



HOW TO WORK WITH AN ILLUSTRATOR

5 STEPS TO A SUCCESSFUL COLLABORATION

PRESENTED BY



1 WHERE TO FIND AN ILLUSTRATOR?

The first step is to look for the illustrator whose universe, values or identity suit your project. Several resources are available to you:



● ILLUSTRATION QUÉBEC

Discover more than 300 portfolios of illustrators by style, field, technique:

<https://www.illustrationquebec.com/en/portfolios/auteurs/>

You can also find news about illustrators on Illustration Québec's instagram account:

<https://www.instagram.com/illustrationquebec/?hl=fr-ca>

● SOCIAL NETWORKS

Follow the illustrators whose work you like and discover others by searching by keywords.

<https://www.facebook.com/IllustrationQuebec>

● ILLUSTRATOR'S AGENTS

Some illustrators are represented by agents who act as intermediaries and take a commission in return.

● WORD OF MOUTH

Have your contacts worked with an illustrator before?

Share your experiences!

Have a good search!

2 FIRST DISCUSSIONS

This step allows the illustrator to evaluate the creative work and the illustration usage before sharing an estimate with you.



● TO GET STARTED

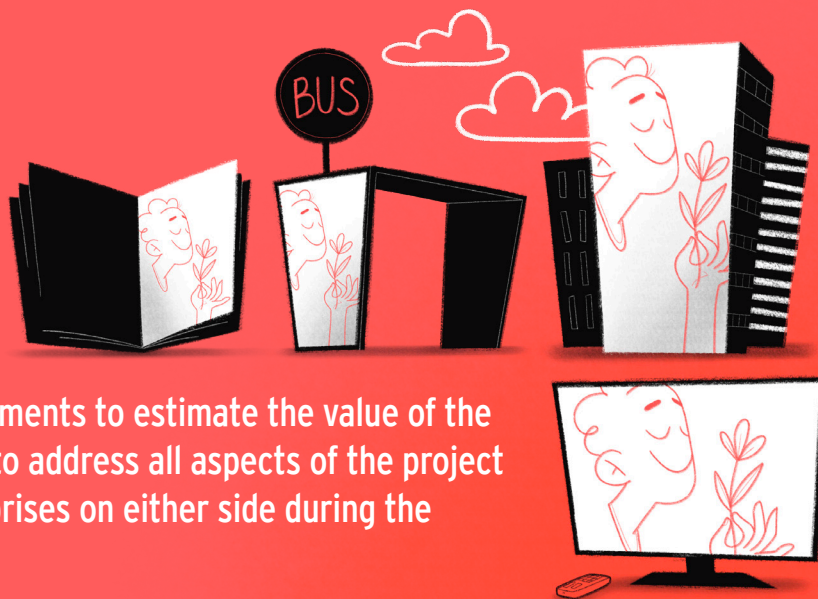
Clients and illustrators introduce themselves, then discuss the project together.

● WHAT DOES AN ILLUSTRATION BRIEF LOOK LIKE?

- **Context:** Advertising campaign, children's publishing, editorial illustration...
- **Subject and intent:** What values, ideas, concepts... will be communicated in this illustration.
- **References:** Elements of inspiration can be shared (illustrations, documents, moodboards...)
- **Target audience:** Who will this illustration be aimed at?
- **Number of original illustrations, and/or number of variations**
- **Stylistic approach:** Is there a particular image that caught your attention in the illustrator's portfolio?
- **Description of the expected illustration:** Several characters? A setting? Total creative freedom?
- **Budget:** If it is already defined, sharing the budget will allow the illustrator to offer you an adapted work from the first submission.
- **Timeline:** What is the due date? Do you have an internal approval process involving meetings and a schedule...?
- **Usage rights of the illustrations:**
 - **Medium(s):** TV, billboard, magazine, social media, website...
 - **Number(s):** X copies, XX labels, XX seconds video
 - **Territory:** Regional, national, international...
 - **Duration:** 6 months, 2 years, unlimited license...
 - **Other:** Illustration not transferable to a third party...

This way, the illustrator will be able to give you the right and precise pricing of their work.

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SET THINGS
STRAIGHT

The illustrator now has all the elements to estimate the value of the work requested. This is the time to address all aspects of the project in detail so that there are no surprises on either side during the creative process.

● **ACCORDING TO THE BRIEF, THE ILLUSTRATOR WILL PROPOSE A BUDGET WHICH WILL INCLUDE:**

- The price of the artwork (estimated according to the work time and the complexity of the illustration)
- The price of the license (estimated according to the supports, the duration, the territory of exploitation...see step 2). Why do you need to pay for rights of use? An illustration, like a song or a book, is a unique artistic work protected by copyright (see page 7).

Some illustrators give a final price directly. Do not hesitate to ask what use you can make of the image. Note that the original illustration always belongs to the illustrator, unless otherwise negotiated.

● **TOGETHER YOU WILL APPROVE THE QUOTE AND/OR SIGN A CONTRACT.**

There is a standard submission and contract proposed by Illustration Québec (see page 7). Before starting the creative work, all conditions must be validated together:

- **Price excluding taxes, Billing terms, and payment method:** Several stages of payment can be made (upon signature/upon delivery of the sketch/upon final delivery).
An invoice is paid upon receipt of the invoice, within 30 days of its receipt.
- **License for the right to use:** (see step 2). Note that a license can be renewed over time.
- **Point of contact(s):** Ideally, only one person will be in contact with the illustrator, thus allowing to condense the comments.
- **Number of feedback and proof cycles included in the submission.** The hourly rate can then be specified in case of additional corrections.
- **Cancellation condition:** If the project is interrupted and/or postponed, a pro rata billing of the work done is to be expected.
- **Validity of the quote:** in order to ensure availability for the project, the illustrator may limit the validity of the quote.
- **Production schedule** (see page 7).
- **Deliverables:** Technical specifications, format, bleed...
- **Ownership of the original illustration** (if not a digital illustration)
- **Number of sample copies** to be received after printing: for books, posters, products bearing the illustration...
- **Credits:** The client agrees to credit the illustrator for each use of the work.

On the same page? Let's goooooo!

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ON THE SAME PAGE? TIME TO CREATE!

The framework is set and validated.
Let's start the illustration!



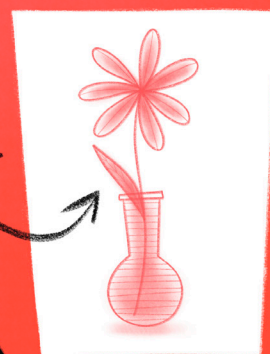
A



B



C



WHAT DOES THE CREATIVE PROCESS LOOK LIKE?

- **Sketches:** The illustrator makes one or more concept sketches, depending on what was defined in the previous step. You can exchange ideas for validation.
- **Feedback:** For the sake of efficiency, comments can be condensed into a single exchange, for each step.
- **Illustration:** Once the sketch has been approved, the illustrator creates the illustration. What has been approved at the sketch stage must not change. The feedback can therefore concern the colors and/or certain details that have not been validated previously.
- **Approval of the final version.**
- **Delivery of the illustration(s):** as previously defined.
- **Credits:** Please do not forget to credit the illustrator on each use of the illustrations.

A FEEDBACK AFTER FINAL APPROVAL?

After the confirmation of the final illustration, any additional requested changes can be resubmitted with a new estimate.

It's time for the illustration to take flight!

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THEY INVOICED, AND WERE HAPPILY EVER AFTER

The illustration is delivered.
The illustrator sends you the invoice.



● THE INVOICE.

No surprises.
The terms of payment defined together are included in the invoice.

● WHAT'S NEXT?

Did you like this collaboration?
Do not hesitate to stay in touch with the illustrator to share:

- The final visuals if the illustration is integrated into a medium (poster, label, video...)
- Feedback on the project's follow-up, impacts...

Want to renew the collaboration?

SOME RESOURCES

- **ILLUSTRATION QUÉBEC STANDARD CONTRACT**
www.illustrationquebec.com/fr/outils/contrats (French content)

- **STANDARD INVOICE**
www.illustrationquebec.com/fr/outils/facture (French content)

DIVERSITY / EQUALITY: RESPONSIBILITY IN THE IMAGE

- From children's books to advertising, illustration (and the representations it generates) has a great impact on our society. This is why it is always beneficial to ask yourself certain questions before starting a project:
 - Why and how to represent cultural diversity?
https://www.huffingtonpost.ca/entry/diversity-kids-books-statistics_ca_5d0bb0f8e4b0859fc3db38c3
 - Question the egalitarian/equitable message of an image, why and how?
https://www.youtube.com/watch?v=5tjCmPwgONE&ab_channel=LesBrutes (French content)
 - What is cultural appropriation?
<https://www.carfac.ca/carfacwp2019/wp-content/uploads/Think-Before-You-Appropriate.pdf>

TERMS OF PAYMENT, SOME EXAMPLES:

- - Payment of the total amount within 30 days of the invoice date.
 - Payment of 20% upon signature, 30% upon sending the sketches, 50% upon final rendering and billing.
 - A percentage of penalties per month of late payment.
 - Payment will be made by bank transfer and/or check to the name of «name of the illustrator».
 - ...

ILLUSTRATION FEE SCHEDULES

- Each illustrator has his/her own style and technique. An illustration requires a variable amount of time for each one. The time spent and the complexity of an illustration, as well as the experience and notoriety of the illustrator are taken into consideration in the estimation.

Here are a few rate tracks:

www.illustrationquebec.com/fr/outils/grille-tarifaire (French content)

Illustration Québec is continuously working on updating the fee schedule. It should be noted that the current grids do not take into account the difference between creative work and licensing.

CONTESTS, ETHICAL OR NOT?

If you want to organize an illustration contest for a commercial project, here are some points to consider:

- Ask for a portfolio or images already made.
- Write a clear and transparent call for participation on the remuneration (taking into account the current rates), the license of use and the nature of the client.

WHAT IS SPECULATIVE WORK?

Making several people work, and rewarding only one is an abusive practice. If you want one or more illustrators to do a test before commissioning them, this test must be paid for.

See article 9. of Illustration Québec's code of ethics:

<https://www.illustrationquebec.com/media/uploads/documents-pdf/iq-code-ethique.pdf> (French content)

COPYRIGHT: HOW TO EVALUATE?

To establish the copyright of an image, several criteria are taken into account (see step 2).

CREATIVE WORK AND COPYRIGHT: WHAT IS THE DIFFERENCE?

Why pay royalties in addition to the creation?

Copyright, moral rights, partial rights, integrity rights, paternity rights... It's simpler than it seems!

www.copibec.ca/en/copyright-act-overview

WHAT DOES A TIMELINE LOOK LIKE?

In order to meet the deadline, it is recommended to define a timeline:

- Date of sending the sketches
- Deadline for sending illustrations
- Deadline for feedback
- Final delivery date
- Time limit for payment of the invoice
- Date and/or duration of use of illustrations

ANY QUESTIONS?

CONTACT-US!

Phone: (514) 522-2040
Toll-free number: 1 888 522-2040

Email : info@illustrationquebec.com
Website : www.illustrationquebec.com



2205, rue Parthenais, bureau 213
Montréal (Québec) H2K 3T3, CANADA

SOCIAL MEDIAS :

Instagram: www.instagram.com/illustrationquebec
Facebook: www.facebook.com/IllustrationQuebec
Vimeo: <https://vimeo.com/illustrationquebec>

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Texts: Julien Castanié et Elodie Duhaméau

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