

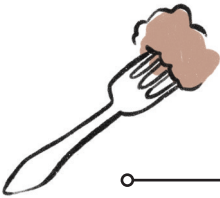
# What are usage rights, and how is custom illustration priced?

**\* WORD KEY**  
**PIE** | illustration  
**RECIPE** | design  
**SLICES** | rights

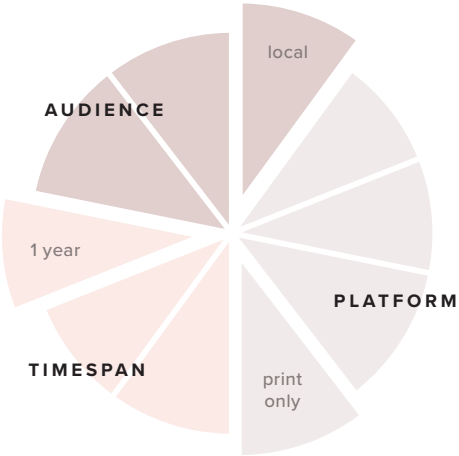
## LET'S THINK OF CUSTOM ILLUSTRATION AS A PIE



When you order a custom pie\*  
I create a special recipe\* just for you.  
  
In most scenarios, I will never share your  
custom recipe with other clients.



I will make one whole pie\* but you are only  
charged by the number of slices you consume.  
  
Most clients purchase a few slices upfront  
and a few later, but you can choose whatever  
amount of pie is right for you! If you want to eat  
the whole pie in one sitting, you can!



## SLICES THAT MAKE UP A PIE:

TIMESPAN	AUDIENCE	PLATFORM
6 months	in-house	print
1 year	local	web
2 years	regional	broadcast
5 years	national	
5+ years	international	

**USAGE RIGHTS**  
**(ALSO KNOWN AS LICENSING)**  
  
Please note: not all slices are priced equally. For  
example, a 5 yr slice will cost more than a 1 yr slice.

## TO SUM IT UP...

### HOW IS CUSTOM ILLUSTRATION PRICED?

Estimates are determined by length of  
time the artwork will be in use, size of client's  
audience, and how many platforms the  
artwork will be shared though.  
  
*complexity, timeline, & other variables  
may also effect estimate.*

### WHAT ARE USAGE RIGHTS?

**usage rights** /'yoosɪj rɪt/ *noun*  
  
1. A permit granted to one party by  
another to use a material for a specified  
timespan in a specified territory.  
  
*synonym: license*

## PIE FAQ

**What if I have flavor preferences?**  
I am more than happy to work with your flavor  
preferences! I can also recommend flavors to fit  
your palette if you don't have strong preferences.

**If I have an exact recipe in my head,  
will you make it?**  
This is really a case by case scenario. I may think  
your recipe is great as-is! Or I may advise against  
certain ingredients. Ultimately, you are the one  
who has to eat the pie.

**If I have an exact recipe, why do I need to  
purchase rights? The recipe was my idea.**  
Ideas can not be copyrighted! Copyright intrisically  
belongs to the person bringing an idea to fruition.  
If you wish to fully own the pie, you may chose to  
buyout mine, or craft it in your own kitchen.

**What is a 'buyout'?**  
You get the entire pie, forever, no questions  
asked!