

The Business of Illustration Folio

1. *A day in my dream life as an illustrator*

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.

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 (also the World Illustration Awards Exhibition in the foyer).

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

- a. What sort of commissions have they worked on? (editorial, advertising, publishing, concept art etc.).
- b. Who commissioned the work? Book Publishers/Advertising Agencies/Design Groups/Magazines etc. Investigate the commissioning companies/art directors etc.
- c. 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?
- d. Make a directory of possible sources of commission with names and contact details etc.

3. *Journals – research, research, research!*

Read Varoom!

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

- a. Find articles of interest to you - pertinent to your work and professional direction.
- b. Include these in your Business of Illustration Folio.
- c. 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

4. Starting off - Getting work Published

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?

NB You do not have to send these off as yet (unless you feel you have suitable work ready) – this is research and preparation for later (perhaps after graduation). **This forms part of your *Business of Illustration Portfolio*:**

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

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.

5. Exhibition Posters and Promotional Material Pitch

Design a thematically linked poster and promotional materials for the end of year show.

After the PITCH this work will be submitted finally as part of your Business of Illustration Folio.

6. Personal Branding

7. Lecture Notes and further personal research:

- a. Art and Design Licensing
- b. The Commission, the Contract and Copyright
- c. Pricing your Work and Managing your Business
- d. *The Business of Illustration* – Derek Brazell AOI

You can include any relevant notes/images from visiting speakers (Nina, Ali, Chris Haughton, Nicola Davies).

8. Your Artist's Statement