Licensing Artwork for Product
Nancy Scheinman  Klaudia Marr Gallery  Santa Fe, NM
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Selling vs. Licensing

When you sell your artwork it is a one time deal.
When you license your artwork you can be paid over and over again.

Licensing

• Granting the use of your artwork on a product for a period of time and particular product

Artist Royalty

• A percentage of the manufacturer’s sales paid to the artist
Marketing Strategy

Research Manufacturers - Know your target lines

• Visit malls and search the internet for products you want your work on

Sales Tool Kit - Create a brand

• Create a business name, logo and website that reflect your identity

Network - Trade shows, advertising

• Surtex, Printsource, Licensing magazines
Surtex
Lotus Design Studios
An image is selected and is manufactured as various products

Birthday card for Trader Joe’s

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Framed Print and Tray for Marshalls

Backsplash Tile Murals for StoneAge Murals
Creating A Mother’s Day Line for Papyrus

The Social Expression Industry

Paper Goods:
Greeting cards, gift wrap, stationary
Scrapbooking, gift bags, tags, small Gifts, stickers, decals, mugs and boxes

(Seasonal, Holidays, Birthday, Anniversary, Sympathy, Friendship, Baby and Wedding)
Lotus Design Studio

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The image is later used on other products for different clients once the license has expired or for other product categories.
Component Pieces:
Flat fees and royalties

Creating a stationary
Set for Papyrus
Industry Standards
Party Ware Templates
Paper plate and napkin for Solo Cup

Tile mural for StoneAge Murals

3D Wall Art by Intercontinental Art for JoAnn’s Fabrics
SAMPLE LICENSING TIMELINE

30 ã60 days

- Low-Res artwork received and reviewed by manufacturer
- Preliminary Contract signed

2 ã4 Months

- Images selected by client
- Artwork adjustments or additions
- Hi-Res images sent

4 ã6 Months

- Pre-production samples made and approved
- Final contract signed

9 ã12 Months

- Products sold to retailers by manufacturers

After 12 Months

- Manufacturer pays royalty to artist
- Quarterly report issued to artist
Basic guidelines to help you succeed

- There are no rules
- Most manufacturers use standard dimensions
- 2D work is the easiest to license
- Manufacturers: use color trends
- Submit fully composed work
- Create sets of 4 or more matching images to form a “collection”
- Incorporate patterns if you choose to work with illustrations
- Create work that people will want to look at again and again
- Remember this is a business - not the fine art world