

WRITING ASSIGNMENT

(don't worry, you already started)

Writing Assignment:

Compile a Google Doc of Dream Clients:

Peruse online directories, Industry Magazines, Publishers, and other designers/illustrators websites.

Only target those that are doing the type of work you want to do.

What kind of work do You want to do?

Who is publishing/buying that type of work?

How do I get to them?

Choose a list of 3 possible clients that fit what you consider to be your niche. Include the following info:

1. The name of a company that uses **YOUR** type of illustration.
2. Their Market and Target Audience.
3. The art director's name at that company.
4. The address, both brick & mortar and email address.

(Congratulations, you have just completed the first step to Freelancing.)

Student Name: **Your Name Here!**

Major Concentration: **Advertising Design**

What kind of work do you want to do?

I want to illustrate picture books for the Science Fiction Fantasy Markets.

1. Company Name: **Walker Books**
2. Market & Demographic: **Publishing/Young Adults**
3. Art/Creative Director's Name: **Santana Smith**
4. Address: **66 6th Avenue, New York, NY 131313**
5. E-Mail: **satan666@veryhotmail.com**

1. Company Name.
2. Market & Demographic.
3. Art/Creative Director's Name.
4. Address
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