



LEARNING FROM THE PAST
PREPARING FOR THE FUTURE

2021 PLANNER

FEBRUARY/MARCH FOR ILLUSTRATORS



“Every artist was first an amateur.” – Ralph Waldo Emerson

Feb/March for Illustrators (we will be alternating months between Writers and Illustrators)

Pump Up Your Portfolio - Inspiration and Starting or Improving Your Website

Hi there and welcome to your 2nd planner. This one is for illustrators and writer/illustrators. But you still might find it handy even if you aren't ready to explore your inner artist and are solely a writer (just like you learned how to write with your ABCs we can teach you the equivalent with illustration but that needs a whole course--[The Craft & Business of Illustrating Children's Books](#)). If you haven't already, please make a folder called something like "CBA 2021 Inspirational and Practical Planner", and copy and paste each month's worksheet to combine as you go. Then at the end of the year, pull the worksheets out and copy and paste them into one doc to see how well you did and what you might want to carry over or follow up on.

INSPIRATION

What were your 6 favorite books in terms of illustrations in 2020 that inspired you?

Be sure to include as many of the following details as possible: the title, author, illustrator, subject, materials, genre, underlying themes, page number, word count, publisher. What did you like most about the art in each one? Can you figure out what materials and techniques they used?

1.

Search for this book on Google and Copy and Paste an inspirational image from the above book below. Don't worry how the formatting of this planner changes.

2.

Copy and Paste an inspirational image from the above book below:

3.

Copy and Paste an inspirational image from the above book below:

4.

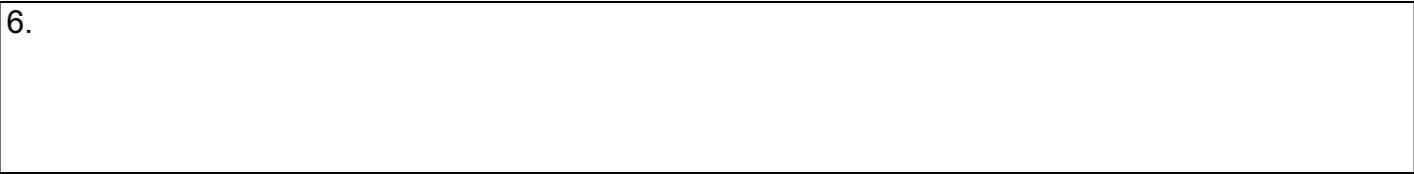
Copy and Paste an inspirational image from the above book below

5.



Copy and Paste an inspirational image from the above book

6.



Copy and Paste an inspirational image from the above book

We're hoping you'll build a body of inspirational images that you refer back to over the coming year.



Starting or Improving Your Website Portfolio

If you don't have a website, this is the first thing you need to do (after creating wonderful art sample pieces). Weebly and Wix are the easiest to do, and we have an easy peasy instant access course here if you need help:

<https://www.childrensbookacademy.com/awesome-authorillustrator-websites-with-weebly.html>

We'll be making art later on from some of the categories below, but for now, let's work with what you have.

Some of the elements that comprise an impressive portfolio are:

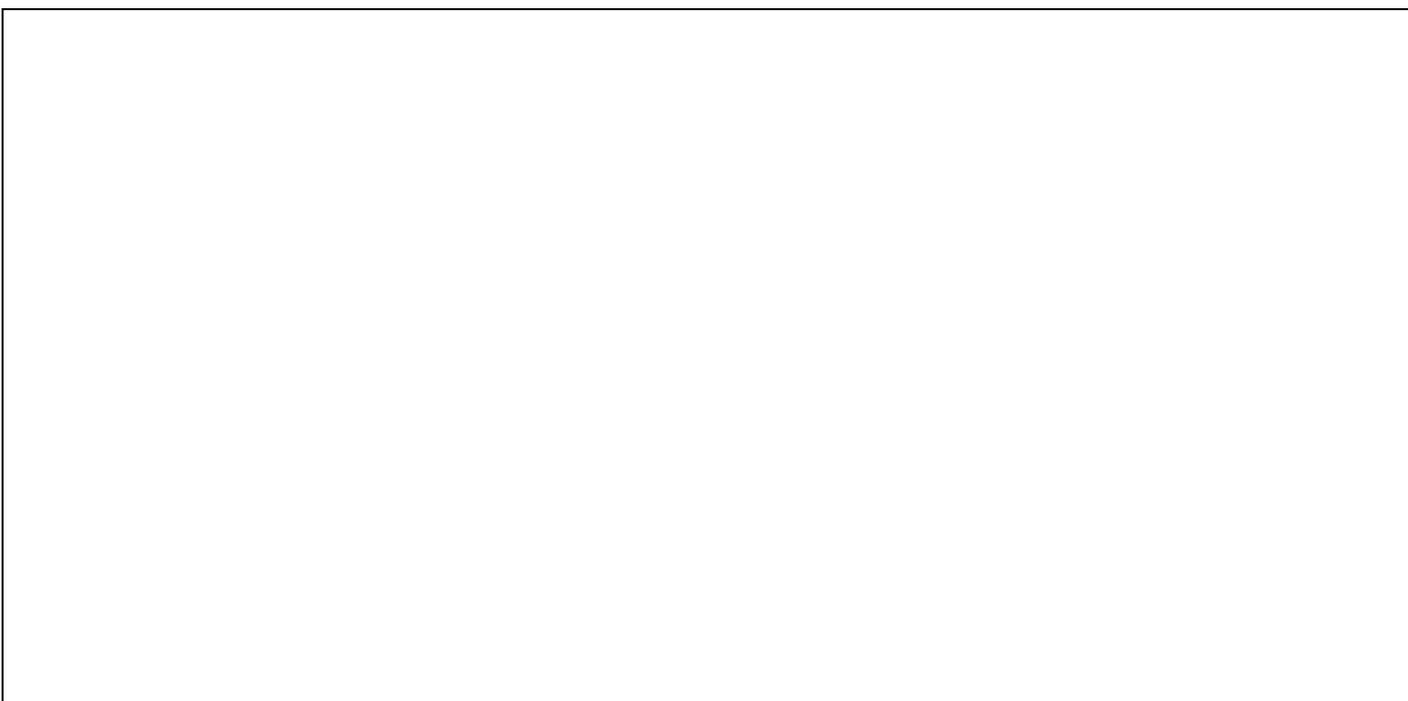
- Memorable Characters
- Drama
- Emotion
- Sequential Art
- Point of view
- Depth of field
- Color palette
- Relationships and interactions
- Range of application (Chapter Books and MG covers and Interiors, Graphic Novels, Board Books)
- Different settings
 - Interiors
 - Rooms
 - Indoor spaces
 - Classrooms
 - Museums
 - Exteriors
 - Urban
 - Suburban
 - Parks
 - Jungles,
 - Deserts, etc.
 - Sports arenas

We'll be exploring some of these over the coming year.

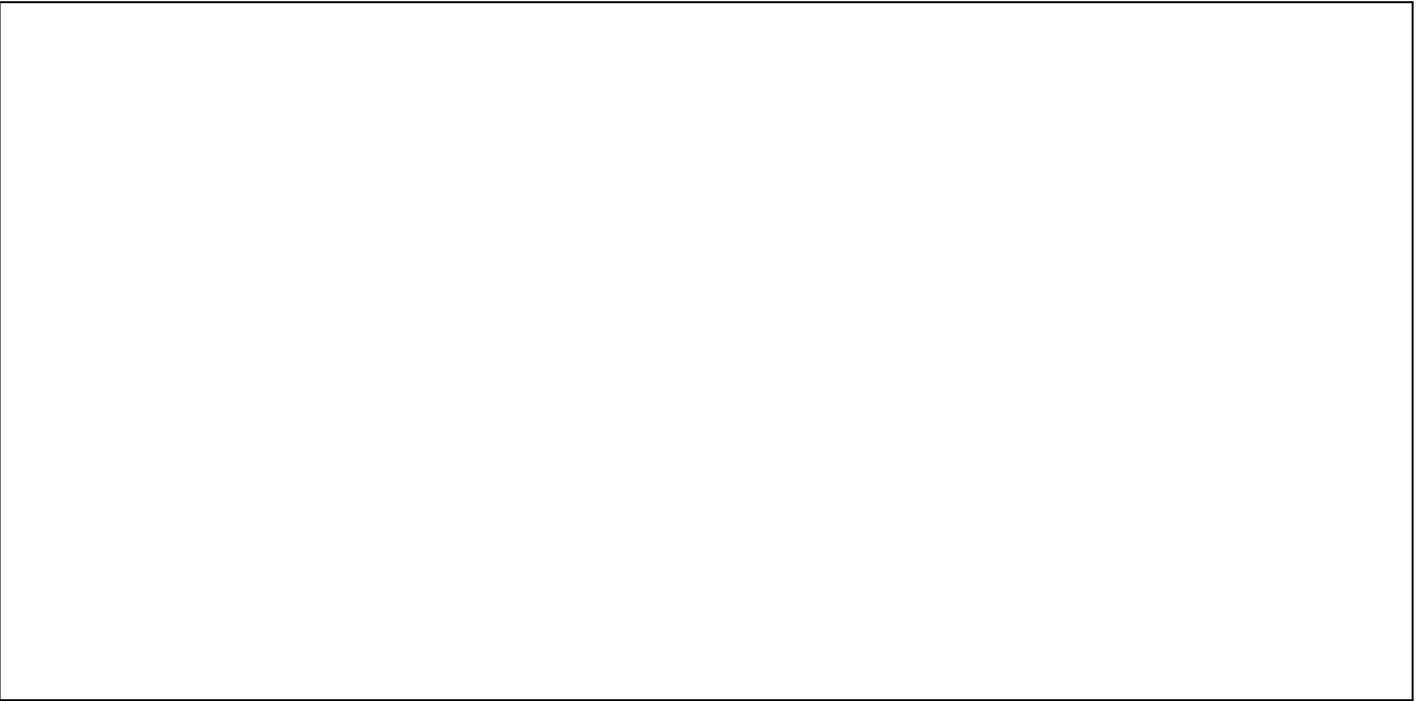
For this illustration playsheet, we'll be focussing on: **Getting started making your website or getting your website in better shape.** But first, I want you to take a minute and reflect on who and what this website is geared towards. Write it down below. This will help you decide on what to include and the tone of your website. In most cases your website will be designed to help editors, agents, and art directors want to work with you. But if you've published a bunch of books already, it will be more geared towards parents, teachers and librarians buying your books and kids who are curious about you.



Next up make a list of your existing art including topic/subject, color palette, and materials. If you don't have existing art, maybe skip this worksheet for now and come back to it later after you've created some from future worksheets



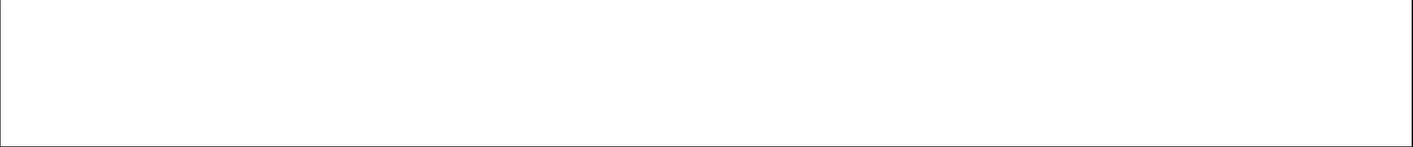
Now arrange this list so it's "like with like". You want to make it easier on the viewer to scroll through your work in an organized systematic way so it looks like you know what you are doing.



Organize your Website Portfolio with different pages, such as About, Color, Black and White, Sketchbook, Books (if you are already published with sales links), Blog (if you want one), Contact, and an Option g (© on the bottom for your Copyright symbol). Add some lovely good size images on your About and Contact pages. If you've already published books you might want to create some activities to go with your books in an Activities section and a School Visits section about why you love doing school visits, what you do, and how to get in touch with you as well.

And now it's time to write your About page info! You want to show that you are professional with any qualifications you might have along with anything charming or endearing or quirky about yourself so editors, agents, and art directors will want to work with you. Take a peek at the Bios/About pages at the bottom of this worksheet for inspiration from former CBA students. There are so many creative approaches that you can take.





For your Home Page, either have good size images with links to the other pages, your color portfolio page, or your About page. Please use good size images on all your pages, which show a generous spirit and provide ease of viewing. With your portfolio pages (Color and Black & White or however you want to do it) use either a scroll down system with a limited # of images or a slideshow format that makes it easy for viewers to scroll through your images going back and forth and pausing however the viewer wants. If you use thumbnail images with your slideshow, make sure those thumbnail images are a good size and easy to see.

Here's a great scroll down website portfolio:

<https://www.vincentxkirsch.com/>

And here:

<https://heatherbellbooks.com/>

You can also use nested pages like Lisa Goldberg does here with slideshows:

<https://www.lisagoldbergillustration.com/>

Or straight up slideshows like Sande Sonke does here:

<https://www.sandiesonkeillustration.com/>

Or something that looks like a combination, like here:

<https://heatherbellbooks.com/>

Or here

<https://sakitales.com/>

Although this doesn't have great navigation as you can't get to anything other than portfolio pages once you're in one of them, and Saki should have a Books section with easy sales links, it's still a stunning site.

And finally featured fab former students...

<https://www.chantelleandburgen.com/>



Have fun with this playsheet, and goodluck with your career building website.

“Great things are done by a series of small things brought together.” – Vincent Van Gogh