

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: _____