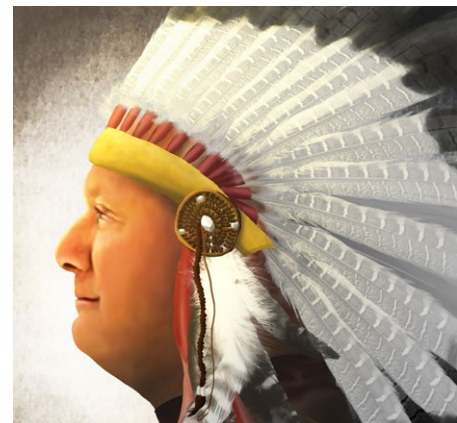# AN ILLUSTRATOR'S GUIDE
## Setting Up Files/Canvases for Printed Artwork

## Before You Start Sketching

To save yourself a lot of time and heartache, it is best to get a full-picture idea of how your illustrations are intended to be used.

In an ideal situation, the author and/or graphic designer will have a loose storyboard (maybe even with drawn stick figures!) prepared for you. This will help you understand where your images are intended to go and where text will be placed in relation to them.

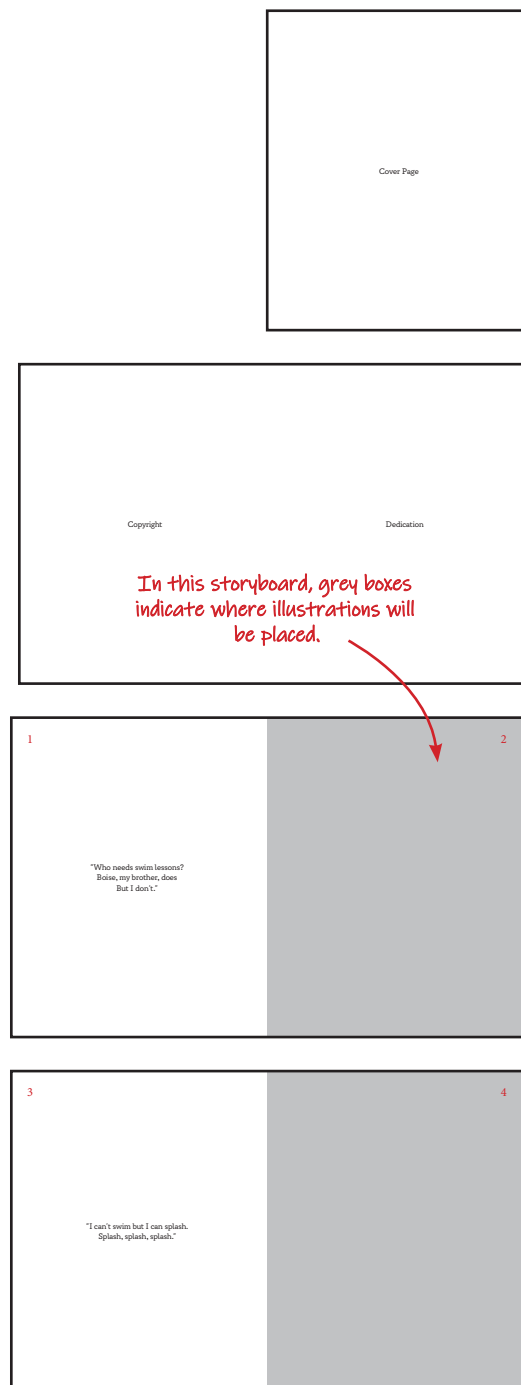If you do not recieve a storyboard layout, **inquire about having one made for you.**

## Information to Collect

- ☐ Know the required dimensions (typically in inches) of the needed artwork.

- ☐ How many illustrations will be created?

- ☐ Will the cover require its own, unique artwork?
  If so, will it stretch across the entire cover (front, spine, and back cover?)

- ☐ What is the deadline?
  Keep in mind, a children's book design process begins only after your artwork is completed. The artwork deadline will be much earlier than the author's publishing deadline.

## Keep in Contact

The graphic designer is your friend! Keep them informed of your progress and include them in your correspondence with the author. Both the designer and the author will have input, although the author's word will be the final say.

Clear communication between all parties will keep the process moving as smoothly as possible.

Cover Page

Copyright                    Dedication

*In this storyboard, grey boxes indicate where illustrations will be placed.*

1                                                    2

"Who needs swim lessons?
Boise, my brother, does
But I don't."

3                                                    4

"I can't swim but I can splash.
Splash, splash, splash."

## Setting Up Digital Artwork

- ☐ Check that your dimensions are correct. What will the printed size of this document be?

- ☐ Account for bleed (the part that will be trimmed off). Add an additional 0.25 inches to the width and height.

- ☐ The document must be in CMYK color mode.

- ☐ The PPI (Pixels Per Inch) should be 300 PPI.

## Creating a Composition

When sketching, keep all important subjects well away from the edges of the canvas. Remember, the edges will be trimmed off!

- ☐ Do you need to allow additional negative (blank) space for text to go into? The text will become part of the overall composition, so you may want to place a filler text in that area.

- ☐ Will your image wrap around a book, onto the spine and the back? If so, do not place important elements where the spine or the back cover text will go.

## Exporting Files

- ☐ Save your PSD (PhotoShop Document) or TIFF (Tag Image File Format)

- ☐ Export an RGB .JPG at 150 PPI (for easy file sharing with the author, who won't be able to open your .PSD)
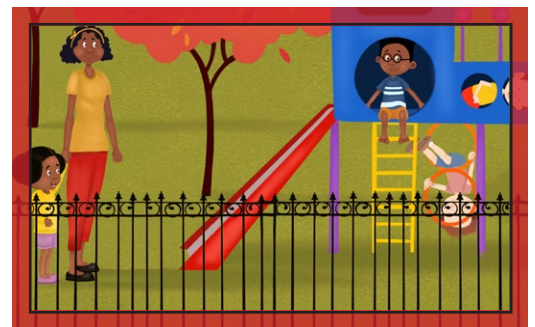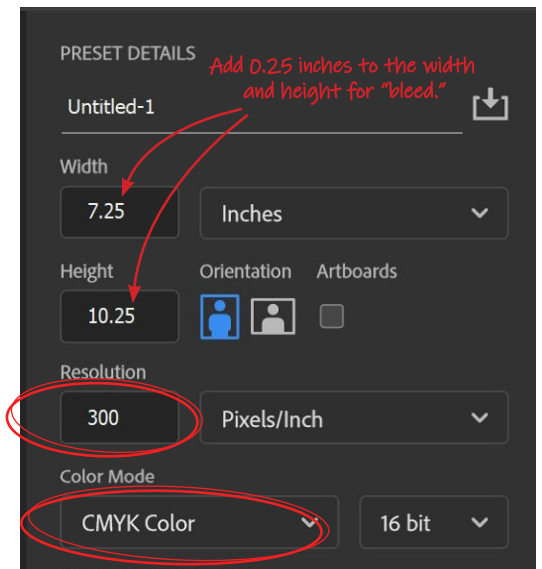
It is useful to begin each file name with a number. This helps the graphic designer know the intended order of the images!

(Example)

1_TheBeginning.psd

2_TheMiddle.psd

3_TheEnd.psd



PRESET DETAILS

Untitled-1

Add 0.25 inches to the width and height for "bleed."

Width
7.25    Inches

Height    Orientation    Artboards
10.25

Resolution
300    Pixels/Inch

Color Mode
CMYK Color    16 bit



On full-page illustrations (such as this children's book), the "bleed" will be trimmed away from the edges of the paper. Note the poor yellow-shirt kid on the playset whose head has been cut off!



Although this illustration may seem a bit empty at first, when the text is added, everything is well-balanced.

## Setting Up Traditional Artwork

- ☐ Check that your dimensions are correct. What will the printed size of this document be?
- ☐ Account for bleed (the part that will be trimmed off).
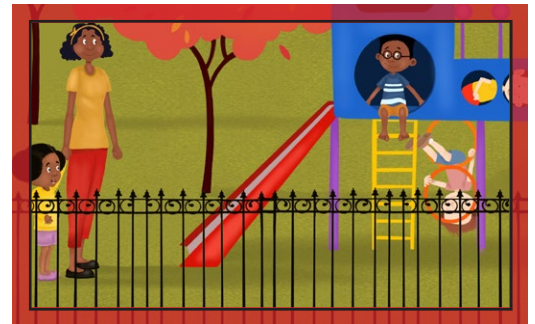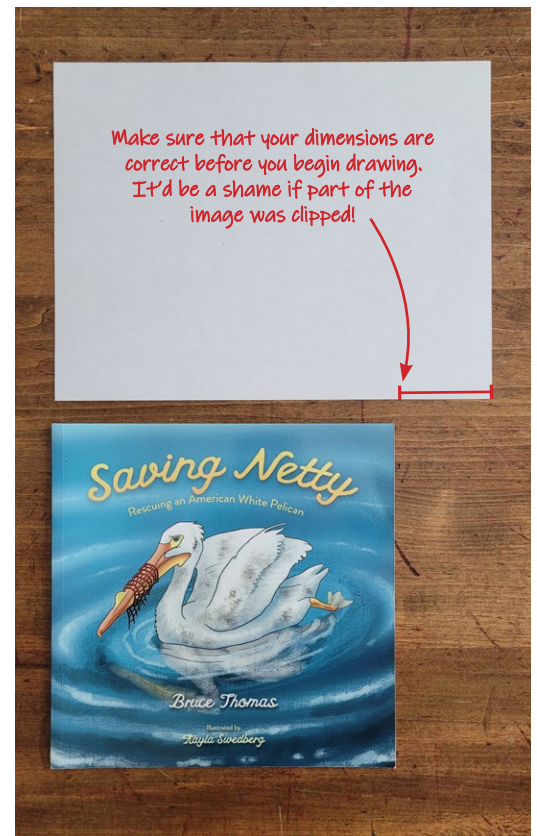
## Creating a Composition

When sketching, keep all important subjects well away from the edges of the canvas. Remember, the edges will be trimmed off!

- ☐ Do you need to allow additional negative (blank) space for text to go into? The text will become part of the over-all composition, so you may want to place a filler text in that area.
- ☐ Will your image wrap around a book, onto the spine and the back? If so, do not place important elements where the spine or the back cover text will go.

## Scanning Your Artwork

We do not recommend that you mail your original artwork direct-ly to the graphic designer. We would hate to see it get damaged on the way! The safest method is to perform a high-quality scan of the illustrations.

- ☐ Scan your artwork as a 1200 PPI/DPI TIF file
  This will allow for maximum print quality
  Many local printers (Such as FedEx or Staples) can help you scan your artwork if you do not have a scanner at home. A photograph of the artwork will not suffice!
- ☐ On your computer, number and name the files in order to eliminate confusion. This helps the designer know which image correlates with each page.
  (Example)
  1_TheBeginning.tif
  2_TheMiddle.tif
  3_TheEnd.tif
- ☐ Share the files.
  Determine how the designer would like to receive your files. They will be quite large, so email will not be the best option. Generally, you will share the TIFs via Dropbox, Goo-gle Drive, or other file-sharing service.

Make sure that your dimensions are correct before you begin drawing. It'd be a shame if part of the image was clipped!

On full-page illustrations (such as this children's book), the "bleed" will be trimmed away from the edges of the pa-per. Note the poor yellow-shirt kid on the playset whose head has been cut off!

Although this illustration may seem a bit empty at first, when the text is added, everything is well-balanced.