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# STREET



THE ONLINE NEWSLETTER FROM YOUR FRIENDS AT STOCKART.COM



# featured artist

I have had the unique opportunity of balancing a career as a designer with that of an illustrator. The experience has made it possible for me to understand the relationship between designers and illustrators from both sides. As a designer, I could see what other designers were using for photos and illustrations.

It usually was not sourcebooks; instead, it was stockbooks. It is not that we did not want a custom image or we were looking for something cheap. It can be hard to explain to a client who is not very artistically inclined that the photo will look “kind-of like this” or that the illustration will be “like my sketch but in this other style.” Time constraints always seem to add complications to a project as well. It does not take a rocket scientist to see that it can be a whole lot easier to show a client final imagery from the get-go that can be downloaded from the web almost instantly. While custom artwork will always have its place, stock is taking the market by storm. It is no wonder I heard illustrators and artist representatives, including my own, voicing concern and resistance. I did not see this trend as a threat. I saw it as an opportunity.

When I received a copy of Stockart.com’s catalog at the design studio where I was working, I knew I had to be a part of this organization. It was an ideal way to sell my stock while retaining the rights to my work. I could pick up custom work at the same time. All of this for FREE! It almost seems too good

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S H E R R Y L D I C K E R T



*Stockart.com helps make it possible to be a designer-by-day and illustrator-by-night. They stay behind the scenes working harder than any of us realize and when there is work for me, they're in the forefront willing to help in any way. It is reassuring to know I have such a reliable, competent group of people helping me shine.*

*Every time I log onto our web site or pull out our catalog, I am excited to be a part of such a great, talented group of illustrators, all of whom inspire me with their unique styles and abilities. I know whatever the future holds, Stockart.com will keep us at the forefront of quality and innovation.*

## featured artist continued

to be true. Where else can you turn to be represented in a printed catalog and posted on a great web site for zip, zero, nada? I have been with them a few years. Until last summer, I used my rep and Stockart.com to receive work. As I predicted, in addition to steady stock sales, custom work via Stockart grew and work through my rep declined. Designers are turning to Stockart.com to fulfill their illustration needs rather than the traditional sources! Making the decision to give Stockart.com exclusive representation was not difficult with the steady work I was receiving. I receive a better commission ratio on stock and custom work sold, financial support with sourcebook page investments, and the convenience of having all of my work funnel through one source as added benefits of my relationship with Stockart.com.

WHAT'S GOIN', ON?

## letter from the prez



*Hello Everyone!*

As always, life has been busy at Stockart.com! I hope life is treating everybody well. The biggest news of all is that we are almost finished with the monstrous task of catalog production. Choosing images, retouching them for print, layout, design, editing, so on and so forth! Pfew! It's quite a daunting task! Keep your fingers crossed, as we aim to have the catalog out by the first week of November. This is our fourth issue, and it is stacking up to be our biggest and best. Wish us luck in getting it to press and printed to perfection.

We are also about to finalize version 1.0 of our Artpatrol project. Artpatrol is designed to help us find image pirates who steal your work and profit from it. We have been working for over 2 years on this project. Several large companies are interested in partnering and/or investing with us, including Digimarc and Imagelock. We plan on running a test on our site for a couple of months before we create a new entity for that project. We envision many success stories to share with everyone as a result of Artpatrol; specifically, we hope to make you guys some serious cash. This is money that you should have made in the first place. Please keep in mind that this is a covert project. We will be contacting you personally should we find an infringement involving your imagery. We have already caught five different companies with the manual equivalent to the speedy automated program. I can just imagine what is going to

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*feature article continued*

happen once we mount a full-fledged attack on image pirates with our final version of Artpatrol!

Stocklogos.com is set to go live in the next few days. Anyone who has logo-based imagery not already submitted to Stockart.com may want to consider this means of getting them to market. We will be controlling the exact usage of each image with the same attention to detail we practice at Stockart.com. Should a client need to trademark the image and buy out its reproduction rights, we will consult with you to assure we receive the proper fee for usage.

Our Steamboat Springs retreat has not come together as we had hoped. We have only received a handful of interest in the October dates. I think it may have a lot to do with the time of year. Therefore, we are going to set a different date during ski season in February. Again, Stockart.com will pick up your lodging for 2 nights should you make it to Steamboat. We are going to set a FIRM date as of this moment to be February 17-19. This will give you the chance to tag on the President's Day holiday as it is observed on the 19th. The

deadline for confirmation is December 1st. For those of you interested in the October trip, if you could please reconfirm your interest it will help us to locate a lodging place. I apologize for any inconvenience this may cause. It just seems as if the February dates may be more manageable. The Stockart.com chat room is a good place for us all to coordinate this trip. For those of you with continual dsl or t-1 access online, keep your chat open during your workday; I think it will help us all to become a closer more tight knit community. Please go to [www.stockartchat.com](http://www.stockartchat.com) and log on!!!

This is all for now. Thanks as always for your belief in us. If you ever have any ideas on how we can better serve you, please don't hesitate to let us know. We are extremely excited about everything that is going on at Stockart.com and hope that this enthusiasm turns into a better living for everyone.

Sincerely,



Rich

Damon's



NEWS AND NOTES

Hi everybody! I hope life is treating everyone well. I just wanted to take a moment to share some thoughts about how things are going here at Stockart.com.

We are very excited about our new catalog. I expect it to generate an enormous number of inquiries and believe it will add an even greater boost to everyone's sales. Our sales department is gearing up as we speak. August 2000 was the biggest month ever at Stockart.com and we anticipate things to just get better as our catalog is distributed.

We are now working on a way to e-mail your sales reports. This will save time for everyone and allow you to receive your reports quicker. It will be a convenient way to receive and analyze your individual reports.

Please remember I am always available to assist in any manner possible. Along that line, please try to keep me in the loop throughout any custom projects. I know these projects often change directions or have unusual requests. The more I am aware of new developments on these projects, the better I can assist you and the client in completing the project.

Take care.

Damon





# What Matt Says

Greetings from Colorado! I hope everyone is doing well and enjoying life. Here is what is going on in the Art Department.

Our Stocklogos.com site is scheduled to be up Monday, October 2. We are looking for more submissions for this site as well as our Stockart.com site. We are also always looking to recruit talented artists to strengthen our alliance. Please do not hesitate to inform us of a talented friend or colleague.

Our stockartchat.com site is already up and we are looking to increase the volume of traffic. We are currently working to find a designated time to be on the site to chat with everyone, share insight and ideas and generally stay in better touch with each other. When we settle on a time, we will be sure to let you know. Let us all try to make a concerted effort to take advantage of this resource.

On a personal note, I recently gave birth to a bouncing baby appendix. I am recovering nicely and truly enjoyed the entire experience.

Thanks!

Matt

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*The Siren is seasonally published by Stockart.com to keep you up to date on what's going on in the world of stock illustration. Stockart.com is the number one source for custom and stock illustration via the world wide web.*

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