



Becoming a Successful Illustrator (Creative Careers)

Jo Davies

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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.

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