How To Make An Art Brief

Commissioning art is a creative collaboration, and a clear brief sets the stage for success. Whether you're the client or the artist, these five questions will help craft the perfect vision: Who ? Where ? When ? What are they doing ? Why ?

1. CHARACTER DESCRIPTION

- **Appearances:** use specific and intentional adjectives
- **Personality:** help to add depth to the character design and expressions

2. SCENE DESCRIPTION

- **Setting:** Where does the scene take place? In what type of world ?
- **Time of Day:** Sunrise, golden hour, night, etc.
- **Weather:** Sunny, rainy, foggy, snowy, etc.
- **Mood/Atmosphere:** Calm, dramatic, mysterious, joyous etc.
- **Theme**: What emotions or ideas should the artwork convey? (love, loss, hope, danger)
- **torytelling:** Is there anything about the scene that hints at a backstory or future events?
- **Symbols:** Are there specific objects, colors, or elements that carry symbolic meaning in the scene?

3. ACTION AND COMPOSITION

- **What's Happening?:** Describe the key action in the scene
- **Focus of the Scene**: What should the viewer notice first?
- **Perspective/Angle Ideas:** Overhead, close-up, side-view, etc.

4. VISUAL REFERENCE

- **Colors/Lighting:** Attach or link images showing the color palette or lighting you envision.
- **Environment References :**I Share photos, artwork, or designs that match the setting.
- **Character References:** Include images of clothing, hairstyles, or specific features.
- **Style:** Indicate if you prefer a specific art style (painterly, sketchy, realistic).

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Key Tips For Fanart Briefs

Fanart is a special kind of collaboration—it brings your love for a character and their world to life through the artist's lens. Crafting a thoughtful brief ensures the artist can capture your vision while staying true to the spirit of the character.

1. DESCRIBE WHAT YOU LOVE ABOUT THE CHARACTER

The artist might not know the character as well as you—or they might see them differently. **Highlight the aspects that stand out most to you:**

Is it their smirk, their quiet strength, or the way they're gentle with certain characters?
Do you love how they look in a specific outfit or during a key moment in their story?
Be specific about what makes the character meaningful to you.

2. PROVIDE CONTEXT

If the fanart is based on a **specific scene** (from a book, show, game, etc.), share an extract or a short summary. This helps the artist understand the **mood, setting, and interactions** you want captured. Highlight the elements you care about most—whether it's the intensity of a confrontation, the tenderness of a quiet moment, or the grandeur of the world around them.

3. SHARE REFERENCE MATERIAL

Include official images or descriptions of the character and their world.
Share existing fanart **that aligns with your vision—**it's a great way to convey tone, style, or personality.

5. REFER BACK TO BASICS

Use the guiding questions from the first page: Who, Where, When, What are they doing, and Why? These will help refine your vision for the character's action, mood, and setting.

4. HIGHLIGHT THE ARTIST'S PREVIOUS WORK

If the artist has already drawn this character and you like their take, let them know what resonated with you. Share your thoughts on the meaning or emotion you'd like the piece to convey.

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Character Sheet For Art Commission

This character sheet is a collaborative tool to help bring your vision to life—fill in as much as you can, but don't worry if something isn't perfect! Artists are here to help refine and fill in the gaps.

Don't forget the General information, specially the name, It makes them feel real and makes discussions smoother.

GENERAL INFORMATION

- Name
- Gender:
- Age:
- Ethnicity:

APPEARANCE

✦ **GENERAL :**
- **Height**: use specific adjectives if you don't know the size (giant, average etc…)
- **Body Shape:** (slim, athletic, curvy, stocky, etc.)
- **Hair:** Type (straight, wavy, curly, coily) and length) Specify color and texture if possible.
- **Skin Tone:** Please be descriptive and specific—use clear terms like "dark chocolate" or "porcelain".

✦ **FACIAL FEATURES:**
- **Eyes:** (shape, size, color, etc.)
- **Nose:** (broad, upturned, aquiline, etc.)
- **Lips:** (full, thin, heart-shaped, etc.)
- **Face Shape**: (rounded, angular, oval, square, etc.)
- **Distinctive Features:** Scars, tattoos, birthmarks, piercings, nails shapes etc.
- **Clothing:** Describe the outfit (top, bottom, dress) and style (medieval, casual, formal…).
- **Accessories:** Include any jewelry, weapons, tools, or unique items the character carries (e.g., a necklace, dagger, satchel).

CHARACTER TRAITS

- **Personality:** Describe their temperament and typical behavior (bold, shy, sarcastic, warm-hearted, kind, evil).
- **Typical Expressions:** Are they often grinning, frowning, smirking, or gazing pensively? What's their general mood?
- **Expression for the Scene:** If the character's expression changes for this particular scene (e.g., they're usually cheerful but serious here), note it. These details help guide lighting, pose, and overall composition to add emotional depth.

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