



The ART'ical Career Guide

The European Union flag, featuring a blue field with twelve yellow stars arranged in a circle, is shown waving on a white flagpole against a clear blue sky.

This document has been produced with the financial assistance of the European Union. The contents of this document are the sole responsibility of Manifesto|Jamaica and can under no circumstances be regarded as reflecting the position of the European Union.

A woman with short red hair and glasses, wearing a red strapless dress, is singing into a microphone. She is standing on a stage with a gold tinsel backdrop. A banner in the background partially reads 'IFESTO|JA'.

Contents

What is Manifesto JA?	1
The Festival of ART'ical Empowerment	3
Music	5
Literary Art	7
Dance	9
Drama	11
Spiritual & Martial Art	13
Visual Art	15
Culinary Art	17
Educational Resources & Opportunities	19
Free Training & Educational Opportunities	20
Trailblazers	21
Donate Today	23
Credits	24

What is ...

ManifestoJamaica is a youth-led, non-profit organization that advocates for education, exposure, empowerment and nation building through art and culture. We are committed to advancing the engagement of the Arts as a means of creating positive change at the individual, community and national levels.

ManifestoJamaica is the Kingston-based sibling of Manifesto Community Projects in Toronto, Canada, a youth arts organization that stages what has become the largest urban arts festival in Canada – the Manifesto Festival of Community & Culture. In 2009, ManifestoJamaica became the first international extension of the Manifesto Movement.



What do we do?

We design and implement projects that fulfil our objective to Educate, Expose and Empower youth through Art and Culture. The activities span seven (7) themes. They are Performing, Visual, Culinary, Literary, Spiritual and Martial Arts, as well as Advocacy for the Arts. We work primarily with disadvantaged youth and young adults, between the ages of 15 and 30.

How do we do it?

ART'ical Workshops – These cover a variety of subject areas related to skills training and career development, with an emphasis on capacity building and entrepreneurship in the Arts.

MiniFestos – Mini-festivals that are paired with Community Based Organizations to provide a platform for community building, and for resident artists to display their talents and wares.

ART'ical Exposure – An open mic event series intended to provide budding talents with opportunities for exposure.

ART'ical Reasonings & Town Hall Meetings – Focus groups, seminars and public discussion forums where issues related to Jamaica's Creative Industries are spotlighted.

Volunteer Programme – The recruitment of Manifesto Volunteer Personnel (MVPs) from our primary target group to support the planning and execution of our activities and major events.

Manifesto Festival of ART'ical Empowerment – Our annual festival and signature event. The festival is a culmination of our year-long program of activities. It is a 3-day extravaganza of ART'ical workshops, displays and live performances.

ManifestoJamaica envisions a society that recognizes, respects and values the contributions of creative industries as much as it does the contributions of traditional industries and corporate structures. Hence, the mission of the organization is not only to work with youth but also to advocate for the necessary actions to make the creative industries cornerstones of the Jamaican economy.

Be A Part of It!

You may indicate interest in becoming a member or volunteer by writing to manifestojamaica@gmail.com or calling 567-4779. To qualify for membership, persons must participate in a minimum of 3 general meetings, 3 Minifestos and 1 Town Hall meeting/ART'ical Reasoning. Membership will be confirmed once you have met the minimum required number of volunteer hours.



The Festival of ART'ical emPOWERment



The Manifesto|Jamaica Festival of ART'ical Empowerment is the organization's signature event and culmination of its yearly work. The Festival is a fusion of arts-based workshops, performances, displays and more, all in one space.

The first Festival of ART'ical Empowerment was held from October 14-17, 2010 at the Edna Manley College of the Visual and Performing Arts, except for a film screening at the Bob Marley Museum which began the Festival on the 14th. The Festival featured prominent local artistes such as, Tarrus Riley and Nickeisha Barnes and special honouree, Ken Boothe as well as Michie Mee, Masia One and Motion from Toronto, Canada.



The second Festival, held November 18-20, 2011 at the Edna Manley College of the Visual and Performing Arts featured a similar format, but with some additions. Leading up to the Festival, there was the 'Youth Art Exhibition' which was open from November 9-20, 2011. The 2011 Festival began with our Townhall Reasoning and had a stronger workshop component. The weekend featured Mutabaruka, Tanya Stephens, Protoje, Chevaughn and the 2011 honouree Bob Andy, among others.



Audio Engineer

There is a technical side to the music business and this is where engineers come in. An audio engineer is a skilled technician that uses machinery and equipment to record, mix, reproduce and broadcast sound. While it is a skill that can be learned and practiced, it requires one to have 'an ear' and is an art itself.

Booking Agent

A booking agent is the person who organizes performances and appearances on behalf of an artiste or act. They may be contacted by promoters and/or seek out opportunities. This role is sometimes played by a manager or label.

Composer/Beatmaker

A composer or beatmaker is someone who creates an instrumental either by composition or sampling, by using digital hardware and/or software.

Songwriter

A songwriter writes lyrics for songs. This person may or may not be the recording artiste.

Entertainment Attorney

The music business involves legal agreements that require the knowledge of an attorney (lawyer). The attorney provides advice, writes and reviews contracts and negotiates deals. Attorneys with specific knowledge of the music and entertainment industries are assets.

Manager

The Manager is responsible for handling all the business affairs the artiste or act. There are different types of managers, with artiste managers, business managers, road managers and tour managers being the most common. Managers can play other roles depending on the relationship with the artiste and the specific agreement. Some artistes have a team with the different types of managers while some have one designated manager who serves multiple functions.

Producer

A music producer is a person who is responsible for organizing, overseeing and managing the recording of a song. That person may or may not be a composer, 'beatmaker/riddim builder' or musician, but is the person who ensures the song is complete. In the legal sense, this person is not necessarily the owner of the master recordings or responsible for the release of the music. However, in Jamaica, this is the norm.

Musician

A musician is someone who plays a musical instrument. A good musician must understand the theory of music and be able to put it into practice when playing. Regular and disciplined rehearsal is a must.

Promoter

A promoter is the person who organizes musical events, whether it is a party or a concert. He or she is likely to book sound systems, artistes and musicians as well as carry out other tasks to successfully execute the event in planning.

Recording Artiste

A recording artiste records a vocal performance in a recording studio. This includes singers, deejays, rappers and even poets and background vocalists. This is one of the most popular professions in the music business.

Other Careers

Many other careers exist in the music industry. You can be a publicist, DJ/sound system selector, stage manager, lighting technician or record label owner. Information about all of these careers can be found on the Internet, or if someone you know works in the field you're interested in, schedule a meeting with them to discuss your interests.





Sabrina Simon
PHOTOGRAPHY

Author

An author is one who composes any written work. Depending on one's content and writing style, it is possible to make a career out of writing and selling books.

Blogger

One of the most recent literary careers that arrived with the 'Internet age' is blogging. A blog is an online journal and its content depends on the person or organization that maintains it. Some bloggers, because of the information they share or interesting things they say, develop large followings of readers. By either selling advertising space on their blogs or using it to attract other business opportunities, people are able to make careers out of blogging.

Copywriter

The words that one sees in an advertisement, a brochure, magazine or booklet like this is called 'copy' in the advertising and marketing industry. Copywriters are the people who write these words.

Editor

Most writers require the help of an editor, who reviews written work to ensure that there are no grammatical errors, and that the work is written as best as possible to meet standards or guidelines, or to create a certain effect. Most editors are also writers themselves.

Journalist

A journalist is someone who researches, collects and distributes news and other information through the mass media, such as newspapers, radio and television. All journalists may not be published writers but all forms of journalism require writing skills.

Poet

A poet is someone who writes poetry. He/she may publish their written works via books, newspapers or online outlets or perform their poetry at events. Some poets are also recording artistes and release their work, either acapella or to music (Dub Poetry).

Playwright

A playwright, also known as a dramatist, is the person who writes the details for plays and other dramatic performances. These details include the complete story, its background and the words the actors will speak.

Speechwriter

Many leaders, before speaking in public, have their speeches written by someone else. The speechwriter decides what points and messages should be included to achieve a certain effect on the speaker's audience.

Literary Art

LITERARY ART DEALS WITH THE WRITTEN WORD AND THERE ARE NUMEROUS OPPORTUNITIES FOR WRITERS. LITERARY CAREERS REQUIRE A GOOD UNDERSTANDING OF LANGUAGE AND THE ABILITY TO USE IT WELL. THIS SKILL MAY BE LEARNT BUT IT IS ALSO AN ART. HERE ARE SOME OF THE COMMON LITERARY CAREERS.



Ayala Bennett

Dance

DANCE IS A VERY POPULAR ART FORM, LOCALLY AND INTERNATIONALLY, SO THERE ARE SEVERAL CAREER OPPORTUNITIES IN THE FIELD. THE CHOICES OF SPECIALIZED AREAS WITHIN THE FIELD MAY NOT BE AS PLENTIFUL AS WITH MUSIC, FOR EXAMPLE. HOWEVER, THE DEMAND FOR TRAINED DANCERS IS VERY HIGH IN SOME MARKETS.

Choreographer

A choreographer is a person who designs the order of movements in a dance piece.

These persons are important in dance shows, music videos and live performances.

Most choreographers are dancers themselves, or at least used to be.

Dancer

A dancer is a person who uses their body to express rhythm through movement. There are numerous styles of dance and many of them vary from culture to culture. Music and dance go hand-in-hand, and as a result, dancers often appear in music videos and live performances with musical artistes. Also, depending on the type of dance, one may dance solo or as part of a group.

Instructor/Educator

A dance instructor, educator or lecturer is someone who understands the history and theory of dance and is usually trained as a teacher of dance.



Drama

CAREERS IN DRAMA RANGE FROM THE MORE RECOGNIZED ROLES OF ACTORS AND PLAYWRIGHTS, TO THE PEOPLE WHO WORK BEHIND-THE-SCENES TO MAKE A PLAY OR MOVIE COME TO LIFE. HERE ARE SOME OF THE MOST POPULAR ROLES.

Actor

An actor is someone who plays a role in a dramatic production, whether on screen or on stage.

Costume Designer/Wardrobe Stylist

Costumes may be needed for dance performances, live musical performances and plays. They range from special outfits and designs that resemble a time in history, to modern fashion and styles. Costume designers and wardrobe stylists are hired as part of the production team for plays, movies, dance performances, among many other engagements that require specially designed clothes.

Director

A director oversees the creative and technical aspects of a production. The director ensures the quality and completeness of the production and leads the members of the creative team, coordinating research, costume design, props, lighting design, acting, set and sound design for the production.

Stage Manager

Some performances involve dozens and possibly hundreds of dancers and actors. There may also be different setups, backdrops or props needed for different acts or scenes. This is where the stage manager comes in. He/she ensures that the show flows smoothly. This person is likely to work with stage or production assistants, which is another career option you can explore.

Spiritual &



Martial Artist

A martial artist is someone who is trained and proficient in a martial art. There are numerous martial arts such as Karate, Kung Fu, Capoeira, Tae Kwon Do, Tai Chi and many more. There is even a new Jamaican martial art called 'Xaoien Dao'. A martial artist may work as a trainer or compete in tournaments.

Massage Therapist

Massage is the process of working the muscles in the body to achieve healing and relaxation. There are different types of massage that achieve similar results. As a massage therapist, one may have clients with injuries and serious pains or perhaps people who are just tense or stressed. This is a profession that is and will always be in high demand, in both the athletic and general health fields.

Reiki Practitioner

Reiki is a form of healing that originated in Japan, by which persons transfer 'life force energy' through their palms to parts of someone else's body. While it has not been scientifically accepted as an effective treatment for ailments by Western medical standards, there are many people worldwide who believe Reiki works and are willing to pay for this type of healing.

Yoga Instructor

Yoga is a physical, mental and spiritual discipline. It is intended to help people attain a peaceful mind and spiritual insight. The practice is becoming popular, especially here in Jamaica.



SPIRITUAL ARTS ARE PRACTICES USED FOR HEALING, SPIRITUAL DEVELOPMENT AND ATTAINING A HIGHER LEVEL OF CONSCIOUSNESS. MARTIAL ARTS ARE TRADITIONS OF COMBAT FOR SELF-DEFENCE, COMPETITION AND PHYSICAL HEALTH, AS WELL AS MENTAL AND SPIRITUAL DEVELOPMENT. THESE ARTS ARE RELATED AND MAY ALSO BE PRACTICED PROFESSIONALLY.

Martial Arts



Visual Artist

Animator

An animator is an artist who creates images that appear to move when shown together. Animators may work in the film, television and video game industries in addition to creating online content. A special type of animation called '3D Animation' has also become very popular, so persons with that skill are in high demand.

Fashion Designer

Fashion design is another visual art. Fashion designers create all types of clothing from many kinds of materials. In this profession, one may work for or create a clothing line. Some fashion designers create a few signature pieces, which are sold only to high-profile persons such as entertainers and other 'celebrities'. Other designers work as wardrobe stylists, usually on the sets of movies, TV commercials and music videos.

Graphic Designer

A graphic designer is someone who creates images digitally (usually using a computer). These persons are especially popular in the advertising and marketing industries, as every logo, advertisement, magazine, flyer and brochure requires a graphic designer for completion.

Painter

A painter is a person who uses paint on any medium to create a visually appealing work of art. A painter's creations may range from a framed painting on canvas to a mural on a wall. Painters can sell their own work or offer their services for hire.

Photographer

A photographer is someone who captures still images using a camera. Professional photography requires more than just the ability to point and click a camera. It is an art that requires the ability to capture powerful images within seconds. Photographers can either offer their services for hire or sell photographs.

Sculptor

A sculptor is a creator of a three-dimensional work from materials such as stone, metal, clay, glass or wood. These works may be created by carving, welding, molding, casting or firing. Sculptors may sell their creations or even be commissioned to create specific pieces, such as statues of important people or pieces to commemorate significant places or occasions.

Video Editor

After recording video, it must be edited to create a final product. Video editors review all footage recorded and choose the best 'shots', which are then put together to create a final product. They also add music, sound and visual effects. Video editing is a specialized skill that takes a lot of time, so good editors are usually well paid for their services.

Videographer/Cinematographer

A videographer or cinematographer is someone who uses a video camera to record moving images and sound. While using a camera requires technical expertise, capturing the right moments, choosing interesting angles and the perfect lighting is definitely an art. In music videos, movies and television shows and advertisements, these persons ensure that the viewer 'sees' the story the way it is meant to be seen.

Culinary Art



Chef

A chef is someone who cooks professionally for other people. This person may work in a hotel, restaurant, canteen or catering service. One may even be a personal chef, preparing meals for an individual and their family, friends and guests. There are many types of chefs, according to the cuisine or food items that they prepare (eg. Pastry Chef). You could be any one of these.

Dietician

A dietician supervises the preparation and service of foods, develops diets and educates people on good nutrition. This is where the culinary industry meets the health sector, as people who want to improve their health often seek the advice of a dietician.

Food Critic

To many, food can either have a good taste or a bad taste. Food critics are the ones whose job it is to eat from many restaurants and as best as possible, describe and rate the food with the right words for readers to understand and the dining experience.

Food Decorators

A food decorator specializes in making sculptures out of food as well as bouquets.

CULINARY ART IS THE ART OF COOKING OR PREPARING FOOD. IT IS AS VARIED AS CULTURE, AS DIFFERENT GROUPS OF PERSONS EAT DIFFERENT FOODS AND PREPARE THEM IN DIFFERENT WAYS. HERE ARE A FEW OF THE PROFESSIONS IN THE CULINARY INDUSTRY.



Educational Resources & Opportunities

The Edna Manley College for the Visual & Performing Arts (EMC)

The EMC is the Caribbean's only tertiary art institution and it offers many programmes across different arts. There are Bachelor's Degrees available in Jazz & Popular Music Studies, Performance (Classical Piano and Voice), Fine Arts, Performance and Choreography, Theatre Arts and Arts Management. More information is available at <http://www.emc.edu.jm>, by calling 920-7400 or by visiting the school at 1 Arthur Wint Drive, Kingston 5.

The Jamaica Cultural Development Commission (JCDC)

The JCDC is a multi-dimensional institution which provides a wide variety of services. Its primary focus is on staging arts-based competitions and programmes across many art forms but it also offers consultations and seminars on event management as well as training in arts development. More information is available at <http://www.jcdc.gov.jm>, by calling 926-5726 or by visiting 3 Phoenix Avenue, Kingston 10.

The University of the West Indies, Mona (UWI Mona)

The UWI Mona provides Bachelor's Degrees (BA) in Media and Communication (which covers Print & Online Journalism, Television Production, Multimedia & more), Journalism, Digital Media Production, Entertainment and Cultural Enterprise Management and Literatures in English. More information is available at <http://www.mona.uwi.edu>, by calling 927-1660-9 or visiting the Faculty of Humanities and Education at the UWI Mona campus.

The University of Technology (UTech)

UTech is known for its Bachelor's Degree course in Hotel & Resort Management, which would be very useful for aspiring chefs or persons seeking to operate hotel restaurants. The University also offers programmes in Home Economics (which includes Food & Health), Agripreneurship (for professional farmers) and Architectural Studies. More information is available at <http://www.utechjamaica.edu.jm> or by

calling 927-1680-8 or visiting the campus offices at 237 Old Hope Road, Kingston 6.

The Media Training Institute (MTI)

MTI is the training school of the Creative Production and Training Centre (CPTC). It offers an Associate in Arts Degree in Video Production and a Diploma in Audio Engineering. It also offers professional development certificate courses in Voice and Speech, The Art of Public Speaking, Techniques of Video Production, Principles of Non-Linear Editing, Videography, Screen-writing, Rudiments of Still Photography, Basic Digital Design and Digital Graphics and Animation. More information is available at <http://www.mti.edu.jm> or by calling 922-9214 or by visiting their offices at 37 Arnold Road, Kingston 5.

HEART Trust/NTA

The HEART Trust is the National Training Agency specially geared for those who have limited academic qualifications. Their aim is creating graduates in numerous fields with skills that will allow them to be gainfully employed. The agency has a wide network of institutions that provide far many programmes and courses with strong practical components. More information is available at <http://www.heart-nta.org> or by calling 929-3410-8 or by visiting the main office at 6B Oxford Road, Kingston 5.

Northern Caribbean University (NCU)

NCU is a private, liberal-arts institution owned by the Jamaica Union Conference and the Atlantic Caribbean Union Mission (ACUM) of Seventh-Day Adventists. The University offers a number of professional and vocational programmes in a spiritually wholesome atmosphere. Included amongst their programmes are a Bachelors of Arts in Music, Music Education and Mass Communication as well as an Associate of Arts in Music and Visual Art. More information is available at <http://www.ncu.edu.jm> or by calling 962-2204 or visiting the campus at Manchester Road, Manchester.

Free Training & Educational Opportunities

Jamaica Business Development Corporation (JBDC)

The JBDC is one of the premier business support organizations in Jamaica, providing advice and more to a wide range of businesses. Through the Productive Integration of Micro-Enterprises in Jamaica (PIMJ), the organization aims to increase competition in the craft and agro-processing sectors by upgrading businesses and strengthening their support systems. It also offers incubators for fashion, craft and food entrepreneurs who lack the necessary resources and space to properly and effectively produce their items. More information is available at <http://www.jbdc.net> or by calling 928-5161-5 or visiting their office at 14 Camp Road, Kingston 4.

The CHASE Fund

The Culture, Health, Arts, Sports and Education (CHASE) Fund has been designated by the Government to administer funds to initiatives pertaining to sports, early childhood education, health and also art and culture. Persons and organizations are free to apply for funding as long as their initiatives meet the objectives of the Fund. Among these objectives are the improvement of libraries; assistance in the creation of documentary film footage of Jamaican history; the establishment of opportunities for Jamaican culture to be displayed and programmes to develop the artistic talents of Jamaican youth. More information is available at <http://www.chase.org.jm> or by calling 908-4134 or by visiting its office at 52-60 Grenada Crescent, Kingston 5.

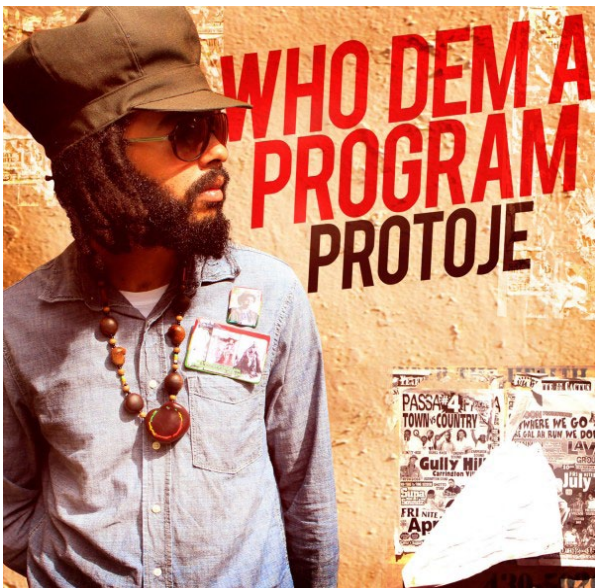
Youth Upliftment Through Employment (YUTE)

YUTE is a holistic programme designed to empower young people in troubled communities by improving their employability and providing opportunities for not only employment but also entrepreneurship, particularly through mentoring. More information is available at <http://www.yutejamaica.com> or by calling 920-2677 or by visiting its office at Suite 2, 9th Floor, Citigroup Building, 63-67 Knutsford Boulevard, Kingston 5.

National Youth Service (NYS)

The National Youth Service (NYS) is an organization geared towards addressing many issues facing the youth, primarily unemployment. It has many initiatives including the Mentoring Programme, the Career Advancement Programme (CAP) and the National Summer Employment Programme. The NYS has been training youth for over four decades and is able to assist with providing employment for them. More information is available at <http://www.nysjamaica.org> or by calling 908-2031-2 or by visiting its office at the 1st Floor of 6 Collin Greens Avenue, Kingston 5.





Protoje reports for duty, re-establishing the standard for the decaying art of socially responsible, mentally stimulating lyricism. Of his debut album, **The Seven Year Itch**, David Rodigan declared in an interview: "I'm particularly impressed with the album... which I think is very refreshing." Now that the proverbial itch has been scratched, **Protoje** is about to embark on an affair. His second album is called **The 8 Year Affair** and will be released in 2012. Its first single, 'Who Dem A Program,' is proof that the Affair will bring with it an entirely different mental stimulation than the Itch. Visit www.protoje.com for music and more information.

Kabaka Pyramid is a multi-talented artiste and producer emerging from Kingston, Jamaica with a unique musical style blending the lyricism of Hip hop, with the energy and melody of Reggae and Dancehall. **Representing the Bebble Rock music camp**, through his liquid and hypnotizing delivery, he spreads the positive messages of spirituality and conscious evolution that force you to listen. His "Rebel Music" EP is free to the public at www.kabakapyramid.bandcamp.com.

This project is a fusion of roots rock, reggae, dancehall, hip-hop and has been making waves in the global landscape, particularly Europe and North America.



Trail

Here are a few musical selections by emerging artistes who have made their marks through music, with their uplifting lyrics and ground-breaking styles. Check out their free online downloads and stay tuned for more!

blazers

Five Steez is a true MC that has surprisingly risen through an obscure Hip Hop scene in Jamaica, The Land of Reggae to capture ears and minds all over the world. With the city of Kingston as his backdrop, he expresses a reality that exemplifies Hip Hop's role as the 'voice of the voiceless'. This Free Album Sampler from Five Steez is a 6-track giveaway featuring songs from the Debut Album, 'War for Peace', which will be released later in 2012. Free sampler is available at www.fivesteez.bandcamp.com. "This album is intended to guide people towards peace in their lives," says Five Steez. "The title represents triumph amidst struggle."



In an era when firearms take away many young lives, there is one calibre that may be eagerly anticipated. A piercing shot from a 9mm could very well feed the youths' minds rather than spill their blood. That is the likely outcome with **Jah9's** new musical project called **9mm - 'message music.'** The nine tracks of this **free download (at www.jah9.net)** are lyrical bullets aimed directly at youngsters who will benefit from the guidance provided. Indeed, 9mm is not only a preview of the artist's 2012 album. **It is also a preview of a new breed of revolution music that will pave the way into the foreseeable future, bringing with it not death, but new life.**

Donate Today

Donate to Manifesto|Jamaica's mission to EDUCATE, EXPOSE and EMPOWER youth through ART & CULTURE.

Contributions fund our arts-based workshop series, capacity building programs, and our Annual Festival of ART'ical Empowerment.

Donations can be deposited to any of the following accounts:

NCB (JMD):
A/C# 354319624

JMMB (JMD):
A/C# 2921776

JMMB (USD):
A/C# 1375440

 Facebook.com/ManifestoJA

 @ManifestoJA

Or contact us at:

manifestojamaica@gmail.com or

876-567-4779

BE A PART OF IT!

Editorial

Content Developer:

Peter Wright

Art Director and Designer:

Lauren Watkis

Photographer:

Sabriya Simon

Contributor:

Michelle Welsh

Publication Manager:

Lesley Welsh

