



# How to be an Illustrator, Second Edition

By Darrel Rees

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## How to be an Illustrator, Second Edition By Darrel Rees

This book offers practical help and guidance to aspiring illustrators. All areas of the job are covered – creating a portfolio; approaching potential clients; preparing for meetings and negotiating contracts; setting up a studio; maintaining a flow of work and managing one's time and cash. 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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## **Editorial Review**

### **About the Author**

Darrel Rees has worked as an illustrator since 1986, joining influential London studio 'The Big Orange' in 1992. In 1994 he cofounded illustration agency Heart in London in 1994 and Heart USA in New York in 2001. He contributed to *The Education of an Illustrator*, edited by Steven Heller. He is a member of the Society of Publication Designers in New York and the D&AD in the UK, acting as a jury foreman on its awards scheme.

## **Users Review**

### **From reader reviews:**

#### **Kimberly Langdon:**

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#### **Shawn Martinez:**

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