



# ILLUSTRATION PROCESS

## GETTING STARTED



### 1 DISCOVERY CALL

Book yourself in for an initial discovery call with our team so we can understand your needs, and the best approach to help get your message across.

BOOK ME IN!



### 2 ACCEPT

Once the project direction has been defined, review and accept the quote.



### 3 SIGN

Sign the booking conditions via DocuSign so all butts are covered.



### 4 BASECAMP

Next, you will receive an invitation to join Basecamp, our collaboration platform to post and review work.



### 4 BRIEF

In Basecamp, you will find the brief we have written from your discovery call. You can now elaborate, edit, and upload any relevant content.



### 5 BRANDING

This is also where you can upload and branding requirements including logos, fonts and colour palette.

## MAKING THE MAGIC HAPPEN



### 1 LAYOUT DRAFT

We start with a 'layout draft' - this is the basic bones of your illustration, to ensure we understand all the elements and how they relate to each other.



### 2 FULL DRAFT

Next, we create a 'full draft', populated with all the line illustrations and content. Think of this like a digital pencil drawing.



### 3 FINAL DELIVERY

We finalise and colour your illustration, ready to download and see the world!



OMG I LOVE IT!