



SF SOUTH PORTFOLIO SHOWCASE GUIDELINES

Please read through all requirements carefully.

What to exhibit:

Portfolio, Promo Postcards, Dummy (optional)

Portfolio:

- Standard formats only.
- Only one (1) portfolio is permitted.
- Size: (Measure while open)
 - Maximum width: 32" max.
 - Maximum height: 12" max.
 - Closed Portfolio: 3" tall max.
- 10 - 15 images suggested.
- Copies or prints only; no original art.
- Name: your name and contact information must be in or on your Portfolio.
- Portfolios must be the participant's own artwork.

** Please note: portfolios that do not follow requirements will be disqualified from judging, and may be placed at a back table.*

Business or Promotional Cards:

- 50 - 100 suggested.
- Size: Up to 5"x 7" horizontal or vertical.
- Only one design required. (one stack will be placed by portfolio)
- No card holders permitted.
- Bring cards in a sealable plastic bag or bound by a rubber band.

Dummy:

- One (1) or two (2) permitted.
- Size: Dummies may not be larger than your portfolio.
- Optional, not a requirement.
- Dummy may not, in any way, be a partially or fully published book.
- Dummy must be attached to your portfolio (string, yarn or ribbon works well).
- The dummy may or may not be your own writing. Please do give credit where credit is due.
- The dummy is simply an opportunity to display your awareness and ability to create a children's book.
- Can be in addition to your portfolio, NOT instead of a portfolio.

Please note what is not permitted:

The following will disqualify your portfolio from judging. Disqualified portfolios will still be displayed but placed on a back table:

- Oversized portfolios (whether in length, depth or width)
- Non- secured portfolio (images not securely attached to portfolio)
- Original art
- Framed art
- Published books
- 3-dimensional art
- Easels, stands or props of any kind
- Portfolios in unusual novelty formats, such as boxes

Children's Illustration Portfolio Do's and Don'ts

- Limit your portfolio to your 10-12 best pieces
- The size should be no larger than 11" by 14"
- Your portfolio is a branding opportunity

Do:

- Only include your best work.
- Leave a piece out if you feel you must explain or apologize for it. When in doubt, leave it out!
- Make sure it is organized, professional and that images are well scanned.
- Show a distinctive style.
- Show true children's book art.
- Show animals and kids.
- Look at what kids are wearing and add this into your illustrations.
- Include different ages, races and both genders in your art.
- Vary your characters' body types.
- Show pieces that have a narrative sequence, show the same characters in various stages of activity, and ensure there is consistency in the character.
- Show movement and not just static poses.
- Make sure your illustrations evoke emotions.
- Include interesting and unusual perspectives (worms eye, bird's eye, forced perspectives).
- Be aware of negative and white space.
- Show both color and black & white art.
- Use cropping to strengthen your subject matter.
- Include a dog character.
- Continually create new work.
- Include style sheet of characters in different poses.
- Start with a bang and finish with a bang.

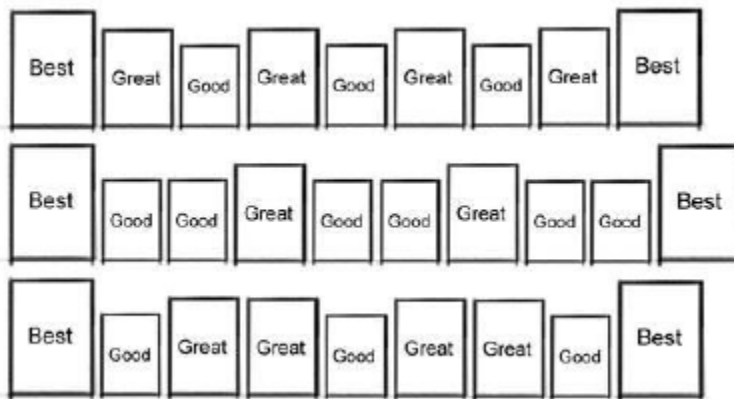


Image by Donald Wu

Don't:

- Include original art.
- Show stereotypes.
- Show licensed characters.
- Include inappropriate content.

- Include life drawings or portraits.
- Bore the viewer.
- Show a scene where all the characters are faceless.
- Show still life's.
- Ask your close family or friends to help with portfolio piece selections.

Additional Ideas to Keep in Mind:

- Illustrations must have an emotional impact.
- The eyes are the window to the character's soul.
- Characters need to be likable, even if they are the bad guy.
- Detach yourself emotionally from the final art.
- Everything is a character.
- Include and highlight:
 - Varied compositions
 - Color balance
 - Different moods

Various Resources

[*The Book, The Essential Guide to Publishing for Children*](#) by SCBWI

It features a section titled "SCBWI Illustrator Guide" which provides detailed information on building your portfolio and includes a substantial resource list.

Postcard Printing Resources:

- www.vistaprint.com
- www.modernpostcard.com
- www.printrunner.com
- www.moo.com

Portfolio Advice:

- Donald Wu
<http://donaldwuillustration.blogspot.com/2012/12/how-to-build-illustration-portfolio.html>
- Will Terry <http://willterry.blogspot.com/2013/08/what-to-put-in-my-illustration-portfolio.html>
- Eliza Wheeler -
<http://wheelerstudio.com/category/portfolio-2/>

Still, have questions?

Contact Rob Sayegh Jr., Regional Illustrator Coordinator at: sfsouth-ic@scbwi.org