

Descriptive Transcript for “How to Table Zine: A Guide to Tabling”

The zine is created in a limited colour palette of purple and fluorescent orange and printed on a risograph printer.

Cover Page:

At the top, the title, “How to Table Zine” is enclosed within a purple cloud with an orange ribbon extending on the left and right. Right below the cloud shape is the text “A Guide to Tabling.”

Below the title, a booth set up showcases a tabling scene at an art fair. The booth has a metal grid structure on a table covered in a tablecloth. Art prints are displayed on the grid along with a sign labelled “Artist” in the centre.

An orange monkey on top of the booth structure, holding an unattached grid panel with both hands. A girl with a bird on her head is standing behind the booth, holding up a sign that reads “Prints Stickers.” She has a happy expression, and her short hair is dark. She is wearing an orange top and a purple skirt and is directing the monkey on where to install the last grid panel.

A white rabbit with orange-tipped ears is standing in front of the booth, hanging triangle-shaped flags on a string to the front of the table. An orange frog is on the right side of the booth, hanging an art print on the grid. On the table, there is a box of money counting cash with a big smile.

The monkey, girl, rabbit, frog, and money box are all characters in this zine.

Second and third page

This two-page spread is designed to provide a comprehensive overview of what tabling is, how to prepare merchandise, types of products to sell, and tips on pricing.

What is Tabling?

The text “What is Tabling?” is in an orange banner at the top, followed by the answer “It’s when you display and sell your work at events like artist alleys, markets, conventions, and more!”

Panel 1:

Examples of work you can sell: a comic book, art print, jewellery, tote bag, and t-shirt are shown.

Panel 2:

A banner with the text “CONVENTION” is at the top of the panel. There is a table set up at a with various items for sale and a figure of a person with the text “you” on its face.

Merchandise

Panel 3:

There is a ceramic vase, tote bag and art print. The caption reads "Before you table you need stuff to sell!"

Panel 4:

The orange frog is holding a giant pair of scissors cutting out a flower-shaped artwork, saying “You can make your stuff at home, or get them outsourced.” A printer with a copy of an artwork is captioned “Printing, cutting and making prints, stickers, and zines can be more affordable at home”.

List of Products

Panel 5:

The text breaks down example products you can sell based on experience level.

- Beginner Friendly: Stickers (homemade and manufactured), art prints, zines, buttons.
- Intermediate: Keychains, enamel pins, memos/notepads, books/magazines, washi tape.
- Difficult: Custom bags, manufactured apparel, plushies.

In the corner, the frog is waving with a happy face.

Pricing

Panel 6:

The frog says “Research similar art, calculate material costs, time spent and overhead costs!” The frog is holding a price tag that says “set a fair price for you and your customers!”.

Panel 7:

A mobile phone screen showing the chat dialogue between two artists with text that says "Ask fellow artists online and compare prices of different stores!"

Fourth and Fifth page

This two-page spread is designed to guide the reader through the process of preparing for tabling at an art event with a road map narrated by the rabbit.

Let's Get Started

At the start of the road map, the rabbit says "What you'll need: Computer/tablet/phone, access to WiFi."

Stop 1: Research

A computer screen with a search bar with to-be-completed query "LOCAL MARK..."
The auto completed search has "Call for submissions" and "Local or Travel".

The rabbit says "Find many opportunities through social media posts!"

The icons for Instagram, X (formerly Twitter), and TikTok float around the rabbit.

Stop 2: Application

A Google form with a question field asks "What do you plan on selling? Attach images."

Stop 3: Share

There are some samples of past artworks along with a caption that says "Share your past work or portfolio."

Stop 4: Accessibility

A caption says "Check for accessibility."

When considering the venue, look for accessibility features that match you and your customer needs such as ramps, wheelchair access, and gender-neutral restrooms.

Stop 5: Submit

The rabbit at the end says "now we wait" surrounded by a checkmark and hourglass.

Sixth and Seventh Page:

This two-page spread provides a detailed guide around the booth on setting up and managing a table at a market. It does so by diving into the "Anatomy of a Table: Set Up and Display"

In the centre of the spread, there is a booth setup with the sign "Awesome Monkey Art" with the happy monkey character managing the booth. The booth has grids, a tablecloth, and acrylic stands displaying various art items for sale, and a P.O.S. system

for card payments. Around this illustration are pull out items explaining the different components of a table.

1. Display

- Paneled display grids are perfect for displaying prints, and are an effective way to attract customers
- A tablecloth makes your table look presentable & stylish!
- Acrylic stands are great for displaying stickers, sticker sheets, or small prints!"

There are illustrations of each item.

2. Signage

- Bring a marker, sticky notes, cards, and scissors to make quick signs! There is an illustration with examples such as signs with "\$5" and "Sold Out," and scissors and markers to make other quick signage.
- You can also make an artist sign! There is an illustration with an example artist sign that says "ARTIST NAME".

3. Breaks

Panel 1: Caption reads "Sometimes we get tired during events. It's important to take care of yourself!" The monkey looking exhausted and frustrated is fanning themselves.

Panel 2: The monkey is holding a drink with a straw and happily eating a banana. Banana peels surround them, and caption reads "Pack snacks and drink water!"

Panel 3: The monkey says, "Have a buddy watch your table so you can relax on your break!". There is an illustration showing the monkey's friend showing up to watch over the booth, while the monkey thinks to themselves "I'm going to buy so many keychains".

Eight and Ninth Page:

This two-page spread provides essential tips and guidance on managing money during an art event and is captioned "Let's Talk Money!"

Panel 1:

The happy money box surrounded by floating bills and coins. The text reads "You'll want to make sure you have a float - things like bills and coins, so you can give people change! And a place to hold all the money, like a money box."

Panel 2:

The money box is laughing with a caption that says "To prep, you can go to the bank,"

Panel 3:

Bills are being turned into coins and change, with a caption that says "get your bills turned into change,"

Panel 4:

There are three, coin rolls with a magnifying glass over one of the rolls showing the coin inside. The caption reads: "and get your change deposited with coin rolls."

Panel 5:

The money box has a text bubble that says, "Tip jar competitions are a good way to generate extra revenue." There is an illustration showing two competing tip jars, one with the sign "Box" versus, one with the sign "Fanny"

Panel 6:

There is a hand reaching down to grab the money box, while the money box says "Be sure to keep an eye on the money box though because..."

Panel 7:

The hand suddenly grabs the money box, who is shocked and says "AH..NOOOooo", while the culprit runs away with the money box.

In an aside, a fanny pack says "money boxes are good and all, but they can get STOLEN! So maybe invest in a fanny pack instead!"

Panel 8:

The fanny pack is organizing papers and keeping records. There is a close-up of a filing system, a clipboard, and well-organized artworks. The text reads "Make sure to always keep track of your inventory and money each day of the event. It'll make your post-event calculations easier in the long run."

Panel 9:

The fanny pack is at their booth, trying to help a customer. They have a shocked expression and says "WHAT?! A lot of people are cashless now?!"

The caption underneath reads: "Consider accepting card payments. Examples: Square Reader, P.O.S. System, PayPal, e-Transfer."

Tenth and Eleventh Page:

This two-page spread answers the question "Why table?" and tells the benefits of tabling.

Panel 1:

The question “Why table” is on a flying bird’s wing. The bird is holding a banner that says “Art Outreach” A bird displayed a sign saying, "ART OUTREACH." The girl stands beside the page, pointing to the words, "Tabling is a fantastic tool for natural networking. This means the more you table, the more people will recognize your art! It's also a great avenue for job opportunities." Leaves gently fall around them.

Panel 2:

A triangular banner with the text “Making Connections”, followed by a banner that elaborates that "Conventions and art festivals are perfect for reaching out to publishers and meeting other artists. Try leaving a free zine to introduce yourself or trade zines with fellow tables! Tabling helps you build your portfolio."

There are two birds in a birdhouse with a roof made from a book titled “How to Table”, and a bird holding a banner flying around.

Panel 3:

The caption reads "Inspiration: "When you table, you're exposed to other creators and how they market themselves."

Panel 4:

The caption reads "You’re ready to table! Good luck" The bird is sitting on the girl’s shoulder. Both are looking encouraging.

Back Cover Page:

All the characters, the monkey, frog, girl with the bird, rabbit, and the money box are sitting at a table waving. On the table, the “How to Table” zine is arranged in a display. There is a banner hanging from the table that says “Best wishes on your tabling ventures”

The credits of the creators and illustrators surround the characters:

- Manny McIntyre (@mxgincarp)
- Geann Gamboa (@gemworld)
- Anna Teolis (annateolis@gmail.com)
- Anoosh Mubashar (@anart45m)

A banner with the text “Special thanks to” follows with a list:

- Fiona Smyth, Project Supervisor
- Jenn Woodall and 667 Studio
- Julianne Johnson, Student Peer
- Alexandra Hong, CEAD Project Officer

There is the logo of the OCAD University RBC Centre for Emerging Artists & Designers in the bottom right corner.

Thank you to Nasrin Etesami and Alexandra Hong for the descriptive transcript of this zine. Physical copies of the zine are available at the CEAD, 115 McCaul, 3rd Floor. A copy is also available in OCAD U's Zine Library.