

WHEN THE FUN STARTS™

A Guide To Commissions by
Blaze Benjamin Brooks



BLAZE BEN BROOKS

Artist & Designer

Welcome to the office of Blaze Benjamin Brooks. While you wait, here is a quick introduction to the artist behind some of your favorite illustrations and designs:

Mr. Brooks is a born and raised Las Vegas local with a unique fondness for ephemera. For over 10 years Blaze has been drawing, designing, deconstructing, and delivering artwork for brands by the likes of HBO, Tom Petty, Firestone Walker, Fat Tire Brewing Co., Playboy, and more. When he's not bringing an idea to life in the studio, Mr. Brooks enjoys his free time bowling, hiking, or, catching a double feature at the theatre.

COMMISSIONS GUIDE

Art - Illustration - Graphic Design

PROCESS *Overview*

STEP 1: PROJECT INTRODUCTION

STEP 2: PRICING + DEPOSIT

STEP 3: CONCEPTS + SKETCHING

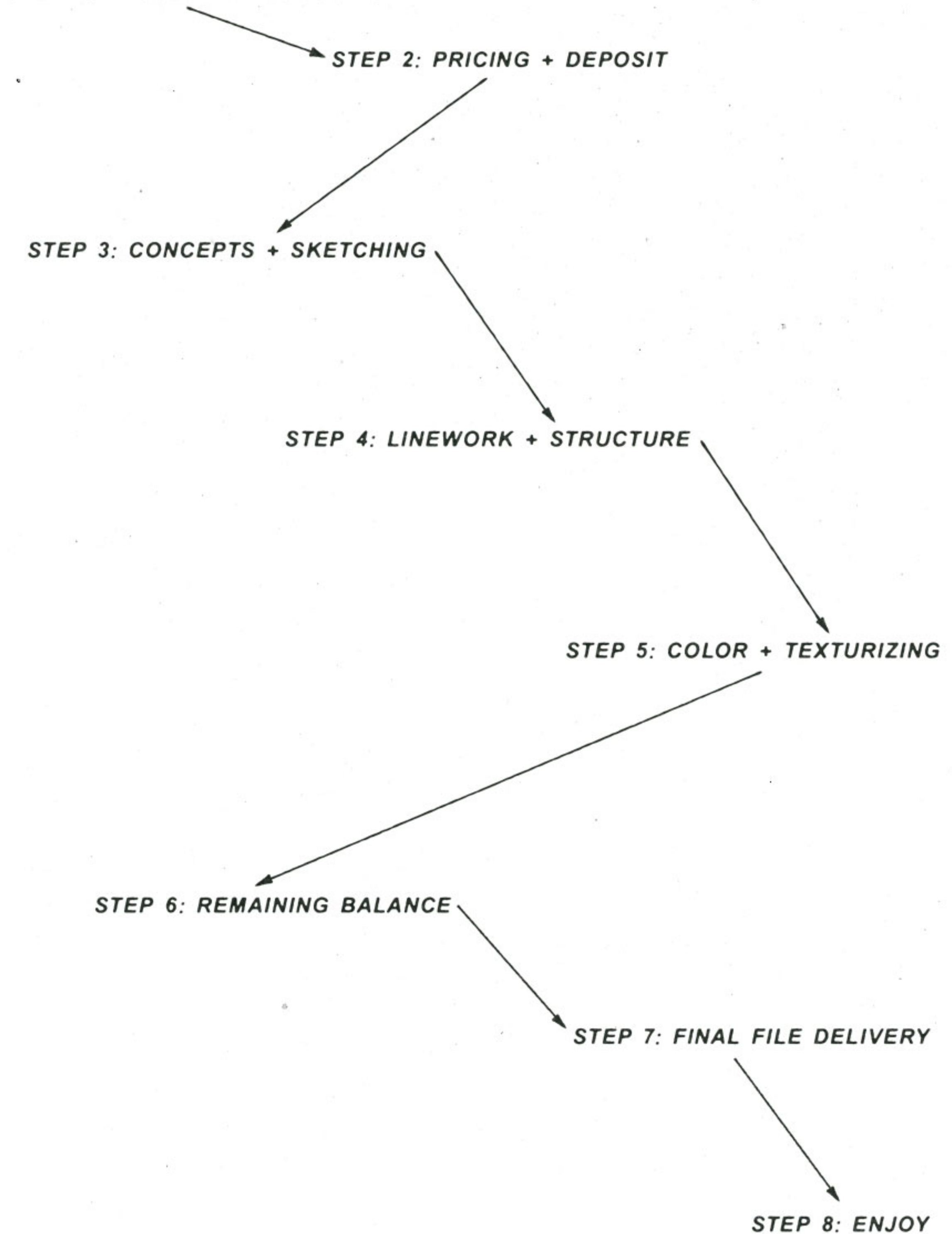
STEP 4: LINEWORK + STRUCTURE

STEP 5: COLOR + TEXTURIZING

STEP 6: REMAINING BALANCE

STEP 7: FINAL FILE DELIVERY

STEP 8: ENJOY



PROCESS

Initial Contact → Completed Project

STEP 1: PROJECT INTRODUCTION

When reaching out about your project be aware there are a series of bases to cover. Covering these bases will assure I have enough information to execute your vision. Below I have an example of what to consider when inquiring. *Please be patient when waiting for a response. I am a one man band and will respond when I'm not working on other projects.

Project Introduction Guidelines

Name: First & Last

Email: yourname@youremailprovider.com

Phone: Work, Cell or Home will do

Billing Address: 21 Drawing Cir. Unit A, Las Vegas, Nevada U.S.A. - For invoicing purposes.

Project Overview: Describe your project. Include as much information as possible. The more the merrier. (ex. T-shirt graphic for my Coffee Shop, small print on front, large graphic on back, 2-4 colors on black shirts, selling them at all four locations, planning on printing stickers with alternate versions of both graphics.)

Deliverables: If your project includes multiple deliverables please list them out. (ex. 1x Logo, 2x Merchandise Graphics, 2x Poster Design)

Budget: Min. \$850 \$1,000-1,500 \$1,500-2,500 \$2,500-5,000 \$5,000-\$10,000+

Timeline\Due Date: October 12. (Minimum time needed for any project is 2 weeks)

Creative Direction: Please include moodboards, screenshots, photos, wording, number of colors, phrases, feelings, notes, details, and anything else that gives me an idea of your vision and taste. The more you can invest into this part, the more I can invest into the project. All copy (text or phrasing) must be included in a typed format to copy and paste into the project.

STEP 2: PRICING + DEPOSIT

Once we've worked out a plan and have gone over all the details of your project, I will determine the price of the project based on work load, complexity of design, usage, size of audience, and final file requirements. After we have agreed on pricing, I will require a deposit of 50% before any work begins. Deposits are non-refundable and are used to cover any and all time spent in Steps 1 through 5. Deposits can be paid via bank transfer, Zelle, Venmo or credit card (credit card payments will include a processing fee). As soon as a deposit is made, we can transition to Step 3.

STEP 3: CONCEPTS + SKETCHING

In this step, I like to explore and play. Whether I'm working in pencil or rough drafting digitally I like to throw out all my initial ideas and allow you to express what you feel. I like to work within this step for as long as we need (within reason). Once we move onto steps 4 and 5 it becomes increasingly difficult to make drastic changes. Making large structural changes in steps 4 or 5 can introduce additional fees or a shift in final pricing, so lets avoid that and make them here. Before we move into the next step, ask yourself "Does the layout work for me? Are all the components drawn to my liking? Is that the type of building I was envisioning? Should the text be smaller here and larger there?" I'll work with you to land a solid sketch before we move forward into linework.

STEP 4: LINEWORK + STRUCTURE

This step requires me to take what we've established in Step 3 and give it definition and support. This is where I can begin outlining, solidifying, shading, and providing a first look at your design(s) before they are approved for coloring, texture, and stylization. Your focus should be directed towards the details. Ask yourself "Is everything where it needs to be? Is everything spelled correctly? Are you sure you want that exclamation point there? Does that character need a bigger smile?" Once we're happy with the linework + structure of the design(s), we can transition into Step 5 with confidence that everything is "in position".

PROCESS

Initial Contact —————> Completed Project

STEP 5: COLOR + TEXTURIZING

In this step I will be introducing color (if needed) and texture. I will provide a series of color options that I believe work best. Please provide color schemes and references in your inquiry if you have a specific look in mind. Depending on the final application of your artwork, I will suggest what type of textures should/can be used. (ex. Screen printed artwork will not need a light paper texture applied because it won't show up correctly and can cheapen the final product.)

STEP 6: REMAINING BALANCE

Once we've finalized your design(s) I'll get everything exported and uploaded to my online filing system where I can ultimately share a link with you via email. Before the link is sent, the remaining balance must be paid. If there is an issue regarding remaining balance payment, files will be withheld until payment is settled.

STEP 7: FINAL FILE DELIVERY

You will receive a link to your final files via email. This link will expire within a month, so please make sure to download all your files. Final art files will be delivered in the formats specified in the initial inquiry. If you are unsure of the file formats you will need, I can help you determine them in Step 2. Any last minute file format requests will include a design fee of \$200 per hour.

****I DO NOT VECTORIZE ARTWORK UNLESS SPECIFIED IN INITIAL INQUIRY****

STEP 8: ENJOY

You did it! You've commissioned Blaze Ben Brooks to make you something. You are now a proud owner of an original design by him (unless specified otherwise). Thank you for supporting my work and collaborating with me to bring a bit more beauty into this wild world. Gratitude is my attitude and appreciation is the situation. Flaunt that thing and strut your stuff. Life is short, let's do it again some time.

Best of Luck,

Blaze Brooks



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