

This semester all boils down to the choices you make.

- **Choices about your work.**
- **Choices about how you manage your time.**
- **Choices about your future.**
- **Try to make more good choices than bad.**
- **We will help you where we can.**

**“I am not a product of my
circumstances. I am a
product of my decisions.”**

Stephen Covey



Tuesday 18th February 11am – 12pm online



D&AD New Blood Awards

Submission deadline is **20 March 2025 at 5pm**

CREATIVE CONSCIENCE

Deadline April 28th

The Business of Illustration

What is required to complete this part of the module: *The Business of Illustration*

- The Business of Illustration Folio.
- Personal Branding and Personal Website.
- Exhibition Promotion Ideas for a pitch.
- Group Project: Role in creation, organisation and overall contribution to the 'Collective' exhibition.
- Professionalism.

The Business of Illustration

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The module is designed to help prepare students for the 'real world'.

It covers essential techniques and strategies that will enable you to succeed in the workplace.

It enables your individual talents to be identified and directly targeted.

Formal classes will introduce each subject area.

These will normally be followed by an exercise or partial assignment.

Culminating in a professional presentation of your work.

So what will you be covering exactly?

What will you be expected to contribute?

Where do you start?

But before all that.....

Where did the idea for the module come from?

Potential employers who felt that something was missing?

Ex students who felt that they should have been given more advice and help at college?

Quotes from Swansea College of Art graduates

I was not prepared, I would highly recommend a class on it.

Zara Bullock

Illustrator / freelance web designer

Quotes from Swansea College of Art graduates

It's a massive world after college! I now know what to expect.

Mark Goulden
Businesslink, Warrington



Quotes from Swansea College of Art graduates

Don't bullshit..... a professional will smell it a mile off!

Colin Higgins
Century Group

Quotes from Swansea College of Art graduates

My project in the module gave me my first full time job

Ben Spurling
Dorset Health Authority



Quotes from Swansea College of Art graduates

The most useful module I took on the course!

Anthony Bridge

Apricot Agency / Freelance Illustrator



Quotes from Swansea College of Art graduates

Ian has asked me what I would say... Simply this...pay attention or you are really screwed!

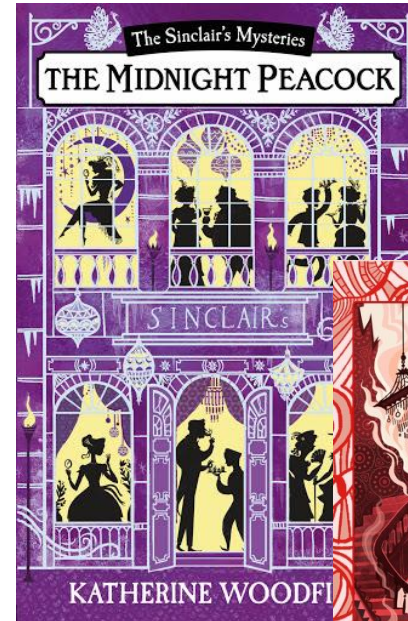
**Helen Richards
Freelance Creative**

Meet some of your advisors



Business of Illustration Introduction

Meet some of your advisors



So what do employers say?

We often have to spend a lot of time helping these graduates, universities should do better.

Chris Carpenter

Director, Stills Design Group

So what do employers say?

Even experienced people don't seem to have a clue sometimes. Students don't normally get a look in! Swansea is different...tell them!

Ben Louis-Smith

Studio manager, Slightly Different Design Group

So what do employers say?

You seem to do a good job of it there, we have taken on quite a few of your ex-students. One as a direct result of this class.

Simon Toft

Managing Director, IMEX Design Group

Employers - some thoughts

**You will have to convince them of your worth..
Show them what you are made of, what you can
do?**

**You must be keen to succeed, motivated to do
well.**

**This module will test you..make you think about
opportunities and consider the employer's point
of view.**

What do you have to do?

Prepare a “Business of Illustration” folio for this module

Keep all your notes and responses in it

Design a presentation version (think portfolio)

Including your trading / business “identity”

To be presented as part of your assessment

This module will cover...

The value of work and tax considerations

Job hunting techniques

Job applications and CV

Presentation techniques

Professional briefing / contractual agreement

Freelancing considerations

Interview techniques

Networking

This module will cover...

Working for an agency

Licensing

Intellectual Property Rights

Professional Contacts and Contact List

Creative Industry Research

It will be all about promoting yourself before graduation



It is up to you what you want to do for the next year, but I would suggest focusing on your degree.

You all have the ability otherwise you would not be attending this session.

We are here to help you but you must be prepared to help yourselves as well.

Handy Hints.

Plan and Structure your time. Organise your week into times of study, work and socialising...but get the balance right.

Set yourself deadlines for your projects.

Attend your tutorials and bring your work/ideas with you.

‘Don’t dream it, be it!’

**Frankenfurter
The Rocky Horror Picture Show**

**So let's start working on
task 1 (some have
already completed it)**

Diary 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?

Diary task 1 – How do you see yourself as a practicing illustrator when you graduate?

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.