

Surface Pattern & Illustration Guide

Intentional and artful design that builds on and amplifies what you've created to delight, excite and draw your client in on the story.

Let's begin >



Hello *and* Welcome

Creating custom artwork for your fabric, product or campaign is one of the most rewarding journeys you can embark on. While framing what you selling or offer in a unique way, it also captures a level of excitement and emotion rather than simply being a sales tool. The art becomes a story, and that story inspires your audience in a way that makes them feel connected, celebrated by what you offer.

You are in the right place

This guide will give you a better sense of who I am, my process and how we can tell a visual story that brings your idea to life and fills in the outlines you've already created.



You are here because...

- You want a design or illustration that elevates, accentuates and frames your product or service uniquely
- You are looking to create a custom surface pattern collection for a season or range in your clothing business
- You're tired of trying to compete with others in your industry in a way that doesn't feel authentic and you want to carve out a story and a design that is distinctively yours
- You want to know how to utilise custom artwork designed for your brand to target your ideal client and build the kind of relationship with them that keeps your enquiry inbox full and grows an engaging community around your brand, offering or product.

I see your big goals, your desire to stand out and create something that isn't only memorable but impactful and meaningful too.

I'll take a moment to acknowledge your passion and say well done for all of the decisions and shifts you've had to get through to be at this point

I'm on the edge of my seat, beyond excited to share in some of your magic and this inspiring journey you are on.

Here you'll find:

- Playful, fresh and sophisticated colour palettes
- Artful patterns and textures
- Inspired concepts and original illustrations that tell a one-of-a-kind brand story.
- A unique design process that ensures that in a super competitive market, your artwork is a distinctive and inspiring as your product/offering.



Tom Jess

**ILLUSTRATOR,
DESIGNER
& EDUCATOR**

At Watercolour Heart, I'm passionate about cultivating creativity - in business, in everyday life and in people.

I received my BFA at the Michaelis School of Fine Art with a specialisation in printmaking. I use traditional illustration and hand-touched processes in combination with digitalisation to create the artful feel of an original piece with the quality and diversity that digital design affords.

I work closely with clients adding all the intricate and thoughtful details that make a design special and unique. Watercolour Heart's portfolio aims to create artworks that are characteristic and represent the heart of *people, businesses and brands*.

MY SKILLS INCLUDE:

Proficient in the use of:

- x Adobe Illustrator
- x Adobe Photoshop
- x Procreate
- x Canva

Knowledge & experience in:

- x Screen printing
- x Lithography
- x Textile printing
- x Surface pattern design
- x Packaging design

What I need from *you...*

01. Start with a story

You have a sparkling product idea but need the originality & artfulness that custom artwork brings to tell your story and stand out from the crowd. Before you come to me I need you to have at least a rough outline of what that story or feeling looks like for you.

Some key elements you'll need to bring to your free consult are:

- Imagined themes for artwork (subject & style)
- Partial or complete colour palette
- Timeline for the project
- Is the artwork for digital use only or for print?
- Will you be using digital printing, screen printing, sublimation printing or other?

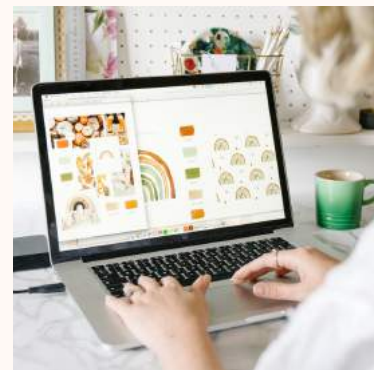
Helpful tips

If you are creating custom patterns for a fabric or clothing range think of incorporating a palette that you can pair with solid colours that you source in fabric so that your patterned items can be paired with plains/solids.

See
button at the
end of guide

Fill in the questionnaire

Our journey begins by analysing the style, theme and impact you want your illustration or design to have for your business. A simple but important questionnaire structures this process, where I respond with a mood board creation for the look & feel that is to follow as well as a conversation to formulate deeper ideas and concepts. This gives our design process creative and visual direction, coupled with a call to energise, connect and kickstart the project



What to expect *from me...*

02. Brush to Screen

Once we have had our call and you've accepted my quotation we finalise a colour palette, the subject and overall feel of what we will be creating.

The authenticity of any hand-drawn, hand-painted marks me make scanned and combined with the quality and versatility of digital design. These will be presented to you as a first draft for your response and feedback moving forward where we will make any revisions and edits based off of your notes.

ILLUSTRATION MEDIUMS AVAILABLE:

- Pencil drawing
- Ink drawing
- Line drawing
- Digital illustration
- Watercolour & Gouache Painting





Signature Service

While each project is quoted for individually based on scale and complexity I can provide a rough outline based on previous client projects

TIMELINE: 2 - 3 WEEKS

50% DEPOSIT ON PROJECT START

Payments may be made on a 2-3 payment structure

Time and experience have allowed me to perfect and simplify a seamless process, to make sure that your project runs energetically, smoothly and on time.

I take a lot of pride in the way that I manage projects and present my work, and I look forward to guiding you through the journey, from beginning to end.

PRICING RANGES

ONCE-OFF FEES:

Paper products:

Simple : \$80 - \$150

Complex: \$200 - \$600

Fabric:

Simple : \$150 - \$500

Complex: \$200 - \$800

ROYALTIES:

Calculated between 3-6% of wholesale pricing.

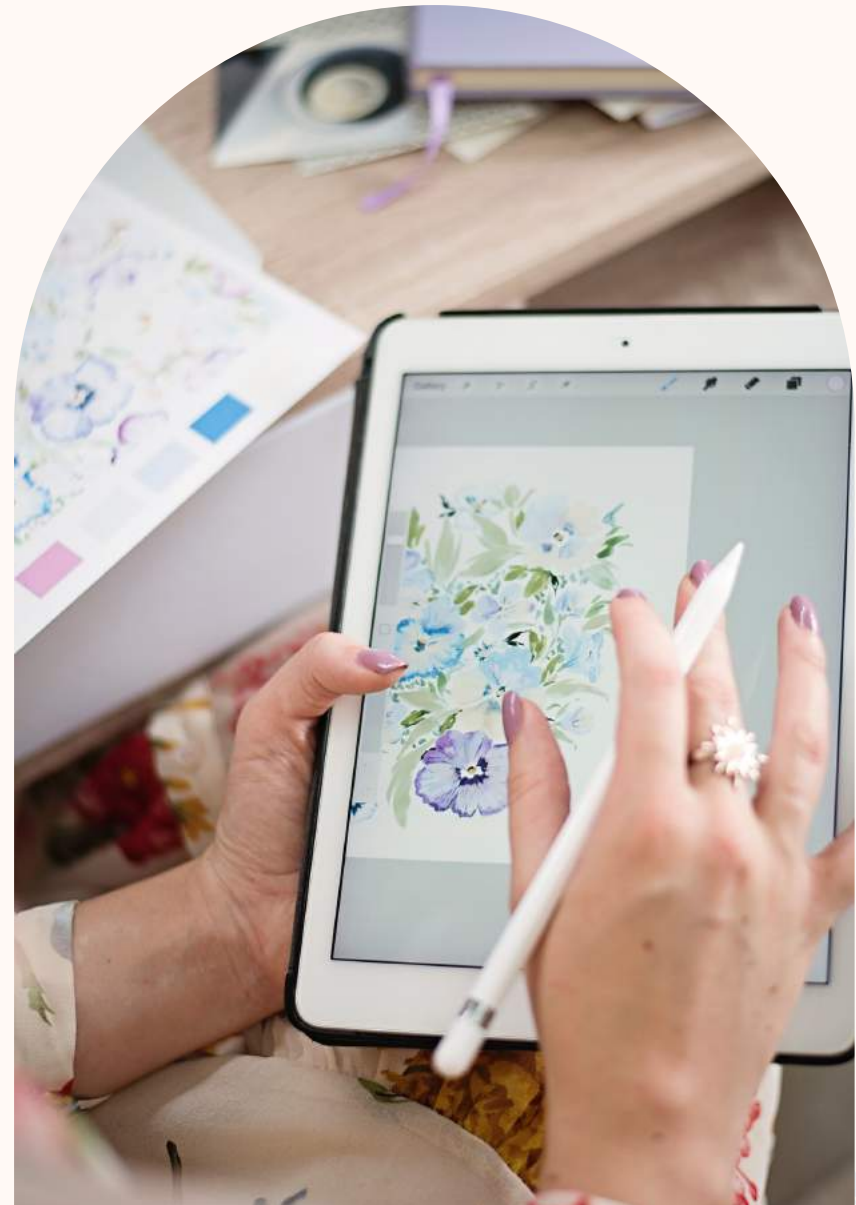
Each project is quoted individually & specific to your needs

What to expect *from me...*

03. Refine & Ready

Your feedback and guidance are used for us to tweak colour, placement and sizing as we refine your artwork to your ideal vision for the project. You will receive a pattern design process booklet while reviewing your artwork that includes any necessary mock-ups

We will also discuss the resolution for final files based on uses for the pattern and artwork. I will guide you in this regard so that you feel empowered and informed by each stage of the process.



What to expect *from me...*

04. Sign, Seal & Send

Once you are 100% happy with your artwork or design you'll kindly be asked to sign-off on the finished work. I set out to do the final packaging of files and deliver them to you via Dropbox or Wetransfer.

Your artwork is now ready to take to production! While I do not liaise with printers on your behalf I am available for any support or questions you may have. All print-ready files with their dimensions and sizing are supplied in your final deliverables.

Important Note

- I do not stock or source fabric for clients
- I do not organise printing or collection of product
- While I may be able to make some supplier suggestions you as the client are required to do the research and sampling for your own product with your chosen supplier





Add-on Services

Along with your pattern design or custom artwork you may need additional graphics and assistance with a launch/reveal strategy for your product/offering to bring your vision through impactfully and cohesively.

Careful, intentional commissioning in illustration and design gives a sense of your brand not just being about a product, but artistry.

A roll-out plan and "launch collateral" in itself can manifest as a powerful marketing tool to enhance your client/customer's introduction of your offering/product and deepen their trust to investing with you or recommending you to others in the future

COLLATERAL ADD-ON:

- x Canva graphics templates
- x Collection look book
- x Mock-ups
- x Flodesk Email template design
- x Launch Strategy

Pricing per item quoted on request

CLIENT REVIEW

Annapatat Kids

"Working with Jess has been the biggest pleasure and such a defining moment for Annapatat Kids. Having a design so beautifully made and true to my brand has been so valuable in my field. Jess not only 'gets' a client's brief, she completely exceeds your expectations. To see two people's ideas, talent and passion come together in the form of flowers, is truly magical. Always such a seamless and exciting process. With four custom fabric designs, rebranding and wedding stationery created by Watercolour Heart, I don't see me ending my journey with this beautiful company soon!"



CLIENT REVIEW

Rosie-bee Children's Clothing

"Jess is very professional and I am never in doubt of where we are in the process of designing a pattern. Her interpretations of my ideas are always spot on, she really listens to her client, taking in so much more than just what I've said and then brings it all together beautifully. Custom artwork for my patterns has enabled me to be unique as a brand and business. It's anchored each one of my collections and enabled me to create capsule wardrobe collections based on the colours and themes we used for the patterns."



COLLABORATION REVIEW

Creativ & Kin



"Dreaming up a project with Jess is like finding the missing piece to your own creative puzzle. She catches on to your vision perfectly and brings to life what was lurking in your imagination all along... What would have been a bleak 2020, was made magical in working with Jess. 10/10 would recommend working with her!"

CLIENT PORTFOLIO

Raising Wildlings



CLIENT PORTFOLIO

Little & Co.





Are you
ready?



If your heart is in it,
then so is mine.

If you've gone through this guide and feel that our paths have crossed at just the right time, I'd love you to book a free consultation with me to ensure that I am the perfect fit for the service and design you require.

[CLICK BELOW](#)

To fill in your project questionnaire & book
your free consultation

[BOOK NOW](#)