

Price It Right

Press release for immediate release

The Association of Illustrators in partnership with the European Illustrators Forum announces a new campaign to support illustrators and illustration commissioners in confident pricing and negotiation.

The campaign builds on the success of various Don't Work For Free campaigns. It address three areas of concern in the industry

1. Understanding and confidence in pricing illustration

Illustration has a logical pricing structure, with commissioners paying for what they want (and not what they don't need) with a licence. It's a straightforward system, but one which needs to be clearly priced. If you are not sure about pricing – get in touch with the AOI, or use the pricing resources on our website.

2. The erosion of the value of illustration

Unpaid for copyright assignments, or blanket licenses lead to illustration being devalued and the licencing model being ignored. Over time this means illustration is an unsustainable career for individuals and the wealth of talent commissioners draw on evaporates.

3. The need for efficient business

Negotiation is an important part of business but it can be time consuming and confused. With informed pricing negotiations are clearer and more robust leaving more time for the creative process.

Ren Renwick, Managing Director of the AOI says of the campaign "Pricing goes to the very heart of the business of illustration. This campaign responds to the challenges and realities of the current landscape. We want everyone in the industry to be confident and negotiate from a place of clarity and price it right is all about doing just that. "

Gert Gerrits, President of the EIF says of the campaign "The EIF has 18 association members and speak on behalf of over 12,000 illustrators across Europe and the rest of the world. By shining a light on pricing we can increase confidence and awareness of the importance of pricing in the success of the industry throughout Europe."

The campaign is asking everyone throughout the industry – from illustrators to commissioners, to get involved – there are three easy ways to do that:

Price your work right! Illustrators who are unsure of pricing can get in touch with the AOI, or their membership association, for advice and guidance.

Tell everyone about it! Illustrators and Commissioners can include download the Price it Right logo from the AOI website to display, advertising that they welcome transparent, fair pricing in all work.

Follow the campaign! Share experiences of Pricing it Right at #priceitright and be part of the fair pay movement.

The AOI are delivering this campaign in partnership with the European Illustrators Forum (EIF).

Notes to the editor

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Association of Illustrators (AOI) is the UK's leading illustration body supporting and sustaining illustrators and the illustration industry. Established in 1973 the AOI offers members professional advice, online resources and a growing programme of events. The AOI has successfully to increase the standing of illustration as a profession and improve commercial and ethical conditions. With a membership that includes freelance illustrators, agents, students and colleges the AOI continues to support and educate future generations at every stage of their career.

theaoi.com

European Illustrators Forum is an organisation of national associations of illustrators in European countries representing 12,000 illustrators.

european-illustrators-forum.com

