

7 Common Mistakes to Avoid When Hiring a Comics Artist

If you haven't hired a professional comics artist previously, or perhaps you hired the wrong consultant last time, you may be feeling a little unsure about the process, unclear about the right questions to ask or unaware of what's needed from YOU as a client to ensure a successful project. Well, not to worry. We are ready to guide and prepare you to select the right artist for your job and maximize your investment so you can create comics that your customers never want to stop reading.

Firstly, you should know how to avoid these 7 common mistakes:

1. The Wrong Comics for the Job

While most comics artists know how to vary their style and have quite a range, there is such thing as the wrong comics for the job. You have to decide what kind of comics you need and determine whether they can provide it.

As an example, let's say that you need comics for an advertisement. They only need to design a few simple panels, but their drawing needs to be clear and catch the reader's eye. They should have a visual style that's outstanding but not annoying.

2. Vague Directions

The comics artists you hire knows how to read stories and make them shine, but they can't read your mind. Don't make the mistake of giving them unclear directions or no directions at all. They need to know the purpose of the material you're creating.

To take the ad example again, you need to tell them why you're producing this advertisement. Every bit of information you can give the comics artist will help. Don't just give them a few words on paper and leave it at that.

3. Only Considering Price

You'll find a wide range of prices and, especially if you're a small business on a shoestring budget, you'll be tempted to choose the cheapest and save. But beware – not all comics artists offer the same level of quality. To some extent you get what you pay for, so work out a budget beforehand that allows you to make the most of your money.

4. Using a friend or family member

Another common mistake clients make is assuming they'll save money by using a family member or friend only to be disappointed and frustrated in the work quality, time schedule or lack of attention to detail. In some cases, clients end up having to hire another person (a professional artist) to repair or finish the work originally started. Not fun.

5. Not Doing Your Homework

When choosing a comics artist, there are a number of factors to consider. It takes time to do this, but it's well worth it in the end. There's no one factor that tells you definitely whether they're what you need or not.

For example, freelance websites give each provider a rating. This rating isn't the end-all be-all. In fact, it could be far from it. A highly rated freelancer may not be what you're looking for, while one with a lower rating may be good but just struggling to get started. Consider everything – ratings, samples, testimonials, and all other available information – before choosing someone.

6. The First Job

If you need 300 pages on yoga positions, you'll need to get a comics artist started cranking them out right away. But don't just drop the entire job on the first professional you find. It's a bad mistake to give a new freelancer too big a job to start with.

Instead, either give them a smaller job or break the job up. For example, give them just 10 pages to do. Once they've completed the small job, give them more. Wait until you know and trust them before you give them a huge project.

7. Know Your Purpose

The biggest mistake you can make is to go into the project without a clear purpose. Before you even start considering hiring a comics artist, know exactly what you want your comics to achieve and where it all fits into your marketing plan.

We hope you've found this special guide, "**7 Common Mistakes to Avoid When Hiring a Comics Artist**" useful and it will serve as a valuable tool to empower you to have a successful business experience and create comics your customers never want to stop reading! We'd love your feedback so please feel free to email us so we can continue to create helpful content. For more details on our design services, including our Instant Comics Solutions package, be sure to visit our website at <http://wwstudio.jp>.



Here's to a successful project!

All my best,

A handwritten signature in purple ink, consisting of a stylized 'A' followed by a flourish and a small '2'.

Angelo Mokutan

Creative Director

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