
The Association of Illustrators (AOI) releases new online #KeepYourCopyright campaign

The AOI is the professional body for illustration in the UK, championing illustrators through education, promotion and campaigning to achieve a thriving and sustainable industry.

Illustrators are increasingly being asked to sign away their copyright, with more commissioners asking for a copyright assignment as part of their contracts instead of licensing the artwork. As copyright is an economic right, illustrators can lose out financially from assignments.

Agreeing to these assignments sets the expectation that other illustrators will do the same, which damages our foundation as a licence-based industry.



Illustration © *Olivier Heiligers*

So, what can we do to reverse this harmful practice before it becomes too prevalent?

Our Objectives

We're calling on illustrators and commissioners to unite and push back on copyright assignments.

- Let's create an open dialogue with commissioners, clients and illustrators around the importance of copyright and licensing.
- Let's reduce the number of copyright assignments across the illustration industry, and encourage creators to retain the copyright in their work.
- Let's make information about copyright and licensing accessible to everyone, whether you're a new graduate, self-taught, or just in need of a recap.

According to our latest membership survey, **34% of illustrators said they don't have a good understanding of licensing, and 44% don't feel confident negotiating contract terms with clients.**

We want to empower illustrators by equipping them with the tools they need to understand copyright and licensing, and how to negotiate better contractual terms with confidence. We also want to better inform commissioners, so they understand the importance of licence-based industries.

For Immediate Release

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[Download Press Kit here](#)



The Toolkit

- **For Illustrators** - Read our [public resource on copyright assignments](#), including advice on how to negotiate a fairer deal. Link to our 'How to Licence Illustration' resource on your website to help clients who are new to commissioning illustration. Feel free to use the visual button included in our [Press Kit](#).
- **Commissioners** – Read our [new resource on the benefits of licensing for all parties involved](#).
- **Subscribe** to our weekly 'Negotiating with Confidence' series, featuring valuable insights from illustrators, agents and commissioners.
- **Sign up** to our FREE online event – [Licensing 101](#), to understand all the basics of licensing illustration work.

[Our ethical advisors are on hand for members to help ensure your rights are protected](#). If you're an AOI member you can also use our [Pricing Calculator](#) to understand how a licence fee is formulated and take advantage of our unlimited contract review service.

How else can you get involved?

Spread the word!

It's never been more important for creators – including illustrators – to do everything in their power to protect their copyright and retain autonomy over their work. If you are an author, photographer, musician, journalist or visual artist, we invite you to be part of our mission.

If you write for a creative news platform, consider featuring our campaign. Feel free to contact the AOI team (details below) to discuss organising a bespoke article.

Help us get the message out there so that we can connect with as many creators, agents, commissioners, clients and universities as possible. Repost our resources on your social media channels, share your own experiences of copyright and licensing with your communities.

[Use the hashtag #KeepYourCopyright to show your support](#). [Download our Press Kit and share our campaign visual, with credit to Olivier Heiligers \(@olivierheiligers\)](#)

ENDS.

For more information, please contact:

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Image credit: [Olivier Heiligers](#)

[More details about the campaign can be found on the AOI website](#)