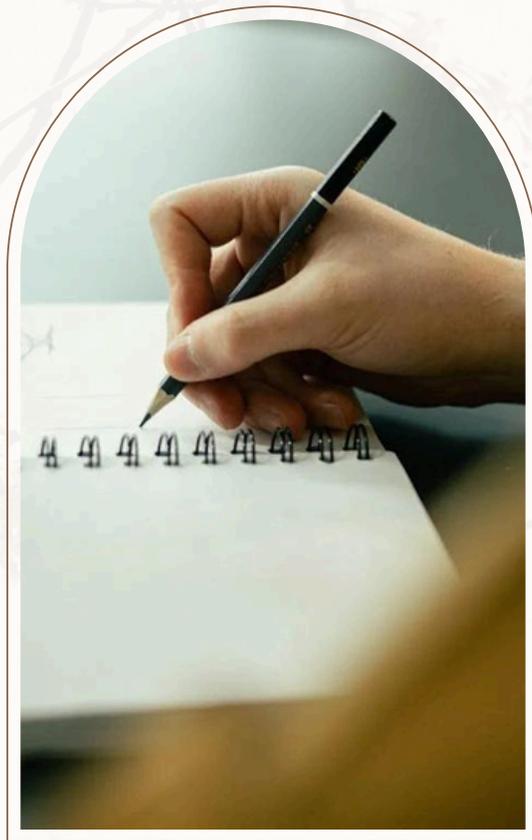


# Art for the “Non-Artist” PROPOSAL



**Facilitated by:  
Jenny Santa Maria**



## *Hi, I'm Jenny!*

Perhaps my greatest gift is in bringing out the gifts in others, and I've spent my lifetime honing in on the art of teaching art. Since receiving my Art Education and Special Education degrees in 2013, I have worked with two populations- adults and underprivileged teens; both of whom face similar challenges: tremendous anxiety, perfectionism, self-doubt, and resistance. These experiences have shaped me as an art coach. I specialize in designing workshops for those who would normally shy away from taking an art class.

I've brought these creative empowerment workshops into many settings and esteemed institutions across New England. Museums, art supply stores, and libraries offer many classes, but few are tailored to the needs of those who "can't draw a stick figure". These safe, welcoming spaces have an air of encouragement, step-by-step guides, and one-on-one coaching all within a group setting.

It has been a privilege to witness beautiful creations unfold as individuals move beyond their limiting beliefs. We learn together there is no such thing as a "non-artist", only artists that have something in their way. I'd love to partner with your community to break down barriers and heal these creative wounds, fostering an environment where creative expression triumphs over competition. I believe that in today's world, nothing is more important than compassion and innovative thinking, and the arts hold the key to driving meaningful change for both current and future generations.



# Art for the “non-artist”

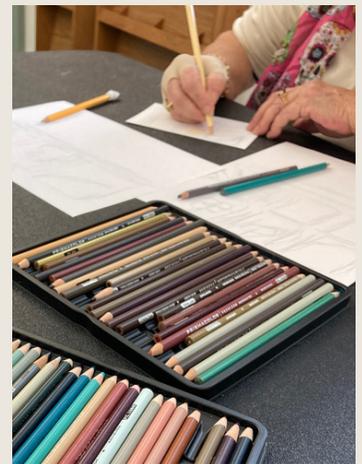
Hands-on experiences to develop confidence and technical ability

This ongoing workshop series is designed to help participants build confidence in their drawing skills while embracing creativity through exploration and play. Each session introduces new techniques and exercises that expand artistic thinking, making this an ideal experience for both beginners and those looking to reignite their creative practice.

Throughout the series, we'll cover:

- Sketching Techniques – Strengthening foundational drawing skills using pencils and watercolor pencils.
- Observational Drawing – Training the eye to see and capture the world with accuracy and expression.
- Visual Brainstorming – Developing a personal artistic language through playful exercises.
- Creative Exploration – Encouraging a growth mindset through experimentation with simple materials.

Workshops take place in a welcoming and interactive environment, with the workspace arranged in a U-shape or rectangle to encourage collaboration, shared experiences, and open discussion. This setup fosters a sense of creative community, making it easy for participants to engage with one another while developing their individual artistic voices.



”

Diana, Participant,  
Newport, Rhode Island

Thank you again for sharing your talent in, not only your unique artistic ability, but even in teaching, managing and presenting. You are gifted in many ways! You certainly teach more than art and provide a truly lovely experience in your class that I hope to pay forward in my own daily life. Thanks for shining bright and lighting the ways for others.

”

Jim, Participant,  
Tuckerton, NJ

Very thought-provoking. As a former teacher, I always wanted to learn how to sketch to illustrate ideas for my students and never bothered to try. I should have always set aside time to be creative. I appreciate that you broke down this process in an easy way. I will try this process at home and hang this work on my refrigerator!

”

Nancy, Participant,  
Long Beach Island, NJ

I valued this class more than any other I've taken in years. I appreciated the conversations we had with fellow “non-artists”. It's very true; we're all creative but have something in our way. I'd definitely come back for a part 2!

“You win or you learn,  
but you never fail.”



Created by “non-artists”  
Jan 15, 2025, Dorbrook Park



Created by “non-artists”  
Dec 6, 2024, Cranbury Library

*“I can draw anyone’s portrait in 5 minutes, but truthfully it took me 37 years and 5 minutes to do it. Practice and patience is key.”*

## Overview

Each workshop begins with a discussion on cultivating a growth mindset, setting the stage for creative exploration. I often include a short, inspiring video of an artist at work, such as “Picasso Creates a Masterpiece”, which captures his spontaneous artistic process and encourages participants to embrace artistic freedom.

From there, we begin the hands-on component with a simple and impactful exercise called “Making Peace with the Pencil.” This exercise helps participants develop control over pressure and mark-making, allowing them to become familiar with their tools. By reframing the pencil—a familiar writing instrument—as a tool for drawing in a comfortable and approachable way, participants gain the confidence needed to transition smoothly into the next stages of the creative process with greater ease and assurance.

Next, we transition into step-by-step instruction in observational drawing, sketching from still life objects like feathers, recreating master drawings, and engaging in group exercises and games that make the process both fun and interactive.

Classes may feature demonstrations on shading techniques using Prismacolor pencils, or techniques in handling professional grade watercolor pencils to add depth and expression to their work. Each exercise is designed to break creative blocks and cultivate a playful, intuitive approach to sketching.

Depending on the group, we may hold critique discussions, fostering a supportive and collaborative environment for artistic growth. At the end of each workshop, participants receive a handout with further reading, daily art practice ideas, and a reflection worksheet to continue their creative journey at home.

At its core, Art for the “Non-Artist” is about self-trust, creative exploration, and discovering a personal artistic voice—empowering participants to embrace art with confidence and curiosity long after the session ends.

*“If you can write your name, you can do this.”*

# Aims & Objectives

- **EMPOWER CREATIVITY AND FOSTER SELF-EXPRESSION:** BY PROVIDING A SAFE AND ENCOURAGING ENVIRONMENT WHERE THEY CAN DEVELOP THEIR UNIQUE VISUAL LANGUAGE, REGARDLESS OF THEIR PRIOR EXPERIENCE.
- **FACILITATE HANDS-ON PRACTICE:** TO ENGAGE PARTICIPANTS IN PRACTICAL EXERCISES
- **ENCOURAGE PERSONAL REFLECTION**
- **CULTIVATING A GROWTH MINDSET:** PROVIDING EXAMPLES AND ACTIVITIES FOCUSED ON PERSONAL DEVELOPMENT WITH A CAN-DO ATTITUDE.
- **PROMOTE DISCUSSION:** TO ENCOURAGE OPEN DIALOGUE AND DISCUSSION AMONG PARTICIPANTS ABOUT THEIR EXPERIENCES AND INTERPRETATIONS OF ART.
- **PROVIDE RESOURCES FOR CONTINUED GROWTH**



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**EXPERIENCE:**

THESE ONE-OF-A-KIND WORKSHOPS HAS BEEN SUCCESSFULLY DELIVERED IN VARIOUS SPACES, INCLUDING LIBRARIES AND ART CENTERS THROUGHOUT NEW ENGLAND. WITH OVER A DECADE OF EXPERIENCE IN SPECIAL EDUCATION, I AM SKILLED AT CREATING AND FACILITATING ART WORKSHOPS FOR DIVERSE AUDIENCES, BOTH LARGE AND SMALL. MY EASY-GOING, CAN-DO ATTITUDE HAS CONSISTENTLY HELPED COUNTLESS PARTICIPANTS MOVE PAST THEIR LIMITED BELIEFS AROUND CREATIVITY. I HAVE A MASTERS DEGREES IN BOTH SPECIAL EDUCATION AND ART EDUCATION, THOUGH I LEVERAGE MY EXPERTISE AS AN ART COACH.

**EVENT WRITE-UP:**

"IF YOU'VE EVER SAID, 'I CAN'T EVEN DRAW A STICK FIGURE,' OR AVOIDED ART CLASSES ALTOGETHER, THIS IS THE WORKSHOP YOU'VE BEEN WAITING FOR. ART COACH, JENNY SANTA MARIA, HAS TRIED-AND-TRUE METHODS THAT HAVE HELPED COUNTLESS PEOPLE RECLAIM THEIR CREATIVE POTENTIAL. SHE SPENT A DECADE IN THE CLASSROOM, HONING IN ON THE ART OF TEACHING ART WITH THE SELF-CONSCIOUS, DISCOURAGED, RESISTANT, AND ANXIOUS. THIS ISN'T A TYPICAL 'FOLLOW-THE-TEACHER' ART CLASS; INSTEAD, WE'LL TAP INTO YOUR UNIQUE CREATIVE VOICE AND DEVELOP OBSERVATIONAL DRAWING SKILLS. YOU WILL LEAVE THIS WORKSHOP WITH A WHOLE NEW PERSPECTIVE, EMPOWERED TO USE THE ARTS IN ANY AND ALL ASPECTS OF YOUR LIFE. GET READY TO EXPLORE THE POSSIBILITIES!"

**MEDIA:**

PENCIL, WATERCOLOR PENCIL, CHARCOAL, NEWSPRINT AND WATERCOLOR PAPER

**DURATION:**

2 HOURS

**PARTICIPANTS:**

MINIMUM OF 5, MAXIMUM OF 16

**ROOM REQUIREMENTS:**

- TABLES AND A CHAIR FOR EACH PARTICIPANT. U-SHAPED SEATING ARRANGEMENT
- A PROJECTOR AND SCREEN TO PROJECTING A SHORT VIDEO AT THE START OF EACH SESSION.
- I WILL PROVIDE ALL NECESSARY EQUIPMENT, INCLUDING A LAPTOP, ADAPTERS, AND MATERIALS.

**FEE:**

\$400 PER SESSION, NO MATERIAL FEE.