

FREE TEMPLATE

Illustration brief

The same one-pager our own artists work from. Use it with any illustrator.

Most artwork that comes back wrong was briefed wrong. This is the cheapest fix there is.

01 What does the picture have to DO?

Not what it shows. What job it does, and for whom.

02 Where will it appear, and at what size?

Hero image, app icon, printed banner, page 30 of a book. Size changes the drawing, not just the export.

03 Shape and dimensions

Landscape, portrait, square. Exact pixels or millimetres if known.

04 Who is in it, and what are they doing?

Specific beats poetic. Ages, clothing, setting, action.

05 What must NOT appear?

The most underused line in briefing. Constraints save more rounds than instructions do.

06 Three references, each with a reason

This one for colour. This one for line weight. This one for how much empty space it leaves.

07 Any text inside the image? Give the exact words now.**08 Who decides? One name.**

Briefs routed through four opinions produce work that satisfies nobody.

Agree in writing before anybody starts

- Where you may use it, for how long, and in which countries. Illustration is often licensed, not sold outright.
- Whether you receive layered source files or a flat image. A flat image cannot be recoloured or reused.
- How many revision rounds are included, and what counts as one round.

Give feedback as what is wrong and why, never as what to draw instead.