

Here's what we Believe

Here's what we Believe
No amount of digital
manipulation can
manufacture an idea.

Here's what we Believe
Photography cannot
replicate the ideas
illustrators dream up.

Here's what we Believe
Too much of today's
photography
looks the same.

Here's what we Believe
Illustration looks as
different as the
illustrators themselves.

Here's what we Believe
Illustrators are as
original as original gets.

Here's what we Believe
We can all take a picture.
Few of us can paint one.

I.

Illustration is a business.

The moment you graduate you enter the world of illustration. And whether you like it or not you are an immediate entrepreneur. Not everyone is cut out to be an entrepreneur but you have no choice. No other graduate faces going into business for themselves right out of school. Others may dream about having their own business one day but everyone except illustrators find a job working for someone else.

As an entrepreneur you certainly are afforded perks that an employee doesn't have. You can call your own shots, set your own timetables, create your own goals. But in so doing you need to have the proper mindset. You need to start looking at illustration as a business and not a hobby.

Your responsibilities include not only creating that visual solution, you're responsible for negotiating the fee, billing and collecting the fee, filing reports, paying taxes, purchasing insurance and developing marketing plans to make sure you're continually busy.

I.

Illustration is a business.
You work for yourself.

I.

Illustration is a business.

You find projects.

I.

Illustration is a business.
You negotiate fees.

I.

Illustration is a business.
You bill and collect.

I.

Illustration is a business.
You setup accounting
systems.

I.

Illustration is a business.

You file paperwork.

I.

Illustration is a business.

You pay taxes.

I.

Illustration is a business.

You hire lawyers,
accountants, business
planners.