



Stella Maris

ILLUSTRATOR ★ AUTHOR



Ily: ILLUSTRATE IT YOURSELF

A PROGRAM FOR AUTHORS WHO SELF-ILLUSTRATE

PROGRAM'S STRUCTURE

What to expect

Important! This is NOT an art course.

We'll of course discuss some topics that you could also find in a children's book illustration course (such as composition or character design), but I won't be teaching you specific techniques, how to improve at watercolors, for example, or how to do shadowing and highlighting.

Instead, I'll offer insight and advice to help you navigate the world of self-illustration. So, if you're ready to tackle self-illustration, I'm here to guide you every step of the way.

MONTHLY CALL

Once a month, we'll hop on a one-hour call to brainstorm, strategize, and discuss how to bring your story to life through your illustrations.

Whether you're at the sketching stage or halfway through your drawings, I'll help you shape your ideas and push your creativity forward. We'll talk about how images can support your narrative, help you map out your visual direction, and discuss how to use illustration to connect with your readers.

FINDING YOUR STYLE AND MEDIA

We'll explore the different options that fit your skill set and vision.

We'll look at how different media could work for your project and how to match them to the feel of your book.

We'll analyze different picture books to understand how images interact with text in traditionally published books.

The goal is for you to find a technique that is achievable at your skill level and at the same time will look effective.

COMPOSITION

Composition is key to making sure your illustrations don't just look nice but tell a story of their own.

We'll discuss principles like balance, focal points, and flow—so your reader's eye knows where to go and your artwork enhances the narrative, not competes with it.

MOODBOARD & COLOR PALETTE

Colors are more than just pretty—they set the tone, evoke emotions, and can completely change how your story feels.

I'll help you explore different palettes and select colors that match your story's mood, characters, and theme.

We'll also build a moodboard for your project with visual references for the storyboard and each spread.

LAY-OUT

Text placement can make or break a page. We'll work together to make sure your text complements your illustrations, not interrupts them.

Layout Support (Separate Bundle)

If you prefer, I can take care of the book and cover design myself (I will deliver print ready files and ebook version).

TEXT AND EMAIL SUPPORT

For a full year, you'll have continuous email access to me. Got questions about a specific image? Need feedback on a draft? Want to show me your progress or just need a little nudge of motivation? I'll be here to support you and provide feedback whenever you need it.

PREPARING FOR PRINT

I'll help you understand the difference between CMYK and RGB, scan/ photograph your images if you're working with traditional media and prepare your illustrations to be printed in a professional way. I'll also help with Photoshop color correction, if needed.

PRICES



1 YEAR - COACHING ONLY

- USD 1300
- Deposit upon signing: USD 100
- Monthly payment: USD 100
- Signing the agreement you commit to the whole program.



1 YEAR - COACHING & DESIGN

- USD 1850
- Deposit upon signing: USD 350
- Monthly payment: USD 125
- Signing the agreement you commit to the whole program.



SINGLE CONSULTATION

- Illustration/design: USD 60/30 min call
- Single art direction consultation (no calls, email only): USD 140
- Consultations are suggested if you don't want to commit to a bundle but need to discuss specific topics.

THIS PROGRAM IS FOR YOU IF:

- you have some art skills but not related directly to children's book illustration. Ex: you already know how to draw or paint or do collage, you do textile art, but you have never attempted to illustrate a book
- you are a bit lost about storytelling through images
- technical issues (like choosing softwares, preparing images for print etc.) seem daunting and overwhelming
- you need some structure and direction and would like a knowledgeable book-buddy for accountability
- you are not in a hurry to publish, you'd rather do a good job than a hasty one

THIS PROGRAM ISN'T FOR YOU IF:

- you have 0 art skills and would like to learn a specific technique. In this case I would start with an art course and only then apply your newly learnt skills to illustration
- you don't like to experiment and redo things multiple times: this is what will probably happen :)
- you want to publish in a few months

WHO AM I?



- Illustration studies with Carll Cneut (Macerata School of Illustration), Stefano Moroni, and Angela Catrani.
- Specialized in children's books as an artist but with a literature degree as an academic background (I've studied narratology, how good stories are built and even creative writing).
- More than 40 books on my back as an illustrator or designer.
- 13 year experience in teaching and teaching techniques.

