A REVIEW…

Illustration, Typical Workflow:

•The art director or client reaches out to the illustrator with an assignment and sets a timeline for delivery.

•The illustrator brainstorms multiple ways to successfully solve the visual problem.

•Through multiple thumbnail drawings the illustrator refines a great number of loose ideas into a few of their best ideas, sketched out clearly to share with their art director.

•The illustrator shares their best ideas with their art director.

•The art director gives the illustrator feedback.

•Integrating feedback, the illustrator creates a more detailed drawing of the agreed upon idea for their art director.

•This drawing is shared once more and the art director and illustrator then agree on a drawing to finalize.

•The illustrator creates the final art piece.

•The illustrator delivers final art to the art director according to the timeline they agreed upon in the beginning.

•The illustration is printed, published, or somehow sent out into the world, brought to life through use in its intended context.

•The illustrator finally rests.