

GETTING INTO THE

# ART BUSINESS

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

FIRST 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. Creative art, especially visual art, whose products are to be appreciated primarily or solely for their imaginative, aesthetic, or intellectual content.

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.

### People Art Definition of a Fine Artist

A fine artist is a creator of original works who uses mediums such as painting, sculpture, textiles, or photography to express ideas, emotions, and perspective. Through skill and experimentation, the artist produces work that challenges perception, evokes response, and communicates layered meaning.

## 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.