



Change Makers: Building your Personal Brand for Sustainable Employment

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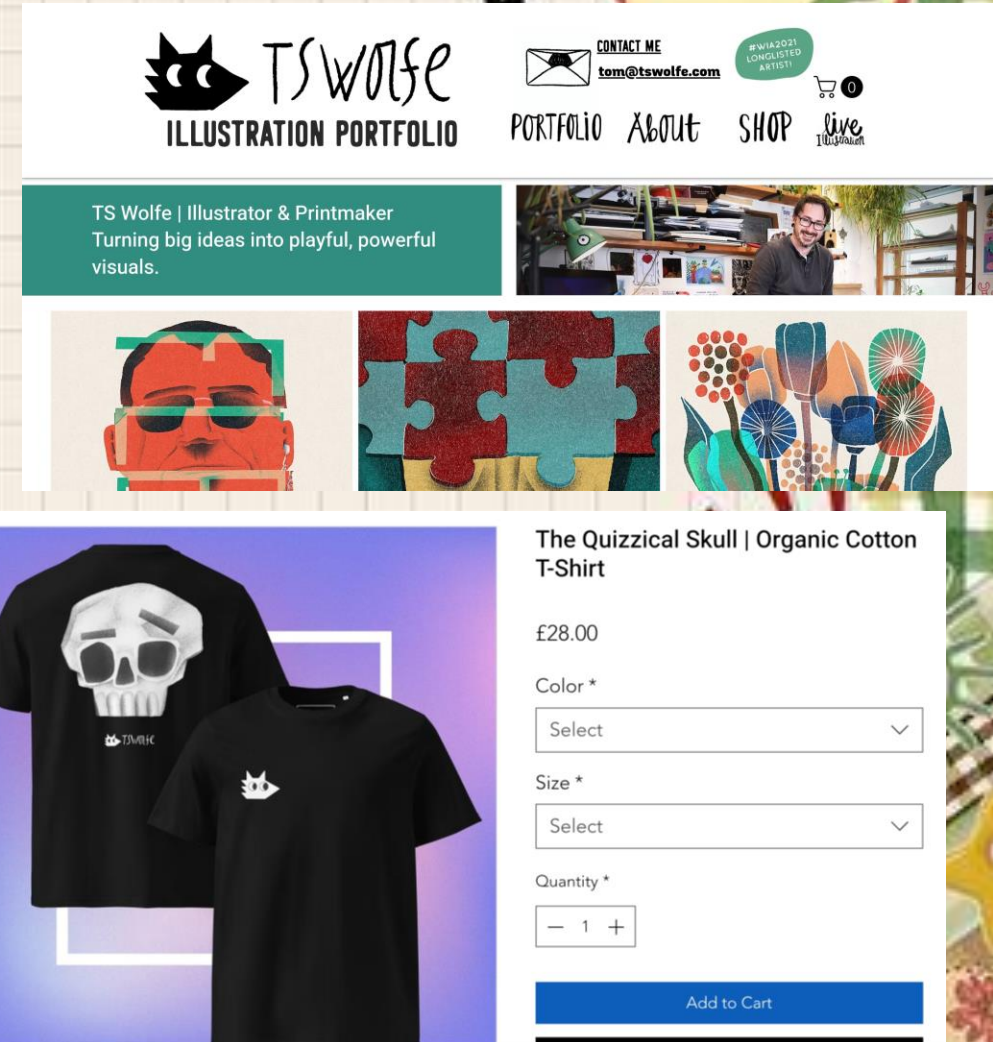
Personal Branding – Looking at how Illustrators Brand Themselves

Looking at how other Illustrators have created their unique brand will help me discover which ways would be beneficial to me. It will also show me what branding doesn't work and which ways of branding I should avoid. I will be looking at the websites of illustrators and also their social media to see if their branding is consistent. I am also going to look at how advertisers and designers use branding to see whether they have good strategies.

Examples of Illustrators branding – TSWolfe

In all of toms branding he has a consistent element. He always incorporates the wolf illustration, even on his clothing. I think this is a very effective way of using a logo to brand himself because its not too over the top and bold, its very simple but very effective. I also like how he used animated elements on his website.

<https://www.tswolfe.com/>

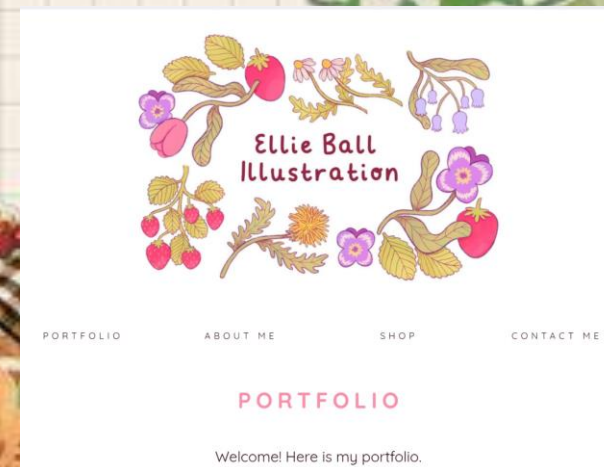
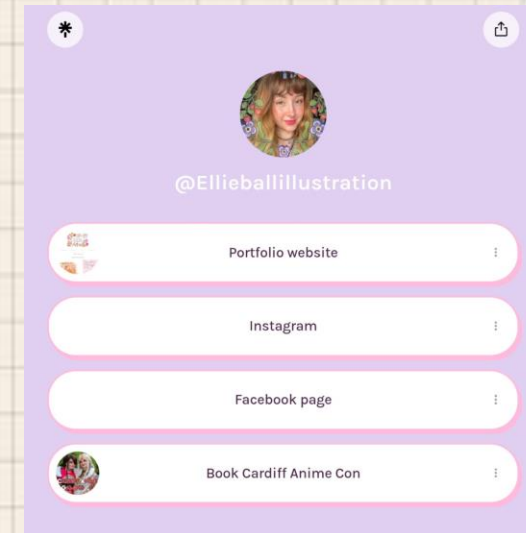
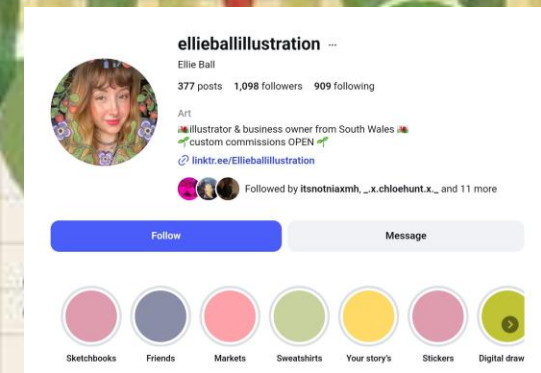


Examples of Illustrators branding

– Ellie Ball

Ellie's branding is focused on soft colours and nature which is seen throughout all of her social media and her website. I really enjoy her branding it feels very soft and thoughtful, it matches her illustrations completely. Her branding is very intentional and you can tell a lot of time, effort and thought went into how she was going to brand herself. You can tell each one is hers without her needing to have an icon to represent her. Her colour palette is really pleasant and enjoyable to look at.

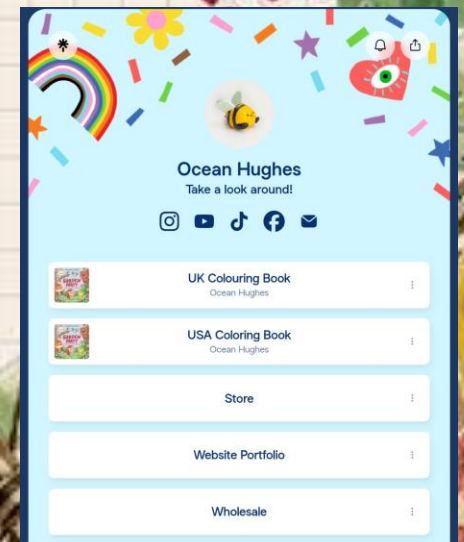
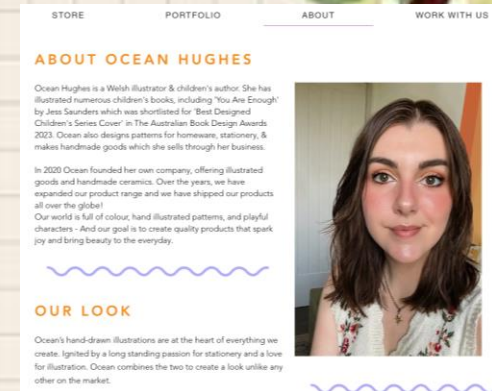
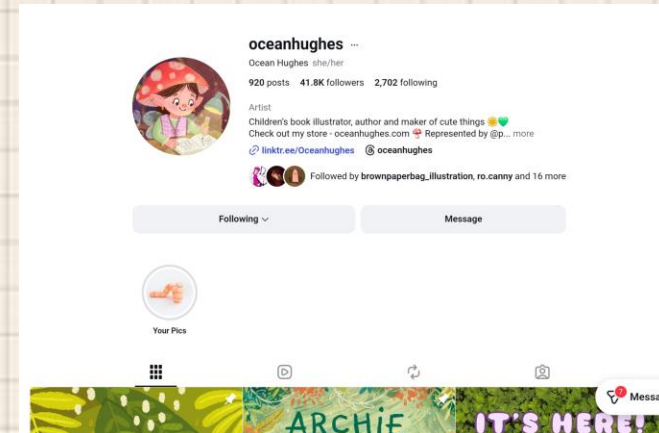
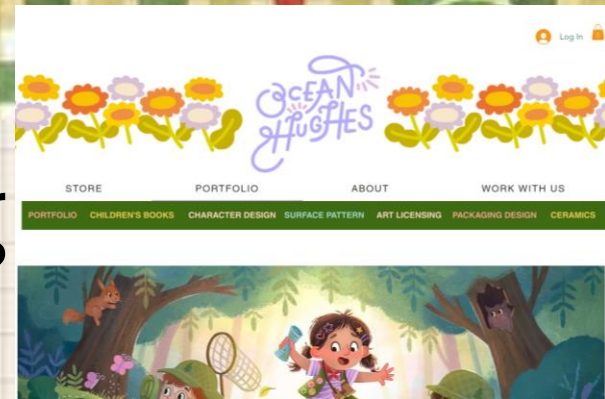
<https://ellieballillustration.carrd.co/>



Examples of Illustrators branding – Ocean Hughes

Oceans branding is focused on her illustrations. Her branding isn't really consistent across her social medias, it could be helped by having a colour palette that links them all. Her use of nature in her website is really effective because it links with her children's books. Overall I her branding is effective however it could be helped with a running theme throughout.

<https://www.oceanhughes.com/>



Why is Branding so Important

Branding helps you stand out from the crowd and helps when trying to connect with an audience. It is really important because your branding is the first impression a customer will have about your business. People are consuming a lot more brands because of social media which means if your branding doesn't stand out it will be forgotten. Having your brand let your personality show through will attract people who will genuinely connect with your work, your brand is more than a logo and a name its an impression. Branding also helps build your reputation and identity. A consistent brand will allow people to trust you and can be a way to gain loyal followers and supporters.

<https://www.forbes.com/councils/forbesagencycouncil/2021/03/24/the-importance-of-branding-in-business/>

<https://theeverydayagency.com/why-artist-branding-matters/>

<https://cowgirlartistsofamerica.org/blog/f/importance-of-branding-for-artists>

Personal Branding

I am still unsure of what kind of illustrator I want to be after graduating, however this exercise forced me to think about the modules that I enjoyed doing and what that could mean for a future job. I found that I really enjoyed the narrative module so I am thinking about children's books. Although I enjoy looking at concept art and the work that goes into games, movies and characters. I don't think my current work shows these interests so I will need to build up a better portfolio if I want to be taken on by these types of agents.

Changemakers: Building your Personal Brand for Sustainable Employment

What about you?

Who is the creative you want to be and who will you be working for?

I want be able to do different types of work

- Story boarding / ~~childrens books~~
- Design / packaging
- Concept art

What work will you be doing?

childrens books
concept art / characters for games
free lance
tattooing?

Who are your dream employers/clients?

Jelly cat
game designers

How will you achieve this?

~~illustration~~ building my style and researching employers.

Personal Branding

This exercise got me thinking about how I want to be perceived as an illustrator and what I could make my USP. It also got me thinking about how I could build my brand and get people seeing it. I already have an Instagram so my main area of improvement would be there. I want to look into how to build my Instagram and make it more branded so that my style is more recognisable between social medias.

Changemakers: Building your Personal Brand for Sustainable Employment Personal Branding Exercise

What do you want to be called? Names suggestions???

My name
Brown paper bag

How will you visually get across you USP in your branding? Ideas and doodles

logs
water colours
character design

How will you make your brand identity memorable? Ideas and doodles

Have a style that remains consistant
Yimpy

How will you reach your audience? Promotional ideas outline below

instagram
etsy
linked in
website
stalls

What will be the right promotional strategy for you? Ideas and doodles

flyers
stickers

Personal Branding Ideas

This exercise got me thinking about how I would place my name within a business card and also how I would present my style in a simple and effective way. I found that creating a business card for my classmate was a lot easier then creating one for myself because I wasn't sure how I wanted to be perceived in a business setting yet. I want to be able to show off my watercolour skills but also a fun side to my illustrations. I think combining these two ideas will create a professional card while also showing what kind of illustrator I am.

Changemakers: Building your Personal Brand for Sustainable Employment Personal Branding

Visual Exercise

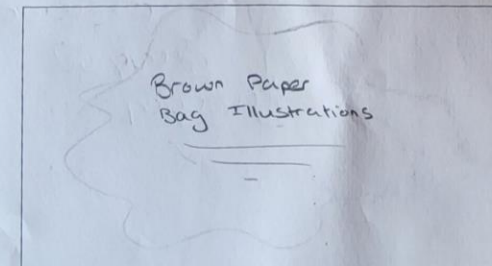
Design a business card (in the box below) for the person next to you and then give it to them.



How do you see yourself and your skills right now? Design a business card in the box below.



How do you want to be seen? Design a business card in the box below.



Personal Branding – 4 Pillars of Branding

This task was helpful in showing me what my USP could be and what I already have that differs from many people in the industry. Having the 4 different areas to focus on made me think more about how I could find new ways to brand myself better than I already am.

4 Pillars of Branding

Brand Name Brown paper bag illustrations

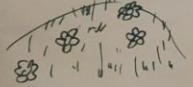
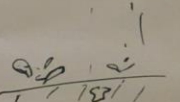
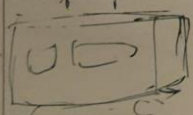
Narrative	Differentiation	Communication	Consistency
fun, whimsical character based/ story telling passion lil creatures	water colours making vintage animal toys more human to empathize with incorporate more digital work	instagram websites	flowy and free Narrative

Fill the boxes with notes, doodles, collage, anything you like.

Personal Branding – Figuring out my Branding

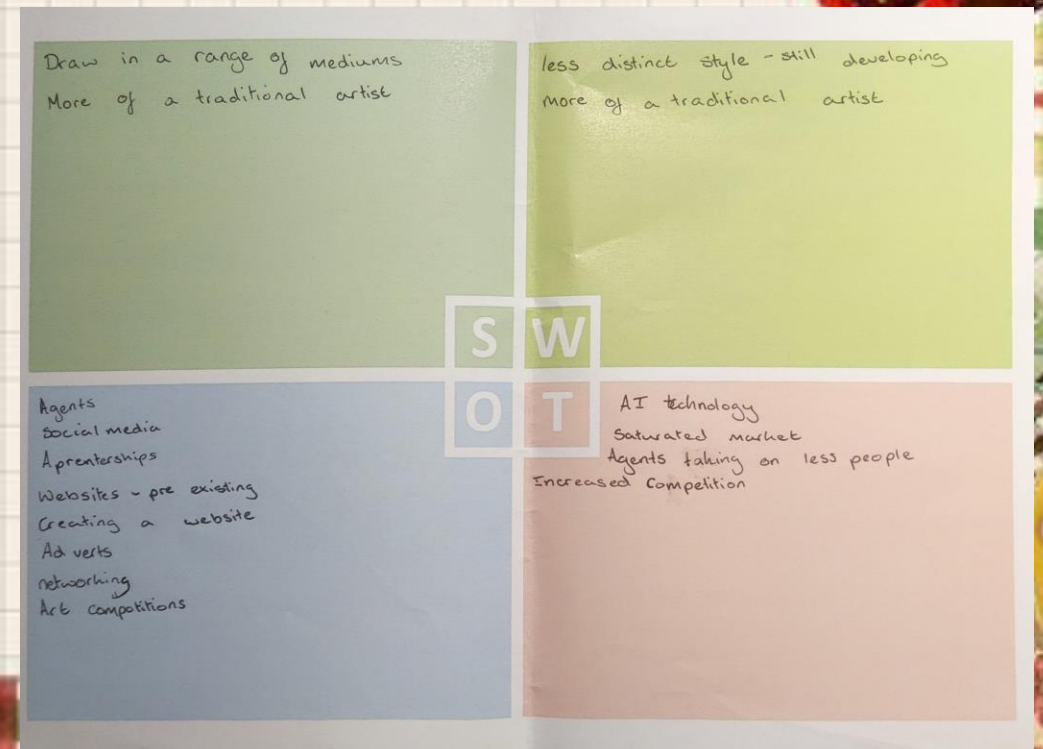
This was a very fun task as I got to figure out what makes my brand me. It was also really enjoyable to create illustrations to accompany the different metaphors. I will use this as a reference for when I am creating a brand to help me with colour palettes and style influences.

Metaphor Gestalt
If my brand was a it would be

COLOUR Brown	ANIMAL Monkey (small one) 	TYPEFACE Tolier 	DRINK Dr pepper	ARCHITECTURE Hut 
HAIRSTYLE Mullet	LANDSCAPE Hill 	TREE half ones → 	FRUIT Banana Apple 	SMELL After rain 
TRANSPORT tram 	SHOE Boot crown/yellow shoe 	JACKET Varsity/bomber 	SINGER Hozier 	ARTIST Guilhemones 

Personal Branding –SWOT Analysis

It was really useful to analyse my strengths and weaknesses within the industry because it sets realistic expectations. It will also help when trying to get clients because knowing your weakness helps with advertising yourself for what you know you're strong at. It also gives a client a realistic expectations around you and your work. I found it quite hard to identify my strengths and weaknesses for this task.

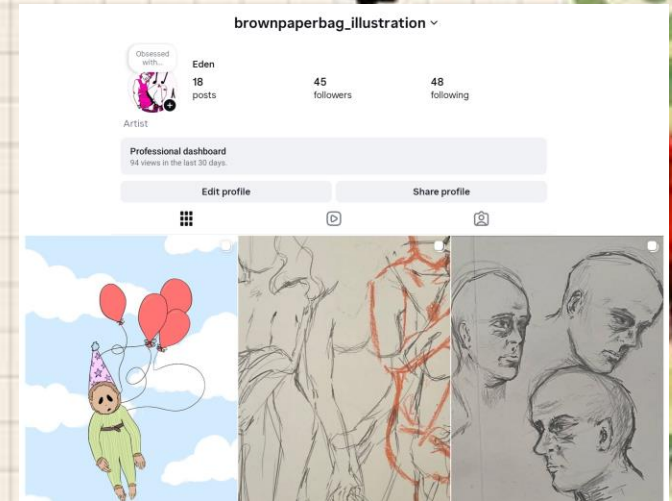


Professional Branding – Social Media

I don't have a very big social media presence because I only have an art Instagram. I want to develop my Instagram to make it more successful and link my Instagram to my website so that more people can look at my website and learn more about me. I want to use this part of the module to build a more consistent brand over more social medias and also create more physical ways to brand myself.

Professional Branding My Current Instagram + What Needs Improving

I don't post consistently on my art Instagram and I also don't have a distinct style or subject matter. I need to create more art that is based around the illustrator I want to become, I want to create more watercolour illustrations. We had a guest speaker come in and they told us to create the work you we want to be employed for, because I want to create children's books and characters. I am thinking of illustration books that I enjoy and putting my twist on them and re-designing characters that I enjoy. I need to create a more consistent feed so when people see it on their homepage they know its me.

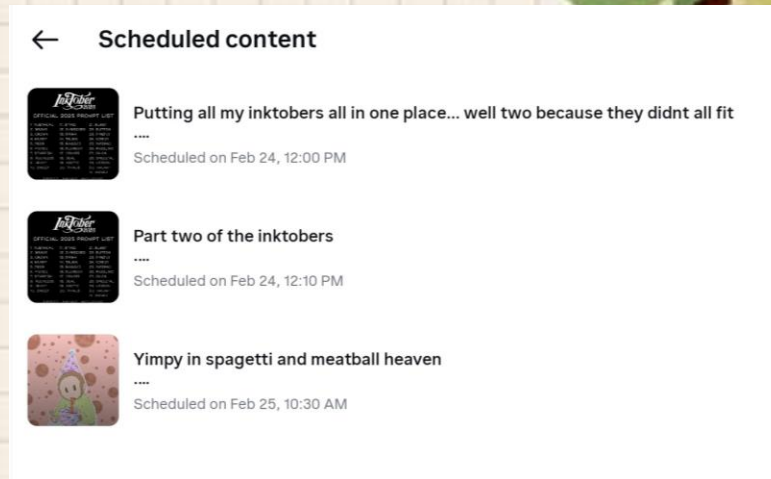


Professional Branding– How to make my art account more successful

From my research I found that the best times to post on Instagram is Tuesday through Thursday between 9 am and 3 pm. The peak engagement is meant to be around lunchtime. I want to test this and see whether it helps with the engagement levels on my account. I have scheduled posts for Tuesday at 12 pm and a post on Wednesday at 10:30 am to see whether the timing of posting really effects the engagement.

The Instagram algorithm favours people who post consistently so I will be aiming to post each week, using the scheduling feature makes this a lot easier and less stressful.

(<https://sproutsocial.com/insights/best-times-to-post-on-social-media/>,
<https://www.shopify.com/uk/blog/time-post-instagram>)



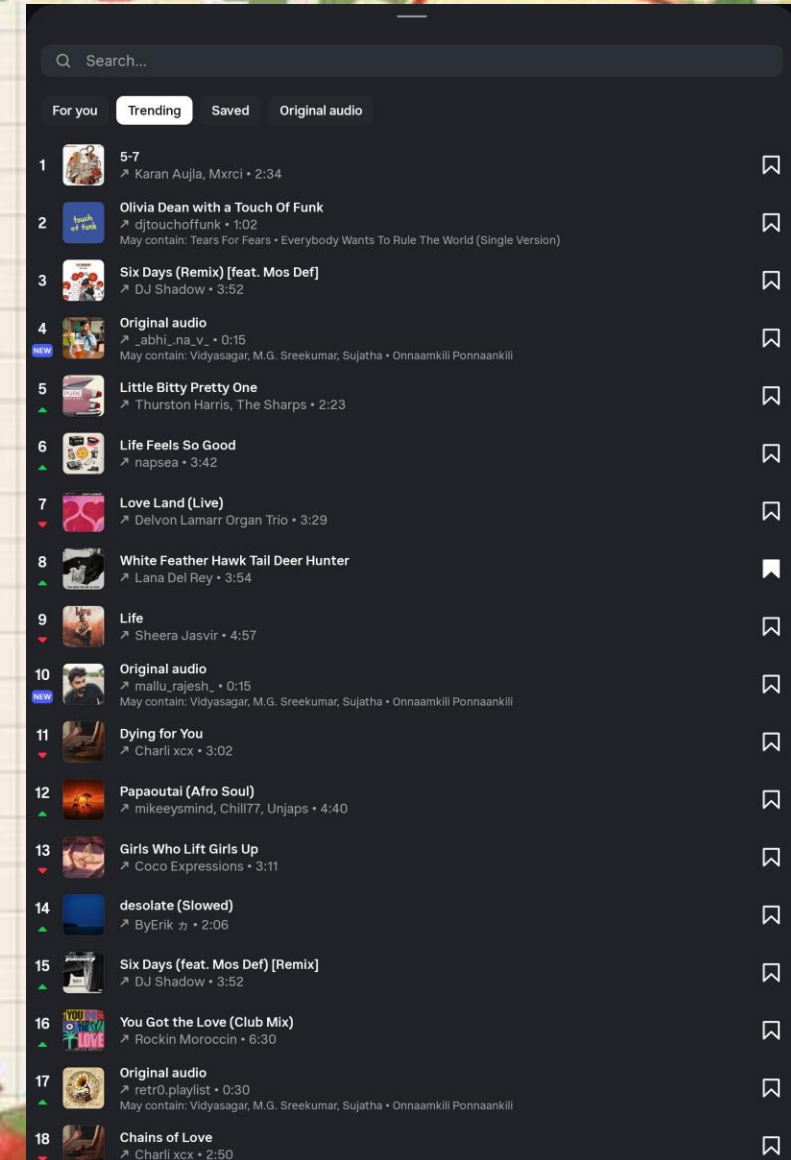
Professional Branding – Following Trends

Following trends is another way of creating more traction on a profile. I have attempted a few trends however I am normally late to them.

Using trending audios and trending hashtags is also another way of pandering to the algorithm and getting more engagement so I have been attempting to implement these into my new posts. Using the audios that are

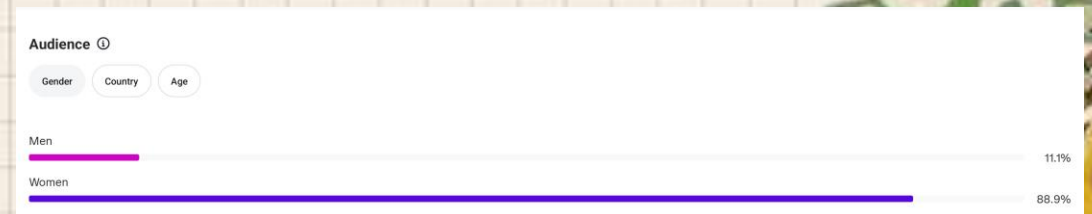
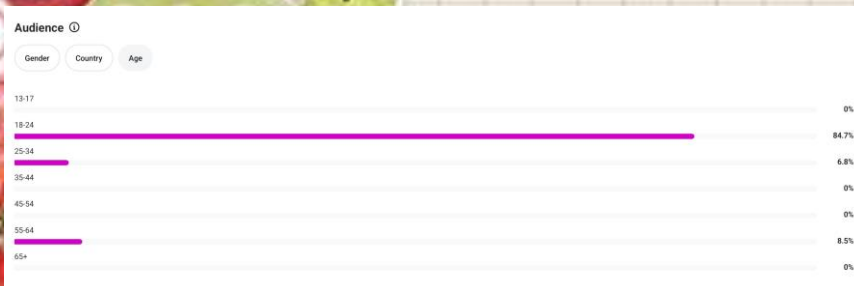
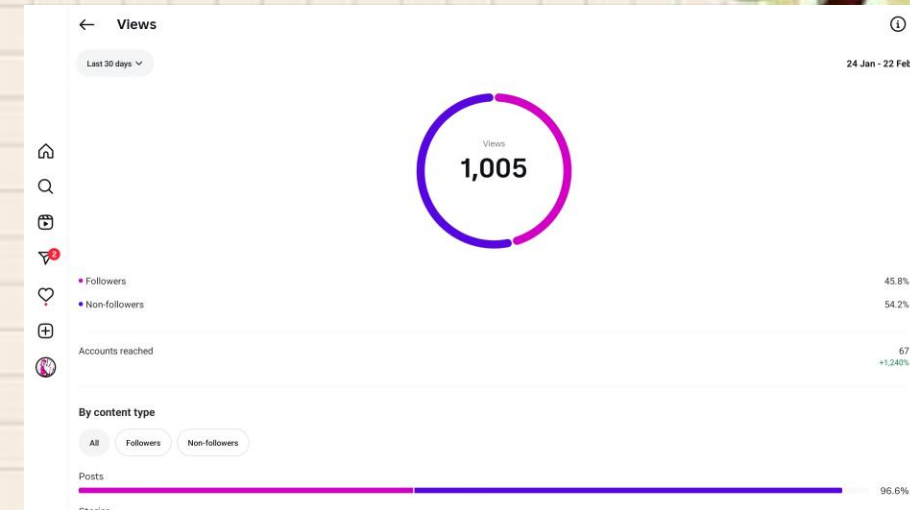
1. Currently trending
2. The audios with the green arrow

Should push my post onto other peoples feeds and cause more engagement.



Professional Branding – Checking Analytics

I find that my posts get views but not a lot of interactions, I have tried turning off the like count to see if that would encourage more people to interact without the fear of being the first like/interaction. This so far has not been very successful however I have not been posting consistently so that may factor into it. Knowing that my audience is more female younger people in the UK I can pander to that audience and try get them to visit my profile and boost the engagement.

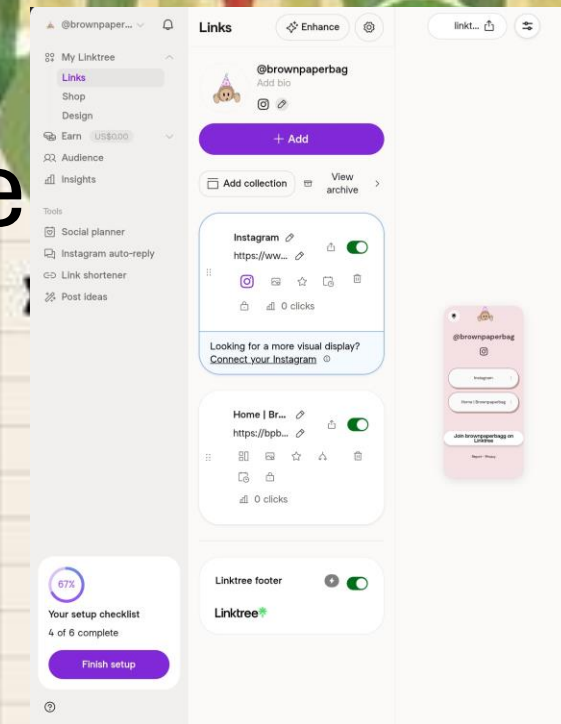
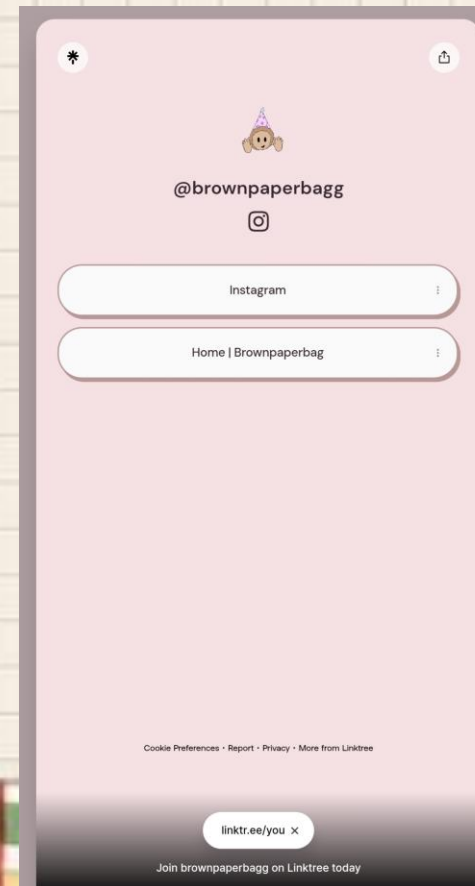


Professional Branding – Results from Test

I found that posts made at 12:30 got more views and interactions over time than my other posts. I also found that using the scheduling option made my posting more consistent, which helped boost the engagement. Using trending audios was also very helpful, I found that a lot more people outside my followers were now seeing my work which, means it was being pushed out by the algorithm.

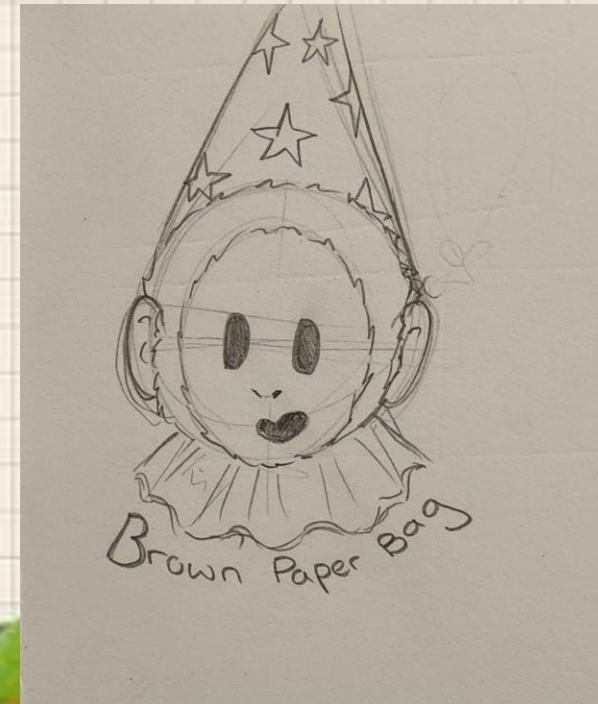
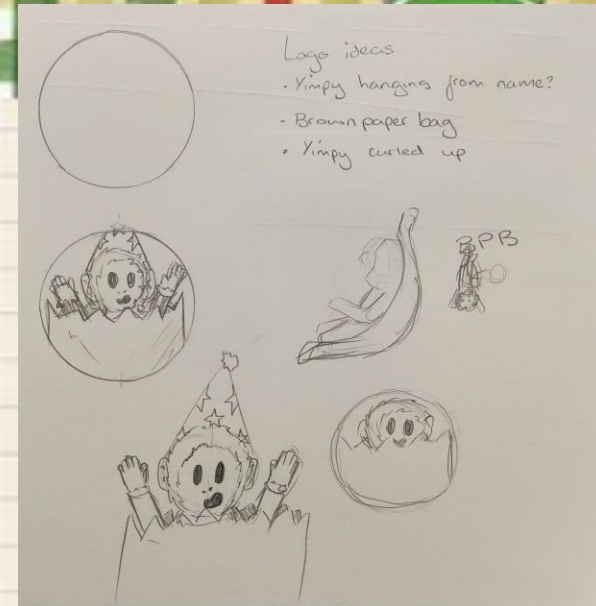
Professional Branding – Linktree

To keep my branding very consistent and my social medias easy to access I created a Linktree. I wanted to keep the same colour palette as my website so I stuck with pastel pink as my background. I am using my character Yimpy almost like a mascot for my brand so I brought him into the Linktree also. I want my character to be a calling card for me so I am going to have him become my profile pictures across my social medias.



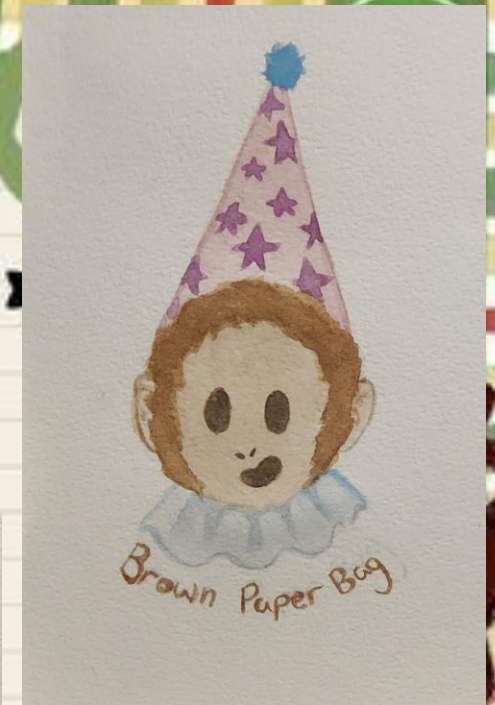
Professional Branding – Creating a Logo

For my logo I wanted the focus to be on my character. I have been using him as a mascot for my branding and to keep it consistent I wanted the logo to be based around him. I wasn't sure if I wanted the name Brown Paper Bag to be in the logo because I want my logo to be linked back to me and be very recognisable. Through my sketches I found that simplifying the logo would be best so that it wouldn't look crowded.



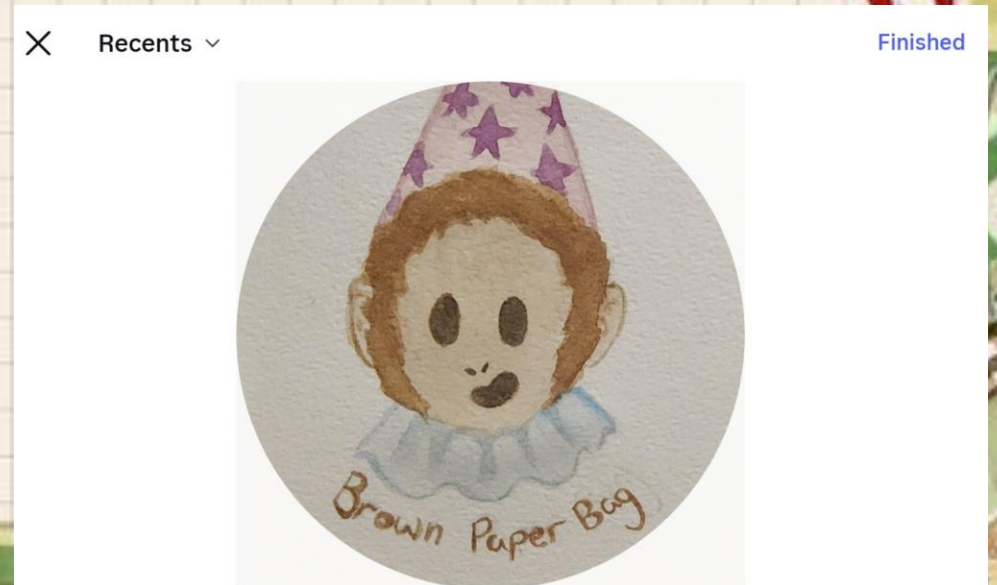
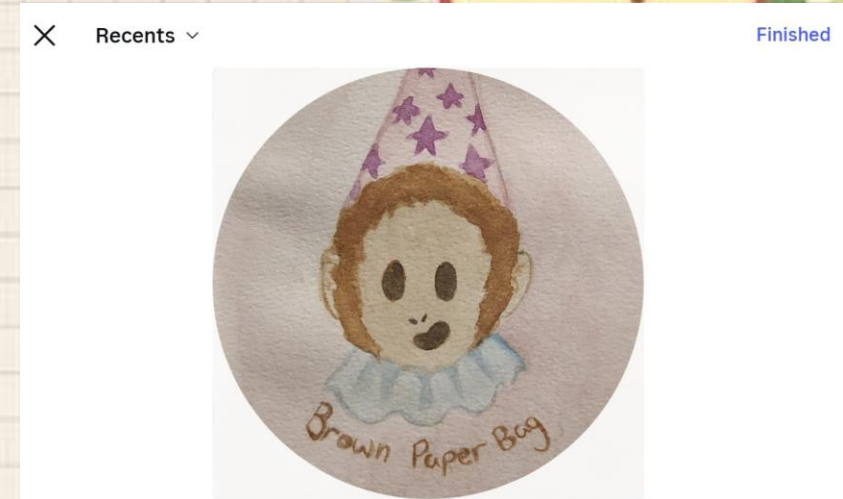
Professional Branding – Creating a Logo

I wanted to include watercolours in my branding because it is the medium that sets me apart, I am very confident with using watercolours and not many illustrators enjoy the medium. I want that to be my USP and to be what I'm recognised for. I am really pleased with how the final logo came out, I tried adding a very light pink behind it but it doesn't really show through so that wasn't very effective. This logo is very unique and also gives agents and clients an idea of what my work is about and how I have fun within my work.



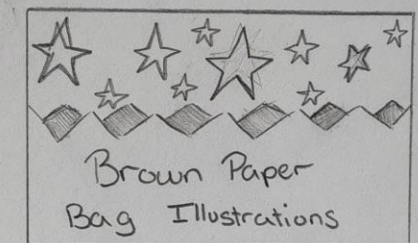
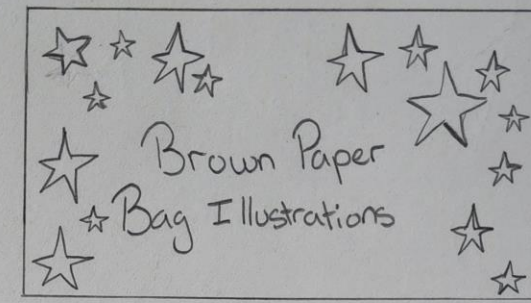
Professional Branding – Creating a Logo

I decided to change my Instagram profile picture to this logo so that my branding is more consistent. My old profile picture was a digital illustration I did for last years module and I felt like it didn't fit with the brand I am curating through this module. I am really pleased with how this logo looks on my Instagram, it really ties my website, Instagram and Linktree together.



Professional Branding – Creating a Business Card

My business card idea was to have it loosely linked to my logo while also implementing the brown paper bag. I used the stars as a way to have it be consistent and I will be using light pinks and purples in the final business card. I have been using light pink as my branding colour to keep things consistent within my branding. Its a very pleasing colour and it is also very inviting.



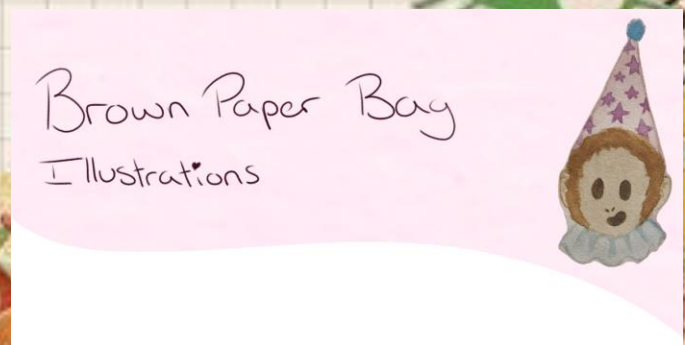
Professional Branding – Creating a Business Card

I am really happy with how these business cards turned out. I do think they look quite unprofessional and if I had used a font instead of my handwriting I feel they would look more professional. I am much more happy with the top business card, it has a more illustration feel to it whereas the bottom card feels more juvenile. I prefer the sketches to the final outcomes and will have to re-work this design in the future to make it feel more professional.



Professional Branding – Letterhead

I did some research into what a letterhead is and how the normal layout of them. I found that most of the letterheads I saw had the focus on the name and logo so I followed that while also making the background the same light pink I had been using in all my other branding. I also added a paper texture to the top half to make the logo blend in more as it is textured. I don't really enjoy how my handwriting looks on these letterheads so I would instead use a font to make it less unprofessional.

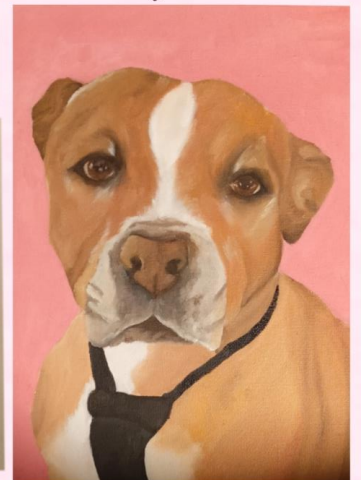
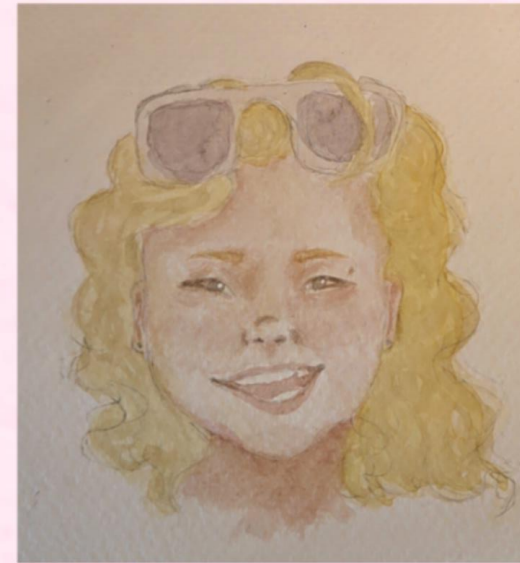


Professional Branding – Self-promotional items

I decided to create a commission sheet because that felt like the most relevant self-promotional item I could make. I focused on watercolour portraits for my commissions because I really enjoy creating them and feel like there isn't much of a market around them. This will make my work unique and have more people looking to me for their family portraits and/or animal portraits.

Commissions

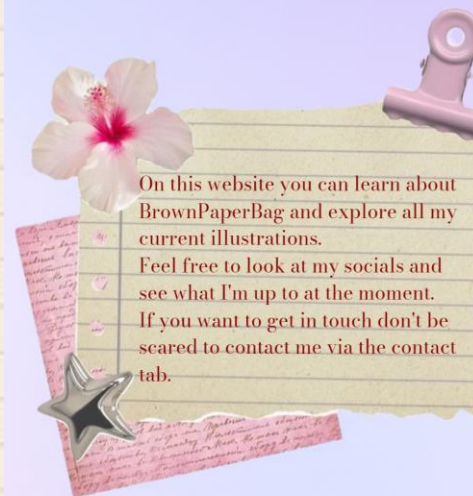
Watercolour Portraits
Headshot - £40 (£10 per extra person)
Busts - £50
Full body - £70 (£20 per extra person)
Animal portraits - £40 (depending the medium)



Professional Branding – Website

My website is consistently branded, I made sure to use a colour scheme to make sure that the website didn't feel disjointed in anyway. I also used my illustrations as borders to keep all the information enclosed, I felt like this would make someone looking at the website want to see more of my work and go to the portfolio area. I am delighted with how my website came out and how consistent it is throughout, I put a lot of thought into it.

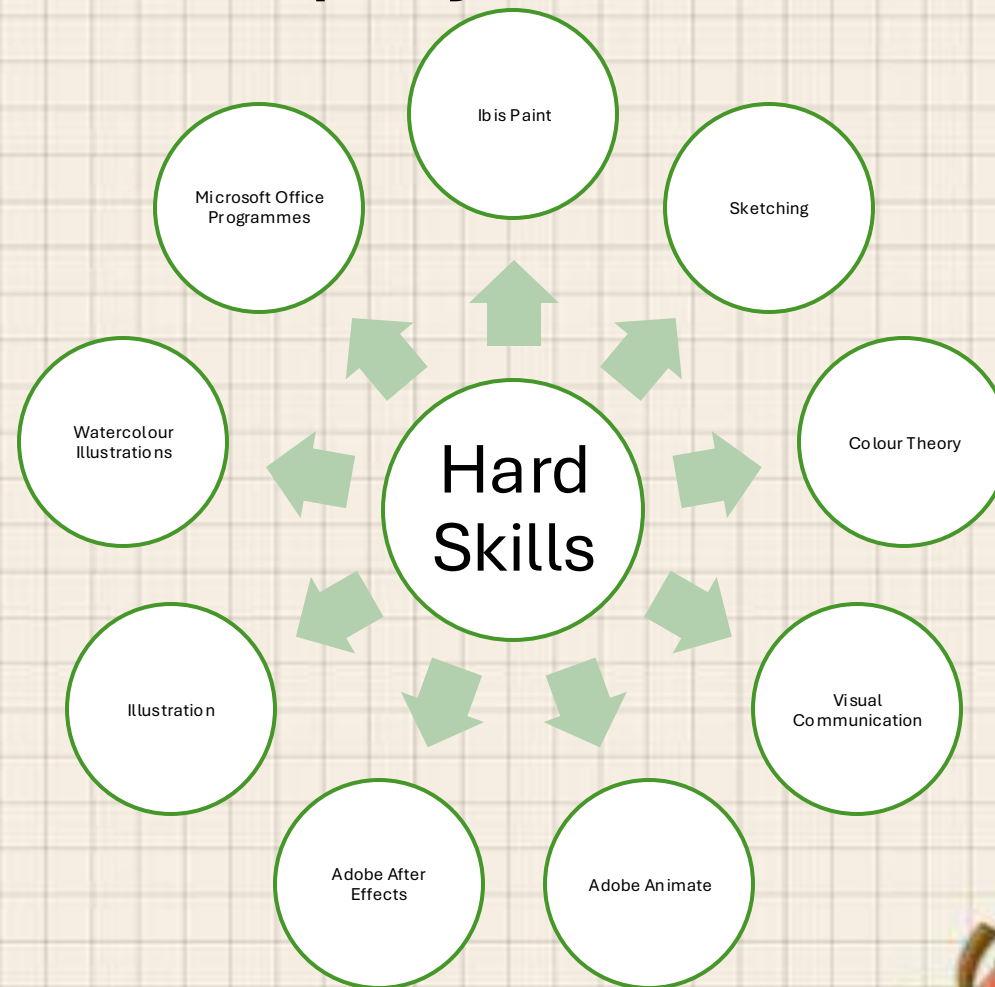
Brown Paper
Bag
Illustration



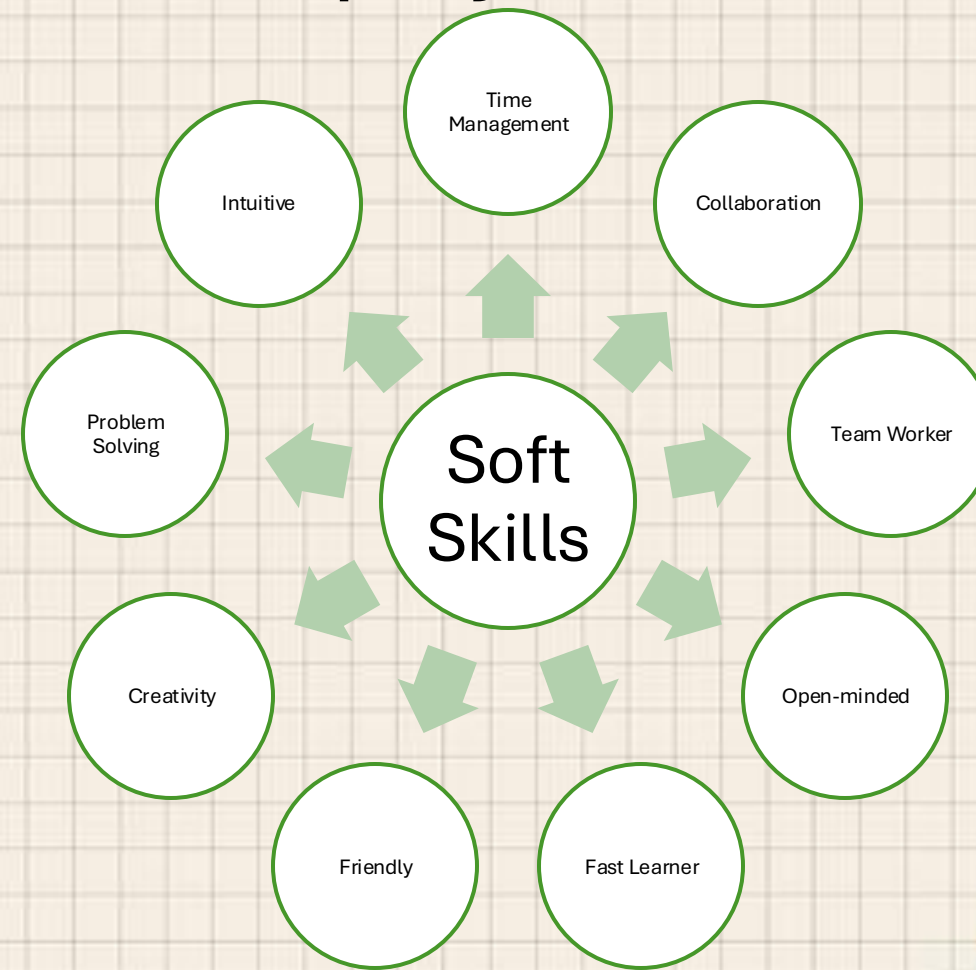
On this website you can learn about BrownPaperBag and explore all my current illustrations.
Feel free to look at my socials and see what I'm up to at the moment.
If you want to get in touch don't be scared to contact me via the contact tab.



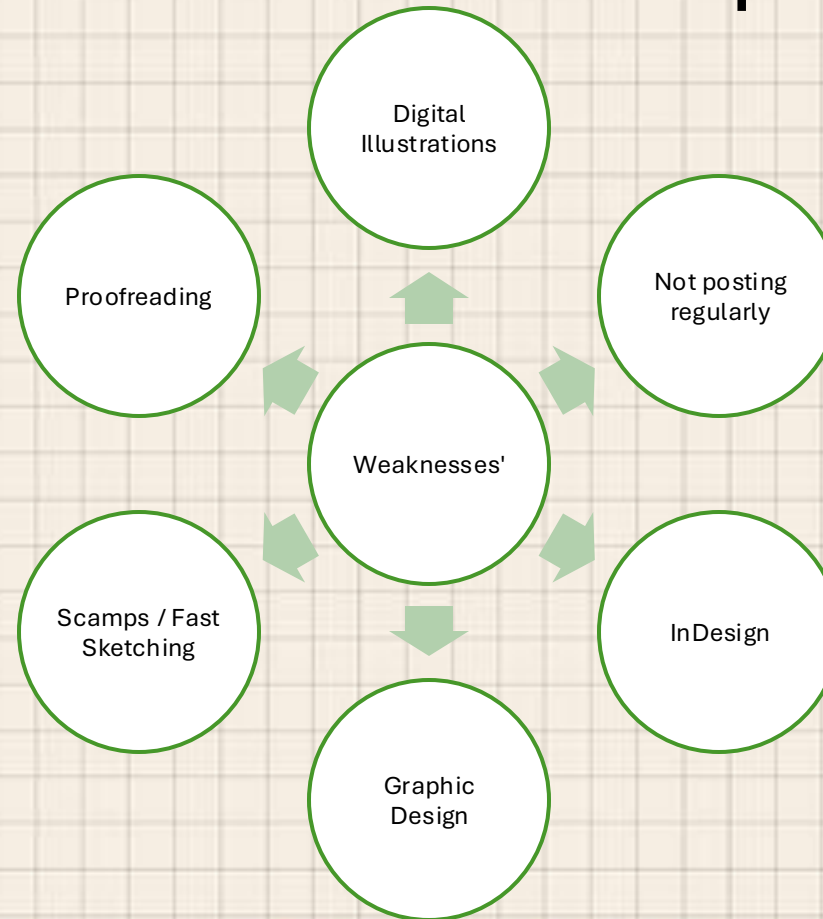
Skills for Employment – Hard Skills



Skills for Employment – Soft Skills



Skills for Employment – Weakness/ Areas to Improve



Skills for Employment – Job Vacancies

Character Artist
The Walt Disney Company · London, England, United K...
[Apply](#) [Save](#) ...

Required Qualifications & Skills

- Degree-level education in a relevant creative discipline (such as character art, illustration, animation or graphic design), or equivalent professional experience, with a proven track record in a similar role within the creative, entertainment or consumer products space.
- Strong expertise in character art, including a deep understanding of cartooning, cartoon animation principles, and how character artwork translates into product and storytelling. Experience drawing Disney characters and working with established character equity is highly desirable.
- Demonstrated ability to create high-quality 2D artwork across multiple styles, using both traditional and digital methods, with proven experience in digital inking and rendering. Experience with 3D modelling and working across additional mediums such as sculpting, painting and drawing is beneficial.
- Strong foundation in design fundamentals, including illustration, layout, colour and typography, combined with excellent graphic design capability and a sharp eye for detail.
- Advanced working knowledge of Adobe Creative Suite, particularly Photoshop and Illustrator, with experience using Keynote and other creative tools to produce presentations, pitches and visual storytelling materials.

Character Artist
The Walt Disney Company · London, England, United K...
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- Commercially aware and creatively curious, with a strong understanding of marketplace and consumer trends and the ability to identify fresh, innovative opportunities within character art and product design.
- Confident communicator and creative storyteller, able to generate, present and successfully sell creative ideas to internal and external partners in both formal and informal settings.
- Proven experience building effective relationships and collaborating with stakeholders within a large, multinational, matrixed organisation, demonstrating strong communication, collaboration and stakeholder-management skills.
- Resourceful, adaptable and culturally sensitive, with the ability to work effectively across diverse, international teams while maintaining consistently high creative and brand standards.

Freelance Illustrator – Remote
Twine · New Zealand (Remote)
[Apply](#) [Save](#) ...

About the job

This role is for a talented comic book illustrator to bring to life a short horror series set in Northampton, England, with a strong focus on occult and magick themes. The stories draw inspiration from Alan Moore, early John Constantine Hellblazer, and the works of notable occultists. The visual style is black and white with blood as the only color accent, emphasizing simple, realistic drawings reminiscent of Hellblazer and Swamp Thing. The narrative explores dark themes, including violence and sex, but avoids overly graphic content. You will be provided with a comprehensive guidebook containing character designs, locations, style references, and detailed page layouts. Creative freedom is encouraged, and your artistic input will be valued throughout the collaboration. The project is intended for online publication and submission to major independent comic publishers, with the potential for ongoing work.

Freelance Illustrator – Remote
Twine · New Zealand (Remote)
[Apply](#) [Save](#) ...

Requirements

- Proven experience illustrating comics or graphic novels, preferably in the horror or supernatural genre
- Strong portfolio demonstrating realistic, expressive black and white artwork
- Ability to depict dark, atmospheric scenes and convey emotion through character and environment
- Familiarity with the visual styles of Hellblazer, Swamp Thing, and similar works
- Comfortable illustrating mature themes, including violence and sexual content (non-explicit)
- Proficiency with digital illustration tools and file preparation for print and web
- Excellent communication skills and openness to creative collaboration
- Must be able to provide proof of non-AI-generated artwork
- Availability for ongoing collaboration and timely delivery of pages

Job Description

We're looking for Character Designer(s) and Concept Artist(s) to help us shape the visual world of THE BLUE LIGHT and join us as Production / Character Designer for the series, once greenlit.

THE BLUE LIGHT is an animated sci-fi thriller set in a dystopian, sandstorm-ravaged London where liquid dreams let people escape reality, and a trained dreamwalker can jump between consciousnesses to solve mysteries.

The concept, story arcs and characters dynamics have been defined. We are looking for long-term creative partners to build this IP with us from the ground up.

This is fully remote but preferably within a short range from the CET time zone.

Character Designer:

- Define key protagonists and ensemble cast
- Grounded modern anime aesthetic with bold graphic confidence
- Expression sheets, turnarounds, costume design
- Character consistency across series

Concept Artist:

- Establish brutalist sandstorm London and VHS-grain liquid dreamscapes
- Environmental mood, lighting, atmosphere
- Key locations: Protagonist studio/lab, London landmarks, impossible dreamscapes
- Visual world-building

Can you do both? Even better. In any case, let us know your strengths.

We're creating something new at the intersection of anime sensibility, European comic boldness, and romantic cyberpunk atmosphere. If the pilot is successful, we would like you to become part of the team - maintaining creative say over the world we are building.

HOW WE WORK

- Collaboratively with the Creative Director and our Head of Production
- In partnership with the Lead Producer throughout series development and production
- Using NOMAD - our proprietary technology that orchestrates traditional (Unreal, Blender, Adobe Suite etc.) and AI tools, powering our hybrid production pipeline
- Digital-first distribution - we're building for streaming and platform audiences first. Then we expand into all media.

We're not a traditional animation studio. We're building a new model that combines human artistry with production acceleration, allowing us to create distinctive, high-quality work at scale.

THE CREATIVE VISION

London Reality: Orange/pink oppressive brutalism. Rigid geometry. London landmarks half-buried in sand. Heavy, tangible, suffocating.

THE CREATIVE VISION

London Reality: Orange/pink oppressive brutalism. Rigid geometry. London landmarks half-buried in sand. Heavy, tangible, suffocating.

Liquid Dreamscape: Blue spectrum liquid memories. VHS grain and analog degradation. Impossible physics. Nostalgic, wrong, melting.

Characters Style: Bold linework. Solid shadows. Limited palettes. Iconic silhouettes. Mature, distinctive, immediately memorable.

WHAT WE ARE LOOKING FOR: SKILLS & DRIVE

- Someone who wants to join the Bad Batch and become a creative force for the series and more.
- Portfolio in character design and/or environmental concept art
- Understanding of animation production and visual consistency
- Comfortable working in hybrid production workflows
- Passion for creating something NEW, not derivative
- Collaborative and flexible mindset - you'll be part of a creative team

THE DETAILS

Phase 1 - Pilot Development:

- Freelance Contract (part-time; 4-6 weeks most likely; starts mid-Feb)
- Remote
- Project fee

Phase 2 - Series Production (if greenlit):

- Production Designer role (or equivalent)
- Ongoing creative involvement over the visual world
- Series production structure and compensation to be defined

TO APPLY

Send portfolio / link + brief note to: Hello@badbatch.studio

Subject: THE BLUE LIGHT - [Character Designer / Concept Artist / Both]

Tell us:

- Why this project sounds good to you
- Your strengths (character design, environments, or both)
- Your approach to collaborative creative work
- Availability and rate expectations for pilot phase

ABOUT US

We are the Bad Batch Studio, building a new model for IP building. Our team brings experience from Disney, Epic Games and YouTube, and is now focused on building edgy entertainment for the digital

Artworker, Cornerstone
Penguin Random House UK · London Area, United Kin...
[Apply](#) [Save](#) ...

About the job

We are looking for an Artworker to join the c.10-strong Cornerstone design team, working three days per week.

As our Artworker, you'll work across a range of projects, from art working of assigned book jackets to subscription boxes, special editions, and licensed publishing across the likes of Star Wars, Stranger Things and Marvel. You'll need a high technical standard of work, alongside excellent organisational and communication skills.

This role does not include responsibility for cover design. You will prepare, amend and finalise designers' concepts into print-ready or digital-ready files, ensuring accuracy, brand consistency and technical compliance. You'll bring meticulous attention to detail, checking layouts, colours, fonts and imagery before production.

If this sounds like you, please do apply!

About the team

Our design team works closely with editorial, marketing and publicity colleagues, as well as authors, agents, freelancers and external partners, to create covers that are both creatively ambitious and commercially effective. You'll be surrounded by people who love books, care about craft, and enjoy sharing ideas, learning, and making brilliant work together.

Essential criteria:

- Proven professional art working experience (you might have existing client work that could be managed around the days that you work for Cornerstone).
- Strong technical proficiency in Adobe Creative Suite (InDesign, Photoshop, Illustrator).
- Portfolio demonstrating first-class professional art working experience. This could be from the publishing industry or beyond (e.g. page layouts, magazine spreads, marketing materials).
- Solid understanding of print processes, colour management, and prepress techniques.
- Clear communicator with a collaborative approach.
- Meticulous attention to detail and accuracy.
- Highly organised, able to manage multiple tasks and meet tight deadlines.
- Adaptable and responsive to changing priorities.
- Proactive mindset with a willingness to learn and develop.
- Creative flair with a versatile design sensibility.

Preferred criteria:

- Proven experience working with books, culture, and visual storytelling

Skills for Employment – Analysing Job Specifications

Character Artist

The Walt Disney Company · London, England, United K...

Apply ↗

Save

...

Required Qualifications & Skills

- Degree-level education in a relevant creative discipline (such as character art, illustration, animation or graphic design), or equivalent professional experience, with a proven track record in a similar role within the creative, entertainment or consumer products space.
- Strong expertise in character art, including a deep understanding of cartooning, cartoon animation principles, and how character artwork translates into product and storytelling. Experience drawing Disney characters and working with established character equity is highly desirable.
- Demonstrated ability to create high-quality 2D artwork across multiple styles, using both traditional and digital methods, with proven experience in digital inking and rendering. Experience with 3D modelling and working across additional mediums such as sculpting, painting and drawing is beneficial.
- Strong foundation in design fundamentals, including illustration, layout, colour and typography, combined with excellent graphic design capability and a sharp eye for detail.
- Advanced working knowledge of Adobe Creative Suite, particularly Photoshop and Illustrator, with experience using Keynote and other creative tools to produce presentations, pitches and visual storytelling materials.

Character Artist

The Walt Disney Company · London, England, United K...

Apply ↗

Save

...

- Commercially aware and creatively curious, with a strong understanding of marketplace and consumer trends and the ability to identify fresh, innovative opportunities within character art and product design.
- Confident communicator and creative storyteller, able to generate, present and successfully sell creative ideas to internal and external partners in both formal and informal settings.
- Proven experience building effective relationships and collaborating with stakeholders within a large, multinational, matrixed organisation, demonstrating strong communication, collaboration and stakeholder-management skills.
- Resourceful, adaptable and culturally sensitive, with the ability to work effectively across diverse, international teams while maintaining consistently high creative and brand standards.

Skills I
have

Skills that
Require
Improvement

Skills for Employment – Analysing Job Specifications

Artworker, Cornerstone

Penguin Random House UK · London Area, United Kin...

Apply ↗

Save

...

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Preferred criteria:

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Skills for Employment – Analysing Job Specifications

Freelance Illustrator – Remote

Twine · New Zealand (Remote)

Apply ↗

Save

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Requirements

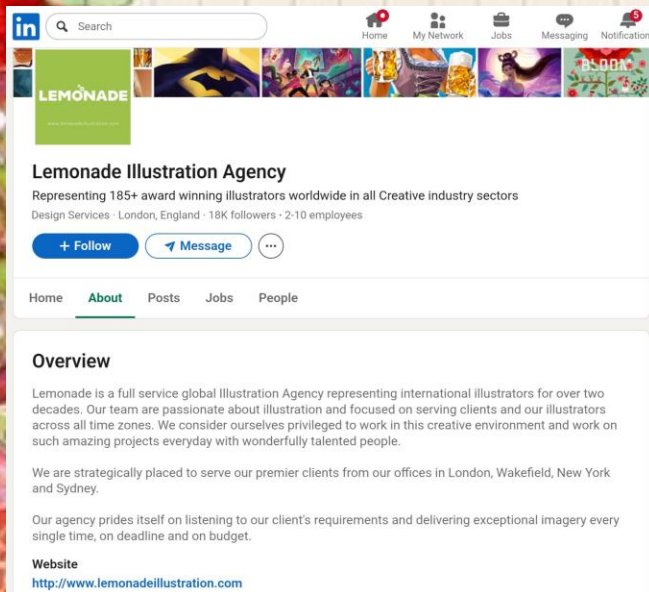
- Proven experience illustrating comics or graphic novels, preferably in the horror or supernatural genre
- Strong portfolio demonstrating realistic, expressive black and white artwork
- Ability to depict dark, atmospheric scenes and convey emotion through character and environment
- Familiarity with the visual styles of Hellblazer, Swamp Thing, and similar works
- Comfortable illustrating mature themes, including violence and sexual content (non-explicit)
- Proficiency with digital illustration tools and file preparation for print and web
- Excellent communication skills and openness to creative collaboration
- Must be able to provide proof of non-AI-generated artwork
- Availability for ongoing collaboration and timely delivery of pages

Skills for Employment – Analysing Job Specifications

WHAT WE ARE LOOKING FOR: SKILLS & DRIVE

- Someone who wants to join the Bad Batch and become a creative force for the series and more.
- Portfolio in character design and/or environmental concept art
- Understanding of animation production and visual consistency
- Comfortable working in hybrid production workflows
- Passion for creating something NEW, not derivative
- Collaborative and flexible mindset - you'll be part of a creative team

Plan for Employment – Identifying Potential Employers/ Clients



Lemonade Illustration Agency
Representing 185+ award winning illustrators worldwide in all Creative industry sectors
Design Services · London, England · 18K followers · 2-10 employees

[+ Follow](#) [Message](#) [...](#)

Home **About** Posts Jobs People

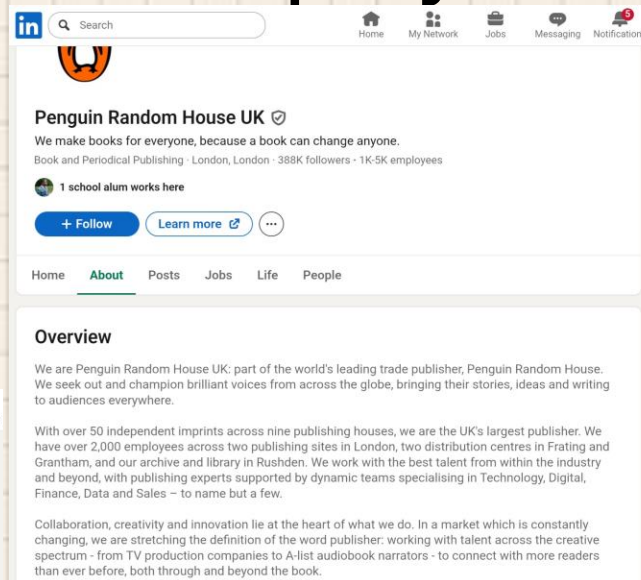
Overview

Lemonade is a full service global Illustration Agency representing international illustrators for over two decades. Our team are passionate about illustration and focused on serving clients and our illustrators across all time zones. We consider ourselves privileged to work in this creative environment and work on such amazing projects everyday with wonderfully talented people.

We are strategically placed to serve our premier clients from our offices in London, Wakefield, New York and Sydney.

Our agency prides itself on listening to our client's requirements and delivering exceptional imagery every single time, on deadline and on budget.

Website
<http://www.lemonadeillustration.com>



Penguin Random House UK 
We make books for everyone, because a book can change anyone.
Book and Periodical Publishing · London, London · 388K followers · 1K-5K employees

[1 school alum works here](#)

[+ Follow](#) [Learn more](#) [...](#)

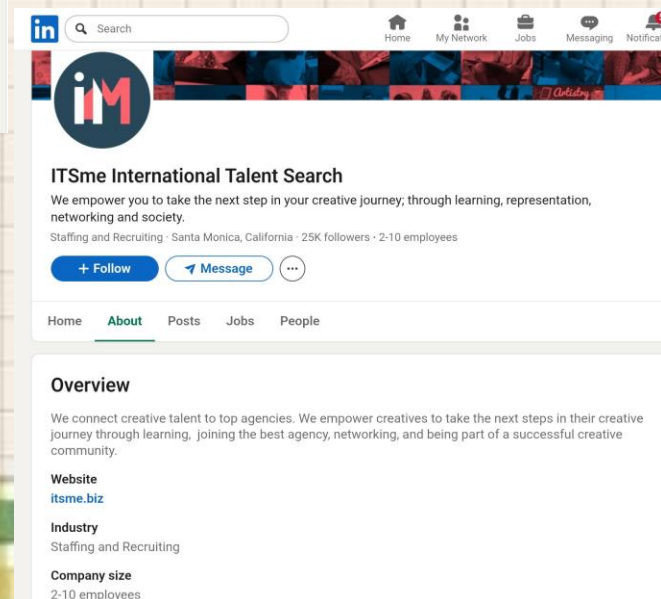
Home **About** Posts Jobs Life People

Overview

We are Penguin Random House UK: part of the world's leading trade publisher, Penguin Random House. We seek out and champion brilliant voices from across the globe, bringing their stories, ideas and writing to audiences everywhere.

With over 50 independent imprints across nine publishing houses, we are the UK's largest publisher. We have over 2,000 employees across two publishing sites in London, two distribution centres in Frating and Grantham, and our archive and library in Rushden. We work with the best talent from within the industry and beyond, with publishing experts supported by dynamic teams specialising in Technology, Digital, Finance, Data and Sales – to name but a few.

Collaboration, creativity and innovation lie at the heart of what we do. In a market which is constantly changing, we are stretching the definition of the word publisher: working with talent across the creative spectrum - from TV production companies to A-list audiobook narrators - to connect with more readers than ever before, both through and beyond the book.



ITSme International Talent Search
We empower you to take the next step in your creative journey; through learning, representation, networking and society.
Staffing and Recruiting · Santa Monica, California · 25K followers · 2-10 employees

[+ Follow](#) [Message](#) [...](#)

Home **About** Posts Jobs People

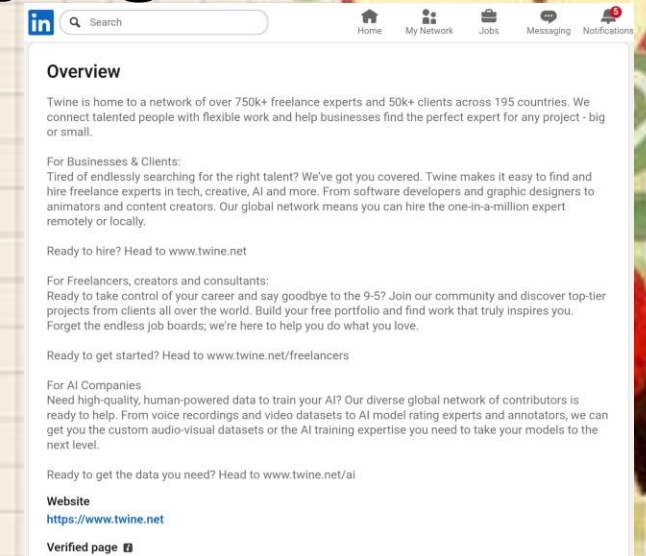
Overview

We connect creative talent to top agencies. We empower creatives to take the next steps in their creative journey through learning, joining the best agency, networking, and being part of a successful creative community.

Website
itsme.biz

Industry
Staffing and Recruiting

Company size
2-10 employees



Twine

Overview

Twine is home to a network of over 750k+ freelance experts and 50k+ clients across 195 countries. We connect talented people with flexible work and help businesses find the perfect expert for any project - big or small.

For Businesses & Clients:
Tired of endlessly searching for the right talent? We've got you covered. Twine makes it easy to find and hire freelance experts in tech, creative, AI and more. From software developers and graphic designers to animators and content creators. Our global network means you can hire the one-in-a-million expert remotely or locally.

Ready to hire? Head to www.twine.net

For Freelancers, creators and consultants:
Ready to take control of your career and say goodbye to the 9-5? Join our community and discover top-tier projects from clients all over the world. Build your free portfolio and find work that truly inspires you. Forget the endless job boards; we're here to help you do what you love.

Ready to get started? Head to www.twine.net/freelancers

For AI Companies
Need high-quality, human-powered data to train your AI? Our diverse global network of contributors is ready to help. From voice recordings and video datasets to AI model rating experts and annotators, we can get you the custom audio-visual datasets or the AI training expertise you need to take your models to the next level.

Ready to get the data you need? Head to www.twine.net/ai

Website
<https://www.twine.net>

Verified page 

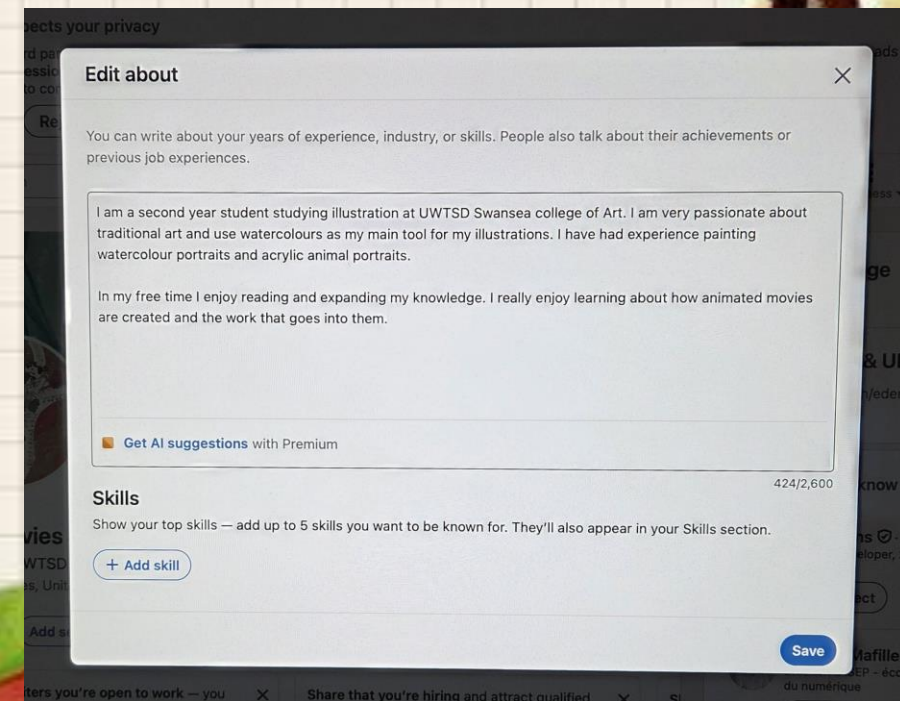
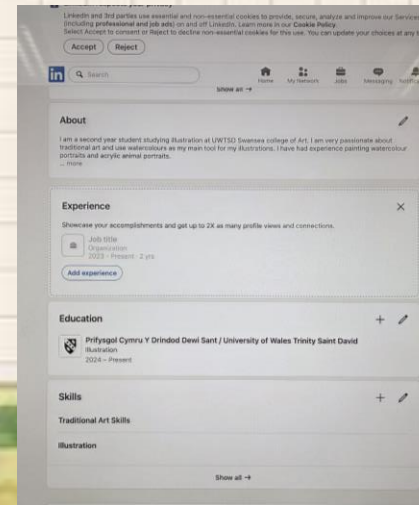
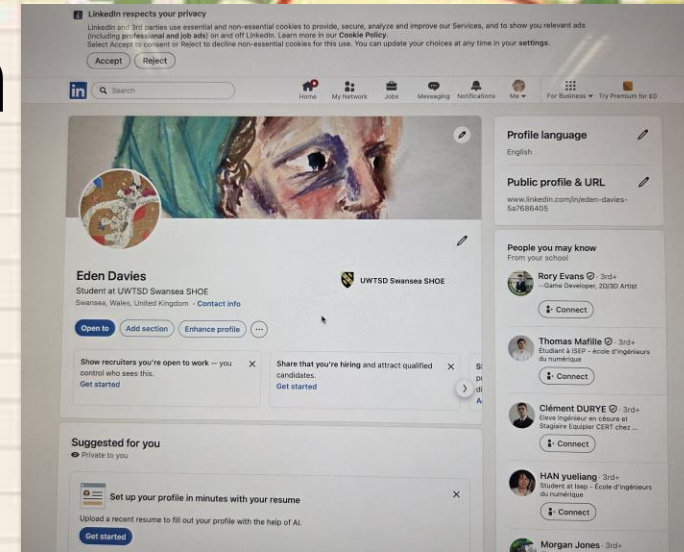
Plan for Employment – LinkedIn

Checklist :

- Photo – branding (doesn't have to be you)
- Headline
- Summary
- Experience
- Organisations
- Education
- Skills and Expertise
- Honours and rewards
- Courses
- Projects
- Recommendations

Plan for Employment – LinkedIn

Creating a LinkedIn was a bit harder then I expected, I found it difficult to find the correct university and accidentally linked the wrong one my first time round. I used my past artworks to be my background and my profile picture, however I am thinking of changing the profile picture to my logo. I made my LinkedIn before creating the logo so it isn't as consistently branded as the rest of my social medias.



Plan for Employment – The Aoi

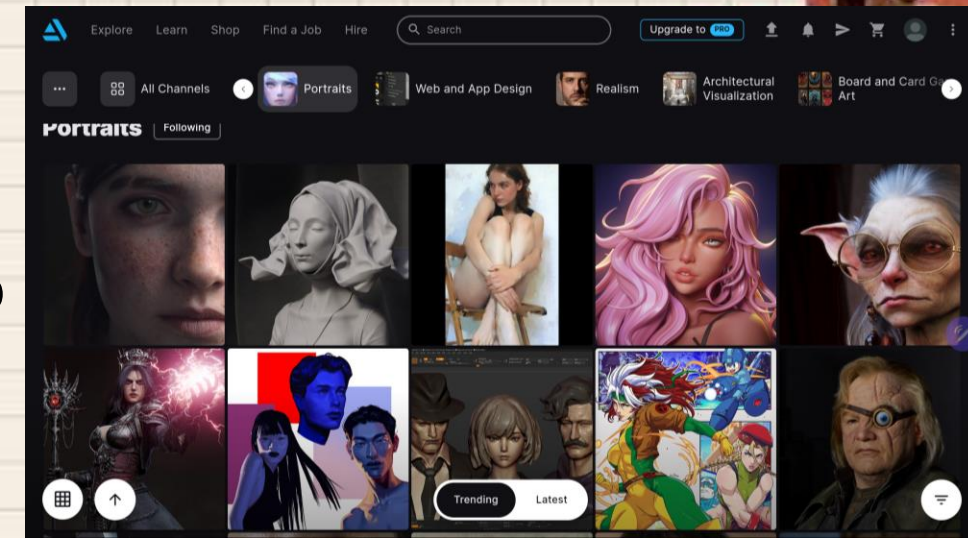
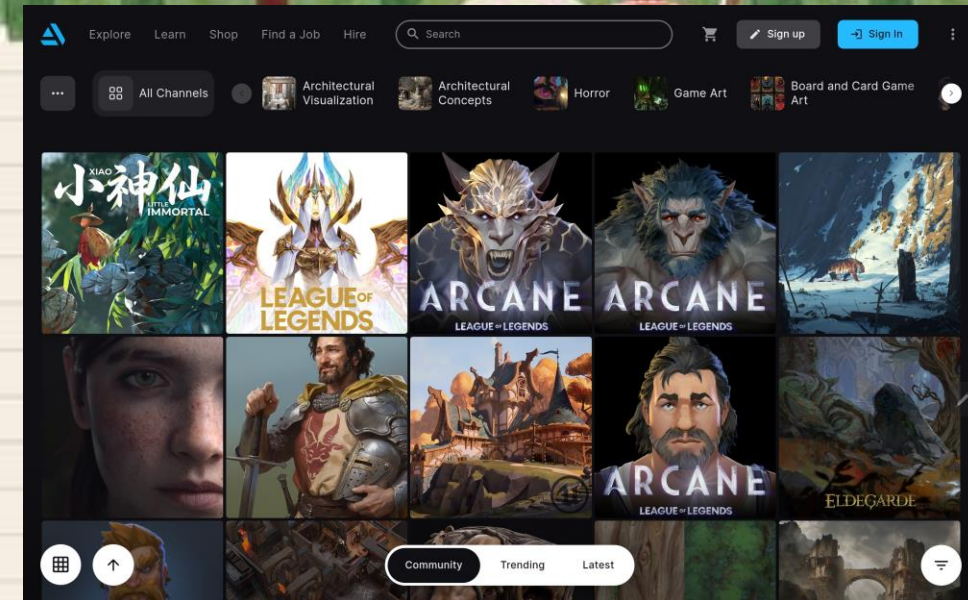
The Aoi/ the association of illustrators is a UK based non-profit organization that supports, promotes, and protects illustrators. They offer help and advice to new and existing illustrators about contracts, business and legal support, as well as advice on copyright and fair pay. They are a very helpful organization to get into because they champion the rights of illustrators.

<https://theaoi.com/>



Plan for Employment – Art Station

This website is quite useful because it compiles lots of different types of illustration work and styles in one place. The people who use this are people who have worked in the industry or are trying to get into the industry so it very inspiring to look at. Employers and agents scout out people from this website for them to work on their projects.



Plan for Employment – Art Station – Setting up a profile

It was really easy to create an account on this website, although I could see that this website is designed for artists to get the attention of people in the industry. I found it quite hard to create a professional summery for my account. I wanted to create an account for my future work and to use it in the future for job listings. To keep my branding consistent I made my username the same as my Instagram and the same as my website.

STEP 1

Personal Profile

Headline - One line about you *

E.g. Freelance artist

City *

Swansea

Country *

United Kingdom

Timezone *

(GMT+00:00) London

Language *

English

☐ Subscribe to ArtStation Newsletter - packed with news and art

☐ Subscribe to ArtStation Jobs Digest - get notified about new industry job openings

Avatar

Upload New Avatar

Back Next

STEP 2

Professional Profile

Username

Choose your publicly visible username *

Brownpaperbag

✓ Must be between 3 and 63 characters
✓ Cannot start or end with a "." or "_"

✓ Only contains letters, numbers, hyphens and underscores
✓ Cannot be comprised solely of numbers or start with a number

Professional Summary

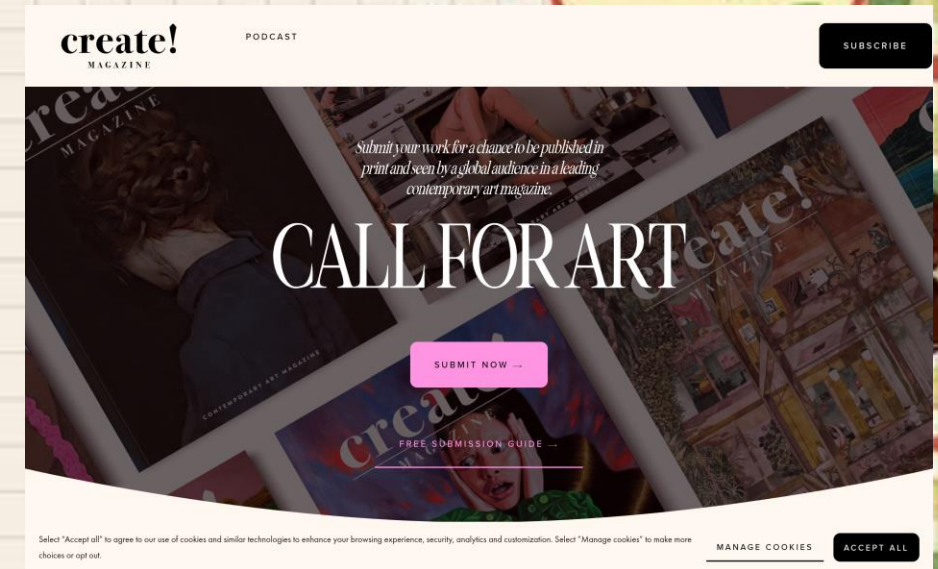
Summary *

A summary of your professional skills and experience as an artist.

Back Next

Plan for Employment – Create! Magazine

Open call for artists is a good way to get work seen by people in the industry and if chosen the public. Although very competitive it is a good way to break into the industry and start building relationships. This magazine is really helpful to see what is going on in the creative industry and to see how well my work would do within a competition.



Create! Magazine Issue No. 57: The Artist's Studio

CURATED BY TANNER STESLOW AND MAX BERMAN OF
[SQUARE ONE GALLERY](#)

Create! Magazine is pleased to announce the open call for our Spring 2026 print and digital issue. For this edition, we are looking past the four walls of a workspace to celebrate the heart of the creative life.

Curated by **Tanner Steslow and Max Berman of Square One Gallery**, Issue No. 57 explores the raw, intimate, and sometimes messy reality of being an artist. We are interested in the honesty of your practice and the authentic journey behind your finished work.

About the Theme

While the title is **"The Artist's Studio,"** this is an open-ended call. We invite you to interpret the theme in the broadest sense possible. We are not looking for a specific subject or style; instead, we are looking for work that reflects the honest nature of your current practice.

All subjects and mediums are welcome. Whether your work explores your literal environment, the internal creative process, or simply represents the current focus of your "studio time," we want to see what you are creating now. We are seeking fresh, authentic voices that demonstrate a dedicated commitment to their craft.

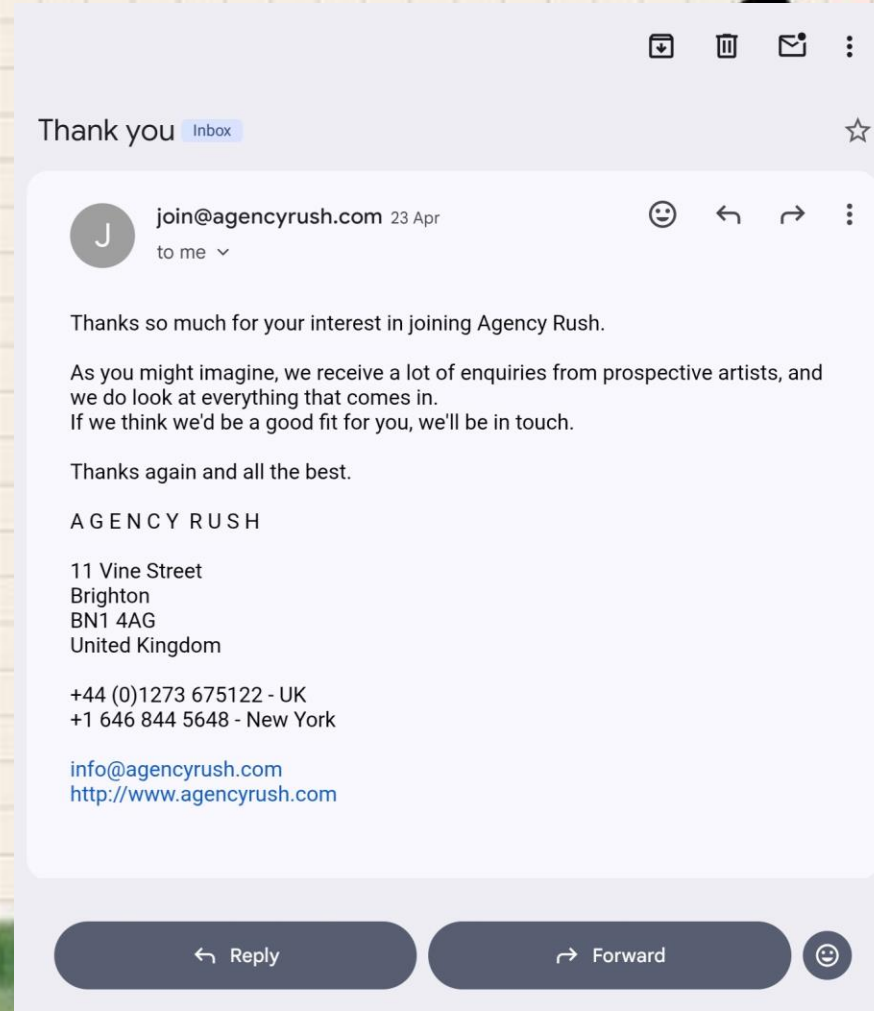
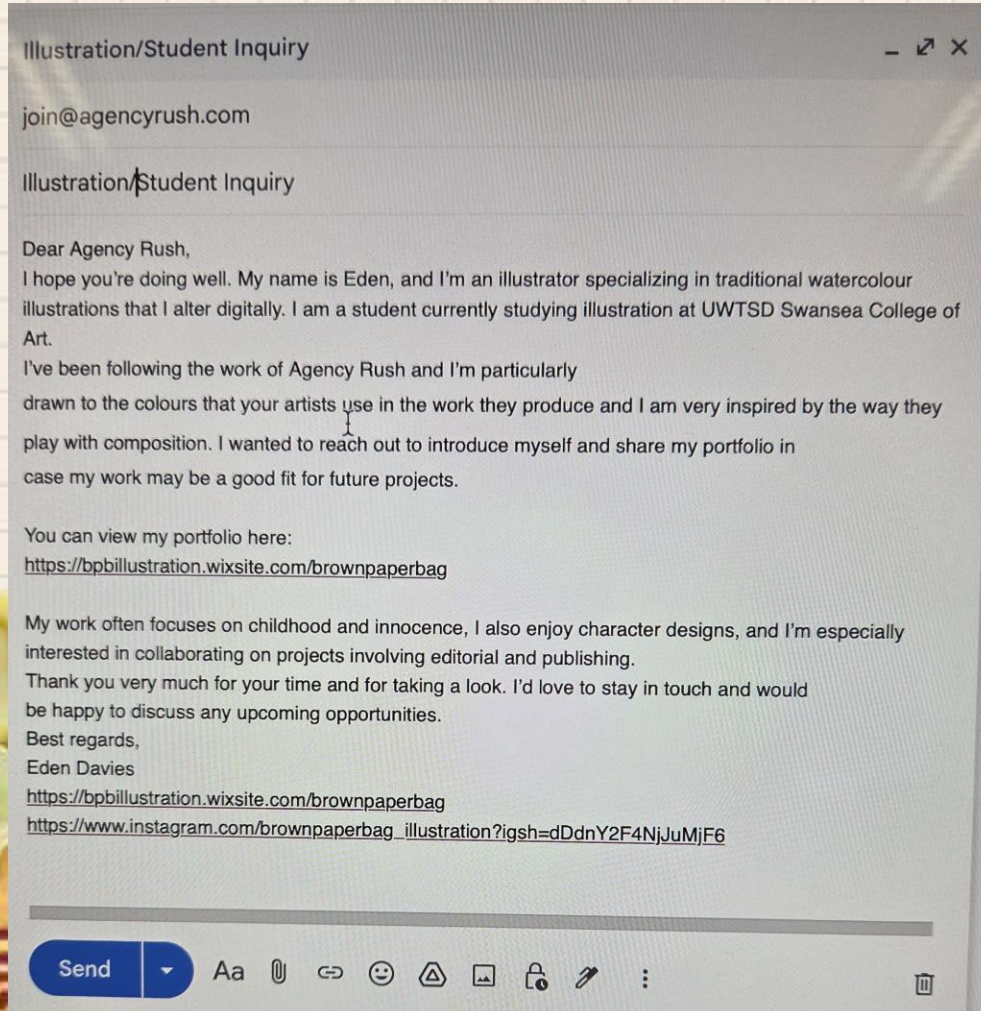
Meet the Guest Curators

Plan for Employment – The Dots

The Dots is a professional networking platform that is designed for the creative industry. It functions a bit like LinkedIn but is more visual allowing people to show their portfolios rather than having resumes. It is very helpful for freelance illustrators to find jobs within the industry.

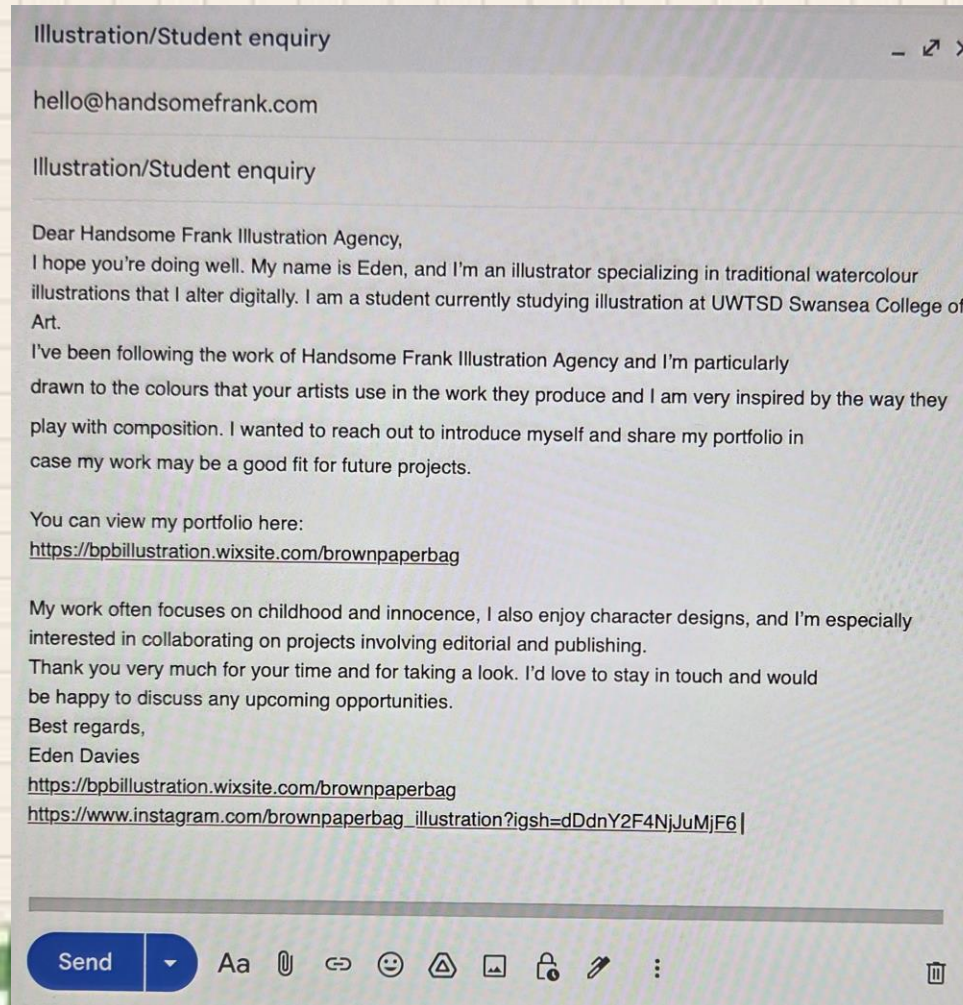


Plan for Employment – Messaging People in the Industry



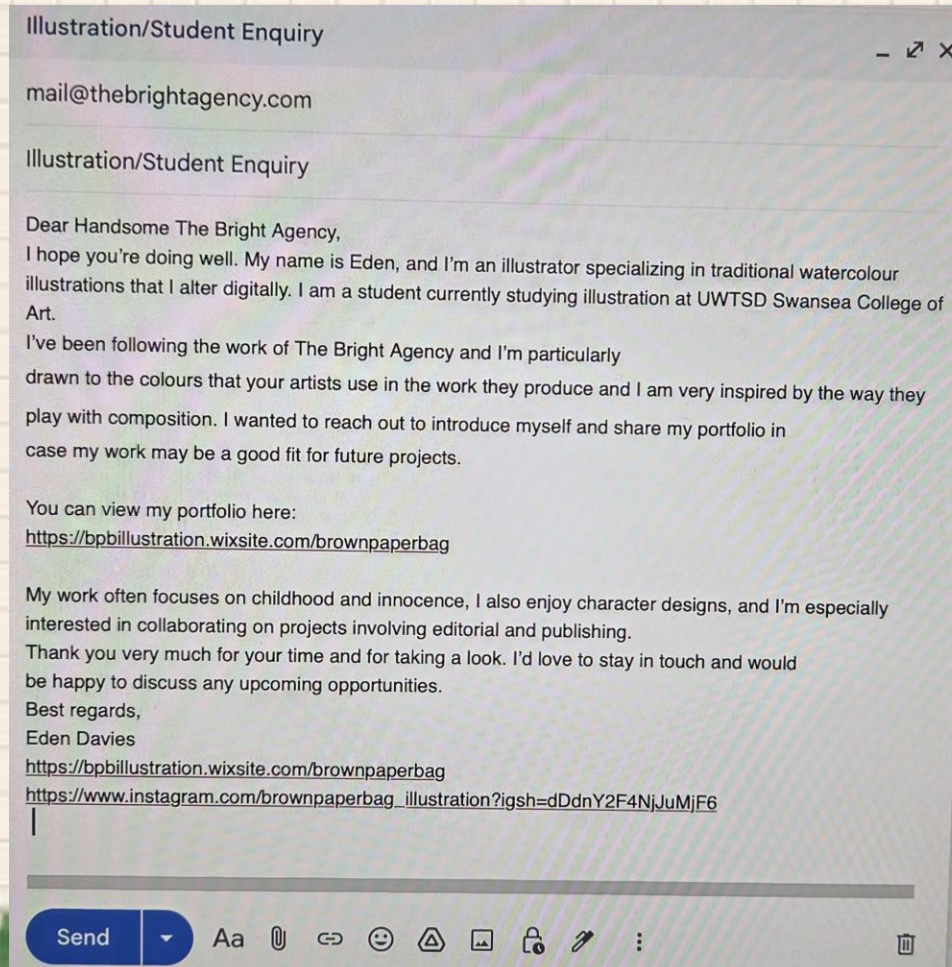
Plan for Employment – Messaging People in the Industry

Waiting on a reply.



Plan for Employment – Messaging People in the Industry

Waiting on a reply.



Plan for Employment – Contact List

So far I have emailed Agency Rush, Handsome Frank and The Bright Agency. I decided to email these three agencies because I was drawn to the illustrators they already represent and the type of work those illustrators do.



Nancy Kouta



Georgina Luck



Kasia Serafin



Becki Gill



Jonathan Ashworth



Marta Zafra



Children's Illustration



Brand Licensing



Literary



Leonie Bos



Tim McDonagh



Marianna Tomaselli



Molly McCammon



Dakarai Akil



Jonathan Burton



Zoë Barker



→ Hattie Clark

Plan for Employment – Creating a CV

I created this CV using my hard and soft skills. I also used my letterhead and created an alternative letterhead to see which one would be more effective.



0744965505

Edengrace0207@gmail.com

bpbillustration.wixsite.com

My name is Eden Davies and I am an illustrator from South Wales going by the name of Brown Paper Bag Illustrations. I enjoy creating watercolour portraits and watercolour illustrations. I am a traditional artists but I can also work digitally.

EDUCATION

I am currently studying BA Illustration at Swanssea Trinity Saint David's College of Art

SKILLS

- Traditional Illustrations
- Watercolour Illustrations
- Sketching
- Fast Leaner
- Attention to detail
- Microsoft Office Program's
- Time Management
- Planning and Organizational Skills
- IBIS Paint

EXPERIENCE

I have created watercolour portraits for my family members. I have also been commissioned for my watercolour portraits outside of family members. I also have been commissioned for animal portraits. I work with my clients to create the perfect gift for their family or friends. I work closely with the client to make sure it is exactly what they are looking for, to make sure they are pleased with the final outcome.



0744965505

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bpbillustration.wixsite.com

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Plan for Employment – Creating a Cover Letter

This letter will
accompany my
CV when I apply
for creative roles.



Brown Paper Bag Illustrations

Eden Davies

24 Ffordd Scott

SA7 9GB

07449655005

Edengrace0207@gmail.com

20th April 2024

To whom it may concern,

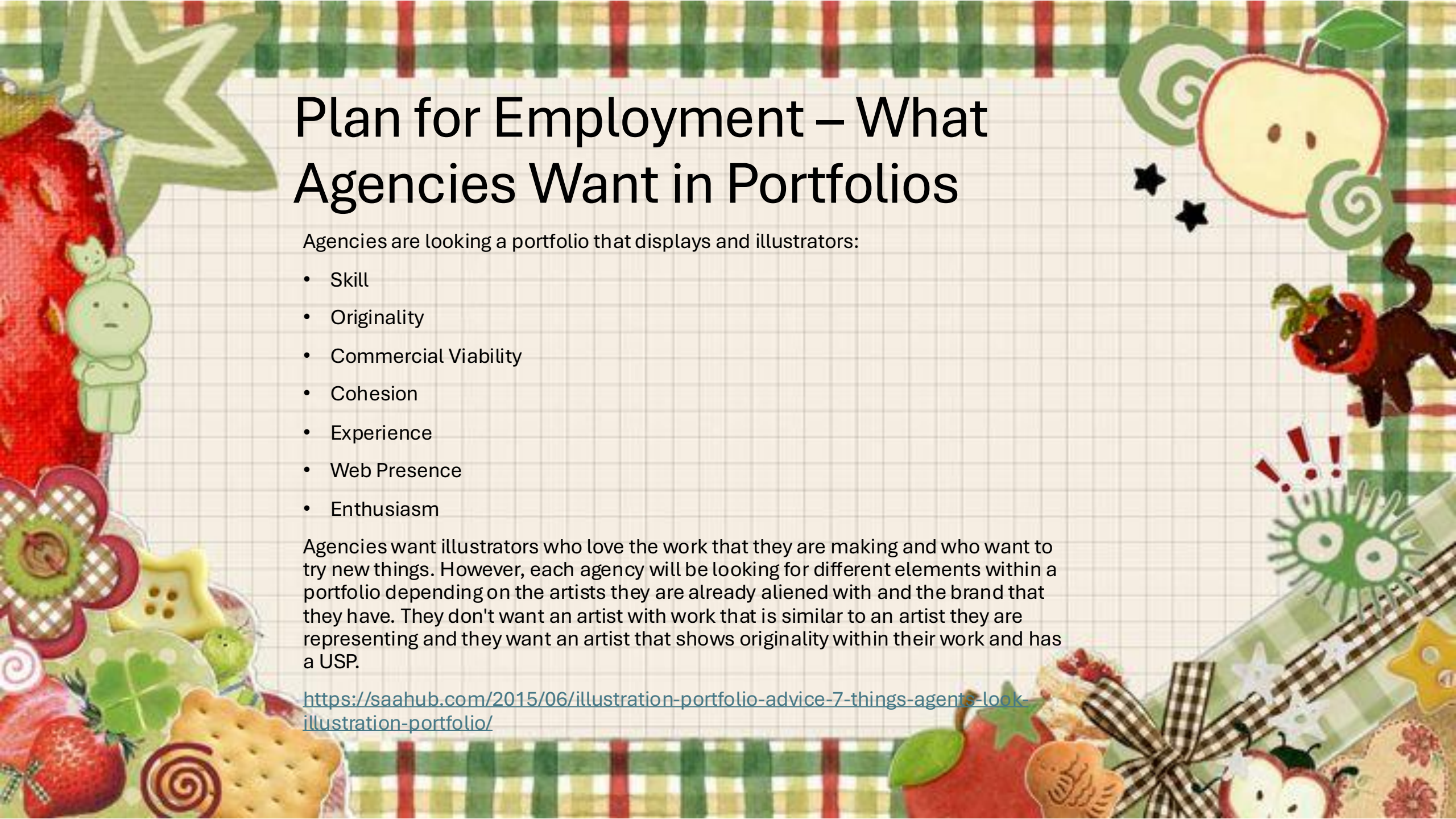
My name is Eden, and I am a second year BA(Hons) Illustration student studying at Swansea College of Art.

I am writing to express my admiration for the work you do at ... and to submit my portfolio for consideration. My main speciality is watercolour illustrations and traditional illustrations, however I am also well versed in digital illustrations.

Thank you very much for your time and consideration. I would be delighted to discuss potential representation and answer any questions you may have.

Kind regards,

Eden Davies



Plan for Employment – What Agencies Want in Portfolios

Agencies are looking a portfolio that displays and illustrators:

- Skill
- Originality
- Commercial Viability
- Cohesion
- Experience
- Web Presence
- Enthusiasm

Agencies want illustrators who love the work that they are making and who want to try new things. However, each agency will be looking for different elements within a portfolio depending on the artists they are already aligned with and the brand that they have. They don't want an artist with work that is similar to an artist they are representing and they want an artist that shows originality within their work and has a USP.

<https://saahub.com/2015/06/illustration-portfolio-advice-7-things-agents-look-illustration-portfolio/>

- Skill
- Originality
- Commercial Viability
- Cohesion
- Experience
- Web Presence
- Enthusiasm

<https://saahub.com/2015/06/illustration-portfolio-advice-7-things-agents-look-illustration-portfolio/>

Reflection

This module has made me think more about the illustrator I want to be after graduating and how I am going to get the jobs that I want. It has made me focus on how I want to be perceived in the industry. It has made me think what reputation I want to create through my branding and what reputation I want to stay away from in the future. This module has also helped me get over the anxiety of messaging and emailing people within the industry because I can't avoid it and will need to be capable of doing it if I want to be successful. This module has prepared me to take on the industry and to get my work out there and keep it consistent so that I can gain a loyal following over any social media.