



GETTING INTO THE

# ART

# BUSINESS

A PRACTICAL GUIDE FOR EMERGING & INDEPENDENT ARTISTS  
BUILDING SUSTAINABLE ART CAREERS

FRIST DRAFT  
VERSION 1.0

WHAT IS FINE ART?  
AND NOT FINE ART.

PREPARED BY  
WONDA GRANVILLE | PEOPLE ART & COMPANY

FEBRUARY 2026

## WHAT IS FINE ART?

Created for Expression,  
Culture, and Meaning.

## WHAT IS NOT FINE ART?

Applied / Commercial /  
Functional Art

People Art & Company supports fine art because fine art preserves  
culture, expresses humanity, and builds lasting creative legacies.  
We exist to elevate artists whose work communicates meaning  
beyond commercial production.

## What is Fine Art? (With Real Examples)

**FINE ART** (CREATED FOR  
EXPRESSION, CULTURE, MEANING)

FINE ART IS CREATED PRIMARILY TO  
COMMUNICATE IDEAS, EMOTIONS, BEAUTY,  
OR SOCIAL COMMENTARY — NOT FOR  
PRACTICAL USE.

EXAMPLES OF FINE ART:

### **PAINTING**

- OIL PAINTING ON CANVAS
- ACRYLIC ABSTRACT ART
- PORTRAIT PAINTING
- **WHY:** CREATED TO EXPRESS  
EMOTION OR STORY, NOT  
FUNCTION.

### **SCULPTURE**

- MARBLE STATUE
- METAL INSTALLATION
- CLAY ART SCULPTURE
- **WHY:** CREATED FOR VISUAL  
AND CONCEPTUAL EXPERIENCE.

### **FINE ART PHOTOGRAPHY**

- CONCEPTUAL PORTRAIT SERIES
- BLACK-AND-WHITE  
DOCUMENTARY PHOTOGRAPHY
- EXHIBITION PHOTOGRAPHY
- **WHY:** CREATED TO  
COMMUNICATE NARRATIVE OR  
EMOTION.

### **DRAWING & MIXED MEDIA**

- CHARCOAL PORTRAIT
- COLLAGE ART
- ASSEMBLAGE ART
- **WHY:** CREATED FOR ARTISTIC  
EXPRESSION.

### **INSTALLATION ART**

- IMMERSIVE GALLERY  
INSTALLATIONS
- INTERACTIVE VISUAL  
ENVIRONMENTS
- **WHY:** DESIGNED TO CREATE  
EMOTIONAL AND INTELLECTUAL  
EXPERIENCE.

### **PERFORMANCE ART** (VISUAL-BASED)

- LIVE ART PERFORMANCES
- **WHY:** ARTISTIC EXPRESSION  
RATHER THAN ENTERTAINMENT  
PRODUCT.

## What Is NOT Fine Art? (Still Creative — But Different Category)

THESE ARE CREATIVE INDUSTRIES, BUT THEIR PRIMARY PURPOSE  
IS FUNCTIONAL OR COMMERCIAL, NOT EXPRESSIVE.

**NOT FINE ART** (APPLIED / COMMERCIAL / FUNCTIONAL ART)  
GRAPHIC DESIGN

- LOGOS
- BUSINESS FLYERS
- WEBSITE GRAPHICS
- **WHY:** PURPOSE IS COMMUNICATION FOR BUSINESS, NOT  
ARTISTIC EXPRESSION.

### **MERCHANDISE ART**

- T-SHIRT DESIGNS
- MUG DESIGNS
- STICKERS
- **WHY:** CREATED TO SELL PRODUCTS.

### **INTERIOR DÉCOR ART**

- MASS-PRODUCED WALL PRINTS
- HOME DÉCOR POSTERS
- **WHY:** DECORATIVE, NOT CONCEPT-DRIVEN FINE ART.

### **GAME ART / UI DESIGN**

- CHARACTER SKINS
- APP INTERFACE ART
- **WHY:** FUNCTIONAL WITHIN A PRODUCT.

### **PRODUCT PACKAGING DESIGN**

**WHY:** MARKETING PURPOSE.

### **COMMERCIAL ILLUSTRATION**

- BOOK COVERS (COMMERCIAL EDITIONS)
- ADVERTISING VISUALS
- **WHY:** CLIENT-DRIVEN OUTCOMES.

⚠ IMPORTANT NOTE:

THESE FIELDS ARE VALUABLE CAREERS — BUT THEY OPERATE UNDER COMMERCIAL DESIGN  
STANDARDS, NOT FINE ART EXHIBITION STANDARDS.

### **FINE ART**

1. FINE ART PRESERVES CULTURAL IDENTITY.  
THIS ALIGNS WITH OUR BELIEF THAT PEOPLE ARE GOD'S PERFECT ART.
2. FINE ART BUILDS LONG-TERM ARTISTIC CAREERS.  
WE ARE FOCUSED ON SUSTAINABLE CAREERS — NOT QUICK SALES.
3. FINE ART HONORS CREATIVE INTEGRITY.  
WE PROTECT ARTISTIC ORIGINALITY.
4. FINE ART STRENGTHENS COMMUNITY IMPACT.  
PEOPLE ART & COMPANY EXISTS TO BUILD CULTURAL PLATFORMS, NOT  
RETAIL SHOPS.
5. FINE ART ALIGNS WITH INSTITUTIONAL PARTNERSHIPS.  
MUSEUMS, GRANTS, FOUNDATIONS, AND SPONSORS SUPPORT:  
CULTURAL PROGRAMS, ARTS EDUCATION, COMMUNITY  
EXHIBITIONS

### **PEOPLE ART & COMPANY STANDARD**

FINE ART IS CREATED TO EXPRESS IDEAS, EMOTION, CULTURE, AND  
BEAUTY. COMMERCIAL ART IS CREATED TO SELL OR PROMOTE A  
PRODUCT. PEOPLE ART & COMPANY FOCUSES ON FINE ART  
BECAUSE IT PRESERVES ARTISTIC INTEGRITY AND CULTURAL  
STORYTELLING.