



ILLUSTRATION, CONCEPT ART, STORYBOARD ARTIST
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ARTIST CHECKLIST

Are you ready for an illustrator?

TRIM SIZE of your book

- if for a book cover, you **MUST** include the spine width!
(manuscript must be formatted/finalized; basically all ready for publishing)
- relevant for endpaper designs, interior art illustrations
- especially needed for children's books

PRINTER

- if self-publishing, are you using Amazon, Lulu, Ingram, or other POD?
- the printer can affect the artwork's final look, so make sure your illustrator knows!

CHOOSE A STYLE

- art has many styles. Find one you like so you know which artists to approach.
- style examples: cartoony, semi-realism, realistic, comic book, anime, painterly, stylized

DESCRIPTION OF ARTWORK

- character descriptions, reference photos, anything to help the artist with your vision, such as color preferences or overall vibe/mood

BUDGET

- set a budget and stick to it
- look for artists within your price range, but expect additional costs
(some artists will charge an additional commercial use fee or have add-ons to their base prices)
- saving up for art takes time. Start early, since artwork can be used for marketing too!

USE FOR ARTWORK

- what will you be doing with the artwork?
- print only, online only, or both?
- will you need a commercial or personal license for the artwork?

GENRE

- some artists specialize in only a couple of genres
- genre can also affect art style
(for example, romcom book covers generally have bright colors and cartoon-like characters)
- just like in writing, genre expectations can also apply to the art you commission