



# IAN DALE

Art & Design

Freelance illustration & design for publishing, entertainment, non-profits/ministries, and children's media.

ART PORTFOLIO  
[www.iandale.net](http://www.iandale.net)

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Also check out the free Bible App for Kids:  
[bible.com/kids](http://bible.com/kids)

## DEVELOPING AS A VISUAL ARTIST

### Practice!!!

Some say it takes 10,000 hours to master a skill. Others describe it as "mileage" for your pencil to travel. So get started and keep it up!

BUT don't be intimidated or deterred by the endeavor. Enjoy gradual progress.

Build a foundation before getting caught up with software or style.

Focus on specific component skills one at a time, and then gradually bring them all together (skills include drawing, composition, lighting, color, gesture, design, characters, environments, specific tools/software)

Identify your strengths & weaknesses and target each in turn.

### Inspiration

What work inspires you? What is similar to what you'd like to make? What represents what you do NOT want to do?

### Community

You need both encouragement and challenge to keep growing and to be exposed to new techniques and ideas. Where can you find it? Online or offline or both!

### Visual Library / Experiences

Observe, sketch, study the world. Live life. You need life experience to create interesting art and stories, and a library of mental images to draw from.

### Resources

[ChrisOatley.com](http://ChrisOatley.com)

[CTRLpaint.com](http://CTRLpaint.com)

[Lynda.com](http://Lynda.com)

[Schoolism.com](http://Schoolism.com)

[Gumroad.com](http://Gumroad.com)

Blogs & Facebook of favorite artists

### Groups

[Meetup.com](http://Meetup.com)

[SketchCrawl](http://SketchCrawl)

Or start something yourself!

## SKILLS OF A FREELANCER

**Free-lance:** *working for different companies at different times rather than being permanently employed by one company.*

In addition to the skills of their trade, a freelancer needs to develop:

### Communication Skills

Interacting with clients & others.

### Productivity Skills

Managing your time well, choosing how to focus and structure your day, meeting deadlines.

### Marketing Skills

Finding new work opportunities; networking and promoting your business using online & offline methods.

### Teamwork Skills

Working well with clients and other freelancers on collaborative projects.

### Basic Financial Skills

Pricing, estimating, budgeting, billing, accounting, doing taxes.

### Entrepreneurial/Leadership Skills

Identifying what you have to offer and how it fits into the industry; making short- and long-term choices that set direction for your business.

## 7 CHARACTER QUALITIES

These are especially crucial for long-term success as a freelancer

**Diligence** (Prov. 14:23, 18:9, 21:5)

**Excellence** (Proverbs 22:29)

**Faith** (Matthew 6:25-34)

**Hopefulness** (Psalm 25:15)

**Integrity** (Psalm 41:12)

**Perseverance** (Galatians 6:9)

**Servanthood** (Colossians 3:22-24)