Session Toolkit

NFTs

Entering the NFT market and
leveraging it for audience growth

OTTAWA ARTS
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SESSION OVERVIEW

The COVID-19 pandemic spurred on many challenges for artists. It also created some new opportunities for artists to produce and create in innovative ways.

The following toolkit summarizes **Carmilla Sumantry's** video session lending her expertise in determining whether NFTs are the right fit for your arts practice right now.

Are NFTs right for you?
Understanding the NFT market and what it can do for you

Getting creative with smart contracts

Where to start?
Building a web three community and collector audience

Share your work in a new way

Are NFTs right for you?

If you are a creative producing digital media, the answer may be an automatic yes. NFTs are worth exploring at least. Whether it is 2D art, 3D art, animation, music, photography, film, code art, etc. and your NFT doesn't even necessarily have to be art. You can mint audio files, 3D files and even a webpage or interactive game.

NFTs purpose is for creators to gain autonomy over the content/assets they create. By joining the block-chain you give your audience the opportunity to become collectors.

TIP #1 If you are an artist working in traditional mediums, there are plenty of ways you can enter the world of NFTs as well. Using an NFT as a certificate of authenticity to pass along with the sale of your physical work; or using the NFT space to collaborate with digital artists; and even minting a high-resolution image of your physical work can be an important tool for the future value of your artwork.

NFTs are right for you if:
- You want clear provenance of your work
- You want complete control, and transparency over your creative content
- You want to connect with a new audience
- You have a good risk tolerance and are comfortable adapting to a quickly evolving market
- You are at least somewhat comfortable navigating technology and have the time to invest into learning more technical aspects of the market
- You have innovative ideas to create new experiences with your work

TIP #2 Be aware of the risks. This is still a new market to enter into and it does require a major time commitment to immerse yourself into the NFT space in a safe way. The user experience and security aspects are not ready for mass adoption yet so do your research. The technology is here to stay, so if you are up for the challenge-it pays to be an early adopter.
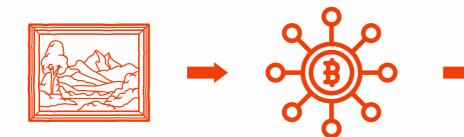
Getting creative with smart contracts

Smart contracts are a piece of code that connect a piece of artwork to the blockchain to make an NFT. It is used to specify the terms of a sale but can also be programmed to add a dynamic or interactive layer to an NFT collection.

TIP# 3 Know that you do not need to become a coder to mint NFTs. Most platforms make it as simple as posting an image on Instagram and attaching a price. Plus, you can leverage this technology as a medium for creativity!

Minting is a process of adding a unique token ID to a smart-contract that has been deployed on the block-chain. In other words, minting is when you upload your art file, name it, add a description, then list it for sale. The whole process is much like owning an Etsy or Ebay account but instead of attaching it to your bank account, you attach it to your Crypto wallet, your wallet can hold your non-fungible tokens and your crypto currency.

TIP# 4 When creating your NFT art, consider the NFT formats your art will be uploaded as (one of a kind, editions, and generative collections). **Generative collections** is when the artwork is prepared as separate layer files that are assigned parameters to generate a different combination of layers every time an NFT is minted this means that every NFT in the collection is unique and you don't know what you're going to get. It's a surprise to both the artists and the owner.

TIP #5 You can also create entities that evolve over time or automatically shift according to the input of an external data point. For example

- You could program the art to change depending on the time of day or the weather outside or the number of editions sold.
- You can choose from the many options for sale platforms that leverage the capabilities of smart contracts to curate and even gamify the experience of collecting your work.
- You can set both royalties and splits with collaborators so funds go directly to the correct wallets during sales on primary and secondary markets.
- You can program burn or swap mechanics so collectors essentially trade in their NFT's for your new piece to build on collector loyalty and community rewards.

Recommendation: Try out Manifold Studio. This is a tool that gives you autonomous control over your smart contract without needing to write your own code. It's slightly more complicated than minting directly with the marketplace like Foundation, but the control and ownership of your smart contract is going to be worth it in the long run.

Where to start?
Building a web three community and collector audience

Now that we have established if NFT's are right for you and you understand some of the creative possibilities of smart contracts, you're ready to get started. Aside from some of those technical details of setting up a crypto wallet and deciding on a blockchain, this is my go to advice for getting started.

TIP #6 The decentralization and lack of regulation on web three means it's like the wild wild west and that comes with its benefits, but it can also be a little dangerous. Just by interacting with the NFT community you become a target for scammers. Consider researching how to keep yourself safe. Get a cold wallet (resource links below for links), and never click on a suspicious link or download files from a stranger. Don't give out your seed phrase and don't keep any digital copies of your seed phrase.

TIP #7 Immerse yourself in the community! One of the most positive aspects of the NFT space is connecting with the people all traversing this new technology at the same time and we're constantly in a state of learning and exploring. You can find communities based on medium or style or whatever you're interested in and can connect with people all over the world. Most NFT projects and web three communities will have a Discord server.

TIP #8 Become an NFT collector yourself, so you understand the process and the experience from the collectors perspective. Once you start interacting and supporting others in the space, you can establish some credibility for yourself.

TIP #9 Once you are ready to start listing your work or launch your project, you will need to sell it. A lot of this work will still be done through social media platforms as most NFT marketplaces don't offer promotional support and there's only a few NFT publications that have significant reach.

TIP #10 It is important to think about the collectors perspective and there's a few different kinds of collectors who may connect to your work.
Existing fans people on social media platforms or other real world patrons
Flippers collectors whose sole purpose is to turn a quick buck on the secondary market. If you have a collection, a flipper will likely be attracted to it for resale.
Whales collectors with large collections who support emerging artists and as the space grows, and as the artists careers grow, the value of their collection will also increase for fans who want exclusive membership to the artist's community.

Share your work in a new way

In conclusion, NFT's can be a useful tool for creatives to share their work in a new way. The web three space is still growing and developing. But right now there's potential and opportunities for creatives to make their mark in the space and contribute to shaping the future of our relationship to digital collections.
Now that you have been enlightened by the possibilities of smart contracts and set to start immersing yourself in this space safely and strategically, will we see you in the metaverse?!

Resource links

Manifold Studio: https://studio.manifold.xyz/
Foundation: https://foundation.app/
Ledger Cold Wallet: https://www.ledger.com/
Trezor Cold Wallet: https://trezor.io/
Discord: https://discord.com/