

1. Record Nr.	UNINA9910158968203321
Autore	Fleishman Michael
Titolo	Starting your career as an illustrator / / Michael Fleishman
Pubbl/distr/stampa	New York, New York : , : Allworth Press, , 2016 ©2016
ISBN	1-62153-515-0
Descrizione fisica	1 online resource (446 pages) : illustrations (some color)
Disciplina	741.6023
Soggetti	Commercial art - Vocational guidance
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Intro -- Title Page -- Copyright -- Table of Contents -- Acknowledgments -- Introduction -- Section I   Starting Out -- Chapter 1   So You Want to be an Illustrator? -- Definitions -- Meanings -- Doing It All -- Art Therapy -- Be Yourself -- Pressures -- Commitment -- It's Pretty Simple? -- Freelance or Independent? (Benun) -- Self-Employed -- Focus (Sommer) -- Taking Stock -- Working from Home -- Sales -- Hustle and Bustle -- Stand Out a Mile -- Game Plan -- Chapter 2   Education -- The Long Haul -- An Education -- The Puzzle -- Going Up ... -- Learning the Ropes -- School Rules -- Onto the Eclectic -- Art School -- DIY -- Carry On -- A Real Education -- Success 101 -- Learning Curve -- Learning in Practice -- On-the-Job Training -- A Business Education -- Chapter 3   Opportunities -- What Is an Illustrator? -- Here's a Tip -- What Does It Take to Be an Illustrator? -- Should You Do It All ... -- ... And Should You Do It Right Now? -- Finding the Right Markets -- Starting Your Career -- Getting Work and Winning New Clients -- Location, Location, Location -- New Kid in Town -- Talk Is Kinda Cheap -- Working with New Businesses -- Networking -- Pro Bono -- Referrals -- More to Life (Terry) -- Game Plan -- Chapter 4   Off on the Right Foot -- Dress for Success -- The War Between the States (of Mind) -- The Stuff -- They're Coming for You, Barbara -- The Dude Abides -- Do I Have What It Takes? -- Is the Opportunity to Succeed There? -- Research, Research, and More Research -- Brand Me -- The Chase Is On -- Chapter 5   Finances -- The Business Section -- Get It Down -- The

Business Plan -- The Practical Plan -- Fits the Bill -- Count On Me -- Everything at a Price -- Make the Ends Meet -- A Recipe for Success -- Get the Money You Need -- A Loan against the World -- The Five Cs of Credit -- Take Some Credit -- Beyond the Bank -- Meaningful Relationships.

Section II | Everything Right in its Place -- Chapter 6 | Setting up Shop -- The Space -- Practicalities -- Working at Home -- Working Away from Home -- The Dotted Line -- One Sec-I'm on the Phone -- Kibitz and Bits -- Choose Your Supplies and Equipment -- Play Ball: Opening Day -- Computers, "Buy" and Large -- Why Did You Buy That? -- Chips Off the Ol' Block -- Practically Functional? -- Software and Tear -- Bizware -- Just Tell Me What You Want -- Buy the Buy -- Chapter 7 | Managing Your Business -- Get Over It -- Juggler -- Dictator -- Managing Your Work -- People Who Need People -- Managing Your Money -- Lay Out Your Plan -- Monitoring Expenses and Income -- Staying on Track -- Your IRS Obligations -- Right around the Corner -- Twister -- Putting Money Back into Your Studio -- Big Better Best -- Chunks -- Brass Tacks -- Package Goods -- Devil's Advocate -- The Kick -- Rethink -- I'll Manage -- Section III | Taking Charge -- Chapter 8 | Clients -- Match Game -- Business in Mind -- Why Freelance? -- Better Than the Next Guy -- Get a Job -- Balancing Act -- Business Chops -- All Atwitter about Social Media -- All Join In -- Leading Interests -- Promote Yourself -- Walk This Way -- Old School -- Keepers -- The Message -- Satisfaction Guaranteed -- Chapter 9 | Pricing -- Everything Has Its Price -- The Elements of Pricing -- The Price Is Right? -- A Virtue -- Rate Hikes -- Pricing-Based on What? -- Standards and ... -- ... Practices -- A Bonny Rate -- Summing Up: Every Price Has Its Thing -- Chapter 10 | The Portfolio -- About the Portfolio -- Survey Says -- Justified -- Compare and Contrast -- The Real Deal -- Assembling the Portfolio -- A Unified Front-and Back -- Call Write Now -- Presenting Yourself -- Take a Meeting -- A Bit of a Drop-off -- Speedy Delivery -- Chapter 11 | Marketing, Networking, and Promotion -- Together -- Take Off (Garrett).

Absolutely -- Cold Play -- Keep It Short -- Heads -- Tails -- Same Ol' -- Props -- If a Tree Falls -- Pop Up -- Empire Building -- By the Numbers -- On Notice -- Dust to Dust -- It Sells -- Chapter 12 | Entrepreneurs -- One Hell of an Eye -- The Signpost Up Ahead -- Pizzoli -- It's Alive! -- Next Stop -- The More the Merrier? -- Facing the Crowd -- The Source -- No Competition -- Go Copyright Yourself -- Pain and Power -- It's Absolutely Criminal -- Worth Fighting For -- Pulling Strings -- Chapter 13 | Digital -- What's the Difference? -- Fast Times -- Chapter 14 | On The Web -- Thrive -- Social -- Crazy and Cool -- Back in the Day -- Visibility -- Deal Direct -- Call and Response -- The Portfolio Online -- The Online Portfolio, Step by Step -- The Critical List -- Like Rolling Off a Blog -- It's about the Content -- A Host of Decisions -- Building Your Blog: The Right Stuff -- Sell It, Baby! -- The Now -- Section IV | To Market -- Chapter 15 | Sequential Art -- Art in Sequence -- Funny Business -- The Biz -- McCranie -- Jager -- Maihack -- Sommer -- Todd -- Cho -- Break In -- Millidge -- State of the Art -- Graphic Novels -- Busy Busy Busy -- Animation -- You Bet -- Role Playing -- Future Opportunities -- Burnout -- Chapter 16 | Magazines, Newspapers, Books -- Is Print Dead? -- Magazines -- Transition -- Typecast -- Type Cast -- Zines of the Times -- The Look -- What Magazines Need -- Researching the Market -- The Approach -- Starting Block -- Newspapers -- Front Page News -- Saving Trees -- Start Small -- Skills for Newspapers -- Send It to Me -- Books -- By the Book -- Eeeeeee, Books! -- Please Allow Me to Introduce Myself -- Whom to Contact -- Booked Solid -- Introduction -- Chapter 17 |

Paper Products -- Power On -- Over the Moon -- Passion Play -- Beyond the Obvious -- Bless Hue -- Baer with Me -- Mum's the Word -- Running the Shop.  
Make a Living -- Dalziel -- Triggers -- Greeting Cards -- A Rose by Any Other Name -- The Company You Keep -- What Type of Cards Are There? -- Card Alternatives -- Suitable Art -- Many Happy Returns- Researching Cards -- Pay Me Now or Pay Me Later -- Rights (and Wrongs) -- Easy as Pie -- Submit -- Commissioned Designs -- The Back Door -- Using Freelance Help -- Card Formats -- Other Paper Products -- The World from Your Own Backyard -- Independence Day -- Chapter 18 | Design Studios and Advertising Agencies -- Much to Do -- Local -- Wants ... -- Do the Do -- Please Allow Me to Introduce Myself -- Chapter 19 | Small Business -- Right at Home -- The Long Run -- What Types of Freelance Help Do Small Businesses Need? -- Straight Up the Block -- Introductions -- No Thanks -- Samples -- Awww, Go Direct Yourself -- Locals Preferred? -- Printers? Yes, Printers -- Careful Does It -- Section V | On Your Way -- Chapter 20 | Teaching -- Nobility -- Adorable -- Joy and Effect -- Marks, Brother -- Stay the Course -- Wax On -- Flexibility -- Life in the Class Lane -- What Are You Teaching? -- The Test Lab -- Works for Me -- The Front Lines -- It All Fits -- Good/Bad (Betza) -- Chapter 21 | It Happens -- I Got My Reasons -- It's Personal (Quon) -- Freda -- Rust -- Bethany -- Erin -- Sister Act -- Burnt -- Damage Control -- Embrace Failure. Learn from It -- Fail to Fail -- Flight or Fight -- Unstuck -- Big Time -- A Distraction Every Minute -- Buck Up! -- Layers -- Shifting -- Bounce -- A Good Fit -- Stay with the Program -- Chapter 22 | The Next Chapter -- It Don't Come Easy -- Know Yourself -- Recognize the Fact That ... -- ... And Understand This -- Alternative Realities -- Square Peg/Round Hole -- Keep Your Avant-Garde Up -- Victory -- Are You Busy? -- Piece of Cake -- Snider -- I See You -- Great Talent/Big Heart -- The Neighborhood -- Get Back -- Secure.  
And There It Is -- Let's Connect -- Stay the Course, of Course.

---

## Sommario/riassunto

From the first steps of starting out up through succeeding as a professional, Fleishman's newest guide navigates how illustration ties concept and technique. From advice on education and finding the right state of mind, through opening shop and finding the right venue, Starting Your Career as an Illustrator is a bit of a technical how-to, something of a business book, certainly an inspirational work, definitely a professional overview, even a personal lifestyle guide. It accurately documents the eclectic adventures of illustrators now, as well as relating historical perspectives, motivations, and inspirations to balance that picture and present readers with a true global field experience--all in an accessible, reader-friendly style. Topics include how to: Create a portfolio Make initial contacts Develop a financial plan Set up an office Acquire supplies and equipment Price your own work Market on the Web Nurture a growing freelance business And much more Through direct and candid conversations with scores of professionals up and down the career ladder, this book offers rich perspectives of illustrators (and their cohorts) at and away from the drawing board. It looks at the strong threads tying professional and academic process, practice, and product, and offers extensive research, a global pool of resources, and a wide panorama of info that promotes problem solving by way of a spectrum of ideas. Over fifty illustrations are included throughout. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers,

business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

---