Sandy Clafford

Advanced Strategies in Illustration

**Company:** Random House Offices

**Market & Demographic:** Publishing/ Children and Young Adults

**Address:** 1745 Broadway,New York, NY 10019

**Number:** +1-212-782-9000

**Company:** Scholastics Corp

**Market & Demographic:** Publishing/ Children and Young Adults

**Conact:** Agatha Lorenzo-Peralta

**Address:** 30 Dole Street, Staten Island, NY 10312

**Number:** (718) 317-1404

**Email:** Northeast@scholastic.com alorenzoperalta@scholastic.com

**Company:** Google

**Market & Demographic:** Visual Design

**Address:** 111 8th Avenue New York, NY 10011

**Number:** +1 212-565-0000

**Company:** Highlights for Children

**Market & Demographic:** Publisher of Children's Magazines and Stories and Activity Books

**Address:** 803 Church St, Honesdale, PA 18431

**Target Market**

Advertising

Book publishing

Children's Books

Editorial

Packaging

Informational

**What kind of work do you want to do?**

I would like to do illustrations for magazines like Ebony and Essence. I would like to illustrate adult and young adult book covers, and also illustrate children’s books. I would like to work for publishing companies like Random House, and Highlights For Children. Up until recently I wanted to work for Scholastics. I want to do graphic design or be a part of a team as a graphics designer for companies like google, and fenty. I think I want to limit myself to the different companies and brands that I can work with. But to be honest I want to work with brands to include diversity and inclusion in regard to marketing to people of color.

* Infographics
* Illustrations
* Packaging Designs
* Posters and Signage
* Marketing material
* Editorial design and layout

**Who is publishing/ buying that type of work?**

* Publishing companies
* Advertising companies
* Magazine companies

**How do I get to them?**

I’ve started my search on Linkedin, but I also go directly to the company site and look through their jobs and careers section for available postings. In the next two weeks I plan to attend Where are all the Black People recruiting conference for creatives in the advertising and design creative.