

**“Matching Text with Illustrations: Creating the Perfect Imagery”** with Kerry Martin, Creative Director of Art and Design at Holiday House Books for Young Readers [www.holidayhouse.com](http://www.holidayhouse.com) - presented via Zoom on Sunday, 5/17/20. Notes by Barbara Senenman.

**Kerry Martin discussed what drew her to the illustrators she works with:**

- Expressive animals and kids, detailed clothing, hand lettering, works texture into art, scary but humorous, painterly yet graphic, historic but not old-fashioned, deals with heavy subjects but doesn't make them look heavy, use of comic devices – panels
- limited but striking palettes, bright tones balanced with muted tones

**A Few of Kerry's Illustrators and Their Books to Check**

- Aram Kim – Author/Illustrator *Cat on the Bus*, *No Kimchi for Me!* and *Let's Go Taekwondo*
- Sara Infante – *Get Me Out of this Book: Rules and Tools for Being Brave* by Kalli Dakos and Debora Chalette
- Mark Fearing – *Middle School Bites* by Steven Banks
- Timothy Banks – *Eleanor*, *Alice* and *The Roosevelt Ghosts* by Dianne K. Salerni; *The Chinese New Year Dragon Nian* by Virginia Loh-Hagan
- Sarah J Coleman – *The Bronte Sisters: The Brief Lives of Charlotte, Emily and Anne* by Catherine Reef; *Out to Get You: 13 Tales of Weirdness and Woe* by Josh Allen
- Kathrin Honesta – *Viva, Rose!* by Susan Krawitz; *One Good Thing About America* by Ruth Freeman; *The Places We Sleep* by Caroline Brooks DuBois (Coming soon)
- Hanna Barczyc – *Out of the Darkness* by Ashely Hope Perez; *What Girls are Made Of* by Elana K. Arnold
- Victoria Semykina – *27 Magic Words* and *Surprise Lily* both by Sharelle Byars Moranville

**Where She Finds New Talent besides Agents and Submissions**

Instagram- shows most recent work; Behance.net; She Designs Books – dedicated to female book designers; Pinterest – visits this site less often. She then checks the illustrator's website.

**Advice for:**

**Writers and Writer/Illustrators**

- Art Notes should
  - not distract from reading. It's a story without pictures first.
  - be minimal, one sentence per page, if necessary. Illustrators can opt to *not* follow.
  - explain what's not in the text. For example, [*Illustrations show actions opposite to text.*]
  - not be included when a dummy is submitted.
- Avoid an Author/Illustrator picture book partnership before submitting. It's difficult to direct the art and the text.
- Don't share any part of story online. Ideas shouldn't be shown until book is published.

**Illustrators**

- In portfolio, include illustrations that speak to you, 10-12 pieces with a few jacket illustrations. Kerry gives new illustrators a short-term project (jacket) to see how it goes.

- Artwork for a dummy - Start with rough thumb nail drawings to loosely map out the whole book and check pacing, rather than doing tighter spreads.
- Sometimes you're given specific suggestions for a jacket cover, but reading the book might give you other ideas. How many sketches you do for a jacket depends on how well you get the book's nuances.
- Special art (3-D, collage) It's preferable to photograph your own work or suggest a studio.
- Though difficult, illustrators should write their own stories rather than wait to be matched with a writer. (Took five years before finding a story for Mark Fearing.)
- Divide portfolio into categories- animals, people, styles (B&W, painterly), hand lettering.
- Different styles should be on separate pages. Makes portfolio more cohesive, less confusing.
- Posting illustrations online: Only your samples, not a project you're hired for.
- Don't put logos in your work.
- Illustrating for someone who's self-publishing: Do it if it shows off your work, you like the story and it suits your portfolio.
- Attach images as JPEGs for smaller file size. Send a link for bigger, nicer quality images.

### **Photo Reference –Permission**

- It's up to the author to get permissions, but the editorial department may help.
- News photos have restrictions. You can't change images when copying for an illustration.
- You might get permission to use a photo inside of a book, but not the jacket.
- Library of Congress has many free photos. Getty Images – pricey.
- Legal department says to always pay for an image and ask for permission.
- Try to find public domain photos, but sometimes those are owned too.

### **Publishing Industry at the Moment**

Education books doing well. Parents and teachers are looking for content.

Holiday House is working on more books about sustainability – recycling, things scientists are creating. Wants to publish more novels. That list is shorter than picture books list.

**Instagram Sites for Illustrations:** Kidlit, illustrationartist, childrensartist, AmericanIllustration, ChildrensBookIllustrator

Check other illustrators. Ex: AramKimArt – she links to a lot illustration sites.