



# WORKFLOW

WORFLOW, PRICING & LICENSES

## Workflow

### 1. Briefing & Requirements

To get started, I require a project description and the intended use of the graphic. The more detailed the briefing, the better. If available, reference images (mood boards) or a rough "art direction" are ideal.

### 2. Initial Concepts (Sketches)

Once all information is provided, I will create 2-4 rough sketches to establish the general visual idea. You choose your favorite from these, which will serve as the basis for all further work.

### 3. Refinement of the Sketch

I refine the selected sketch to more clearly define details and composition. Depending on the style, this is done through clean line drawings (Line Art) or initial shading (Grayscale).

### 4. Coloring

After your approval of the final sketch, I begin with the color. Depending on the project scope, I offer various color schemes to choose from at this stage.

### 5. Finalization

In the final step, I develop the colored sketch to its final quality (lighting, shadows, details).

**NOTE:** Feedback and change requests can be expressed in each of these phases before moving on to the next step.



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### General Information & Conditions

#### 1. Revisions

Two revision rounds for the finished artwork are included in the price. These serve to make minor adjustments to the final result. My workflow is designed so that major changes are addressed during the sketching phase to minimize later revisions.

- Each additional revision round beyond this will be charged based on the time required.

#### 2. Payment Terms

Payment is made in two installments: a 50% deposit before the project starts and the remaining 50% upon completion and approval. For larger sums, payment in multiple installments is also possible.

#### 3. Introductory Assignment (Paid Test)

Before committing to a long-term collaboration, I prefer to start with a paid test project. This allows both parties to see if our workflow and communication harmonize well.

#### 4. Long-term Collaboration

For long-term projects or regular assignments, we will establish a written framework agreement to ensure planning security for both sides.

#### 5. AI Notice (No AI)

I do not use AI-generated images (Artificial Intelligence) in my work. All illustrations are handcrafted and original.

#### 6. Communication

To ensure a smooth process, I ask for timely feedback on emails or messages.



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## Pricing & Usage Rights

### 1. How is the fee calculated?

I calculate my fee as a flat rate. This already includes two components: compensation for the creative service (design, execution & know-how) as well as the simple usage rights for the agreed purpose.

### 2. Usage Rights Models (Licenses)

- **A) For Private Clients:** The fee includes the right to purely personal use (e.g., as wall art, social media profile picture, gift).
  - Restriction: Commercial exploitation (sale, advertising, merchandise) is not permitted..
  - Upgrade: If a private drawing is to be used commercially later, a subsequent licensing fee applies (usually 50% - 100% of the original price).
- **B) For Business Clients (Commercial Work / Game Assets):** For commercial assignments (such as game assets, book covers, advertising illustrations), the commercial usage right for the defined project is already factored into the quoted price (Standard License).
  - Scope: Use within the main project (e.g., in the game and its marketing).
  - Extension: For uses beyond this (e.g., merchandise lines, entirely new products), an additional fee applies.
- **C) Total Buyout (Exclusive Transfer of Rights):** If you wish to acquire unrestricted, exclusive rights and open working files so that I may no longer use the image myself, I charge a surcharge of 100% or more.

### 3. Copyright

According to German copyright law, the copyright (moral rights) always remains with the creator. This means I retain the right to present the work in my portfolio and on social media for self-promotion (unless a non-disclosure agreement/NDA exists).

### 4. Rush Fees

Should a project have an extremely short deadline (e.g., weekend work or "overnight"), I reserve the right to charge a rush fee of 25% - 50%. This will, however, be communicated transparently before the project begins.