

Business Side presentation The Business-Side

another Lecture by Cynthia About the Market

Every slice of the market is somewhat different. Hourly rates are generally only paid to illustrators and designers working in-house on a client's equipment. Freelancers working out of their own studios and Design studios are almost always paid in a flat fee or an advance against royalties. Designers and illustrators working in-house for design studios or advertising agencies are usually paid salaries with rights usually belonging to the studio or client.

Billing A Client

Design Studios/Advertising Agency

Flat Fees

If you are unsure about what to charge for a job, begin by devising an hourly rate, taking into consideration the cost of your materials and overhead and whatever you think your time is worth. Then estimate how many hours the job will take and quote a flat fee based on these calculations. Certain stipulations call for higher rates such as usage, turnaround time, budget, and reputation.

Contracts

Are simply business tools to make sure everyone is in agreement. Commercial contracts include:

What Do You Charge?

Six Questions to ask before

Ten Sales Tips

Reproduction Rights

More Reproduction Rights

Subsidiary rights. This category covers additional rights purchased. Each right must be specified in the contract.

Copyright Specifics

from Artist's & Graphic Designer's Market edited by Mary Cox

What can you copyright?

Any work that has sprung from your creative efforts and is fixed on paper or any other tangible medium such as canvas or even computer memory. Reproductions are

copyrightable under the category of compilations and derivative works.

What is copyright notice?

A copyright notice consist of the word "copyright" or its symbol ©, the year of first publication and the full name of the copyright owner. I must be placed where it can easily be seen, preferably on the front of your work.

How do you get copyright protection?

Although you will own the copyright from the time your work is expressed in tangible form, you must register your copyright from the time your work is expressed in tangible form, you must register your copyright with the U.S. Copyright Office in order to be able to enforce your rights against infringers.

How do I register a work?

Write to the Copyright Office, Library of Congress, Washington DC 20559 and ask for form VA (works of visual arts). Fill out the forms, call information number, (202) 479-0700, if you need help. Will need to send slides, photos, prints, or published pieces. Application includes cover letter, application forms, and samples.

How long does copyright protection last?

Once registered, copyright protection lasts for the life of the artist plus 50 years. For works created by two or more people protection lasts for the life of the last survivor plus 50 years. For works created anonymously or under a pseudonym, protect lasts for 100 years after the work is completed or 75 years after publication, whichever is shorter.

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Have a Nice Life!