

CLIENT QUESTIONNAIRE – ILLUSTRATION FOR CHILDREN'S BOOK (32 pages / 16 spreads)

1. General Information

Working or final title of the book: _____
Author / Writer: _____
Target age group (e.g., 3–5, 6–9): _____
Genre / Tone (e.g., fairy tale, educational, adventure, humor...): _____

2. Text and Content

Is the manuscript complete and proofread? _____
Total number of words: _____
Is the text already divided by pages / spreads? _____
Would you like the illustrator to propose a visual storyboard? _____

3. Style and Visual Direction

Preferred illustration style: _____
Are there reference books, artists, or styles you like? _____
Full color or black & white? _____
Full backgrounds or simpler illustrations? _____

4. Characters

Number of main characters: _____
Do you have reference descriptions or sketches? _____
Should characters remain consistent throughout the book? _____
Would you like a "character sheet" before work begins? _____

5. Technical Details

Book dimensions (e.g., A4, 8.5x8.5 in, square format): _____
Print edition, digital edition, or both? _____
Is a cover illustration required? _____
Do you need interior layout / typesetting? _____
Preferred file formats (TIFF, PSD, PNG, PDF, InDesign...): _____

6. Schedule and Deadlines

Desired project completion date: _____
Are there any fixed deadlines (fairs, promotions, events...)? _____
Phase delivery preferred (sketches, color) or all at once? _____

7. Budget and Usage Rights

Estimated budget: _____
Pricing model: per spread/page or entire project? _____
Required usage rights (Exclusive / Limited / Other): _____
Planned additional editions (translations, merchandise, etc.): _____

8. Additional Requirements

Is a separate cover illustration required? _____
Promotional illustrations (posters, social media graphics...)? _____
Logo or title design needed? _____