



How to be an Illustrator

Darrel Rees

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This book offers practical help and guidance to aspiring illustrators. All areas of the job are covered – how to create a portfolio; the most effective ways to approach would-be clients; how to prepare for meetings and negotiate contracts; and how to handle, deliver, and bill a job. There is advice on how to avoid the pitfalls that can undermine crucial first impressions; how to set up a studio; and how to maintain a flow of work and manage one's time and cash. Success in self-promotion, creating websites, self-publishing, and the pros and cons of agents are all explored.

International illustrators are interviewed, discussing how they got their break in the industry, their experiences with clients, their methods of promoting work, and more. In addition, leading art directors describe their approach to commissioning illustration, how they spot new talent, their thoughts on promotional material, and their advice to up-and-coming illustrators.

Packed with useful tips gleaned from the author's own career as an illustrator, and his work as an agent handling some of the best new talent, the book is an essential read for anyone looking to succeed in illustration.

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