



## Hello, I'm **Nina Goodyer** Illustrator and Workshop facilitator

### MY JOB DESCRIPTION

I make bright, fun illustrations through combining hand drawn and digital elements.

My illustrations have been published in magazines, as book covers, on websites and social media. I also run arts activities in my local community and for online events.

### Top ten tips for starting out & thriving in illustration

- 1.** A good quality to have when starting out in illustration or any other creative field is the ability to motivate yourself! Unlike in other jobs, you don't have a boss who tells you what to do, so often you need to decide how to use your own time and get yourself working on new things to build up your portfolio.
- 2.** A place to meet other like minded creatives is at Illustration and print fairs. It can be daunting to chat to people sometimes (often I buy something small like a badge or a sticker from them to open up a conversation!) It is really reassuring to talk to people working in the same field as you.
- 3.** Take your time to develop a way of working. This doesn't happen over night, it can take a lot of time experimenting to come up with a style which is unique to you and that you are really happy with.
- 4.** Don't be afraid to try new processes, equipment or software. It might be difficult to begin with, but you could discover a technique you really enjoy or a tool which speeds up your process a lot. For me it was a Wacom tablet and Procreate on my iPad!
- 5.** It may be useful to have a part time job when you're starting out, I have found that gallery work fits well with doing my illustrations. It is flexible and I've met lots of other artists and illustrators whilst doing this- which is great!
- 6.** When meeting new people always tell them what you do, whoever they may be! you could even show them your work if they're interested. You never know when they might need your talents or know someone who does.
- 7.** When starting out, it can be easy to agree to work on illustrations for low pay or even for free! Really think about whether you are benefitting from doing this work your time and effort is valuable.

**8.** Always record any ideas you have for illustrations, write them in your phone notes or sketch them in a small notebook. This can be really useful to look back on when you want to create something but you're lacking in inspiration.

**9.** Research places that work with or commission illustrators and consider how you could reach out to them to show them your work. I'm often looking at the websites of magazines and publishers, who I tend to email with examples of my work.

**10.** Don't place too much importance on social media! Try not to make too much work simply for the purpose of posting to instagram. Try and make things which could be used in real life by real clients, for example book covers, posters, magazine pages, website banners. This way, a potential client can see what your work would look like in situ!