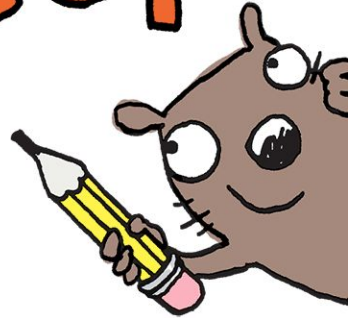


How to Hire a Book Illustrator



Alex Hallatt: **INDIE AUTHOR FRINGE 2017**

How To Hire A Book Illustrator

1. Stock vs. bespoke
2. Copyright and licensing
3. Workflow
4. Payment



Stock vs. Bespoke.

Why hire an illustrator?



Wombat

Australian animals
watercolor illustration

www.shutterstock.com - 52946867



Finding an illustrator

Google



Illustrator Associations

Eg.

[Association of Illustrators](#)

[Professional Cartoonists Association](#)

[SCBWI](#)

Portfolio Sites

Eg.

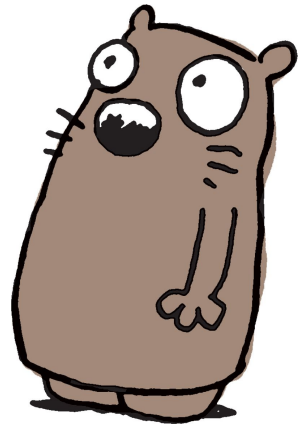
[Hire an Illustrator](#)

[Children's Illustrators](#)

[Behance](#)

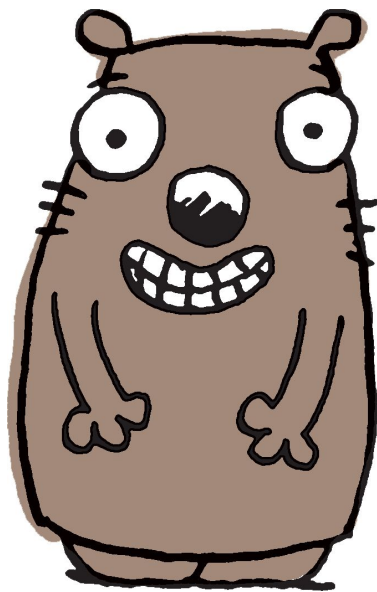
Helpful Things to Know

1. The difference between copyright and licensing
2. How illustrators usually work
3. What will affect the price

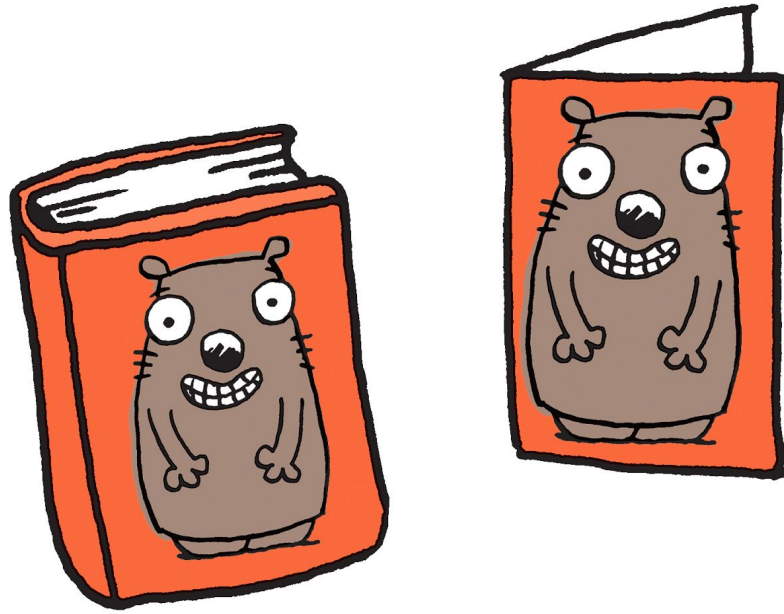


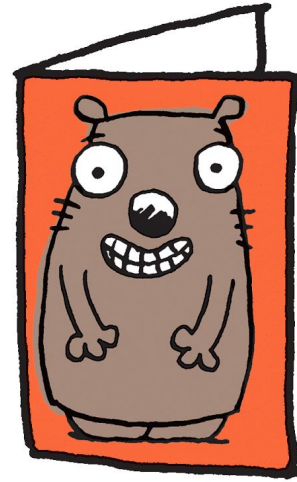
The Difference Between Copyright and Licensing





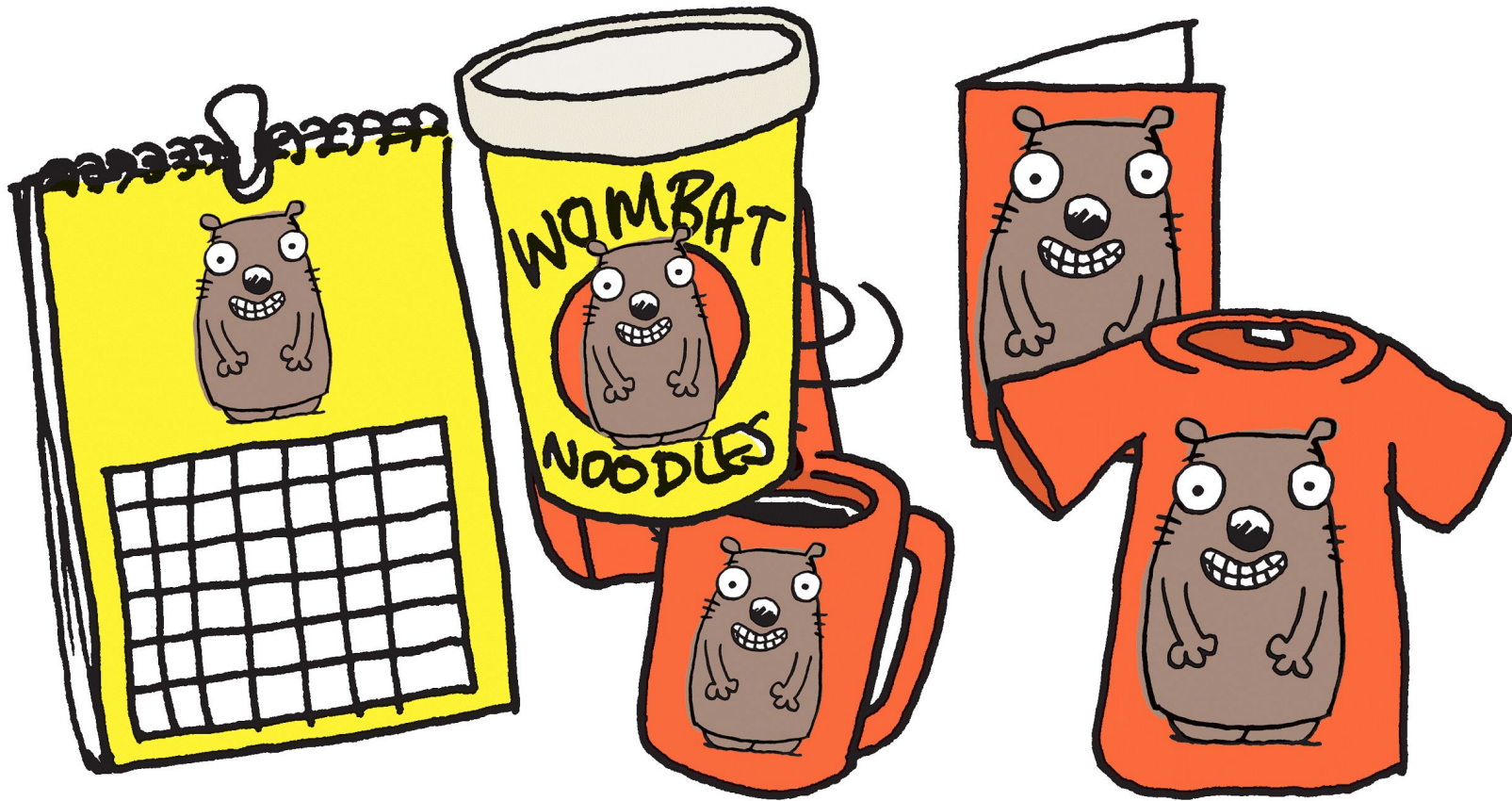












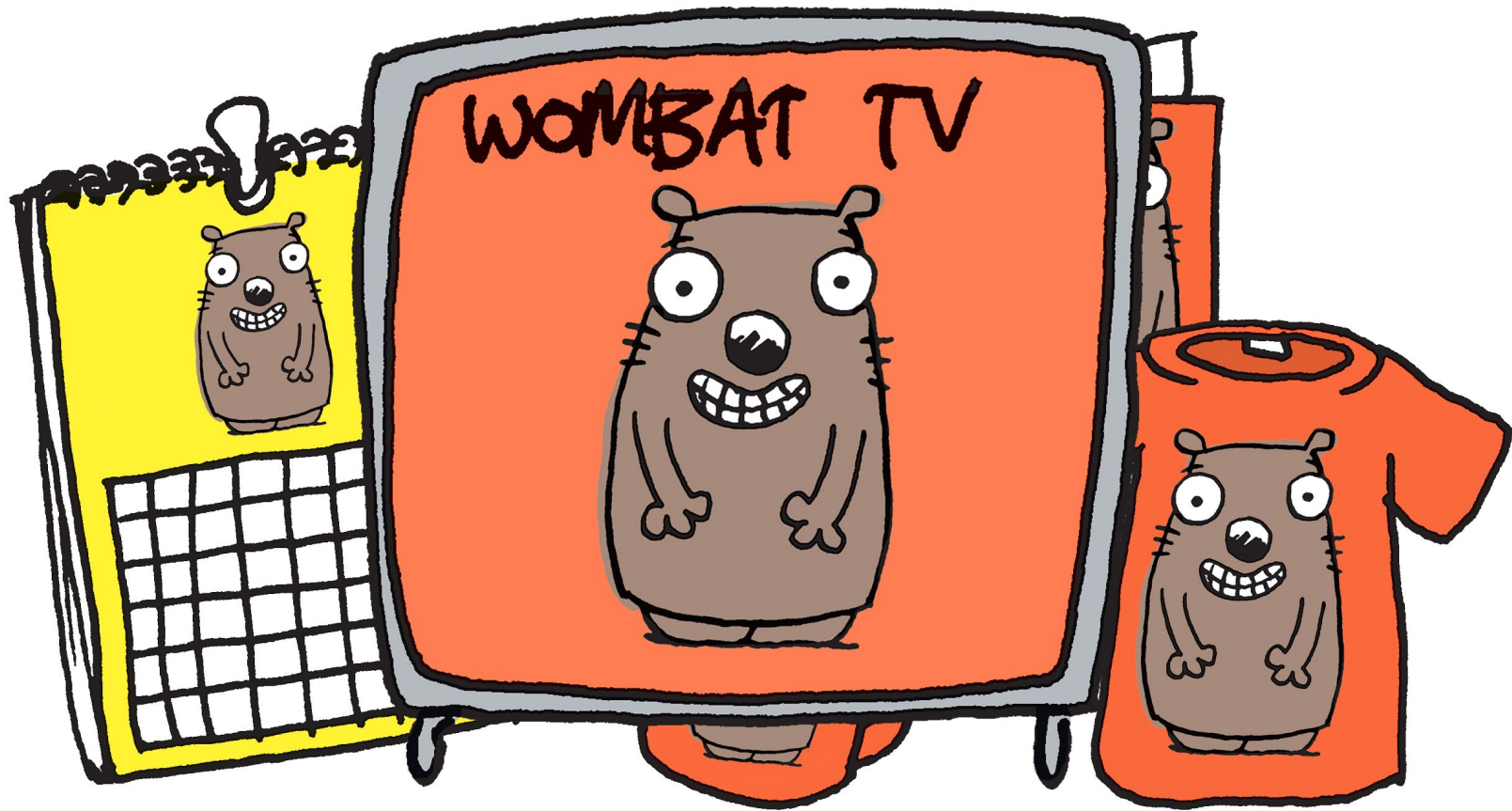
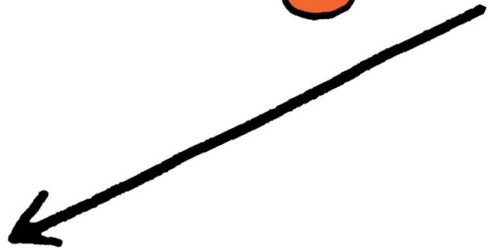


Image Licence

Image Licence



usage

Image Licence

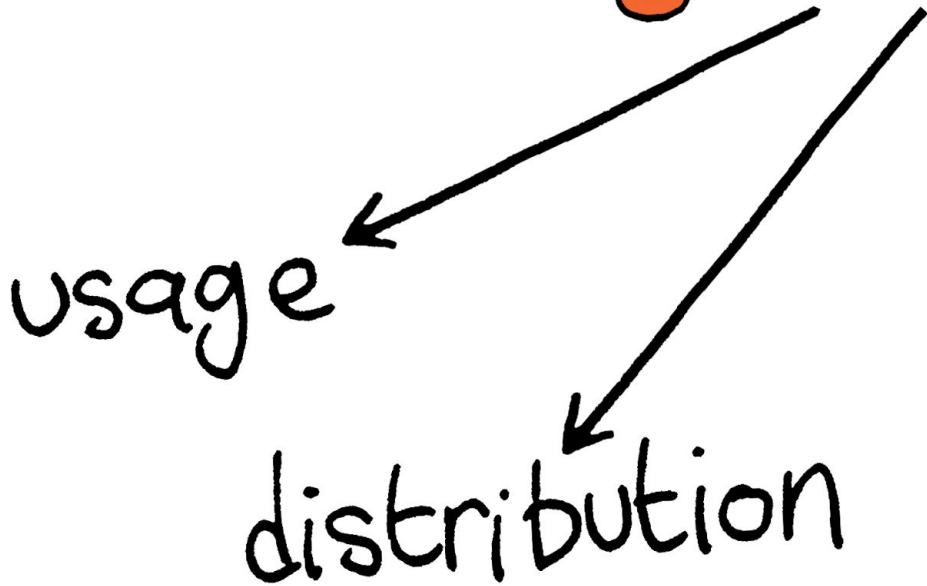


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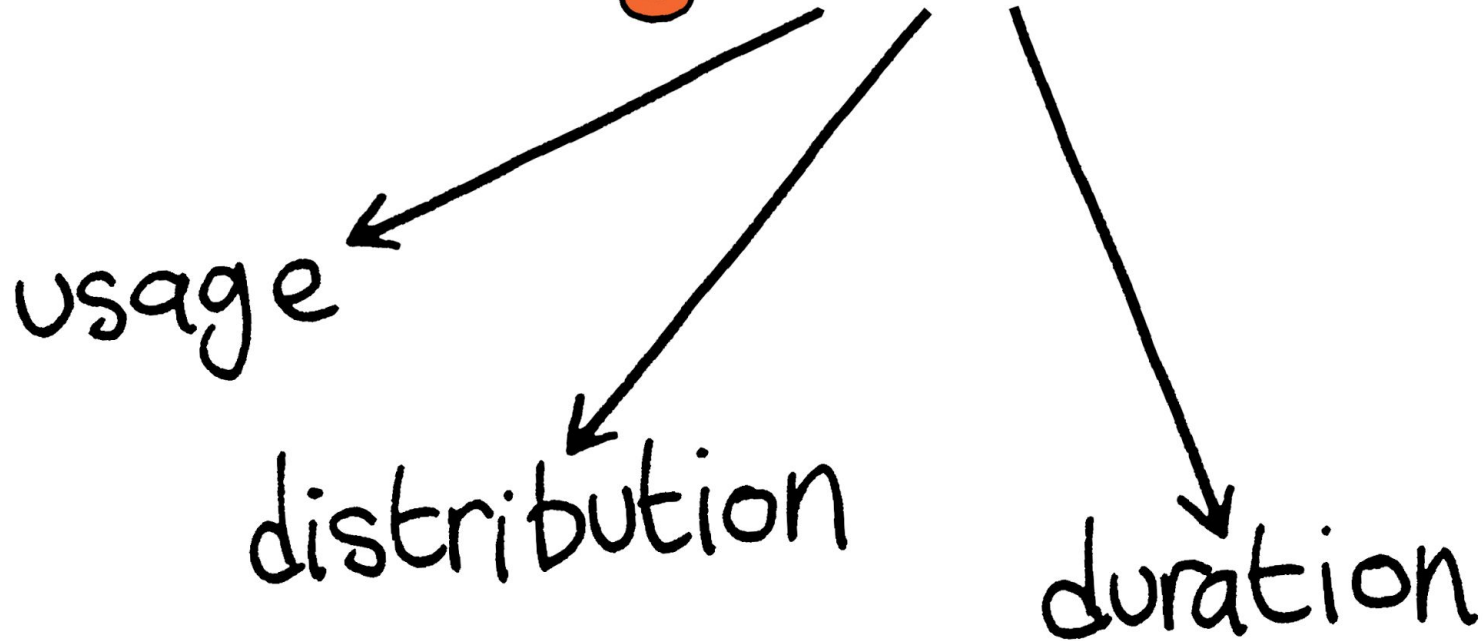
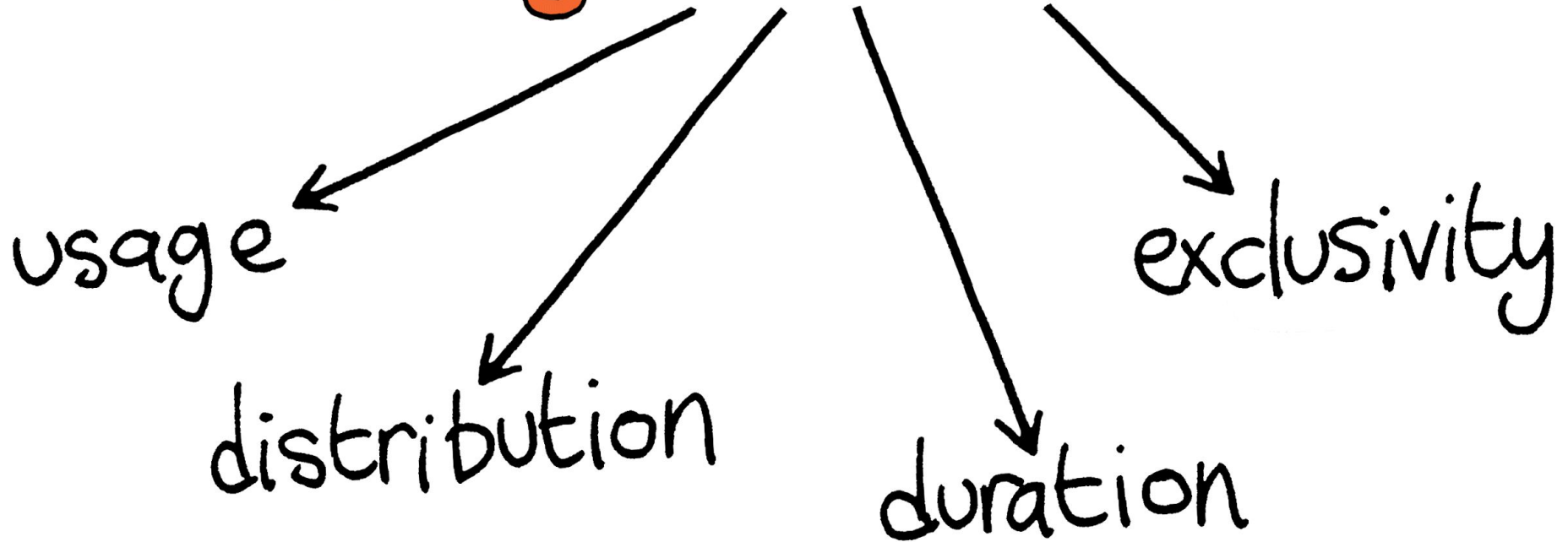
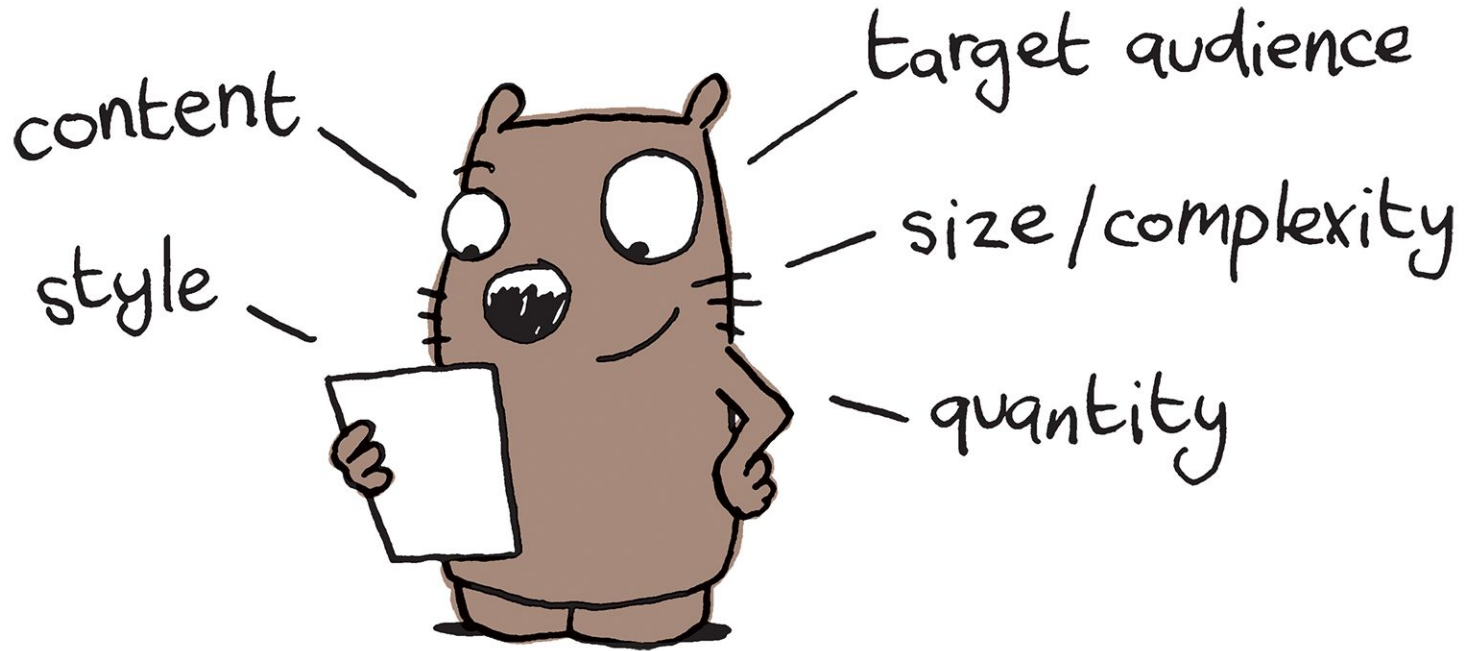


Image Licence



Workflow: How You Are Going to Get Great Illustrations

Brief



POUR NOUS, LA MAGIE DES FÊTES N'EST
PAS TERMINÉE !



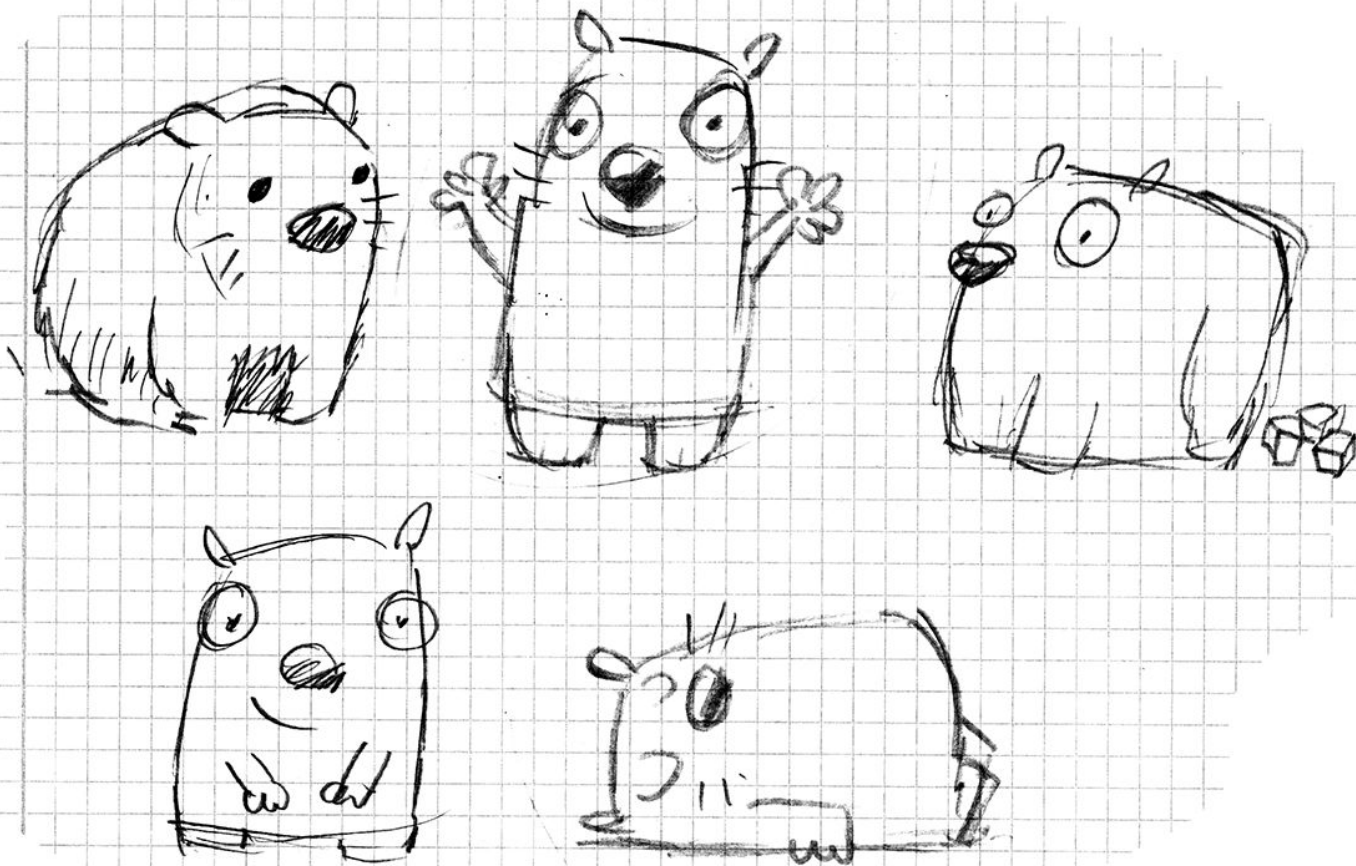
UNE TRÈS BONNE ANNÉE À TOUS !!!

POUR NOUS, LA MAGIE DES FÊTES N'EST PAS TERMINÉE !

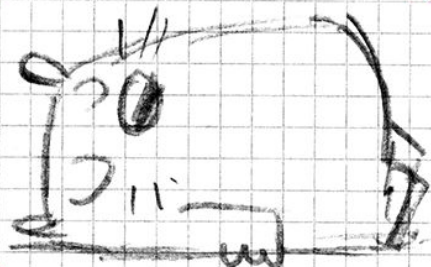
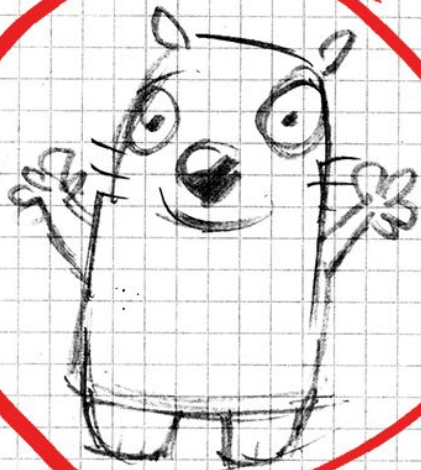
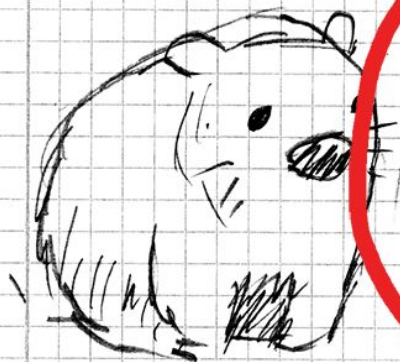


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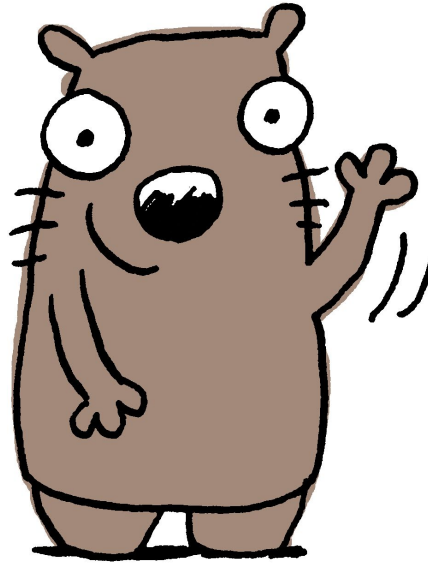
WOMBATS



WOMBATS







Final Images: Formats

Print (300 dpi or above)

Do not need small files with compression

- Vector (eg. EPS/PDF/AI)
- TIFF or PSD (also lossless)
- High Quality JPEG (eg. 95%)

Check with your printer what file type they would like to work with.

eBook (72 dpi or above)

Use lossy formats, or PNG

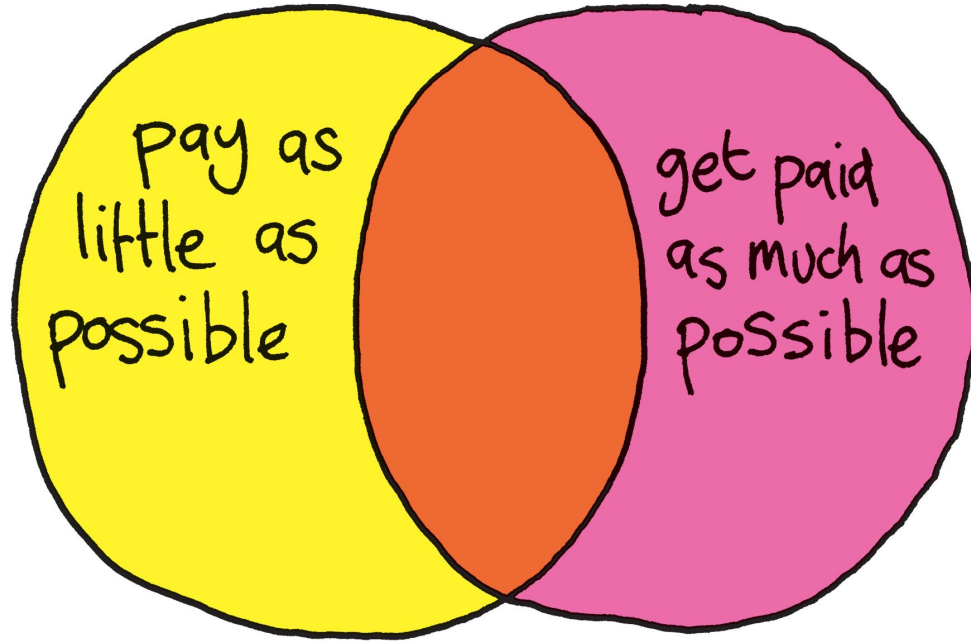
- Lower quality (eg. 75%) JPEG (better for gradients)
- GIF (better for flat colour, black and white line drawings)
- PNG like GIF, but supports more colours and has better, lossless compression

Payment



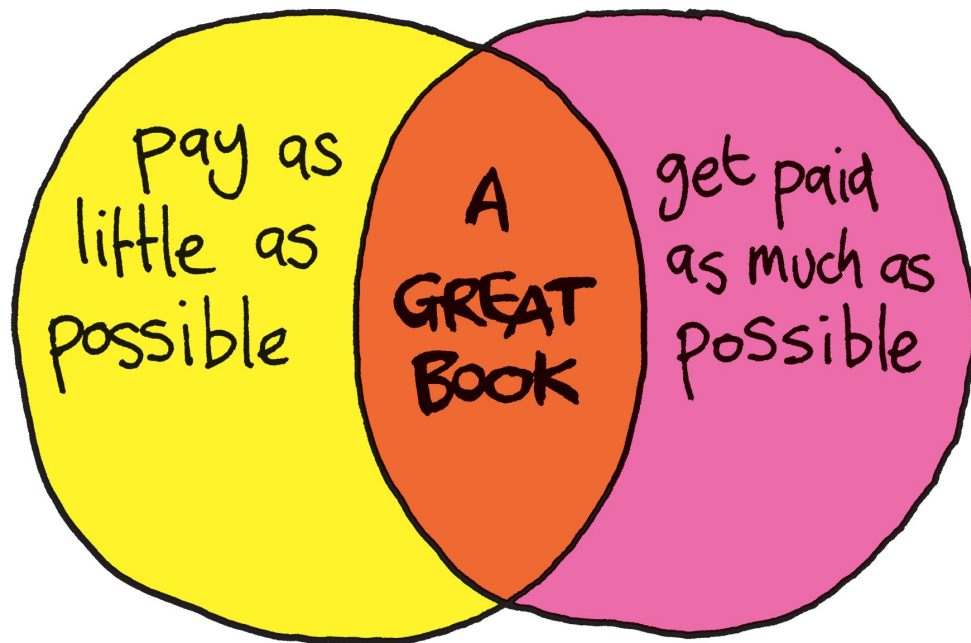
NEEDS

AUTHOR & ILLUSTRATOR



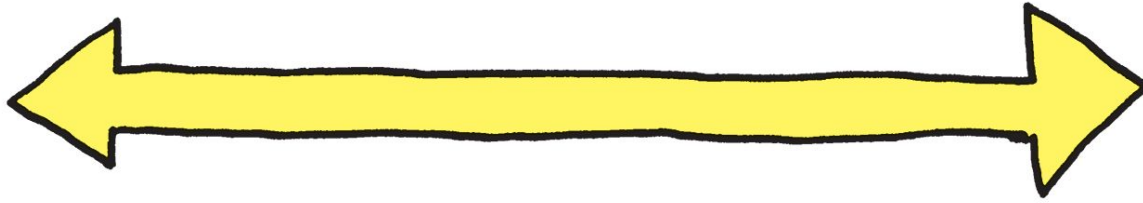
NEEDS

AUTHOR & ILLUSTRATOR



PRICE

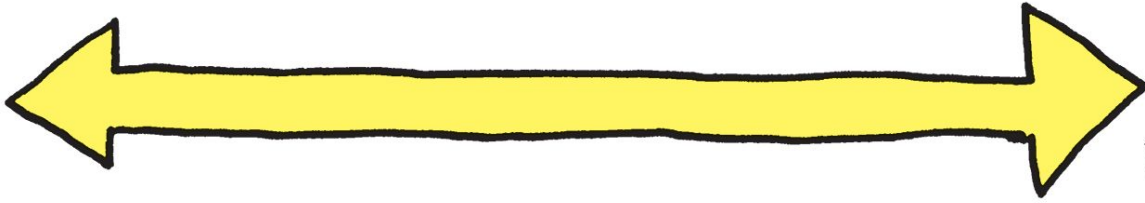
Too
CHEAP



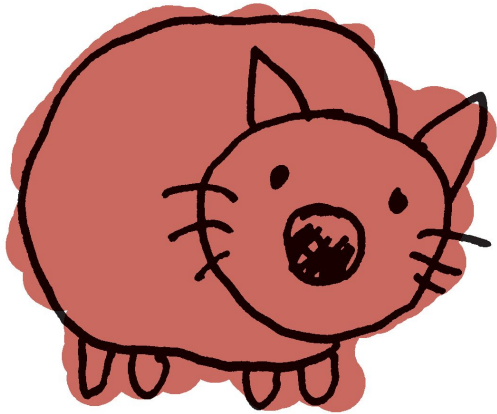
TOO
EXPENSIVE

PRICE

Too
CHEAP

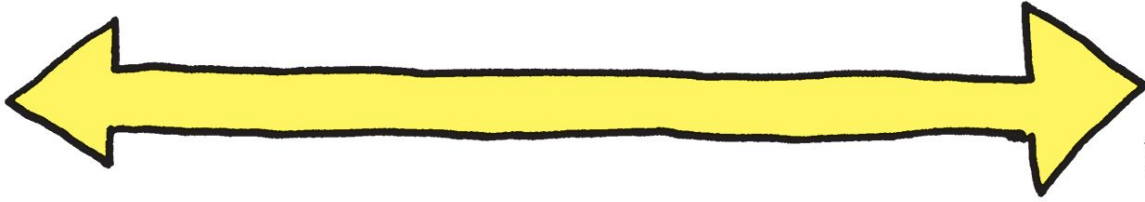


TOO
EXPENSIVE

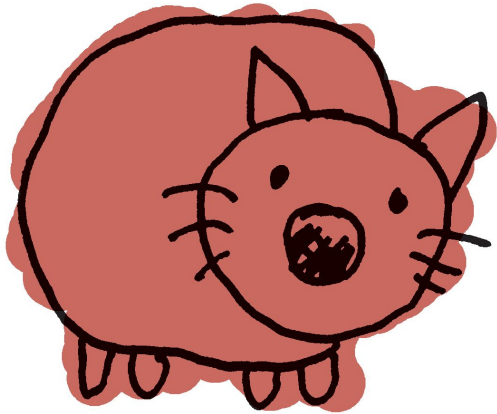


PRICE

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CHEAP

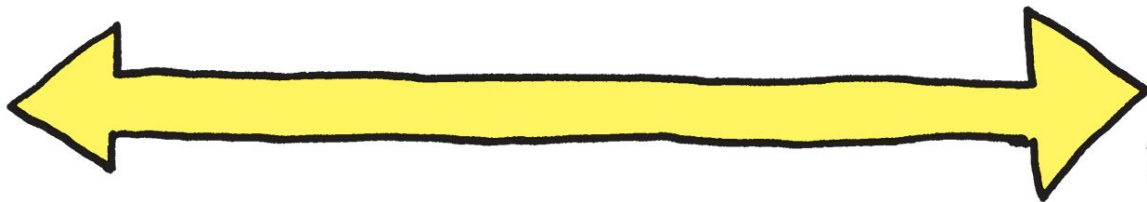


TOO
EXPENSIVE



PRICE

Too
CHEAP



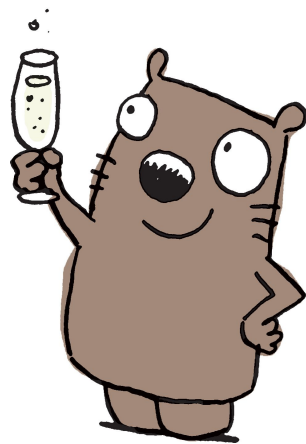
TOO
EXPENSIVE

ILLUSTRATOR'S EXPERIENCE
& LICENCE



How To Hire A Book Illustrator

1. Find a professional illustrator.
2. Understand the difference between copyright and licensing.
3. Brief, review roughs and obtain final artwork in the right format for your book.
4. Pay what the illustrations are worth to make a better book.



alexhallatt.com
Cartoons & more