

# Finding and Engaging a Great Artist

A Non-Artist Primer

A little info about me



# A little info about me



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A man with a beard and short hair, wearing a dark, vertically striped button-down shirt, stands behind a podium. He is gesturing with his right hand while speaking. The podium is dark with a white 'GDC 17' logo and colorful geometric shapes. The background is a blue curtain. A microphone is on the podium to the left. In the bottom right corner, there is a glowing 'GDC 17' logo.

GDC 17

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Part 1

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- An idea of your budget

Part 2

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- Allow an artist to retain the rights to their work

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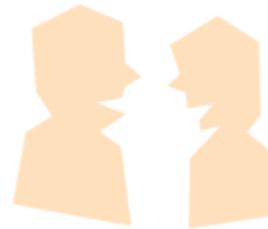
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- Junior Artists
  - Lower Cost
  - Make more mistakes and work slower
  - But everyone gets better with time! A good cultural fit is sometimes worth these costs!

Part 3

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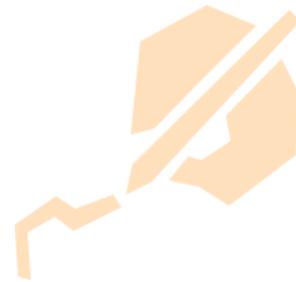
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- Industry communities
  - Polycount, Cartrdge, engine forums

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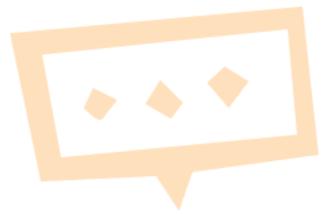
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- **Most importantly: Shoot for rapport**

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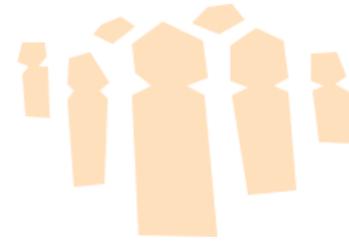
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- Two or three paragraphs of info
  - What you need done
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- Close with something welcoming

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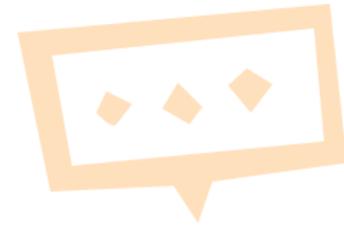
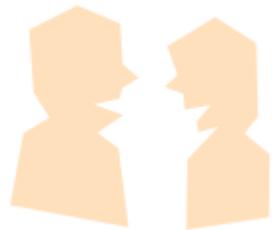
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- Request that all inquiry emails have the same subject

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- Public appreciation is appreciated!

**Thanks for attending!**

*Any questions?*