

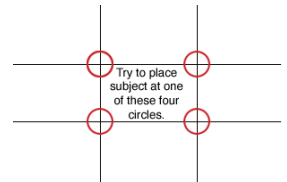
Successful Children’s Book Portfolio checklist, *generally speaking*:

- ☐ My book/binder is clean and professional (ie. Kolo brand, Itoya Art Portfolio) –or–*
- ☐ *I have a solid creative approach that adds to my art and doesn’t overwhelm it.
- ☐ My portfolio is no larger than 16" wide, 15" tall, and 3" thick measured closed. (See SCBWI guidelines.)
- ☐ I have introduced myself. My name is clearly visible and easily found – preferably on each page.
- ☐ I have 10-15 images displayed. (12 is a good target.)
- ☐ These images are my best work and I am proud of each one.
- ☐ I have printed my images at high resolution on good paper with nothing smaller than 4" on one side.
- ☐ There are no blank pages or older/lower quality pieces at the end of my portfolio.
- ☐ Every piece is pertinent to children’s books/kid lit or children’s magazines.
- ☐ I have included examples of sequential work. (2-3 pages/illustrations from same book project featuring the same characters.)
- ☐ I have included illustrations that feature children. (A variety of races and ages including at least one baby.)
- ☐ I have included illustrations that feature animals.
- ☐ I have included illustrations that feature indoor and outdoor scenes. (At least one of each.)
- ☐ My artwork is unique but also evokes a sense of familiarity. It is stand-out but also relatable.
- ☐ I have placed my strongest image at the beginning of the book and my second best at the end.
- ☐ I have professional postcards to accompany my portfolio. They are an accurate representation of my strongest work, include my name as it is featured on my portfolio, and list at least two methods of contact. (100 recommended. Postcard printers: Gotprint.com, Moocards.com, Vistaprint.com, etc.)

A single
illustration can
show multiple
elements.

Successful Image checklist, *generally speaking*:

- ☐ My image tells a story and it is clear to others what that story is about.
- ☐ My image has an obvious focal point and it is the most important part of the story I’m telling.
- ☐ My focal point is strategically placed, ie., follows the composition rule of 3’s or another successful design scheme. →
- ☐ I have used value and/or color to draw interest to my focal point. When I squint my eyes, the point of interest is still clear.
- ☐ The other points of interest (2-3) in the composition lead the eye through the work in a thoughtful way and keep the viewer engaged.
- ☐ Every part of the illustration looks like it belongs there. The style is consistent. The characters and inanimate objects all live in the same world.
- ☐ I have implemented overlaps to create depth and interest.
- ☐ There is a foreground, a middle ground, and a background (unless there’s good reason not to have them).
- ☐ Some of my illustrations utilize white space. (Ensures that the overall portfolio isn’t excessively busy.)
- ☐ My anatomy works in the world I have created and isn’t confusing to the viewer.
- ☐ Before going to final, I drew a lot of small (thumbnail) sketches, exploring the best possible way to solve the illustration problem and tell my story.
- ☐ My children look like children, not tiny adults. (ie, larger heads, big eyes, chubby cheeks -- no wrinkles!)
- ☐ When I show my work to others, they show excitement or endearment. (Awww! factor.)
- ☐ The work looks complete.



Successful Professional Illustrator checklist, *generally speaking*:

- ☐ I am working on and improving my craft all the time and creating new artwork. And, most importantly:
- ☐ I’m in for the long haul. I realize building a great portfolio (and career!) takes time and my portfolio is changing and growing with me.