

Professional Promotion **TASK 4**

Building upon the success of your summer project, find magazines where you feel your work could be commissioned.

There are more magazines being produced today than ever before, covering an ever-increasing range of subject matter. A visit to the average high-street newsagent will demonstrate the plethora of titles and categories available: Fashion, home and lifestyle, men's lifestyle, business and current affairs, health and wellbeing, computing and many more. W. H. Smith in Swansea is a good place to start your research. Alongside mainstream publications, there are many in-house publications for a variety of commercial companies and businesses. Most major retailers publish their own magazines: Tesco, Asda, Waitrose, Sainsbury's, Boots, Holland and Barrett – a great source of possible income and platform for your work. You can also visit university libraries to research trade and professional publications. For example: Law, therapy, business, engineering etc.

This is an area where you could have your first commission, it is not as well paid as some other areas of illustration so clients are more willing to take a risk with a new unpublished illustrator – you will then have some published pieces to add to your portfolio, giving future clients more confidence in commissioning you.

Whether, for your Graduate Portfolio, you mainly focus on picture book illustration, graphic novels, concept art or illustration for advertising and design, it is a good idea to have at least 10 good editorial pieces in your portfolio too. This will give you a broader range of possible areas of commission for your work, and enable you to make a living from your art. Editorials are also a good source of inspiration when creating pieces for your portfolio - scour magazines for interesting articles and illustrate them!

WHAT YOU HAVE TO DO FOR YOUR *BUSINESS OF ILLUSTRATION* FOLIO:

In readiness for when you have a body of editorial pieces to send/show to prospective commissioners:

1. Find at least 6 magazines where you feel your work could be used.
2. Discover contact details and name of the person responsible for commissioning illustration – look at websites and, if you cannot find a name, ring the company to ask.
3. **Write an email.**
4. **Write a letter.**
5. How will you make your email/letter stand out?
6. How will you address the envelope? How will you make it stand out in a pile of mail and ensure it is opened?