

NO **TO SPECULATIVE** **WORK**

**HOW TO COMMISSION THE SERVICES OF AN ILLUSTRATOR
WHILE RESPECTING THE VALUE OF THEIR WORK**

PRESENTED BY



NO TO SPECULATIVE WORK

● WHAT IS SPECULATIVE WORK IN ILLUSTRATION?

Speculative work involves developing ideas or producing finished images without compensation, in the hope of securing a contract.

Here are some examples:

- Contests where only the best image is circulated;
- Requesting the development of images without a signed agreement;
- Or soliciting an artist for a production meeting without prior agreement.

● WHY IS THIS AN ABUSIVE PRACTICE?

Illustration, as part of the visual arts, requires expertise from its practitioners. Developing an illustration project requires many hours of work that should be compensated.

Illustration involves adding a visual representation to an idea, text, or proposition, aiming to complement, clarify, and ultimately evoke emotions. This results in the creation of an original, unique work protected by copyright. www.copibec.ca/en/copyright-act-overview

Speculative work, often poorly regulated in terms of copyright, devalues the work of artists by not respecting the value of their work.

● HOW TO SOLICIT THE SERVICES OF AN ILLUSTRATOR WHILE RESPECTING THE VALUE OF THEIR WORK:

1– DIRECT SOLICITATION

Ideally, directly solicit an illustrator whose artistic style aligns with the project's needs. Most artists have online portfolios to help you make an informed choice. You can explore the work of illustrators on the Illustration Québec website: www.illustrationquebec.com.

2– CALL FOR SUBMISSIONS WITH PORTFOLIOS

To discover illustrators, consider issuing a call for submissions inviting artists to share their portfolios. A professional artist will present their work and artistic approach so that you can make an informed choice. To engage illustrators effectively, provide detailed project specifications in your call.

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3- COMPETITION

Does the client prefer to see sketches or concept mockups before hiring the artist? In this case, it's possible to proceed with a competition.

- **Step 1:** Announce a call for submissions requesting artists' portfolios to select a few.
- **Step 2:** Compensate the selected illustrators to produce sketches and mockups. The compensation should be realistic and based on the artists' hourly rates. This way, the client will have all the information needed to make a choice while respecting the value of the artists' work.
- **Step 3:** Sign a contract with the artist who wins the competition.

Other best practices for competitions:

- Clearly announce the competition rules;
- Be transparent about the composition of the jury;
- Select a small group of finalists.

ILLUSTRATION QUÉBEC (IQ), AN ASSOCIATION OF OVER 300 ILLUSTRATORS, OPPOSES ALL FORMS OF SPECULATIVE WORK.

Clients and contractors can receive support from IQ to develop a project that respects the work of artists. Please send any such requests to the following address: info@illustrationquebec.com.

TO LEARN MORE ABOUT COLLABORATING WITH AN ILLUSTRATOR

To ensure the smooth execution of an illustration project, consult the following guide:
How to Work with an Illustrator - The 5 Steps to a Successful Collaboration.

Illustrators who become aware of a call for submissions that does not meet industry standards or who face abusive working conditions are encouraged to contact IQ: info@illustrationquebec.com.

IQ encourages artists to never accept a commission, develop a concept, or even attend a production meeting without having a signed agreement with the contractor.

ANY QUESTIONS ?

CONTACT US!

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