



Enjoy this FREE sneak peek at Zoë Tucker's top tips for getting into character from our highly popular **Illustrating Children's Book** course!

Hi Everyone!

It's Zoë here. I'm very excited to give you a sneak peek of what we'll be covering over the next five weeks in our popular **Illustrating Children's Book** online course.



As an Art Director, do you know what I love the best? Discovering new artists – like **YOU** – and working together to create beautiful books. Children's publishing is a wonderful industry and there are no limits to what you can do.

In this course, I want to inspire and encourage you all to go that extra mile with me. Here's how:

1. I'm going to guide you through the process of making a book, and give you all the tools you need to succeed.
2. Then, I'm going to show you behind-the-scenes, and insider secrets!
3. We'll build your confidence and give you tons of practical business advice to building a great portfolio.

You're going to develop and grow, and Lilla and I are right here with you. So, let's get cracking.

Our **Illustrating Children's Book** online course is full of top tips and insider advice on how to break into children's book illustration.

If you're signed up for the course, each Monday (for 5 weeks), we will share lots of goodies with our you, including:

1. A video to support your killer pitch – insight into the industry, what to put into your pitch etc.
2. A video offering advice for the illustration process
3. 'The Skinny on Books' – a downloadable PDF of insider info about various aspects of the industry and book creation process
4. Your weekly 'Mini' – a warm up to the main Assignment (which will be released every Wednesday)

... and more, including a host of visual inspiration! And that's just on Mondays!

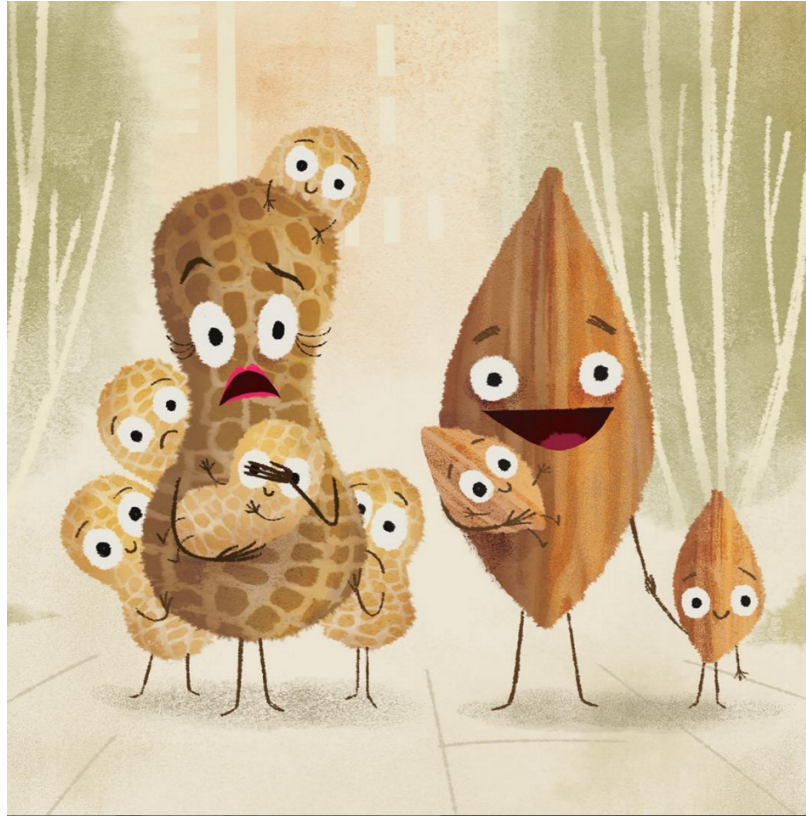


Image: Pete Oswald

LET'S BEGIN!

Illustrating children's books is a dream job, and it's a fantastic industry to be involved in.

I'm exposed to a lot of artwork every day, in all styles and media. It's great! Yet, all too often I see artists not quite making the grade. Why? Because they haven't gone the extra mile. We're going to fix all that in class!

Artists need to show me these **FOUR** key items:

- **Really strong characters**
- **Characters showing emotion**
- **Inspiring environments**
- **An appealing style**

Here's a great example by illustrator Isabelle Arsenault:



Image: Isabelle Arsenault

This piece ticks the boxes of all of those four key items.

ALL ABOUT CHARACTER

Weeks 1 and 2 of the course are all about **character**. We have dedicated two weeks to it because it's the number one thing in a children's book – without a good character, you don't have a story.

A character can be a person, animal or even a 'thing' (like a pencil or a stick for example). The character must have personality and life and be able to tell us a story. We need to completely believe in them; love them or loathe them!



Image: Marianna Coppo

CREATING WINNING CHARACTERS

Lilla asked me seven brilliant questions, which I have answered in lesson 1 to give you a deeper insight into how to create winning characters. Here's a sneak peek at some of the questions and my answers (covered in much more detail in the course):

- **In what style should I draw my characters?** You can draw your character in any style, just as long as it's unique to you! We love all the different artwork styles we see in the classroom, some are simple and some are complex, anything goes. Sometimes the most memorable ones are deceptively simple, like Eric Carle's *Very Hungry Caterpillar*.
- **How do I make a character complex?** This is where the magic happens, and we will guide you through the process step-by-step. By the end of the 5 weeks, your character will be singing and dancing its way around the pages of your book. We'll look at how to add emotions to your character, not just through the facial expressions, but in every detail of the body. How do you make a villain look mean, or your hero look sad? All will be revealed!
- **Does a child need to relate to the character and why?** Absolutely. This is the number one most important thing in a picture book. No matter how beautiful the artwork is, or how great the story, if the child does not identify or connect with the character, they won't love the book. The reader needs to want your character to either succeed or fail, and this will drive the story forward.
- **How might an accessory help?** This is a wonderful way to make your character unique to you. When you design your character, think about qualities that are interesting and unusual. Something distinctive that will mark the character out as an individual. It helps to look to the things around you, in your home, for that extra special unique combination.



Image: Julia Christians

Each week we also give you a mini assignment and a **BIG ASSIGNMENT** for the week's topic, a downloadable PDF of insider insights, art director cheat sheets, daily sketchbook prompts, and Lilla's 'Art with Lilla' video tutorials. The course also includes three brand-new original texts (written by me!) to choose from when working on your assignments, bonus content, live reviews for the weekly assignment submissions, expert interviews, the chance to ask Lilla and I your burning questions, and lots more!

Illustrating Children's Books started this Monday, April 12th, and there's still time to sign up – but hurry! Registration closes **TODAY**, Thursday, April 15th!

I hope to see you in class!

Zoë xx