
Association of Illustrators ([AOI](#)) releases fifth *Inside Illustration* suite of content



Illustration Yukai Du

The fifth season of [Inside Illustration](#) is now available.

Illustration for Publishing: Book Covers, focuses on creating imagery for book covers for adult fiction and non-fiction and packed with essential information from experienced art directors and illustrators.

This **Inside Illustration** season includes a [Podcast](#) with top guests, a four part [Creative Course](#) on book covers for members, an in-depth [Article](#), interview, a [Folio](#) of members' work, and a comprehensive *How To get into Illustration for Publishing: Book Covers* resource for those interested in exploring this season's theme.

The Podcast:

In this [episode](#) we're discussing all aspects of book covers with award winning illustrator and freelance designer [Micaela Alcaino](#) and Creative Director at Headline publishing, [Patrick Insole](#).

Our guests discuss the pleasures of cover illustration, working with illustrators, the design of covers and considering the typography, the importance of research for illustrators, tailoring your folio for cover commissions and creating cover samples, publishing contracts, differences between the UK and US markets and more.

Our host is Rachel Emily Taylor, artist, writer and BA Course Leader at Camberwell College of Art

The Article:

Publishing art directors are on the front line of ensuring the books they design are eye catching and the right fit for readers across a range of publishing genres.

In [Depicting the Story](#) writer **Alix-Rose Cowie** talks to experienced cover designers [Ellie Game](#) at HarperCollins, [Peter Adlington](#) at Faber and [Neil Lang](#) at [Pan Macmillan](#) about how they work with illustrators, the brief and time scales, and that there are lots of stakeholders in a cover, "It can be tricky to please everyone!"

The Creative Practice Course:

AOI members have the exclusive opportunity to explore a range of illustration for adult book covers by taking part in our four session [Creative Practice Course](#), with host, illustrator [Dave Bain](#) and guest illustrators and an experienced art director:

Explore non-fiction with [Jennifer N R Smith](#) who has just been shortlisted for the 2024 V&A Illustration awards, in the Adult non-fiction category, commissioning insights from [Ellie Game](#) and creating book covers with [Lucy Davey](#) and [Zoë van Dijk](#).

The 'How To':

Helping illustrators in creating work and being commissioned in the book cover area is **How To get into Illustration for Publishing: Book Covers**.

This [downloadable publication](#) (exclusive for AOI members) written by designer [Holly Macdonald](#) covers all they need to know, from what is best to include in your folio, different areas of book publishing, clients, briefs and lots more.

With insightful quotes from art directors, [Caroline Young](#) at Headline Publishing Group and [Ellie Game](#) at HarperFiction & Non-fiction, plus illustrator [James Weston Lewis](#) who has created many book covers for a range of publishing houses.

The Interview:

Xia Gordon, aka [carefulblackgrl](#) is based in New York, and has illustrated a range of books in various genres, from horror to a classic. She tells us about her work, "I really enjoy trying to parse the parts of a story that both summarize and make an engaging image".



Inside Illustration Publishing season illustration by [Joshua Drewe](#)

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For more information, please contact:

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

The Association of Illustrators

The Association of Illustrators (AOI) is the world's leading illustration body supporting and sustaining illustrators and the illustration industry. Established in 1973 the AOI offers members from around the world professional support, online resources as well as holding meet ups, webinars and events throughout the UK. The AOI has successfully campaigned 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.

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