



The Art Of Framing Training School

PROSPECTUS

Summary of Courses Available:

- | | | |
|----------|---|-----------|
| • AOF1: | Introduction to Picture Framing 2 days (1-2-1) | £800 |
| • | Introduction to Picture Framing 2 days for 2 people | £630pp |
| • AOF1A: | 5 Day Comprehensive Training Course (1-2-1) | £1850 |
| • AOF2: | GCF Preparation-GCF qualification (1 or 2 days) | £400-£800 |
| • AOF3: | Advanced Picture Framing Skills (1 or 2 days) | £400 |
| • AOF4: | Sports Shirt Framing Day (1 Day) | £400 |
| • AOF5: | 3D Object framing Day | £400 |
| • AOF6: | Project Training Day | £400 |
| • AOF7: | Half Day Training | £250 |
| • AOF7A: | Half Day Taster Session | £250 |
| • AOF8: | Off-site Workshop (per day) | £600 |
| • AOF9: | One Day Framing Experience for Two | £225pp |
| • AOF10: | The Business of Framing Day | £400 |

Other course options are available so please contact me to organise a Bespoke Course.

Making a Booking

- Bookings are made on “first come-first served” basis. If you would like to arrange a Course, please telephone or email Paul Webb to arrange a mutually convenient time. All training is on a one-to-one basis unless two students mutually agree to work together, and all courses can be tailored to suit individual needs.
- Once a booking has been arranged you will receive written confirmation together with an Invoice. Please pay invoices within the time specified on that document. Failure to do this may invalidate your booking.
- The courses commence at 9.30 a.m. and finish at 4.30 p.m. Refreshments will be provided during the day together with a light lunch. Please inform in advance of any specific dietary requirements.
- All materials for training are supplied during the course. Charges will apply for materials over and above those allocated for a student including specialist glass, expensive frames etc.
- Course notes will be supplied together with a Certificate of Achievement at the end of the course.
- All courses are accredited by the Fine Art Trade Guild.
- All training follows the syllabus of the Guild Certified Framer qualification.
- A comprehensive range of tools are supplied. Please make sure you have labels on any items that you may wish to bring along.
- All courses are held at The Workshop, Artwork Creations, John Bull House, Tunley Road, Dunkerton, Bath, BA2 8BD., Full directions are given in full at the end of this Prospectus.
- The workshop and accommodation are non-smoking zones.
- Non-drivers: Travel by train to Bath Railway Station where you will find a bank of taxis outside the station. We are about 15 minutes from the station and this costs approximately £20.

Directions (Please make sure you keep this)

From Central Bath (By Car)

- 1) Find your way onto the A367 from Bath, on the Radstock Road.
- 2) Continue on this road until you approach a sign for the B3115 (Tunley Road), signposted to Timsbury/Tunley
- 3) Take the right hand fork off the A367 down the B3115 (Tunley Road)
- 4) Continue along the B3115 (Tunley Road) for approximately one mile.
- 5) You will see a sign on the left hand side “Slow down concealed entrance”...we are the concealed entrance.
- 6) Start indicating left and slow right down, when you reach the house turn off to the left and park by the side of the house behind the white 5 bar gate.
- 7) The workshop can be accessed via the back of the property, Walk through the 5 bar gate, and the workshop is up on the right hand side next to the garage.

Phone the mobile below if you have any issues with the directions.

Address: Artwork Creations Ltd, John Bull House, Tunley Road, Dunkerton, Bath, BA2 8BD

Mob: 07889 126050

Tel: 01761 472807

Email: info@artworkcreations.co.uk

If you are relying on your Sat Nav, be aware that a row of cottages on the right side of the road (called Bloomfield Cottages) 100yds further down the B3115, have the same post code as us, so you may be directed there in error.

Full directions from alternative routes can be given if requested.

Equipment available at my workshop

The following equipment is available for use in the Workshop:

- Morso Guillotine
- Fletcher 2200 Mountcutter
- Drytac Jet Mounter 26"
- Fletcher 3100 wall-mounted glass and board cutter
- Cassese CS89 Underpinner and Compressor
- Pneumatic Omer tab gun and various hand tools

Purchasing your own Equipment

If you are intending to purchase equipment it is recommended that you defer this until after your course. We will discuss equipment thoroughly during your course and look at alternatives. I will supply you with recommended supplier contact details. These suppliers will help you with your choices, often allowing you to visit their showrooms and try out their equipment before purchasing and pass on maximum discounts should you go ahead and make a purchase.

COURSES AVAILABLE

Introduction to Picture Framing 2 days (Ref AOF1)

This is designed as a 1-2-1 course, but courses for 2 or even 3 people can be arranged, so please contact me for details.

Things to bring with you

- Notepad
- A couple of pieces of artwork no larger than A4 size (please bear in mind that you need to carry this home and once framed will be considerably larger)
- Camera/Iphone (can be useful)
- Sturdy shoes

Course content

- Setting up a workshop including preparation of a safe working environment
- Working out your budget and choosing equipment
- Health & safety issues, security and insurance
- Mount-cutting using bench mount-cutters including calculating sizes and cutting single mounts, double mounts, multi-aperture mounts, V grooves, exploring aesthetics of mount design, layouts and colours, simple creative mount-cutting.
- Mouldings – understanding profiles, wood types and choices.
- Calculating sizes and cutting frames with Morso Guillotine, clamping, joining (underpinning).
- Cutting Glass – handling glass safely, exploring different types available (2mm, 3mm, conservation, non-reflective), hand cutters and wall-mounted glass cutter.
- Assembly of Work – completing the framing of your artwork from start to finish.
- Dry-mounting – its uses and techniques (where appropriate)

5 Day Comprehensive Training Course

This is a comprehensive training course designed for trainees who are looking to set up and run a professional picture framing business. It will teach you all you need to know from how to set up a framing workshop, the equipment you will need, materials, framing levels, design essentials, pricing,

stock control etc. This is intended to be a 1-2-1 course, but courses for 2 people from the same organisation can be arranged. It is designed as a continuous 5-day course but it can be broken down over a number of weeks.

Things to bring with you

- Notepad
- A couple of pieces of paper artwork no larger than A4 size (please bear in mind that you need to carry this home and once framed will be considerably larger)
- A piece of canvas no larger than 50cm x 60cm and a set of 20"x16" stretcher bars (I can provide this at an additional charge)
- Camera/Iphone (can be useful)
- Lining pen and corner gauge, but I can provide.
- Sturdy shoes

All other equipment and materials will be provided.

Course content

- Setting up a workshop including preparation of a safe working environment
- Setting budget and choosing equipment
- Health & safety issues, security and insurance
- An Introduction to the Fine Art Trade Guild
- The Fine Art Trade Guilds "Levels of Framing", use of the Guilds GCF study guide.
- Storage and handling of materials including Mouldings and Mountboard
- Storage and handling of customers Art Work. Identification of the main types of paper artwork.
- Understanding and use of adhesives and tapes
- Looking at equipment and the alternatives available. Set up, location, maintenance and safety procedures
- Mount-cutting using bench mount-cutters including calculating sizes and cutting single mounts, double mounts, multi-aperture mounts, V grooves, exploring aesthetics of mount design, layouts and colours, simple creative mount-cutting, lining.
- Hinging, mounting and support of art work.
- Mouldings – understanding profiles, wood types finishes and choices.
- Calculating sizes and cutting frames with Morso Guillotine, clamping, joining (underpinning).
- Cutting Glass – handling glass safely, exploring different types available (2mm, 3mm, conservation, non-reflective), hand cutters and wall-mounted glass cutter, storage and cleaning methods.
- Reviewing the options for Backing artwork, cutting and storage.
- Assembly of Work – completing the framing of your artwork from start to finish.
- Dry-mounting – its uses and techniques (where appropriate)
- Identification of the main types of Textile artwork, handling and storage. Blocking and stretching methods.
- Identification of artwork on canvas, handling and storage, stretching, keying out. Different ways to frame stretched canvases including traditional and Tray (Floater) frames

- Brief discussion on 3D Object framing, various methods of support and keeping the principal of “Fully reversible” in mind. Learning to use pre-made spacers and to make your own hand-made ones.
- Record keeping, maintenance of customer information, job sheets, stock control, supplier ordering, financial records, insurance

The Cost for this Comprehensive Course is £1850.00

GCF Preparation (Guild Certified Framer Qualification) (1 or 2-day AOF2)

Things to bring with you

Examples of your work including a piece of work framed to conservation level, a piece framed to commended level and a stretched painted canvas. Be aware that these pieces of work will be disassembled for inspection.

- Lining Pen
- Camera/Iphone (can be useful)
- Canvas painting or print and bars for stretching.

Course content

If you are at the point of taking your Guild Certified Framer qualification, you will need to read the latest Study Guide produced by the Fine Art Trade Guild. (Available direct from the Guild or I can provide a copy) The Guide contains information about all topics, techniques and skills required to pass the GCF.

The preparation day will take much the same route as an actual exam. Examples of your work must be submitted for inspection and once this has been done, the remainder of the day will be spent going through all aspects of the exam. It is an opportunity for you to check that you are doing things correctly so that you are more confident about taking the GCF.

You can book to take the exam by contacting the Fine Art Trade Guild on 0207 381 6616 (Louise Hay, GCF Co-ordinator)

Advanced Picture Framing Skills 1 or 2 days (Ref AOF3)

Things you may bring with you

- Notepad
- A piece of artwork no larger than A4
- Any piece/s of work that you wish to discuss
- A canvas for stretching and Stretcher Bars (ideally no bigger than 20" x16")...I can supply an unpainted piece of canvas and stretcher bars at an additional cost of £30.00
- Camera/Iphone (can be useful)

Course content

This will vary depending on the needs of the individual student. However, areas which the course can cover may include some of the following:-

- **Understanding Conservation Framing**

Understanding principals of conservation and threats to paper-borne artwork choosing suitable materials and understanding their composition, techniques applied in conservation framing, advising customers about preservation of artwork conservation quality glass etc.

- **Stretching Canvasses**

Assembling stretcher bars, stretching the canvas, and attaching this to the bars using staples or pins, checking tension and attaching wedges. Understanding the purpose of wedges and taping up and attaching suitable hanging fittings once complete.

- **Framing Stretched Canvas in a Tray or Floater Frame**

This is a more complicated technique but many customers now request it.

- **Float Mounting by The Tag Method**

This can also include making hand-made spacers.

- **Blocking and Stretching Fabric**

This includes squaring fabric and then using either lacing or pinning to stretch the fabric.

- **3D Object Framing**

Conservation principles within Object Framing-emphasis on reversibility and method of support and attachment including building additional boxes (square or tapered) to accommodate the additional depth of items.

- **Creative Mountcutting**

Decoration around mounts including Lining and washes

- Sport Shirt Framing techniques

Sports Shirt Framing Day 1 day (Ref AOF4)

Things you may bring with you

- Notepad
- Sports shirt or item of sports clothing for framing
- Materials chosen by your customer (e.g. Moulding, mount board, speciality glass)
- Camera/Iphone (can be useful)

Course Content

This will vary depending on the needs of the student. However, an example course could include the following:

- Understanding Conservation framing in relation to sports shirts. The main principal here is that all conservation framing should be reversible, so we need to look at methods to present and support sports clothing but in a way that it could effectively be undone and returned to the customer as a wearable shirt again.
- The day may involve a large variety of techniques and materials enabling you to “learn on the job” Your customer may need to be fairly open-minded as to the final presentation of their item, but rest assured you will leave with a piece to be proud of. You can use your camera or phone to record as we go, or maybe make a video as a useful reminder of any techniques that you may learn

3D Object Framing Day 1 day (Ref AOF5)

Things you may bring with you

- Notepad
- Your customers items for framing or anything you want to practice with
- Materials chosen by your customer (e.g. Moulding, mount board, speciality glass)
- Camera/Iphone (can be useful)

Course Content

This will vary depending on the needs of the student. However, an example course could include the following:

- Understanding conservation framing in relation to 3D items. The main principal here is that all conservation framing should be reversible, so we need to look at methods to present and support the items but in a way that it could be reversed and returned to the customer as it was originally presented to you.
- Depending on the item and materials it is made out of, attachment may be very difficult and sometimes lengthy discussions must be held with the customer to explore alternatives. But on occasion in order to achieve their requirements some methods may have to be used which are not easily reversible. In these cases a full disclaimer should be taken from the customer.
- The day may involve a large variety of techniques and materials enabling you to “learn on the job” Your customer may need to be fairly open-minded as to the final presentation of their item, but rest assured you will leave with a piece to be proud of. Using your camera and indeed your phone with perhaps a video function can be a useful way of reminding yourself of any techniques that you may learn

Project Training Day (Ref AOF6)

Things you may bring with you

- Notepad
- Your customers items for framing or anything you want to practice with
- Materials chosen by your customer (e.g. Moulding, mount board, speciality glass)
- Camera/Iphone (can be useful)

Question: Has a customer ever brought in a job where you have been completely stumped? If so, how do you deal with the situation? Do you (a) turn the customer away risking losing future business or (b) book yourself on a Project Training Day where the problem item can be framed with you learning in the process. Today's businesses need to keep up to date with techniques and framing styles and once learnt, a new technique can be added to your repertoire.

Course Content

This day can be spent framing anything from the "unusual to the plain difficult." This may include things like sports shirts, 3d objects such as shoes, medals, cake icing etc. and may involve a large variety of techniques and materials enabling you to "learn on the job". Your customer will need to be fairly open-minded as to the final presentation but be assured that you will leave with a piece to be proud of. If you would like to discuss a particular project beforehand, please do not hesitate to contact me. A camera/Iphone is a useful way of reminding yourself of any techniques that you may learn.

Half Day training (AOF7)

Things you may bring with you

- Item for framing including materials as chosen by your customer (for example moulding, mount board, special glass),
- Notebook
- Camera/iphone

By public demand, the half day training course has now been officially included. There are occasions when a full day is too much and half a day is perfect to learn something new or just review your own methods. The morning session is from 9 a.m. to 1 p.m. and includes refreshments mid-morning. The afternoon session is from 1 p.m. to 5 p.m. and again includes

refreshments mid-afternoon. This arrangement has also proved very useful with students wishing to hone up an element of the GCF exam. Whilst there is a GCF preparation day, you may not feel that you need to cover all elements so why not consider a half-day to sort out any problem areas you may have. A camera/iphone (with or without video function) is a useful way of reminding yourself of any techniques that you may learn. The charge for half a day is £250.

Half Day Taster Session (AOF7a)

Things you may bring with you

- Notepad and pen/pencil
- One piece of paper artwork no larger than A4 size (please bear in mind that you need to carry this home and once framed will be considerably larger)
- Camera/iphone (can be useful)
- Sturdy shoes

If you are interested in Picture Framing and thinking of setting up a framing business sometime in the future or perhaps just to frame your own artwork, it might be an idea to just dip your toes in to see if you like it. You can come along, and I'll introduce you to the equipment and we can make a simple frame for a piece of your own artwork. The charge for half a day is £250.

Off-site Workshops (AOF8)

If training is required to take place within your own workshop, I am happy to tailor a course to suit your exact requirements. The cost for this service is £600 per day plus travelling (45p per mile) and accommodation (if appropriate) and can include up to 3 members of staff. If there are between 4 and 6 people, the price will be increased to £700. Dates and times are by mutual arrangement.

One Day Framing Experience for Two (A0F9)

Things you may bring with you

- Both students should bring along an item for framing no larger than A4 size
- Notebook and pen/pencil
- Camera/iphone

Come along with a friend and spend a day learning how to picture frame. All materials will be provided together with refreshments and lunch. By the end of the day under my guidance and using all my professional equipment, you will take home your own beautifully framed artwork.

The cost for this day's workshop is £225.00 per person.

The Business of Framing Day (A0F10)

So you've learnt how to frame and you've designed and set up your workshop...what next....?

This is a day designed for those who want to go on and set up their own successful picture framing business. It will help focus you on those aspects which will help you turn a hobby into a thriving business.

I have 15 years finance in business experience, 30 years framing experience, the last 18 years of which running my own successful framing business, I am also a professional artist and I run a very successful training school. With all this experience I am well placed to help guide you through those less glamorous but necessary aspects of running a framing business.

Course Content

- Choosing the most appropriate Business Structure
- Financial records and requirements
- Pricing-looking at pricing software, the pitfalls of offering discounts
- Opening/maintaining supplier accounts, developing supplier relationships supplier
- Supplier Ordering/obtaining supplier discounts
- Checking of goods received/Damaged stock
- Stock Control
- Record keeping
- Client order forms
- Importance of a good website

- [illegible]

All full-day Courses are charged out at a **daily rate of £400 per person per day**. In the event that two students are booked together, **the price is £400 for the first person per day and £225 for the second person per day (e.g. £625 per day for two)** including refreshments and a light lunch. The price includes all reasonable materials with the exception of specialist glass, very expensive mouldings, canvas paintings or prints and traditional stretcher bars. In the event that you wish to cover canvas stretching, you will therefore need to bring your own materials, if that is not possible I can supply an unpainted piece of canvas and 20" x 16" stretcher bars for an additional cost of £30.00. For the other specialist materials I reserve the right to make a charge.

Students returning for additional full day courses will be entitled to receive a 10% discount on the course fees.



About Paul Webb GCF



Paul established his framing business in 2006 and has been running his own training school since 2022. He is also an accomplished artist carry out many varied commissions. All his framing courses are taught along the GCF Syllabuses to reinforce standards within the industry. He is passionate about the framing world and thoroughly enjoys imparting his knowledge to new students.





Recent students:



Gary Mar22



Andrew Apr22



Helen May22



Harriet Jan23



Alex Feb23



Martin Feb23



Liz Feb23



Alison Mar23



Neal Mar23



Katherine Apr23



Bruce Apr23



Monika Apr23



John Paul Aug23



Gwion Sep23



Caitlin Sep23



Chris July23



John Sep23



Pete Jan24



Sue and Karen Jan24



Steve Feb24



Julie Feb24



Sean Jan24



Lions Team 1 Feb24



Lions Team 2 Feb24



Tami Mar24



Janet Mar24