

Illustration Questionnaire



Use this form to help define the nature of an illustration assignment and its price. Never be pressured into accepting an assignment or estimating a price on the spot. Evaluate the information provided, and get more if required. Then, preferably several hours later, inform the client of your decision and estimated price. Wherever possible, follow-up with a written estimate.

Date: _____
Client: _____
Organization: _____
Address: _____
Phone: () _____
Project: _____

Questions To Ask The Client

What is the nature of the assignment?

Size: _____
Color(s): _____
Number of pieces: _____
Medium: _____
Technique: _____
Complexity: _____
Style: _____
Other: _____

What sketches, reference material or art direction will be provided?

How much consultation/meeting time is estimated?

What is the usage?

Medium (e.g. publication): _____
Distribution (e.g., national/local): _____
Exposure (e.g., circulation): _____
Other: _____

What is the timing?

When can I begin? _____
When is the first sketch needed? _____
When must the final be delivered? _____

What rights are requested?

☐ One time ☐ Limited ☐ All Rights

Do I retain the original art?

☐ Yes ☐ No

Will advance, or progress payments be provided?

☐ Yes \$ _____ ☐ No

What expenses are allowable?

☐ Models ☐ Deliveries ☐ Travel
☐ Stats ☐ Research ☐ Other: _____

Is there a kill fee, or will I bill for time at my hourly rate if the job should not go to completion?

☐ Kill fee ☐ Hourly rate ☐ Neither

Has a budget been established?

☐ Fixed ☐ Ball Park ☐ Estimate Required

Will there be a purchase order, or will I need to prepare a letter of agreement?

☐ Purchase Order ☐ Letter of Agreement

Estimating Calculation

Work hours:

Research: _____
Thinking/conceptual: _____
Drafting: _____
Revision: _____
Finish: _____
Optimism factor (add 10% to 15%) _____
Total: _____

Multiply by time value (\$ per hour):

Value of job (hours x rate):

Additional Considerations

Will the illustration be published with a credit line/copyright/my signature?

Will tear sheets or copies will be provided?

Does this assignment require me to work other than normal hours, and does the fee reflect it?

Is the price or my estimate approximately 15% of the ad price for a similar unit of space?

Does the job have showcase/fun value?

Is the client likely to pay without hassle?

How much money will I really make on this job (billing minus overhead and job expenses)?

Other: _____