

Education for Picture Framers

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About the Instructor

James Miller, MCPF, GCF founded ARTFRAME, Inc. in 1988. His storefront business specializes in protective framing, with emphasis on creative framing of three-dimensional objects.

In 1990, Miller earned PPFA's Certified Picture Framer (CPF) designation, the most comprehensive credential for framers. As a member of PPFA's Certification Board in 1999-2001, he helped develop the Master Certified Picture Framer (MCPF) program and as Chairman in 2004, he oversaw a review of the CPF program. In 2004, Miller earned the MCPF designation, the highest credential for picture framers. In 2002, he was honored to receive the GCF (Guild Commended Framer) designation from the Fine Art Trade Guild in London, England.

As an educator, Miller presents framing courses at educational venues organized by PPFA, Picture Framing Magazine, suppliers and other groups. As a staff writer for Picture Framing Magazine, he has authored numerous feature articles on various framing topics. He has authored two popular books for framers: Mounting Objects with Clear Film and The Complete Guide to Shadowboxes and Framing Objects.

Miller is an active member of Professional Picture Framers Association (past Chairman of the Certification Board and the Guidelines Taskforce). He supports and endorses the Fine Art Care and Treatment Standards Institute (past Chairman, FACTS Education Committee), the Fine Art Trade Guild (United Kingdom), International Association of Master Penmen, Engrossers and Teachers of Handwriting (past president), Association for the Calligraphic Arts (charter member), and local Chambers of Commerce.



Notes:

1. Booklets for all courses are designed for future reference, including an outline and color illustrated instructions. Upon request, a full-color cover may include your organization's name, event name, and date.
2. For courses featuring PowerPoint presentations, the instructor will provide a data projector and laptop computer for a fee, or you may provide them. A projection screen is recommended, but will not be provided by the instructor.
3. Prices are quoted upon request. Sponsored courses are available only with prior permission of the sponsors, and at their discretion.
4. Most courses may be modified to suit specific products, purposes, or events, and for longer or shorter sessions.
5. Actual expenses will be charged, including but not limited to airfare, ground transportation, airport parking, lodging, meals, course booklets, packaging & shipping, and incidentals. Minimum daily fees may apply. An itemized invoice with receipts will be provided.
7. MCPF maintenance courses approved by PPFA are marked: (MCPF-CE)

Beyond Fit & Finish

2-hour lecture

Looking for an advantage over the competition? Give your customers something extra; add value to your work, and build your customer relationships by serving them beyond the fit and finish of the framing. This session includes interactive discussion of marketing and

promotional ideas. Examples of helpful brochures are provided, to use as models in writing your own, such as:

- Transportation, Storage and Handling of Frames
- Hanging Hints and Instructions
- Custom Framing Warranty/Store Policy
- How to Avoid Damage to Framed Items
- Documentation and frame labeling (including Condition Report, Mounting Assurance)
- Repeat Customer Incentives
- Customer Referral Incentives

Calligraphy for Framers

2-hour workshop

This introduction to fundamental calligraphy is designed for framers who want to add the personal touch of hand lettered captions, pen lines, and other decorative features to their framing projects. Students will see Italic & Old English (broad pen) and Roundhand Script (pointed pen) calligraphic styles demonstrated. Reproducible practice sheets and instructions will be provided. Calligraphy pen sets and a hands-on practice session may also be offered as optional features of the class. Calligraphy is a manual skill. This class introduces framers to the tools and letterforms, but diligent practice is necessary for development of professional-level proficiency.

Pen set, ink, and paper for each student may be instructor-provided at extra cost

Clear Film Mounting with Mylar/Melinex

2-hour lecture / 3-hour lecture & workshop

This class is about new and innovative mounting techniques for all kinds of flat and three-dimensional items, using Melinex 516 clear polyester film. The illustrated course booklet describes unique and useful mounting techniques. Jim's book provides complete descriptions and detailed instructions for clear film mounts. Samples will be exhibited.

In the 3-hour lecture & workshop, students are invited to create mounts with materials provided, acquainting them with the unique methods of working with clear film.

NOTE: Jim's Book, Mounting Objects with Clear Film, is available from the PPFA Bookstore, PFM Bookstore, and other sources of framing books.

Complete Guide to Shadowboxes & Framing Objects

Two 3-hour session; lecture and hands-on workshop

Jim's book is recommended:

The Complete Guide to Shadowboxes and Framing Objects, \$24.95 per copy

Do you avoid shadowboxes and framing objects because you think they are too complex or time consuming? Are you unsure of how to mount objects? Don't know how much to charge? If so, you're missing out on one of the most gratifying, profitable, and creative forms of custom framing. In this PowerPoint lecture and hands-on workshop, Jim Miller shows you how to "think inside the box" with the strategies and techniques you need to frame almost any type of three-dimensional object, from airplane propellers to military medals, to...you name it. You'll learn all about a variety of non-invasive, reversible mounting techniques that hold almost anything – without glue. Discover the secrets of acrylic box framing. Master composition and arrangement, calculate pricing and hone the skills needed to communicate with your customers. Add a new dimension of fun and profit to your framing business! Don't miss out on one of framing's best growth opportunities.

Presented as a 3-Hour PowerPoint lecture on shadowbox design and construction, followed by 2-hour lecture on non-invasive, reversible object mounting and a 1-hour hands-on mounting workshop. Instructor and/or sponsors provide materials.

May be sponsored by PFM Seminars, Tru-View Glass Company

Design & Construction of Shadowbox Enclosures (MCPF-CE)

2-hour PowerPoint lecture

Innovative shadowbox enclosure designs are discussed, including instructions on how to build them. Whether the shadowbox is to be permanently closed, or designed for easy opening/re-closing, this class includes designs to do the job. Among the topics: visual composition, decorative features, preservation, structural considerations, fitting/finishing,

hanging hardware, Gravity Groove, Slider, Slip-Over, Magnetic Closure, and The Acrylic Edge.

Direct Contact Overlay (DCO) Mounting (MCPF-CE)

2-hour lecture

This lecture will discuss protective, non-invasive, reversible mounting techniques for textiles, documents, and objects. Optically coated acrylic, clear polyester film, and fine mesh fabric mounting techniques provide gentle, overall support for old, fragile, flat items that might be damaged by traditional mounting methods and materials. Hockey pucks, golf balls, baseballs, tennis balls, and other spherical objects may be fully supported and beautifully displayed in fine mesh fabric mounts. Learn how to use high-technology glazing products and fabrics for innovative float mounting without harm to valuable collectibles. Examples will show how these nearly invisible, innovative mounting methods can add to your bottom line.

Drawings & Forms for Framers, Using Microsoft Word

2-hour PowerPoint lecture

This fundamental class helps picture framers develop new skills useful in operating a framing business. Jim shares step-by-step instructions for using the standard Microsoft Word program in new and useful ways. Create your own custom business forms, such as letterhead, work orders, purchase orders, invoices, and layaway forms. Design and print your own business cards and unique frame-back labels. Learn how to create powerful advertising layouts, postcards, and other marketing materials, such as newsletters and brochures. Also learn how to create professional looking, colorful drawings for consumer education, employee training, and standard framing practices in your shop.

Fitting for All Occasions

2-hour lecture

After the frame is designed, the art is mounted, the mats & glass are cut, the mouldings are mitered & joined...Now what? Fitting & finishing are important procedures in the design and construction of custom frames. There's a lot more to doing it right than framer's points, dustcover and wire. This class is about the various methods and materials for fitting & finishing; knowing how and when to use them for best results; how to identify and avoid potential problems, how to deal with unexpected fitting difficulties, and how to determine the most appropriate, cost-effective choices of materials and methods. Demonstration examples and cost comparisons are included.

Frame Joining – Wood and Plastic Mouldings

2-hour PowerPoint lecture

If you have problems joining frame mouldings, or if you are inexperienced in this essential framing process, then this class is for you. In a 2-hour lecture/demonstration session, Jim leads the discussion of frame joining choices, with emphasis on underpinning, the method preferred by today's professional framers. Do you need new frame joining equipment for a new or growing framing business? Learn more about the popular machine designs, proper set-up, operation, and maintenance. Jim will give you detailed analyses of common joining problems and guide you to practical solutions, helping you assemble perfect corners every time.

Framing for Difficult Customers

2-hour PowerPoint lecture

Framers – and all other retailers – know it is easy to work with people we like, and it is even easier to work with people who like us. But that's not always the case, is it? Occasionally we all have to deal with a difficult customer. In this PowerPoint session, Jim sets the stage by describing how and why some customers may be difficult, and provides some insight from their perspective. As Jim suggests proven, traditional ways to deal with difficult customers, attendees are invited to share their experiences in a group discussion about new ideas for turning those difficult customers into valued repeat customers.

Fundamentals of Framing Adhesives

2-hour lecture

Every framer depends on adhesives, but do we really understand these products that are in every frame? Without getting into complicated chemistry, this class explains the basic nature of all kinds of framing adhesives, such as ATG and other tapes, frame glues, dry mount tissues and films, silicone glues, epoxy glues, and preservation hinging pastes. Jim will show and discuss samples of various types of adhesives from several manufacturers. They tout the benefits of their products, but Jim will explain the limitations of various adhesives in real-world framing. What are the best uses for convenient, inexpensive products like silicone glue, rubber cement, and masking tape? Which adhesives are best for preservation framing? What is the best kind of adhesive for multiple mats? The answers to these and many other questions will give you a clear understanding of each adhesive so you can choose the right one for every application.

May be sponsored by an adhesive supplier

Fundamentals of Mounting

2-hour lecture

Mounting is one of the most time-consuming and risky procedures of framing. This class will show you how to make the most of your mounting opportunities, as well as how to avoid common mistakes. Learn the fundamentals of dry mounting, from preparation and equipment operation, to recommended techniques and materials. Discover the relationship between mounting and preservation. Learn what to do if something goes wrong. Get the answers to your specific mounting questions. You'll come away from this class with a solid foundation in mounting, along with many useful tips and tricks.

Dry mount press or vacuum press required in the classroom

Glazing – Clearly an Element for Better Framing

2-hour lecture

Spike your framing expertise with this essential information on using glass and acrylic as elements of your frame designs. Add value to your framing and profit to your bottom line, as Jim clears away confusion about all the high technology choices and shows how to design the right glazing into every framing job. Learn how to help customers understand and appreciate the features and benefits of selecting the right glazing. Set yourself apart from the competition and earn more profitable orders by involving customers with demonstrations and point-of-purchase models. An illustrated handout, useful product samples, and helpful tips for proper acrylic cutting, cleaning, handling, and scratch removal techniques are all included in this 2-hour class.

May be sponsored by Tru-View Glass Company

High Technology Framing For Canvas and Textile Artworks (MCPF-CE)

2-hour PowerPoint lecture

High technology framing can benefit all kinds of artwork and objects on display. But canvas paintings, canvas giclees, and all kinds of textile artworks may benefit the most from taking a new approach to their framing, using innovative framing techniques and high technology materials. In this 2-hour session, Jim explains how high technology framing differs from traditional framing methods, and how it protects valuable canvas and textile artworks from the environment, reduces the need for conservation treatments, and adds decades of visual enjoyment.

How to Promote and Sell Preservation Framing

2-hour PowerPoint lecture

Marketing and selling high quality, protective framing requires a new skill set for those who design and build custom frames. In this class, framers develop a clearer understanding of protective framing features and how to explain their benefits to customers, resulting in more profitable framing. And most importantly, selling preservation framing adds value, helping framers better serve their customers & build stronger buyer/seller relationships.

Introduction to the CPF Exam*

2-hour PowerPoint lecture

The Certified Picture Framer exam, sponsored by PPFA, is the original credential for picture framers. The 3-1/2 hour, timed, multiple-choice exam covers all aspects of framing, with emphasis on preservation framing knowledge. This seminar is intended to introduce the

CPF program to framers who may wish to study for the exam, but it is not to be confused with the more complete, all-day “CPF Preparation” class offered by Shirley Damon.

**Owned by PPFA and available at the discretion of the association*

Introduction to the MCPF Exam*

2-hour PowerPoint lecture

The Master Certified Picture Framer exam, sponsored by PPFA, represents the highest credential available for picture framers because it is a demanding test of manual skills, as well as the practical application of preservation framing knowledge. This seminar will start with a review of the MCPF qualifications, then proceed with a comprehensive synopsis of the MCPF Study Guide and continuing education requirements. Discussion topics include tips about the required evaluation frames, procedures of the exam and judging. Instructor Jim Miller, an approved MCPF examiner and a member of the PPFA Certification Board during its development of the MCPF program, offers insights about how best to study and prepare for a successful MCPF exam.

**Owned by PPFA and available at the discretion of the association*

Needle Art Framing, From A to Z

2-hour lecture

The specialty of needleart framing can become a significant contributor of sales and profit for your custom framing business. Needle artists are loyal repeat customers for framers who offer a complete range of high quality framing options for their textiles. In this class, you'll learn how to properly mount and frame all types of needleart, from the hobbyist's counted cross-stitch to Great Grandma's fragile heirloom sampler. This session focuses on all of the unique considerations of needleart framing, including frame design, pricing, mounting techniques (fundamental through advanced), and preservation issues.

Non-Invasive Object Mounting (MCPF-CE)

2-hour lecture

This class, unlike other shadowbox classes, is all about mounting three-dimensional objects without damaging them, including mounts for items to be removed/replaced in the frame. Illustrated handouts describe unique, non-invasive, innovative mounting methods using clear polyester film, formed rods, wire, fabrics, and manufactured mounting materials. Mounting boards and reinforcements are also discussed. Prepared samples are exhibited.

Order Processing for Framers Who Hate Paperwork

2-hour lecture

This class helps business owners develop the most effective order processing system for frame shops of all types and sizes. Illustrated handouts describe how order processing works, and how common problems may be avoided. An interactive lecture, this class responds to the needs of framers, shop owners and managers. Learn how to create an audit trail, how to keep track of every order at all times, how to make sure the materials are there when needed, and how to solve order-handling problems. Develop a simplified, efficient, trouble-free order processing system for your own custom picture framing business.

Poly Mouldings for Retail Custom Framing

2-hour lecture

Achieve more sales and greater profitability by adding polymer Mouldings to your custom framing business. Learn effective sales and merchandising strategies, as well as proper cutting and joining methods, to make the most of these high technology Mouldings. Please your customers with beautiful, high quality framing at very attractive prices. Improve your COGS numbers and earn higher profit margins. This class covers presentation suggestions, pricing for profit, detailed instructions for handling, cutting, joining, and fitting – all of the essentials to help you make poly Mouldings a significant contributor to the success of your retail framing business.

Preservation Mounting Techniques

2-hour lecture or 3-hour workshop

This class covers useful, practical methods and materials for non-invasive, completely reversible mounting of paper-borne art, documents, photos, and other flat items. Preparation and use of starch paste & Japanese hinges is included, along with illustrated handouts. Example mounts are exhibited.

SENSational Selling

2-hour PowerPoint Lecture

Using sight, sound, touch, and smell are essential to the framing design process. This 2-hour PowerPoint lecture explores how the senses affect the buyer/seller relationship, and how framers can make the most of all their resources to engage customers in the sales process through sensory experience. This session will also show you how to sense, interpret, and use body language, facial expressions, and voice inflection to improve communication with your clients. Discover how to best use framed samples and models to satisfy customers' senses. Take control of the framing design dialogue today by using sensory experience to uncover your customers' true preferences. The reward will be better framing orders and better-satisfied customers.

May be sponsored by Tru-View Glass Company

Should You Add Framing To Your Business?

2-hour lecture

Photographers and other imaging-related businesses seeking to diversify are adding picture framing to their products and services. This 2-hour lecture answers your questions about framing and offers no-nonsense advice about getting started. Should you subcontract the framing? Should you buy prepared parts, or invest in equipment and do all of the work in-house, or something in between? Learn the basics about framing equipment, floor space requirements, staff and training, inventory, and suppliers. What about competition? Discussion of these and other important topics will help you make informed decisions about the future of framing in your business.

Survival Strategy Check List

2-hour lecture

All picture framing businesses have to deal with our rapidly evolving industry, changing consumer spending patterns, new competition, and economic challenges. As the owner of a small frame shop for more than two decades, and not an accredited business expert, Jim is uniquely qualified to share this check list of survival strategies that work for his own business and for other small frame shops. Whether your framing business is well established or new, this lecture session will point you in the right direction toward prosperity. Discussion includes a review of the framing market's evolution, marketing and operational strategies, and practical suggestions to improve profitability, even in unfavorable market conditions.