**Style Guide**

*This is a feature series aimed at illustrators, animators and photographers. In it, we want to explore how influential and exciting commercial artists have found their visual voice. We want to give agencies, art buyers and marketers an insight into how these creatives work, while also helping aspiring illustrators and photographers who are still exploring their voices.*

*Please supply a photo of yourself as well as files for work that you would like us to share. If possible, it would be amazing if you were also able to share some images of earlier work or sketches as an illustration of how your style has changed or taken shape over time. We’re also happy to include links to your social media platforms.*

How would you describe the work that you do?

And do you have a particular style (or styles) that you like to work in? If so, how would you describe that?

How did you gravitate towards the particular medium you work in?

And when you started developing your creative skills and styles, what were you inspirations and influences?

How has your style evolved over time - and can you talk to us about some of the stylistic experiments or avenues you’ve explored over the years?

And was there any one particular moment or project that really crystallised your understanding of what your style is or should be?If so, can you tell us about it?

What sort of ideas shape your style today?

From NFTs to the metaverse, there are more spaces for your work to show up - what are your thoughts on the impact, challenges and opportunities brought up by these new spaces? And do they influence how you think about your style (ie. is there pressure to adapt or change your style to fit these new digital frontiers - or is it kind of exciting?)

Working in the commercial sphere, is it more important for an artist to have a distinct brand or style? What’s the balance having a distinctive voice and being able to accommodate the visual language of the brand/campaign?

Typically, on a commercial project, how do you like to tackle a brief?

What projects have you worked on recently that you feel were a really satisfying marriage between a brand and your own style? What was it about these projects that made them really interesting to work on?