



Becoming a Successful Illustrator (Creative Careers)

By Jo Davies

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Becoming a Successful Illustrator (Creative Careers) By Jo Davies

Illustration is a diverse and constantly evolving area of art and design and an appealing creative career. But to stand out from the crowd, successful illustrators need to combine creative talent with strong marketing and promotional skills.

Becoming a Successful Illustrator provides practical and inspirational guidance on finding and contacting clients, putting together promotional materials and establishing yourself as a professional illustrator. With case studies, and firsthand tips and hints from practising illustrators at varying stages in their careers, and packed with hundreds of beautiful examples of professional work, this is a must-have guide to the working world of illustration.

This title is part of the Creative Careers series from Fairchild Books, designed to help bridge the gap between academia and a first job in the creative industries. Brimming with helpful tips and facts about the world of work, they offer an essential guide for any emerging creative practitioner.

The cover artwork for *Becoming a Successful Illustrator* has been shortlisted for an illustration award in the 2013 books category by the prestigious Association of Illustrators.

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Becoming a Successful Illustrator (Creative Careers) By Jo Davies Bibliography

- Sales Rank: #770252 in Books
- Published on: 2013-08-28
- Released on: 2013-08-28
- Original language: English
- Number of items: 1
- Dimensions: 10.66" h x .65" w x 8.29" l, 2.00 pounds
- Binding: Paperback
- 192 pages

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Editorial Review

Review

“The transition from illustration major to full-time freelance illustrator can be a challenging one. That's precisely why two experts who have immersed themselves in the industry are sharing the tips, tricks and case studies they've gathered throughout their careers. Full of professional illustrations and input from other creative in different stages of their careers, this book is a must for those looking to build a client list.” *?How International*

“This beautifully designed book not only showcases full-color illustrations from working professionals in many styles, it provides a wealth of information for individuals looking to make it in the world of professional illustration. For students, this title is a must, as their next step is the work world. Undergraduates may benefit particularly since they have the most time, before entering the profession, to implement the bounty of suggestions, guidance, and advice given throughout. Written by two authors with extensive knowledge and experience in the field of illustration, this title is authoritative, thorough, and practical, with a comfortable writing style. Going beyond titles that address only free-lance work, it speaks carefully to other opportunities and options for anyone seeking to become a successful professional illustrator. Meant to inspire as much as to inform and guide, this volume does not focus on techniques or art creation itself, but rather on key information related to marketing and running the business side of the profession. **Summing Up:** Highly recommended. Upper-division undergraduates through faculty and professionals; general readers.” *?J.C Burns, Dixie State University, CHOICE*

About the Author

Derek Brazell has been immersed in the illustration world for many years and closely supports illustrators in all areas of their careers through his Project Manager role at the Association of Illustrators.

As a freelance illustrator, **Jo Davies** has worked for major clients across the world. Jo's career as writer and illustrator has long been combined with work in education at all levels and she currently holds the position of Associate Professor in Illustration at Plymouth University, UK.

Users Review

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Brad Marcum:

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