

# FANTASY ART

ISSUE 3

March  
2024

book covers

how to commission the artist  
tips and tricks



Z

Hello my fans and followers!

Welcome to the latest issue of "Fantazy Art Z".

I am excited to bring you another edition filled with fantasy images. In this issue I will be discussing how to commission an artist to create a book cover.

Commissioning an artist can be a daunting task, but it doesn't have to be. As an artist myself, I will share with you some tips and tricks to help you navigate the process with ease.

In the way I will share here some book covers that are still available on my website and you can find them here

<https://fantasy-art-z.com/book-covers.html>



The cover of a book is the first thing that catches a reader's eye, and it's important to make sure it's done right. A well-designed cover can make all the difference in attracting readers and conveying the essence of your book.

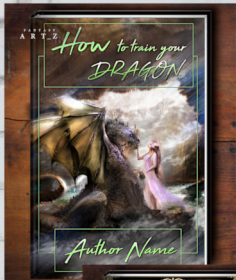


Let's start.

First of all, you need to find an artist who has the art style you like and be sure that that particular style can reflect your book genre.

For example, a book for little children doesn't need to have realistic art style. Anime art style won't go with a romance book genre. Childish cartoon art is not really suitable for a horror genre.

Well, there are always exceptions, don't get me wrong.





At the end of the day it's your book and only YOU can decide what to put on your cover.

Secondly, it's worth mentioning that a commission is always more expensive than buying ready premade art. That is to say, if you are on a budget and looking to spend as little as possible, you probably should look first at an artist's gallery/portfolio to see if you can find already made art that can suit your book storyline.

For example, I do commissions for 250-300\$ but you can purchase one of my ready pieces for 20-150\$.

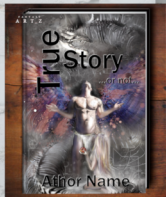
The choice is yours!



Now you need to contact the artist, ask if he/she is available for a commission and if the answer is yes, then you need to explain your vision in every smallest detail possible (if you want something precise). At this point reference photos can be a big help.



Or you can give the artist basic information and leave it to them to express themselves in a way they like. I actually prefer this approach, I don't really like to put boundaries to my imagination and I love to draw with the flow.



Keep in mind that some artists can refuse your commission. I did it a couple of times because I just couldn't envision in my head the scene that the writer was asking for.

We are not robots to create just anything. I am sorry about that, but sometimes this happens.

Also, saying this again- please provide reference photos for the better communication, explaining pose, clothes, haistyle, etc.



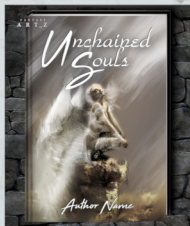
If the artist agreed to make a commission, the next step is payment. Most artists ask for a 50% payment in advance. I do too. This is to secure the work, because there are some people out there who refuse to pay after all the work is done.



Some artists will ask you to sign a contract. A contract is a good thing if you live in the same country as the artist, but in many cases it's not like that, and with your signed contract from America you can do nothing to the artist in India, for example.

Prove me wrong.

Most payments are done through PayPal. If you work with the artist for a first time and you don't know them well, DON'T pay through the "friends and family" channel as some artists may ask you to do.





They are trying to save on PayPal fees, BUT!... In case they are scammers or for some reason later won't finish the commission, you can open a dispute with PayPal and get your money back **ONLY** if you paid through the normal professional channel.



Another tip—when commissioning an artist, tell them about the deadline if you have one. Some artists are working on many commissions and you can be number 10 or 50 in line, for example. Ask about the approximate date your art will be ready so long period of waiting won't be a surprise to you.





For example, I do commissions in 5-8 days when I am not busy, but everyone has their own workflow.



In the very start some artists can give you a rough sketch so you can approve the pose and characters in general.. but some techniques, like for example photo-bashing (widely used in making book covers from the stock photos), don't require it.



Now about AI.

It's a very painful and controversial topic for both artists and writers.

If you are totally against use of AI you should directly ask artist not to use it in commission.

Sometimes artists mention in their bio "NoAI"



Look out for anti-AI fanatics who participate in witch hunts

against artists who use ai as a tool in their work flow. They hurt people saying they do good for artists. It's your choice if you would like to commission such a hateful person who spits on others.



When the artist finishes your cover, they send you a low-resolution watermarked version for revision.



If you are not satisfied with the image, you can ask for changes that are sometimes free, but some artists may ask you for a payment. Usually there are one, two or maybe even three free changes and after that you need to pay for them.



It's wise to ask about this charges in advance, so it won't be a surprise for you.



And finally, if everything is good,  
you send the artist another 50% of the payment, and they  
send you finished piece in high resolution.  
Voila! You have your book cover!



I hope this issue has been helpful to you.  
If you have more questions regarding commissions, don't  
hesitate to reach out to me.

And a question-  
what topics would you like me to discuss in next issue?

