

# ILLUSTRATE DT

- AGENCY -



What we're looking for

## What Agents Are Looking For: A Guide for Illustrators

If you're an illustrator hoping to land agency representation, you might be wondering: What exactly are agents looking for? Here's what will catch an agent's eye and help you take the next step in your creative career.

### 1. A Distinctive, Marketable Style

Agents are on the lookout for artists with a strong, recognizable style that feels both unique and commercially viable. Your work should have a clear voice, something that sets you apart from others in the industry. Trends come and go, but authenticity and originality will always be in demand.

### 2. A Cohesive Portfolio

A well-curated portfolio is essential. Rather than including everything you've ever created, showcase the work that aligns with the industries you want to work in—whether that's greetings & stationery, gift, home decor, surface pattern design, or another niche. Consistency in quality, color palette, and subject matter will make you more appealing to both agents and potential clients.

### 3. Strong Commercial Appeal

Your art needs to be sellable. Agents are looking for work that can be licensed, printed, and reproduced across multiple products. If you can picture your designs on greeting cards, gift wrap, fabric, or homewares, that's a great sign.

#### **4. Professionalism & Commitment**

Being a talented artist is only part of the equation. Agents want illustrators who are professional, responsive, and committed to their craft. If you take weeks to reply to an email or struggle to meet deadlines, it can be a dealbreaker. Agents love working with artists who are proactive and easy to collaborate with.

#### **5. A Willingness to Evolve**

The art and design industry is constantly shifting, and adaptability is key. Illustrators who can take direction, refine their portfolios, and evolve with market trends will always have an edge. Agents don't want artists who are stuck in their ways—they want team players who are open to learning and growing.

#### **6. A Social Media Presence**

While not a requirement, having an active online presence can make a big difference. Agents love to see artists who engage with their audience, share their process, and market their work effectively. A strong Instagram, Pinterest, or LinkedIn presence can help an agent envision how they might promote you.

#### **7. A Great Attitude & Passion for Your Work**

Lastly, agents are looking for illustrators who genuinely love what they do. Passion and enthusiasm shine through in your work and in the way you talk about your craft. If you're excited, driven, and eager to create, you'll naturally attract opportunities.

## Are You Ready for an Agent?

If you tick these boxes and feel ready to take your career to the next level, finding the right agent could be the perfect next step. Representation isn't just about getting work—it's about having someone in your corner, advocating for your talent, and helping you build a thriving creative career.

## Here are some key styles and themes that Illustrate It Agency are currently looking for:

### Styles:

1. Bold & Graphic – Eye-catching, high-contrast work with strong shapes and limited color palettes.
2. Painterly & Textured – Handcrafted looks with visible brushstrokes or rich textures.
3. Playful & Whimsical – Fun, lighthearted illustrations with quirky characters or elements.
4. Minimal & Elegant – Clean, simple, and sophisticated with a focus on negative space.
5. Retro & Vintage-Inspired – Nostalgic aesthetics, often with a mid-century or folk-art influence.
6. Highly Detailed & Intricate – Decorative, maximalist designs with lots of fine detail.
7. Modern Folk Art – Contemporary takes on folk-inspired motifs, patterns, and color palettes.
8. Hand-Lettering Specialists – Artists who excel at unique typography for editorial, branding, and stationery.

## Trending Themes:

1. Floral & Botanical – Always in demand for greetings, textiles, and home decor.
2. Celestial & Mystical – Stars, moons, tarot, and esoteric motifs.
3. Animals & Nature – Whimsical or stylized depictions of wildlife.
4. Diverse & Inclusive Characters – Representation in skin tones, body types, and cultural elements.
5. Sustainable & Eco-Friendly Themes – Nature conservation, plant-based living, and slow living aesthetics.
6. Food & Kitchen Art – Illustrated recipes, fun food patterns, and market-inspired designs.
7. Abstract & Geometric Patterns – Great for textiles, wallpapers, and contemporary branding.
8. Seasonal & Festive – Holiday illustrations that can work for licensing year-round.

If you have a cohesive portfolio of images in these key styles and themes, then please do send us your direct submission at email: [submissions@illustrate-it.co.uk](mailto:submissions@illustrate-it.co.uk)

Please include up to 10 low res images and a short bio.

If you need help to create a more cohesive portfolio - please consider hopping onto one of our talent tap workshops, (our exclusive talent search) - where we send out weekly themed creative briefs of exactly what we are looking for! [More details can be found here](#)