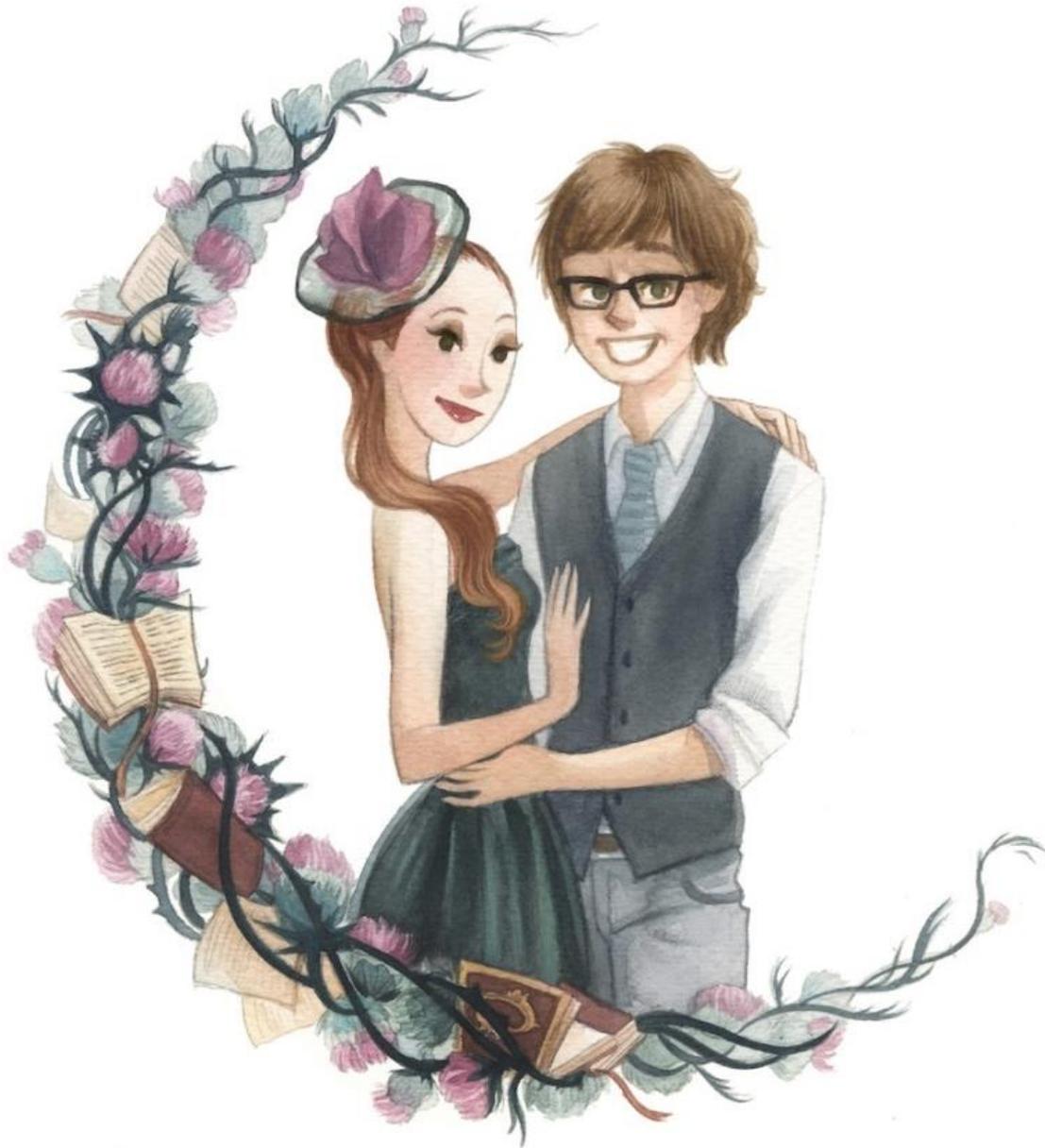


# A GUIDE TO COMMISSIONING ART ON ARTCORGHI

**TURNING YOUR MOST MEMORABLE MOMENTS INTO  
EVERLASTING PIECES OF ART HAS NEVER BEEN SO EASY!**





## THE PROPOSAL THAT INSPIRED ARTCORGI

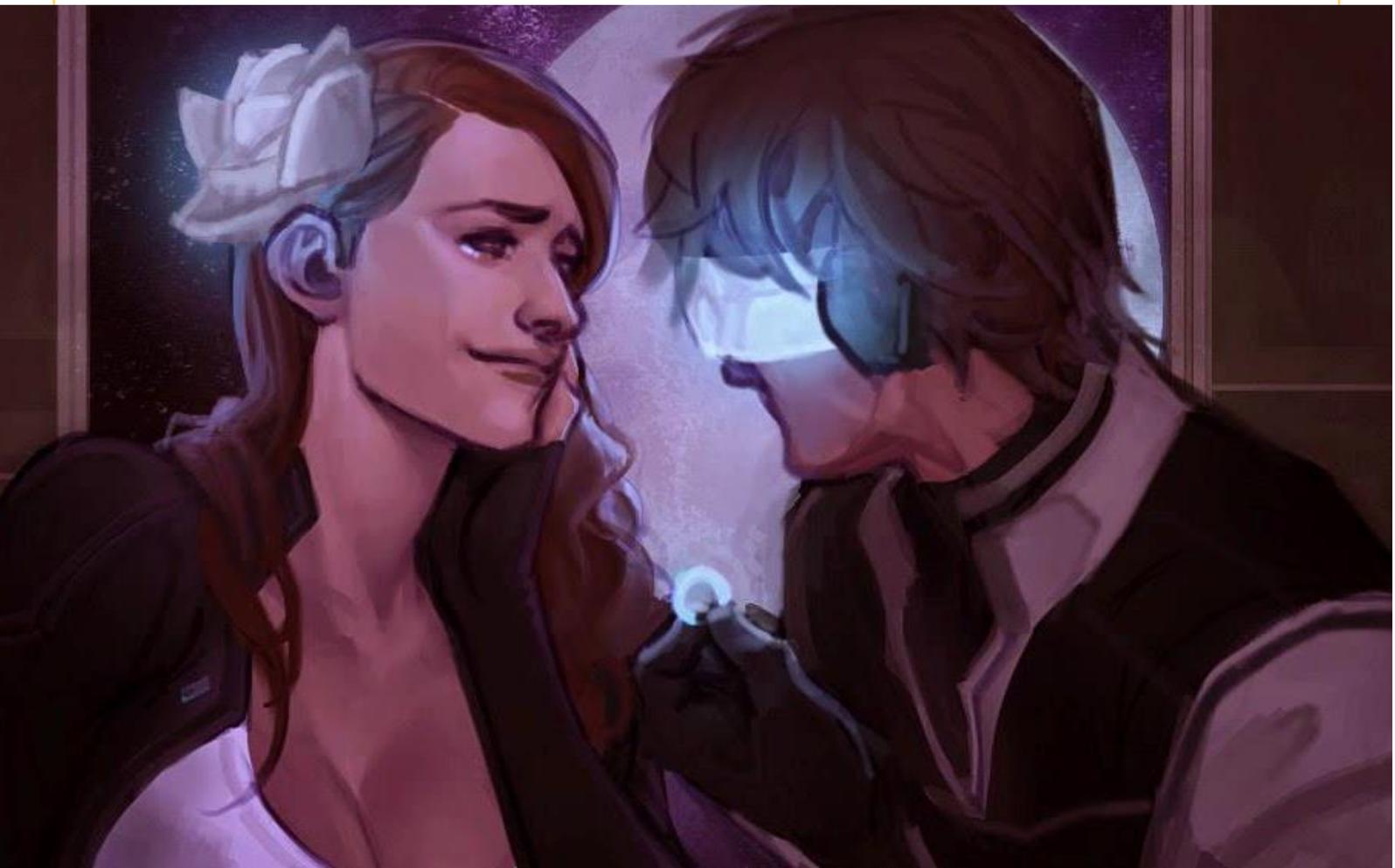
Hello, friend! I'm Malcolm Collins, CEO of ArtCorgi and official Corgi Lord. I want to congratulate you on embarking on the exciting quest to commission amazing art! We hope this guide helps you and that your experience commissioning art is as life-changing as ours was!

On August 5th, 2013, I proposed to my girlfriend Simone. I didn't take her out to a nice restaurant, on a romantic walk along a beach, or pop the question during halftime at a major sporting event.

Instead, I proposed to her online, on reddit.com (her favorite website), through 21 illustrations I commissioned from 18 artists, each representing different artistic styles or fandoms that play an important role in our relationship. The proposal went viral, and more importantly, she said yes! The art I commissioned now lines the walls of our home.

At the time, commissioning art online was a monumental task to undertake. I contacted nearly 100 talented artists from across the internet and individually negotiated prices with each, only to have a number of them never complete their work.

To alleviate this problem and make original art accessible to everyone, Simone (now my wife) and I created **ArtCorgi.com** to **make commissioning unforgettable art online simple, safe, and fair.**



An illustration of a man and a woman in a forest. The man, on the left, has long, wavy brown hair and wears round glasses, a white shirt, and a brown vest. He is looking towards the woman. The woman, on the right, has long, braided brown hair adorned with a large, light-colored flower. She is wearing a dark green dress and has her eyes closed, leaning her head against the man. They are sitting on a large tree stump. The background is a soft, hazy forest scene with sunlight filtering through the trees, creating a warm and intimate atmosphere. The overall style is soft and painterly.

**1 | NARROWING DOWN  
YOUR IDEAS**

## 1.1 WHO IS THIS PIECE FOR?

If you're unsure what you want the piece to look like, think of the person you're commissioning this piece for! It will help you discard unfitting options and select the right one!

**Who is this piece for? Select the option that applies:**

- Myself       My spouse or partner       My family  
 Another family member       A friend       My pet

Now that you know who this piece is for, it will be easier to come up with ideas for the piece and select the most fitting artist for your project.

## 1.2 WHAT PURPOSE DOES IT SERVE?

It's important to know the purpose of the piece you want to commission in order to guarantee it will live up to your expectations.

Whether it's a portrait of a character you've designed and you want an artist to illustrate it for you, an anniversary gift for your loved one featuring a special moment in your lives or a portrait of yourself to improve your business' branding strategy, **it's important that you never lose track of the reason why you're commissioning this piece.**

Whenever you need to make a decision regarding your commission, remember why you chose to do it. Decide, based on that, the option that will help you achieve your desired results better.

If you do that, you will have a streamlined and smooth commissioning process that will result in a piece of art you will love!

Now it's time for you to think of what the purpose of your commission is!

Below is a **list of the most common reasons people commission art for**, select the one that applies to you or, if it's not included in our list, add your own!

## YOU ARE COMMISSIONING...?

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- A portrait of myself to improve my branding on social media
- Concept art for my project
- An anniversary gift for my partner
- A marriage proposal piece to my partner
- A family portrait
- A gift for a friend or family member
- A portrait of my pet(s)
- A memento/tribute to someone who passed away
- Other:

Good job! You're one step closer to figuring out what your ideal piece looks like!

### 1.3 CHOOSE A STYLE THAT FITS YOUR PROJECT!

One of the most important steps to ensure you achieve the best results in your commission is to select a style that fits your needs and the person the work is for will enjoy.



For instance, a comic style might not be the best choice for a family that prefers traditional, realistic paintings for their family portraits; but it might make your DC enthusiast friend's day!

Choosing the right style is key! It's easy to choose a fitting style, you just need to know what the person you're doing this for enjoys! But hey, you already know that person so it should be fairly easy!

### WHICH STYLE FITS YOUR PROJECT'S NEEDS BEST?



ArtCorgi

BRANDED  
PORTRAIT



STYLIZED  
PORTRAIT



WESTERN COMIC  
STYLE



REALISM



MANGA & ANIME  
STYLE



ArtCorgi

CARTOONY  
STYLE

## 1.4 PUTTING EVERYTHING TOGETHER!

Good job on making it this far! By now you should have already decided who this piece is for, what you want to use it for and what general style would fit it best!

### WRITE IT DOWN SO THAT YOU WON'T FORGET

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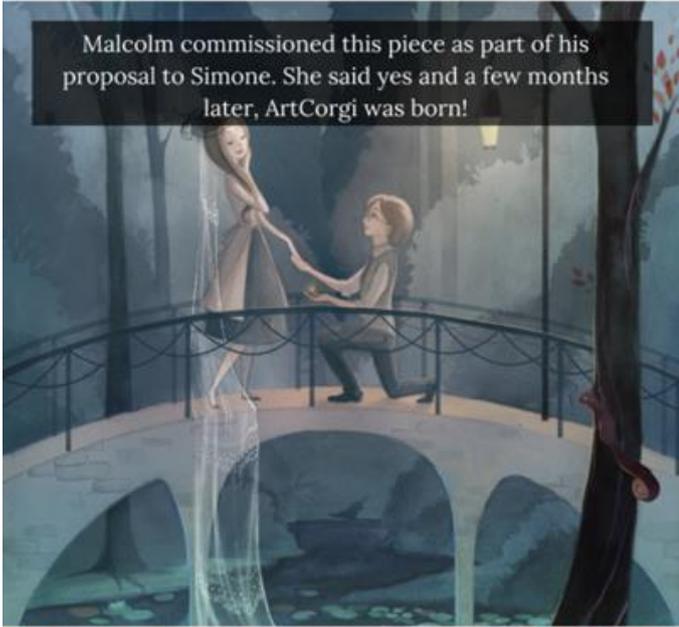
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Still need inspiration on finding exactly what to commission? **Here's what other people commissioned through ArtCorgi!**

- **Romantic pieces to propose** to their loved one in a unique way and capture that moment forever!
- **Family portraits** to cherish the bond and the love they share!
- **Anniversary gifts** to commemorate years of happy marriage!
- **Fantasy and sci-fi pieces** featuring the commissioner and their friends and/or partners as characters from games and movies like World of Warcraft, D&D, Star Trek, Star Wars, DC comics, etc.
- **Pet portraits** that make our hearts melt with their cuteness!
- **Branded author portraits** to stand out in social media!
- **Tribute pieces** to those who are no longer with us but help us remember and keep them in our hearts forever.
- **Portraits of people with their favourite pokemon!** Turn yourself into a pokemon trainer for a day!

# COMMISSION INSPIRATION BOARD

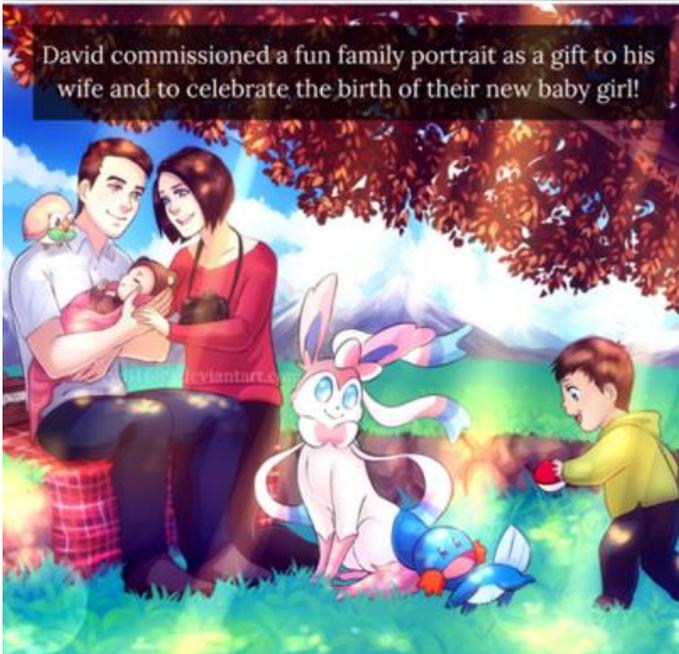
Malcolm commissioned this piece as part of his proposal to Simone. She said yes and a few months later, ArtCorgi was born!



Michael commissioned this Star Trek portrait for his favorite teacher who is soon to retire!



David commissioned a fun family portrait as a gift to his wife and to celebrate the birth of their new baby girl!



An anonymous client commissioned an epic gift for his girlfriend featuring them riding giant dogs into battle!



Amy commissioned this adorable portrait of her four dogs, whom she considers her family!



Chelbi commissioned a beautiful, realistic portrait of her D&D character!





## **2 | SELECTING A FITTING ARTIST**

There's no doubt that one of the most important steps in commissioning a piece of art is selecting the right artist. We briefly mentioned it in the previous chapter but we will go into more detail now!

## 2.1 STYLIZED OR REALISTIC PORTRAITS?

This is one of those moments where you need to make a decision that aligns more with your project's needs than with your own tastes.

Perhaps you are a huge Studio Ghibli fan and you are most appealed by that anime style. However, would that truly fit with your hypothetical goal of having a professional portrait of yourself to use online to further brand yourself and your company? Probably not (unless you *actually* work at Studio Ghibli! In that case, we'd love to meet you!).

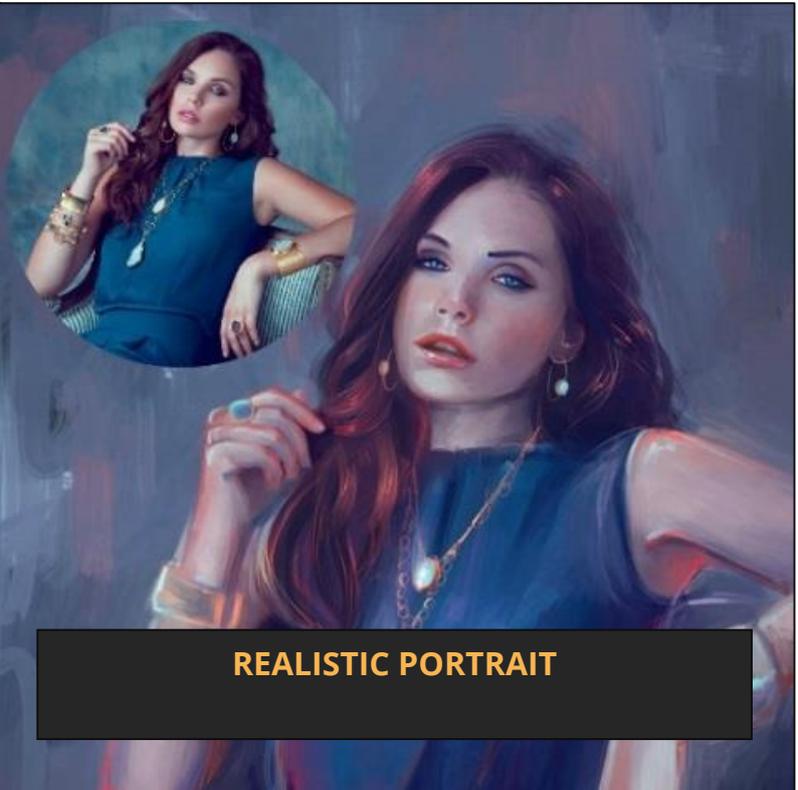
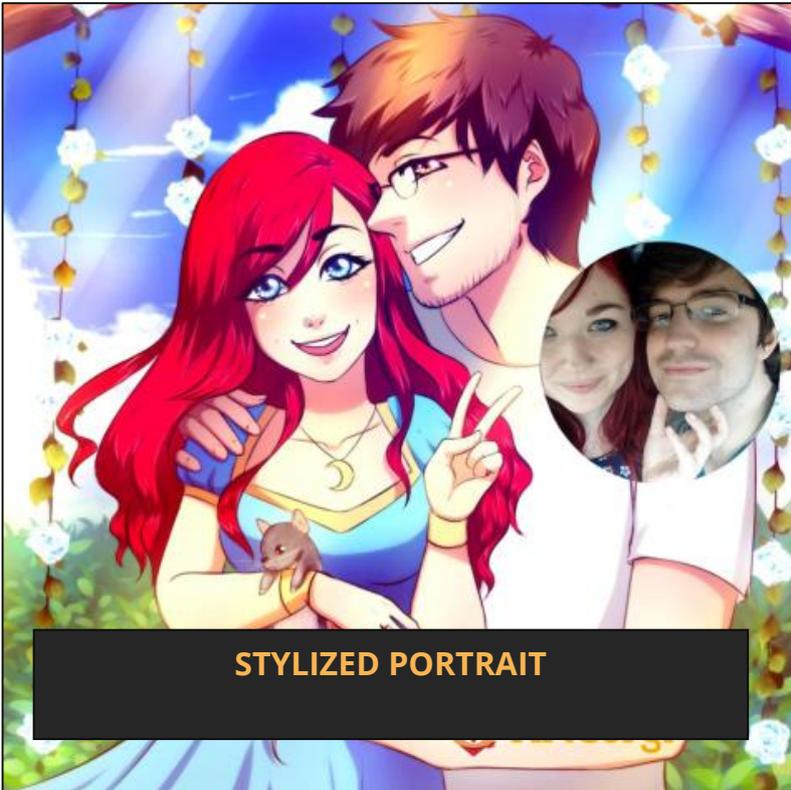
*So how do you select a style that fits your project?*

The first step to narrowing down your list of potential artists is to answer this question:

### WHAT IS MORE IMPORTANT TO YOU?

- **I value resemblance above all.** I want to recognize the characters at first glance. I prefer a more realistic style.
- **I prefer stylized versions of the characters.** I don't mind that the resemblance isn't uncanny as long as the essence of the people portrayed is captured in a memorable way.

You need to think this carefully. Is accurate resemblance more important to you than anything else? Stylized portraits don't always showcase the exact facial features of the people portrayed and rely more on capturing their essence instead.



If you value resemblance above all, you should look for artists that have a realistic style. Choosing an artist with a stylized style might lead to frustration on both ends, for the artist might not be able to adapt their style to the level of resemblance you need.

Check the past work of potential artists to ensure their style is what you're looking for in terms of resemblance and overall appeal!

## 2.2 CHOOSE THE STYLE, NOT THE ARTIST

In relation to what we covered before, you need to find a style that you think will fit the piece.

You should strive to avoid choosing an artist and requesting that they create your piece in a style that *greatly* differs from what they normally do. The artist might agree to work in a different style, but there's no guarantee that the results will be as satisfactory as they could have been if an artist that already excelled in that style had done it.

Requesting a style change should be your last resort if you're unable to find an artist that works in your style of choice.

If it comes down to asking an artist to work in a different style for your commission:

## FOLLOW THESE GUIDELINES FOR OPTIMAL RESULTS

- ✓ Choose an artist whose style already looks somewhat similar to the one you are looking for.
- ✓ If you are unable to find an artist with a similar style, choose someone whose **commission samples show a wide variety of styles in them**. Someone capable of working in multiple styles might have it easier to successfully emulate the style you are looking for.
- ✓ Always ask the artist if they're comfortable working in other styles. They may not be interested in adapting to a different style for your commission and you will need to find someone else.

### 2.3 TURNAROUND TIMES DIFFER FOR EVERY ARTIST

One of the perks of commissioning a piece of art from ArtCorgi is the fact that **every style has a specific turnaround time**. Artists need to complete a commission within their turnaround time and that gives you room to plan your project and have it finished in time. Turnaround times for ArtCorgi artists range from **one to six weeks**, depending on the artist and how time consuming each style is.

If your project is time sensitive, it would be wise to plan ahead and select an artist whose turnaround times align with your project's needs.

You can **browse ArtCorgi's available artists and styles by their turnaround times** by going to [our shop](#) and selecting "Rough Turnaround Times" from the category list! You will be able to only see commission styles that have the turnaround time you selected from the dropdown list.

Note that the **turnaround time specifies the maximum time an artist has to complete the piece**, but they can finish it anytime within that timeframe.

The screenshot shows the ArtCorgi website interface. At the top, there is a navigation bar with the ArtCorgi logo, a search icon, and links for 'ORDER YOUR PORTRAIT', 'RECENT ORDERS', and 'MORE'. On the right, there are links for 'LOGIN' and 'CART / \$0.00' with a shopping bag icon.

On the left side, there is a 'PRODUCT CATEGORIES' menu with the following items: 'Featured', 'Portraits', 'Characters & Avatars', 'Couples', 'Families & Groups', 'Pets & Animals', 'Designs', 'Landscapes', 'Color', and 'Media'. A 'Rough Turnaround Times' menu is also visible, listing options from 'One week' to 'Six weeks'.

The main content area displays several product listings:

- Quality Guarantee:** A cartoon dog holding a sign that says 'Learn About Our... Quality Guarantee'.
- Anime Bust Portraits by Lucia Garcia:** \$40.00. Features anime-style bust portraits of characters.
- Anime Illustrations by Lucia Garcia:** \$70.00. Shows a person sitting on a log in a forest.
- Painterly Anime Illustrations by Lucia Garcia:** \$75.00. Displays painterly anime-style illustrations of characters.
- Waist Up Anime Illustrations by Lucia Garcia:** \$45.00. Shows anime-style illustrations of characters from the waist up.
- Anime-Style Portraits by Aurora Foo:** \$140.00. Features anime-style portraits of characters.
- Digital Comic Pages by Liz Coshow:** \$350.00. Shows digital comic book pages with speech bubbles.

Also worthy of notice is that the time you take to review your artist's initial draft does not count towards their turnaround time to complete the piece.

If the turnaround time of an artist is two weeks, but you take a week to review and deliver your feedback to the artist, that week doesn't count towards the turnaround time.

The artist will have two weeks in total plus the time you take to review the draft to complete the piece.

## RECAP TIME!

- Remember that you can check out available artists in **our shop**
- You can browse styles by category, including *Turnaround Times*
- Prioritize the style over anything else
- Plan ahead with enough time

## WRITE DOWN YOUR RESULTS!

This commission is for

and its purpose is

I prefer a  realistic  stylized portrait.

My style of choice is  because

My project needs to be done before

so I need an artist and style with a turnaround time of

My artist of choice is  and the style I'm

commissioning is



# 3 | BEST PRACTICES

### 3.1 PLAN YOUR PROJECT LIKE A PRO!

That's right! One of the keys to having an enjoyable time when commissioning art and making sure it lives up to your expectations is to plan everything in advance!

We understand that sometimes that's not possible. Perhaps you didn't come up with the idea of gifting art until the last moment, or you didn't know where to find the right artist or how to pitch your idea to them. It's ok! You can still have an artist create a memorable commission for you!

Planning your project in advance allows you to adapt or make any necessary changes if something unexpected comes up, like:

- Your selected artist has an emergency and is unable to complete your commission.
- The date by which you needed the finished piece is moved to an earlier date (i.e. a birthday party's date being moved from the 20<sup>th</sup> to the 1<sup>st</sup> of the month).
- The finished commission needs extra revision rounds to fully accommodate your needs.

*But, what do you do if you're running short on time?*

Life happens, we know! If you don't have much time or the artist's turnaround time would be past your deadline, you can reach an agreement with the artist to have them complete the piece before your deadline.



To do this you would need to personally ask the artist if they would be willing to commit to delivering your piece by your specified date in exchange for a *rush fee*.

A rush fee is an extra amount you would pay to the artist to have the piece delivered in a shorter timespan than their normal turnaround time.

The amount would depend on how fast you need them to complete the piece, how complex your piece is as well as the artist's current workload.

If they agree to deliver your commission on the date you both agreed upon, you should do your best to review the initial draft in a timely manner to make it easier for the artist to complete the piece in time. If everyone collaborates, the results will be fantastic!

### 3.2 CHOOSE THE RIGHT STYLE!

We mentioned this in the previous chapter, but it's essential to reinforce the importance of selecting the right style for your commission.

Think of the style that will fit the commission and the purpose of the piece, even if it doesn't align with your personal preference.

If you want to gift a family portrait to your grandma, chances are she will enjoy a realistic portrait, with accurate resemblance, more than an anime style.

The style can make or break your piece, so it's wise to think it through before deciding.

### 3.3 READ THE STYLE DESCRIPTION CAREFULLY

Once you've chosen a style that fits your piece, you need to pay close attention to its description.

Descriptions are found below the sample images and contain key information provided by the artist in regards to what they're willing to do and not, what the style includes, etc.



Some styles are bust-up shot only, so if you wanted a fullbody piece, you'd need to select another style by the same artist or, if they don't offer it, negotiate with the artist if they'd be willing to make an exception for your commission.

Some artists don't like to draw robots, animals, Pokémon, etc.

That will be specified in the description of the style.

**Read through it carefully to avoid requesting something that the artist doesn't want to or can't create.**

If you are unsure or need clarification, reach out to us and we'll clarify it for you as soon as possible.

### 3.4 CARTE BLANCHE VS INFORMATION OVERLOAD

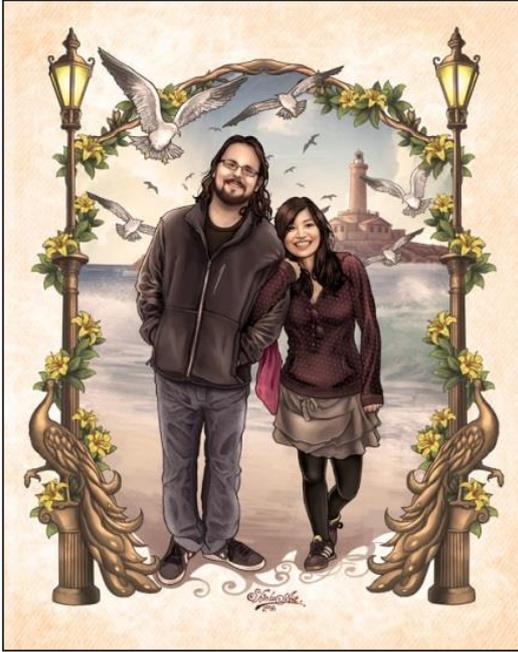
Once you've selected an artist, picked a style that fits your needs and you're ready to place your order – it's time to provide the artist with the right information and reference images!

However, *how much information should you give them?*

If you have a very clear idea of what you want your piece to look like, you might be tempted to describe even the tiniest of details to the artist and hope that they manage to paint everything according to your mental image.

In other cases, you might not have anything specific in mind, you just want the characters featured but you don't have more guidance for the artist and you rely on their own creativity.

What's the best approach?



*Will the artist feel overwhelmed if I provide too much information and very specific requests?*

*Will I be truly happy about the final piece if I give the artist carte blanche?*

Every artist is different and their approach to working with clients may vary, so it's not possible to say either one or the other is the right option.

Our recommendation is that you choose the one you're most comfortable with.

If you want to make sure the artist captures everything you've envisioned, feel free to give them a thorough description and plenty of reference pictures.

**However, it would be wise to encourage the artist to be creative and make changes if they consider the piece will benefit from them.**

We've also seen incredible pieces of art be born from artists who received carte blanche from their clients!

All in all, feel free to provide enough reference images and descriptions but leave room for creativity!

### **3.5 PROVIDING FEEDBACK ON THE INITIAL DRAFT**

When you commission a piece through ArtCorgi, the artist will provide an initial draft – based on your reference images and descriptions – for you to review.

This step is crucial to make sure the finished piece lives up to your expectations! You need to review the initial draft carefully and provide any feedback you may have to the artist.



This is the optimal time to request changes to be made to the piece. Once the finished commission is delivered, requested changes may require you to purchase a new revision round from the artist.

It would also be the best time to touch base with the artist if you gave them carte blanche and you feel they haven't been able to capture what you were looking for.

Once you've reviewed the draft and requested changes, we would love to encourage you to provide further reference photos to help the artist apply your feedback with ease.

Don't forget to let the artist know what you enjoyed from the piece as well!

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## WRAPPING UP!

Congratulations on finishing our guide to commissioning art on [ArtCorgi](https://www.artcorgi.com) and becoming an expert at it!

We hope this has inspired you to commission an artist to bring your vision to life and turn your most memorable moments into everlasting paintings!

READY TO BRING  
YOUR IDEAS TO LIFE?  
CLICK ME!

