:

<https://www.creativeblog.com/features/best-drawing-tablet>



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❖ Laptop or Desktop

If you want to spend any significant amount of time in the metaverse then you will need what is referred to as a gaming computer. These have plenty of RAM, decent storage capacity, and a fast processor, more so than your basic laptop. A higher resolution screen will enhance your experience. If you are an Apple user, devices with the M1 chip should work relatively well, however gaming setups are typically engineered to be more powerful.

If you plan to dabble in VR, then you will need a “VR-ready” laptop. A VR-ready laptop has the power to run the graphics and processing requirements of a VR headset, such as an Oculus Quest 2, while tethered.

If you plan to speak on LinkedIn Audio, the Chrome browser on a laptop or desktop seems to be the best choice right now.

Best Laptop for Gaming in 2022:

<https://www.creativeblog.com/buying-guides/best-gaming-laptops>

❖ Other Equipment

If you are photographing physical art I recommend putting some thought into your setup. The quality of the photograph can make or break the project. For larger works you may need to hire a professional. For works under under 12 inches, there are affordable flatbed scanners that will do the job nicely. Otherwise consider professional photography equipment, including a tripod and a suitable lighting setup.



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SOFTWARE & APPS

There are an unlimited number of applications to choose from when it comes to art. Definitely take some time to consider the options before spending a lot of money. First and foremost make sure the software is compatible with your device.

I've included a link below to a list of software for digital artists. Affinity Photo, a new alternative to the most popular photo editing software Photoshop, receives positive reviews. It combines both vector and pixel capabilities into the same workspace. Photopea is another alternative that is browser based and completely free to use.

Beyond the basic capabilities of the application itself, there are some programs that will naturally inspire your creativity. Seek these out! It may take some time trying out different programs until you find the match for you and your creative process.

Or take it one step further and really embrace your inner “disrupter” by intentionally misusing the software to create an unexpected result. Mixing medias and breaking images to push the boundaries of what is possible in crypto art is par for the course. So get your glitch on!

Best Software for Digital Artists:

<https://www.creativeblog.com/advice/the-best-software-for-digital-artists>

3

COLLABORATIONS

Collaborations are king in the Web 3.0 space and are often prized by collectors, which has not always been the case in traditional art markets. There are many different ways of working in a collaboration with another NFT artist. The simplest collab is when one artist provides a starting



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image and the collaborator “intervenes” or modifies the image. As long as both parties agree, then the collab is complete and ready to mint. Other collabs span years and involve deep discussion around the meaning behind the work and its intended impact.

USE OF YOUR IP

If a collector asks to purchase full rights to your art, consider carefully. Once you sell the rights to your Intellectual Property (IP) then you no longer have a say in how or where your art is placed, or what brands or public figures it may become associated with.

On the flip-side, projects that include full IP rights for NFT holders offer a big incentive with massive built-in utility for collectors.

DERIVATIVES

The NFT space is booming with derivative works. These can be controversial and often face copyright infringement suits. However, derivatives are just another example of how artists are disrupting conventional ways of thinking. By questioning “where is the line between my creation and yours?” the space is definitely flirting with an open-source model.

4

NAVIGATING THE PACE

This is probably one of the most important topics that we will cover. If you intend to stay in the NFT space for any length of time navigating burn out becomes a real concern. The entire NFT experience can feel like it is moving at the speed of light. It is easy to get swept up and carried away. There are limitless opportunities both in the metaverse and in our local and global NFT communities. We often joke, but in reality there is just a whole lot of hustle going on and it can



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feel like a race. The FOMO (Fear of Missing Out) is strategically engineered into many NFT and crypto projects and is driving the pace at a rapid clip.

As artists we are often very sensitive beings. The flashing lights and spinning things that are now commonplace can be a sensory overload on top of the pace. At the end of the day it can feel like a cross between a carnival and a competition that we must push to win.

The reality is if you find a way to pace yourself, then you will be setting yourself up for a long-lasting adventure into brave new lands.

SUPPORTING YOUR MENTAL HEALTH

Please support your mental health. Reach out to people in DMs and small groups to connect. Lasting friendships are being formed as artists from around the world are leaning in to support one another. Make no mistake that this is a rigorous journey. Marketing yourself and your art on social media will take its toll. Be prepared for the psychological impact of doing this. Strategize a plan that will preserve your sanity and your health.

If you are starting to stress try one of these things. Some of these suggestions may seem overly simple, but you may be surprised by their effectiveness.

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|-----------------------------------------------|------------------------------------------|-----------------------------------|
| <input type="checkbox"/> Plan time off | <input type="checkbox"/> Listen to music | <input type="checkbox"/> Breathe |
| <input type="checkbox"/> Use a post scheduler | <input type="checkbox"/> Go outside | <input type="checkbox"/> Eat |
| <input type="checkbox"/> Set a time limit | <input type="checkbox"/> Get a massage | <input type="checkbox"/> Meditate |
| <input type="checkbox"/> Hire someone to help | <input type="checkbox"/> Drink water | <input type="checkbox"/> Sleep |



5

ADDITIONAL READING

When Should I Mint My NFTs?

https://www.linkedin.com/posts/melshapcott_nfts-nftcommunity-nftartist-activity-6916776014631071744-BxFG?utm_source=linkedin_share&utm_medium=member_desktop_web

Sizing Your Artwork for NFT Artists:

https://www.linkedin.com/posts/melshapcott_nfts-artwork-nftartist-activity-6917177993513586688-ykhJ?utm_source=linkedin_share&utm_medium=member_desktop_web

Tips for Photographing Your Artwork — for NFT Artists:

https://www.linkedin.com/posts/melshapcott_nfts-nftartists-photography-activity-6918240278323589120-LKG8?utm_source=linkedin_share&utm_medium=member_desktop_web

6

HOMEWORK

Research and consider new mediums.

Plan and commit to a social media strategy.

Prepare any questions that are specific to your project or what you set out to accomplish as part of this course. Email these to me in advance or plan to share during our next class.

contact@invisiblelotus.com

