



GUIDE TO COMMISSIONING

Contacting the Illustrator

- Please outline your timescale together with a few details of the job. Depending on the nature of the commission Paradise Studio Illustration will discuss uses and fees before making a commitment.
- Let us know if you've seen a promotion of ours as it will give us a better understanding of exactly what it is you're looking for.

Describing the illustration required

- Technical information such as the likely printed size, whether in color/mono, space for typography etc. will be required.
- In terms of content, is a specific visual image necessary? If so, this should be communicated as accurately as possible in order to minimize misunderstanding. Any visual material you can supply will also help.
- Is the brief open to PSI's interpretation? Outline any and all restrictions at the outset. If a sketch is rejected ensure you communicate to the illustrator the reasons for the rejection together with any suggestions for a remedy. If extra rounds of sketches are requested above and beyond what was originally briefed, additional cost maybe incurred.
- State the deadline for finished artwork and delivery of roughs. Also provide the time needed for sketch approval. Days spent waiting for approval on a drawing can seriously eat into the time set aside for execution of finished artwork.

Requesting a Meeting

- In arranging a meeting between artist and client ensure the illustrator is briefed as to what will be expected of their presence i.e. presenting portfolio, talking about ideas etc.
- Please inform us of a cancelled meeting as soon as possible.
- If more than one meeting is a requirement of the job then these times may reasonably be charged by the illustrator as added expenses.

Asking for a Quote

- Illustration is priced according to its usage. We will need details of how and where the finished piece is to be used, and over what period of time that work is to be used, in order to arrive at a price. These uses can vary considerably depending on which area of the market the work is commissioned. This can be quite straightforward for, say, an editorial job where a typical use could be described as 'a quarter page magazine illustration, one-time editorial use, US only.' In advertising or design group work where multiple uses are envisioned, and perhaps spanning different territories, PSI will need to know the following: 1. A list of anticipated uses - i.e. mailer, press ad., point-of-sale etc. 2. Area of use - i.e. Asia, US, world or list of single countries. 3. Period of use – typically 1-2 years for ad/design work.

- If you have a specified budget it saves a lot of time and energy if this communicated upfront. For editorial and publishing jobs this is usually a given.
- Commissions can often be quite complex and PSI will need some time to consider the various aspects. We do not give 'ballpark' figures over the telephone. A 'premium' or 'rush fee' may be quoted for work which is required in an unusually short time frame.
- Everything is negotiable. If a quote exceeds your budget get back in touch with us and see what flexibility exists in the licensing arrangements.

Documentation

- It is in the interests of both client and PSI that proper documentation exists for commissioned works. We use an Acceptance of Commission form (or license) which is sent to the client outlining all the agreed terms.
- Copyright is a very valuable commodity. It affords the owner the exclusive right to reproduce an image (or allow others to reproduce it) in any way throughout the world for the period of copyright i.e. 70 years.
- In the great majority of cases a license is the most appropriate way for PSI to give the client the rights it needs. We keep the copyright and grant the client a license appropriate to the commission. The license would state the use, territory and time period and be exclusive to the client for the specified time.

The Job is Rejected/Cancelled

- Any problems over the style or content of artwork should be communicated as soon as possible.
- If you are unhappy with the quality of artwork (i.e. it falls far short of the quality seen in samples by the artists) and have to reject it, our rejection fees, which are broadly accepted as industry standard, are: 25% of the agreed fee if the work is rejected at rough stage. 50% of the agreed fee if the artwork is rejected on delivery.
- If a commission is cancelled through no fault of PSI, the cancellation fees are: 25% of the agreed fee if the commission is cancelled before delivery of roughs. 33% of the agreed fee if the commission is cancelled at rough stage. In the case of more detailed preparatory work such as colored presentation visuals, a cancellation fee of 50% may be applied. 100% of the agreed fee if the commission is cancelled on the delivery of artwork.

The Finished Artwork

- Be sure to state your preferred method of delivery and confirm receipt with a simple email/phone call.
- If alterations are required PSI may charge a reasonable fee for significant changes which were not in the original brief, however, we will not charge extra fees for alterations which are our fault, nor for minor alterations.
- Unless otherwise agreed the original artwork belongs to the artist. If you have received delivery of it, please ensure you return it safely.

Any Questions?

Please call us at: 703-969-8813

Or email us at: jbarbacc@paradisestudio.com