novus
PUBLISHERS

SERVICE BRIEF

Pictures With a Job to Do

Book illustration and children's book illustration, planned with the page in mind



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Every Image Needs a Reason

An illustration might show a setting, explain an idea or add a detail between chapters. In a children's book, the pictures carry part of the story. Either way, the first question is the same: what does this image need to do?

Answering that early saves money. Image size and placement affect the page layout, so the illustrator and the typesetter need to work to the same plan.

A Children's Book Is Planned as a Sequence



Spread 1: set the scene

Spread 2: build up to the page turn

Spread 3: pay it off

We plan the book as a sequence, rather than a set of separate pictures. Character studies establish how the cast looks. A storyboard shows what happens on each page and leaves space for the words before the final artwork begins.

A simplified example of a page plan.

Decide These Early

How stable is the text?

Significant changes later can affect several illustrations and the page sequence.

How many images?

That depends on the format, the page plan and the storytelling. Each page or spread may need a full scene, a smaller image or space for text.

What's consistent?

Recurring characters and details need a reference before the full scenes begin.

Where else will the art appear?

If you want to use it for marketing, say so at the start. The agreement explains permitted formats and uses.

The Service

Book illustration

An illustration might show a setting, explain an idea or add a visual detail between chapters. We agree on what each image needs to do, review sketches and prepare the finished art for its place on the page.

Image planning

Decide which passages need an image and what it should communicate.

Style and sketches

Agree on visual references, composition and the amount of detail.

Finished artwork

Prepare the approved images for the chosen book layout.

Children's book illustration

This service suits picture books, illustrated stories and other books for young readers. The age range, manuscript length and intended format help determine the amount and complexity of the artwork.

Character design

Establish appearance, proportions, expressions and recurring details.

Storyboarding

Plan the scenes, text space and moments revealed by a page turn.

Final illustrations

Develop approved sketches into a consistent sequence of artwork.

How It Runs

1. **Plan**
   We review the manuscript or relevant passages, then list the artwork needed and what each image has to do.
2. **Sketch**
   We agree on style, composition and approval stages, then you review sketches before any final art is developed.
3. **Finish**
   We refine the approved artwork and prepare the files for the planned book layout.

What's Included

Component	Details
BOOK ILLUSTRATION	
Visual direction	An agreed approach to style, color and image treatment.
Review sketches	Compositions to check before the final art is developed.
Final image files	Approved illustrations prepared for the planned layout and use.
CHILDREN'S BOOK ILLUSTRATION	
Character studies	A visual reference for the cast before the full scenes begin.
Storyboard and sketches	A page-by-page plan with composition and text space.
Final artwork	Approved illustrations coordinated with the book's planned layout.

What we'll need from you

- The relevant text, and the age range for a children's book
- The purpose of each image, and how many you expect
- The planned format and trim size, if you know them
- Visual references, and any recurring characters or details

Your proposal sets out the image count, approval stages, permitted uses, cost and schedule. To get started, fill in the **Illustration Project Brief**.



Tell us what the picture has to do.

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