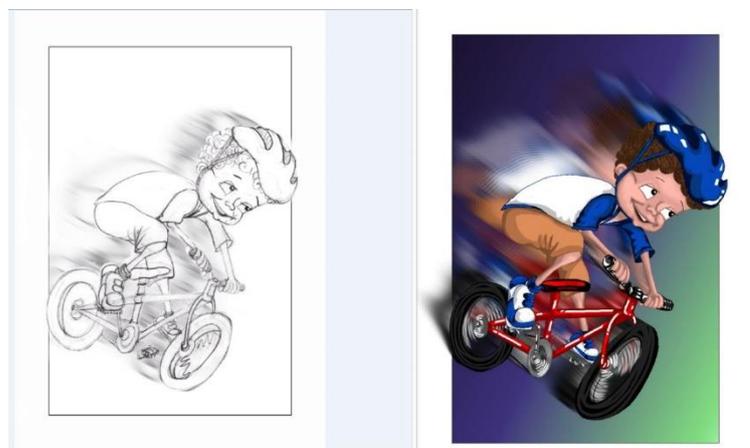


- Illustration types and style you prefer (digital, pastels, paint, pencil, pen—each medium has a different look and feel. The key will be for us to find a medium and style that feels right for your story AND your budget.)
- Are there animals, not just cats and dogs?
- Are there kids (children, toddlers, and babies) Gender: Boys and Girls
- Interiors: is this story based in a bedroom, living room, kitchen, classroom, cafe, etc.
- Exteriors: is it based in nature, city, a street, what buildings, beaches, fields, mountains or the bush, etc.
- What times of the day: sunrise/sunset, day or night
- What season: summer, autumn, winter, spring.
- Weather: sunny, rainy, cloudy, stormy, etc.
- Racial diversity: Caucasian, Asian, African, etc.
- Are there objects /still-life items required.
- Ages: Are there older people or younger people only etc.
- Emotions displayed with characters: happy, sad, angry, shy, impatient, scared, shocked, shouting, crying, etc.
- Are illustrations action orientated: running, jumping, sporting action (i.e. kayaking), hugging, skipping, falling and so on. Less experienced artists create static images of the characters standing still and facing forward - staring at the reader which is a sure sign of inexperience.
- Lighting: candle, window, flashlight, moon, sun, etc.
- Colour: This is the most critical factor for authors for some reason so needs to be shared before an illustrator commences. Colour palettes can be crucial to the effect and the illustrator knows best for complimentary colour ... so give and take here.
- Do you require a character-driven cover design?
- Do you require a hand-lettered / designed title?
- Do you realise that you don't own the artwork /copyright unless you have a specific agreement in place? We coach you to understand the differences.

As you can see there is so much more than just drawing a picture when it comes to children's book illustrations.





So how much does it cost to use Pickawoowo's Illustrator?

The short answer is it depends! There's no hard and fast rule. Our illustrator's rates are based on her experience as well as the amount of time and materials involved. In order to properly estimate your project, we'll need to know how many illustrations you need which will depend on the number of pages in your project and more.

We are not avoiding the question - we really need to know more about your project. BUT if you want some guides then see below:

1. Bestselling author Joanna Penn estimates that the average fee for a 32-page picture book is \$3,000 – \$12,000, meaning a 32 page book with 20 illustrations equates anywhere from \$150 to \$600 per illustration.
2. Looking at Pickawoowo's fees on average for illustrations – well they fall between \$175-\$295 per illustration.
3. Or visit the Australian Society for Authors (ASA) rates on their webpage.

In a nutshell - it really depends on the hourly rate and the number of hours it takes to complete an illustration, which will depend on the complexity of what you're asking for.

TIP - It is also worth noting that an illustrator who is willing to work at an extremely low rate is not likely to provide the quality and professionalism you want for your project.

An illustrator will be the most expensive step of publishing a children's book.

Illustrations may be the most expensive component but it is also the most essential for a successful book. The more you spend on this step, the better your book will look. It is that simple.

When you're considering an illustrator, this is what you should ask for:

- Request examples of previous work - do you like their style?
- Request previous authors information so you can speak to someone who has utilised their service.
- Review a copy of the contract - do they keep the rights or do you?
- What timelines are involved. (Look at the following table for average times).
- Who will undertake the layout, type, and book design? (This is separate to the artwork and usually done by a book designer on completion of illustrations).

ILLUSTRATORS COSTS

UNDER \$1000	Very low quality	Under 1 month
\$1000-\$3000	Cheap	1-2 months
\$3000 – \$5000	Sweet spot	2-5 months
\$5000 - \$12000	High quality	3-6 months
\$12 000 - \$20 000	Small Publisher	4-8 months
\$20 000 - \$50 000	Trade Publisher	4-12 months

After the illustration/artwork is completed – this is so important.

An illustrator is not necessarily a book designer – And a book designer is not necessarily an illustrator. When it comes to the text you can't just slap words onto the illustration and expect them to look professional and well laid out. It is essential to have a balance between text and image. This is a book designers role.

For example, a lot of thought is put into the following:

- **The font.** This is incredibly important. We see a lot of self-published children's books that selected the wrong font, and it is blatantly obvious.
- **The size of the font.** Fonts should be consistent across the whole book and should balance well with the illustration.
- **The placement of the words.** Placing words incorrectly either on the image or not near the illustration confuses the readers and ruins the entire illustration. Good composition guidelines like the rule of thirds need to be adhered too. Words must enhance the illustration rather than detract from it.
- **Page breaks.** Which words need to go on which page? There is so much information to understand on this topic.

As you can see – we know what we are talking about. We have been an award winning children's book publisher as well as an Author Service company over the last 25 years. We have assisted countless authors in their endeavour to self- publish.

We welcome the opportunity to help you soon.

Pickawoowo Publishing Group

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