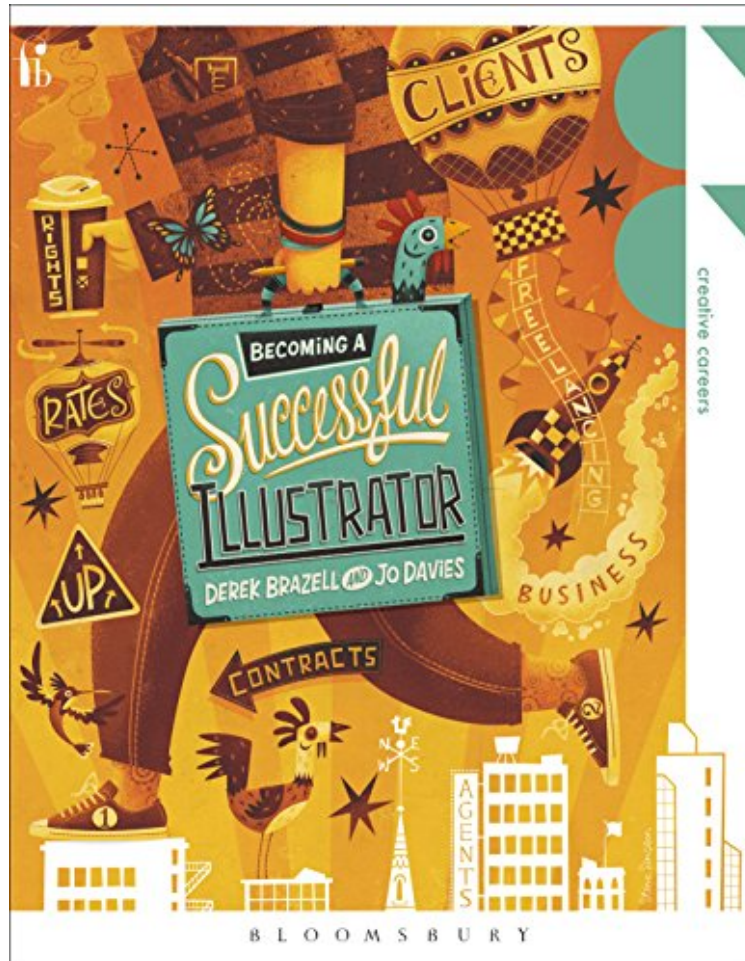


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Becoming a Successful Illustrator (Creative Careers)

Jo Davies

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Jo Davies : Becoming a Successful Illustrator (Creative Careers) before purchasing it in order to gage whether or not it would be worth my time, and all praised Becoming a Successful Illustrator (Creative Careers):

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Illustration is a diverse and constantly evolving area of art and design and an appealing creative career. But to stand out from the crowd, successful illustrators need to combine creative talent with strong marketing and promotional skills. Becoming a Successful Illustrator provides practical and inspirational guidance on finding and contacting clients, putting together promotional materials and establishing yourself as a professional illustrator. With case studies,

and firsthand tips and hints from practising illustrators at varying stages in their careers, and packed with hundreds of beautiful examples of professional work, this is a must-have guide to the working world of illustration. This title is part of the Creative Careers series from Fairchild Books, designed to help bridge the gap between academia and a first job in the creative industries. Brimming with helpful tips and facts about the world of work, they offer an essential guide for any emerging creative practitioner. The cover artwork for *Becoming a Successful Illustrator* has been shortlisted for an illustration award in the 2013 books category by the prestigious Association of Illustrators.

I think it's a great book, exactly the kind of thing that you need when you are starting out in illustration, really informative and helpful. * David Roberts, illustrator * [The authors] understand their subject and audience perfectly and do a wonderful job in communicating one to the other. * Dwayne Bell, Lecturer in Graphic Design and Illustration, University of Cumbria * I never make my students buy books, unless they are books they'll keep on their shelves after graduating. This is one of those exceptions * Marius Valdes, University of South Carolina, USA *About the Author Derek Brazell is a manager at the Association of Illustrators and is the Publisher of their illustration magazine. Jo Davies is Associate Professor of Illustration at Plymouth University in the UK and an active illustrator.