

Jacqueline
Hyacinth

Stella Maris
Mongodi



Stella Maris Illustrators

A LITTLE GUIDE

ON (happily) WORKING TOGETHER



FIRSTLY

THANK YOU

FOR CONSIDERING ME!

Choosing the right illustrator is hard stuff, I know.

Great illustrations are more than pretty pictures that frame a good story: they catch the eye of the reader, describe your world and characters.

The illustrations often extend beyond your words to tell a story of their own. It's like a "pas de deux" - a beautiful complex dance of two distinct entities that have to move as one.

It is creating this perfect mesh of picture and words that fuels my passion for illustrating children's books.

I must say, it's also great fun.

If you're reading this, you already know something about my art through my portfolio and you think my style might be right for your book. So now you're wondering how it will work if you decide to hire me as your illustrator.

And that's why I've written this PDF.

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Stella Maris Mongodi
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1 | MY STORY

... SO FAR



I've studied illustration for many years before publishing my first book in 2019. Among all my teachers, there are some I consider my mentors: Carll Cneut (illustrator), Stefano Moroni (illustrator) and Angela Catrani (editor and art director). Since 2019 I've published 8 more books, 4 are coming out soon and many more are at different stages of production.

My assets



I think CREATIVELY

I like to add funny details to my illustrations that are not there in the text.



I like to COMMUNICATE

Chatting with authors and discussing choices is essential for me to do a good job.



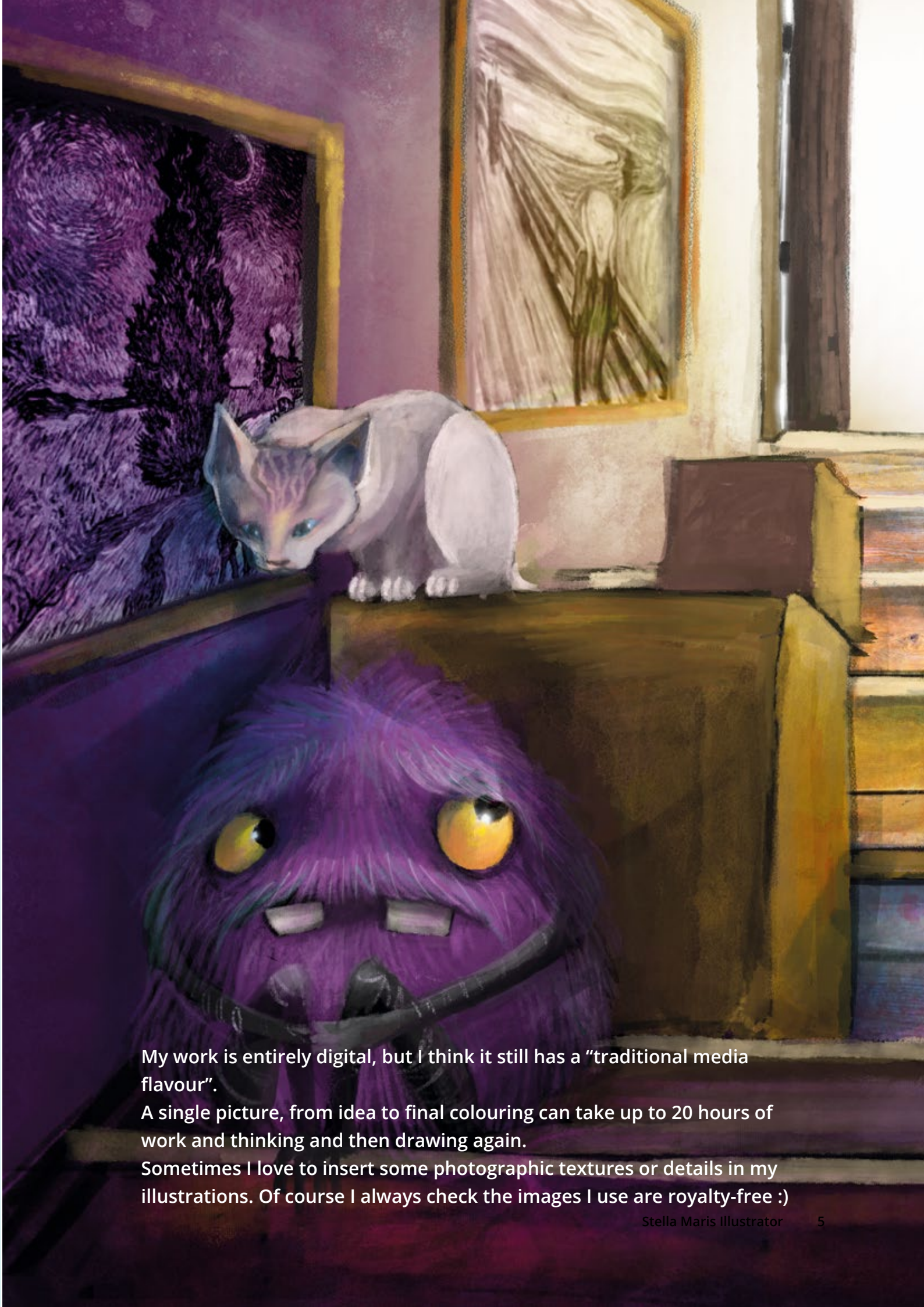
I love LIGHT

I think playing with light in illustrations is one of my fortes. The other ones are animals and starry skies.



I am HONEST (AND FUNNY)

If I think something won't work, I'll find a way to tell you. This is because I really want a book to succeed! (This doesn't mean I'm always right haha).



My work is entirely digital, but I think it still has a “traditional media flavour”.

A single picture, from idea to final colouring can take up to 20 hours of work and thinking and then drawing again.

Sometimes I love to insert some photographic textures or details in my illustrations. Of course I always check the images I use are royalty-free :)

2

I DESIGN YOUR WORLD

... AND I LIKE TO DO IT AT MY BEST

ILLUSTRATION IS MY PLAYGROUND

At first, I see pictures of a story in my mind. Then creating the story comes from asking questions of myself. I guess you might call it the 'what if - what then' approach to writing and illustration.

Chris Van Allsburg

SHORT PRESENTATION OF MY SERVICES

What we can do together

I'm driven by creating the best book
I can around your idea and text.



CHARACTER DESIGN AND COLOR PALETTE

They give a distinct
look to your book and
make it stand out

STORYBOARD

We can discuss
composition and
flow of the story.
Up to 2 rounds of
modification are
included

FINAL IMAGES CMYK AND RGB HIGH/LOW RES

Ready to be used
for print or online
marketing/promotion

LAYOUT AND BOOK DESIGN

I can design the whole
book and deliver a
print ready PDF for
KDP or Ingram Spark

ART DIRECTOR SUPERVISION

I work side by side
with Angela Catrani,
who supervises my
work and offers
precious professional
advice

COVER DESIGN

3 sketches among
which you can choose
your final design.
Calligraphy if needed.



If you have any doubt or additional question, just pop me a message:
hello@stellamarisart.it. I'll be glad to help you find an answer!

THE STEPS TO MAKE A BOOK TOGETHER

1

CHARACTER DESIGN

Your character starts to take shape!

We can decide how they look like, what they're wearing, if they have an animal companion, if they like dragons or spaceships (or maybe both). Every little detail will tell something about your beloved character.

2

THUMBNAIL STORYBOARD

I share with you horrible little sketches...

But they are fundamental for understanding each illustration's composition and how they flow all together. Images have to work as a sequence, not only by themselves. You probably can't see much in these sketches, I know LOL.

3

MORE DETAILED STORYBOARD

Sketches start to look like illustrations...

Once it's clear where we are going, I can start drawing better sketches that look a bit like the final product. We can add or lose things, change details or even start all over without incurring in additional costs (2 rounds of mods).

4

COLOURED IMAGES

Ah, now you can clearly see what I had in my mind!

At this stage, though, any modification starts to take time and a lot of work. That's why it's important that you don't change your mind, or story, or character!

5

COVER DESIGN

Well, cover design can happen at any stage...

Sometimes you need a cover early in the process to start promoting the book, sometimes it's the last thing to happen. I also love to show them in some critique groups on Facebook before finalizing them, you get great advice :)

6

LAYOUT BOOK DESIGN

Usually, I start layout as soon as we have a storyboard

Layout includes choosing a font, placing the text, finding creative ways to make the text and the illustrations interact, adding a copyright page with all the information you need, planning a title page, bio page, activity page if you need any.



A TEAM EFFORT

I truly believe making a book is all about building a great team and working together towards the same goal: an awesome product!

You need a whole village to raise a child, they say.
You need a good team to win a championship.
And you need a good équipe to make a great book too!

Finding your tribe is all about shared values and goals, so be sure to find someone who feels right for you.

3 | LETS' TALK SPECIFICS

IT'S WHAT I'M HERE FOR

Budget might not be the most important factor in deciding who to hire, but it's still something to take into account. Costs are dependent on the ratio between full bleed **double spreads** (art that extends across facing pages to the very edge), **half spreads** (art that extends to the edges of one single page) and **spots** (smaller illustrations).



HOW MANY PAGES?



An average picture book is typically 32 pages:

dedication, copyright page, title page, 12/13 spreads (24 or 26 pages), bio page.



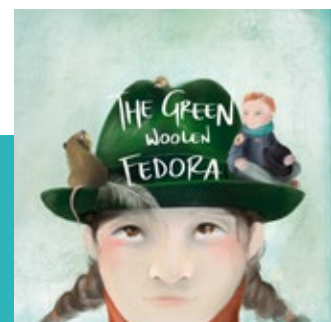
AN IDEA OF BUDGET



The range for a typical picture book is about 3800 - 4400 USD, depending on the number of pages and complexity of the illustrations. We can try to work within your budget adjusting the ratio of full spreads, half spreads and spots.



TIMELINE



A typical picture book takes between 3 and 4 months to be completed, design included.

FREQUENTLY ASKED QUESTIONS

all you want to know

Here you'll find some common FAQs and my answers. They usually cover most doubts you might have!



DO YOU NEED TO READ THE MANUSCRIPT?

Yes, I **need to read your entire story**.

It is essential for me to assess the complexity of the art, the color palette, the style and what type of illustrations would work best.

If it makes you feel safer, I can sign a **Non Disclosure Agreement**, but know that a professional illustrator would never steal your story: not only it's wrong, but his/her career would be excruciatingly short!

INSTRUCTIONS OR FREEDOM?

I must say I prefer being given **at least some freedom** and I'd love you to trust me enough that I know what I'm doing haha.

I don't like when pictures and words describe the very same scene, it's such a waste of possibilities! I'm a very imaginative person and you might find it's nice to be surprised ;)

WHAT ABOUT COPYRIGHT?

I'm **not keen on selling the copyright** on my illustrations and **you probably don't even need to own the copyright**, unless you want to sell merchandising, publish more books with the same illustrations or use them for other projects.

The best solution for me is licensing: you'll have the right to use the illustrations forever and all over the world for publishing the book and promoting it.

IS THERE ANOTHER WAY TO FINANCE MY BOOK?

You could **try a Kickstarter!**

It's a common way to crowdfund before the book is fully done. You will still need, IMO, a great cover, some spreads to show and a lot of marketing and promotion work, so check some FB groups and free resources before committing!



DOES MY BOOK NEED TO BE EDITED?

Yes, absolutely, and it must be done before we start working. It's important because an editor will help you develop your story and you might want to switch sequences, cut some scenes, change the ending etc.

Illustrating before some rounds of editing means changing the storyboard and possibly some final images, which is time consuming, expensive and... not necessary at all!

CAN YOU HELP ME WITH KDP AND INGRAM SPARK?

Of course I can.

I can upload all the files for you if you need!

I'd love to check the printing quality of colours before you publish the book and make some adjustments where needed. I often get sent a proof copy.

ARE THERE ROYALTIES TO BE PAID?

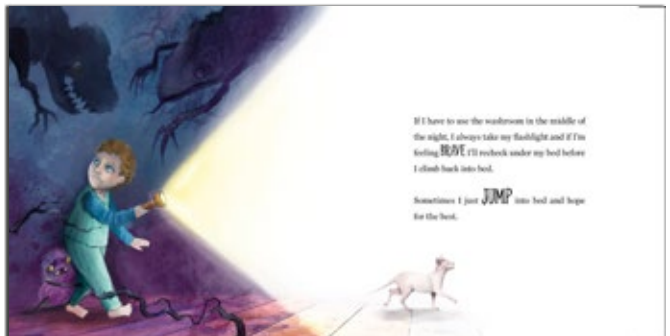
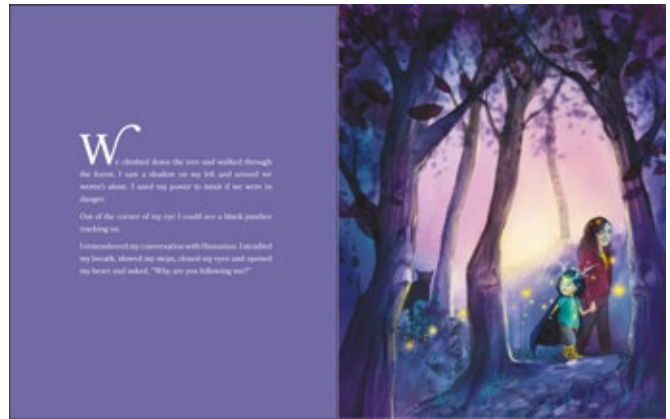
No, I usually sign a flat fee only agreement, which means I won't get any royalties.

The only exception could be if a publisher picks the book up: in that case I will discuss royalties with the publisher himself.

WHAT IF I WANT TO TRY TRADITIONAL PUBLISHING?

In this case, I would advise not to have your book illustrated!

Publishers prefer working with their illustrators, so just send your manuscript and wait for their answer. It might take a while and sometimes no answer will come, though.



Some examples of my layouts

CAN YOU SEND ME SOURCE FILES?

I can send you the InDesign file with book layout, but **I won't send my illustrations' source files.**

The only reason you would need source files is to modify the illustrations (which is what I want to avoid) and you would need an Ipad, anyway, with Procreate software on it.

HOW ARE PAYMENTS DIVIDED?

I usually set a 30% upfront non refundable payment, then a payment midway and a final one just before delivering the final files.

But, apart from the first one, if you prefer, we can set payments differently.

CAN YOU DETAIL THE COSTS PER PAGE?

Sure! A single page is 200 USD, a double spread 300 USD, a spot illustration around 100 USD. Cover design is around 500/550 USD.

WILL YOU USE MY ILLUSTRATIONS?

No, not unless it's specified on the agreement that I can. **I'll only use your illustrations to promote the book or for my portfolio.**

CAN WE DO A TRIAL ILLUSTRATION?

Of course we can. I usually charge 80 USD for a character design study and 250 USD for a full color double spread.

If you then decide to hire me, these costs are deducted from the final quote.

4 | THEY SAY ABOUT ME



**DEBORAH
STEVENSON**

Aside from her considerable artistic talents, Stella is a joy to work with in all regards. She is professional, accommodating, and I trust her 100% to deliver a quality finished product within the agreed upon time and budget.



**ANNARELLA
MOREJON**

I personally love working with her, I really trust her sensitivity and her work. Stella is always open to discussion and new solutions. I know that a project in her hands can only improve and grow.



**JACQUELINE
HYACYNTH**

Stella is a star! The way she weaves light and color is genius. From start to finish I felt a deep sense of trust. She is patient, committed and detail oriented. A true partner in co-creation as she brings her whole self to the project.

TESTIMONIALS



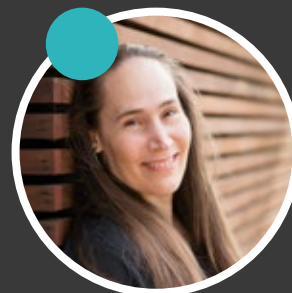
**ANGELA
CATRANI**

I met Stella a few years ago: multifaceted artist with great talent, author of short stories, creator of jewels and clothes. She has hands of gold and a patient nature, always willing to work and experiment, with humility and humor.



**BARBARA
BAIN**

Stella implemented my suggestions very well, and made wonderful suggestions as well that resulted in a more child friendly story!! Stella is not only an extremely talented artist, but also a true professional and coach.



**TERREL LEFFERTS
(Once Upon a Dance)**

Will it be you here?
I hope so!

READY TO WORK TOGETHER?



Send me an email at
stella.mongodi@gmail.com or
hello@stellamarisart.it

You can also find me on Facebook (Stella Maris Mongodi) and chat with me there or on Instagram
@stellamaris_illustrator.

PUBLISHED WORKS

5

TOGETHER

A LEZIONE DI QUI E ORA



Italian only

A little book to explain mindfulness to kids.

THE GREEN WOOLEN FEDORA



A sweet rhyming book by Deborah Stevenson about friendship, blustery days and a cherished hat.

WATERMELON PIP



A book by Sharna Carter about the importance of sharing and not wasting.

THE MONSTER THAT LIVES AT OUR HOUSE



What if monsters were not scary at all?

A fluffy not at all scary book by Barbara Bain.

CELEBRATE YOUR MAGIC



A magical tale by Jacqueline Hyacinth about discovering and accepting who we are.

THE LITTLE ALCHEMIST



To be published soon!

MY BOOKS

SIAMO STELLE/WE ARE STARS



Bilingual rhyming book by Stella Nosella to remind kids (and grown ups) that we are all meant to shine.

BRIELLE'S BIRTHDAY BALL



A book you can read, watch and dance with!

Written by Once upon a dance.

ARRIVANO GLI EXTRATERRESTRI!



Italian only

A book by Annarella Morejon about fake news and how they are born.

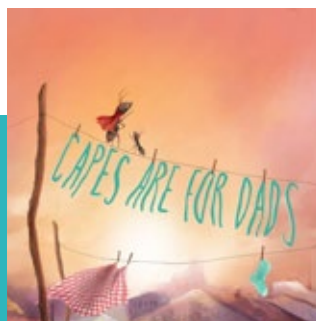
BELLUNA'S BIG ADVENTURE IN THE SKY



A book you can read, watch and dance with!

Written by Once upon a dance.

CAPE'S ARE FOR DADS



To be published soon!

WALLY AND FREYA



To be published soon!