

## Commissioning a Professional Illustrator

### A Guide for Private Commissioners

**We welcome commissions from private individuals and only ask that you familiarise yourself with the process and costs of commissioning before you contact us.**

#### **What does it cost?**

Our artists' fees range from £200 to £1000 + VAT per day depending on their popularity and the style and complexity of the commission you have in mind.

Note that costs can rapidly escalate if you are looking to use the illustration in a number of countries, or for a long period of time, or wish to purchase the artwork.

#### **How long does it take?**

The time required to complete a commission depends upon a) the number of illustrations, b) their style/complexity and c) the availability of the illustrator (some of our artists are booked up for weeks or months ahead).

For simple styles and subjects, several artworks can be produced in a single day, while for more complex illustrations a single illustration could take several days to produce.

#### **What information do you need from me?**

To provide you with a meaningful quote, we typically we need answers to the following:

- What does the composition involve (e.g. people / animals / landscapes)?
- Can you provide a visual or a detailed art spec?
- How large are the illustrations (e.g. 1/4 page / 1/2 page / full page)?
- How many illustrations do you require?
- Can you supply samples work you like as a style guide / reference?
- Can you supply layouts with text in place that show the exact space available?
- What is the trim size of the book?
- What is your project timetable?
- Where will this book be distributed (e.g. nationally / worldwide)?
- Will the images be used solely in the book, or in other places (e.g. merchandising)?
- What is your ballpark budget?

#### **Are you using a publisher?**

Publishers expect a say in the choice of illustrator. If you plan to use one, we recommend commissioning only a cover artwork and one spread to present to them for discussion.

**Thank you again for downloading this guide. We hope you found it helpful and look forward to helping you further with your project.**

Incidentally, if time and budget are really tight you might find what you want at [www.stockillustrations.com](http://www.stockillustrations.com) which has thousands of top quality and affordable artworks ready to use straightaway.