

Graduate Portfolio – The Business of Illustration Folio

Summative deadline **23rd May 2025**

Business of Illustration Task Checklist

TASK 1

How do you see yourself as a practicing illustrator when you graduate?

Who is the illustrator you want to be? What work will you be doing? Where is your studio? Who are your dream clients? How did you get these clients?

Write: ***A day in my dream life as an illustrator***

NOTES: Think about the presentation of this – be creative. You are illustrators! Think images/your drawings/sketches/artwork/favourite illustrators/image of studio/shed etc. This will form the beginning of your Business of Illustration Folio.

TASK 2

How it works! Be a detective..... **WHO** is commissioning **WHAT**?

Beginning with the list of illustration agents I gave you, and others you have discovered independently, examine the illustrators represented.

Research those whose work appeals to you, and the way you like to work:

1. What sort of commissions have they worked on? (editorial, advertising, publishing etc.).
2. Who commissioned the work? Book Publishers/Advertising Agencies/Design Groups/Magazines etc. Investigate the commissioning companies/art directors etc.
3. Could you see your work fitting into these areas of illustration? How can move your work forward to develop a portfolio that will get you the commissions you want.
4. Make a directory of possible sources of commission with names and contact details etc.

ALSO: Look closely at the *World Illustration Awards Exhibition* in the foyer. Follow the above instructions with the work that stands out to you.

ADD TO YOUR *BUSINESS OF ILLUSTRATION FOLIO*

TASK 3

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?

TASK 4

Journals

Read Varoom!

There are copies in the studio and hundreds of back issues in the library:

1. Find articles of interest to you - pertinent to your work and professional direction.
2. Include these in your *Business of Illustration Folio*.
3. For each article include a written review.

ALSO: Carry out the above looking at *Campaign*, *Creative Review*, *Wrap*, *Illustrator*, *3x3*, *Computer Arts*, and any other journals/magazines pertinent to your professional direction.

YOU SHOULD INCLUDE AT LEAST 6 ARTICLES in your *BUSINESS OF ILLUSTRATION FOLIO*

WEEKLY TASKS

Week 2 Licensing - Create your own branded contract and illustrator's agreement using the templates on Moodle

Week 3 Work Value Invoices - Design a blank invoice, then write invoices for your major projects

Week 6 CVs and Letter Writing - Put together a creative CV

Week 8 The Professional Brief - Include a 'Briefing questions checklist' and brand the Illustration Brief Template (on Moodle) with your own branding.

Week 9 Interviews - Include a list of interview questions (use examples in the PDF on Moodle)

Engagement with Industry – Demonstrate that you have engaged, and communicated with, professionals in your industry. Build on the contact list you should have started in your second year and show that you have thoroughly investigated and started to build relationships with professionals in your industry; letters, email conversations etc.

Include anything else that is relevant to your own professional development including any business courses you have been on, online professional sites or forums you belong to and interact with.