



An Illustrator's Guide to Veer

You're here. That tells us two things:

You want to sell illustrations. Your aesthetic and technical skills are balanced by your commercial acumen. You're looking for buyers and you want your contributions to appeal to as many of them as possible.

You want to sell illustrations with Veer. You know smart, discerning creative professionals shop here because we provide quality content, catered collections, and meaningful search results. You want your work on veer.com so that creatives see it, buy it, and show it to everyone they know.

We get that. So here's what you need to know.

Most-wanted content

There's no such thing as an ideal illustration. That said, some types of illustrations are more in demand than others. Obviously Veer customers want interesting, relevant images. There are also technical specs to consider, which you'll find in detail in the "technical guidelines" section.

Commercial images. These are images that have a message, are versatile, are technically sound, and can be used by advertisers and publishers to sell a product or service. Think about how your customer (a designer or small company) will use your image. If you can picture it being used for a print ad, billboard, magazine spread, or book cover, you have a commercial image.

Literal and conceptual images. Our customers have varied needs. Some require images that convey ideas all on their own (success, friendship, insecurity, etc.) while others need images that are exactly what they appear to be (people, nature, simple objects, etc.).

Fresh interpretations of common concepts.

Customers are always looking for reinventions of the most-used themes.

Images that are distinct from each other. Customers can use image series for large and ongoing projects, but they're too busy to sort through lots of similar images. A series should depict a single idea in a variety of different ways.



Most-wanted content

Images that are current. A vintage aesthetic can be charming, but customers rarely use outdated images.

Text-free images. Text that is integrated into the design is fine, but text-free illustrations are usually more versatile and commercially appealing. Our customers want design elements rather than templates or completed work, so placeholder text is never needed.



Most-wanted content

There are a few types of images we don't accept:

- Auto-trace images that are unchanged or difficult to edit.
- Images featuring fonts as their primary subject (e.g. single letters).
- Huge icon sets with crowded presentation. We like large icon sets if they're well designed and clean, but prefer small sets of two to six icons per file. Customers prefer this too, because they can see your icons clearly in the search grid of thumbnails.



Preferred

Not preferred



3.1

Uploading

Before submitting your file

Your image is shipshape, but is it customer ready? Here are a few details to consider when uploading.

Model releases. If your image is based on an actual person, you may need to provide a signed model release. If your image appears to be based on an actual person, make sure you can supply an original sketch of your creation if requested.



Property releases. You may need to provide a scan of your original sketch or a property release to prove the image is yours and you're permitting it to be used in microstock.

Public domain or derivative art is acceptable, but keep in mind that it tends to be more popular with contributors than with customers. If your work resembles artwork in the public domain, we'll probably ask you to upload a sketch of your original source material.



3.2

File

To upload your content to veer.com, use the web upload tool or FTP. When you upload a vector file (EPS), please also send a JPEG. This gives customers the option to buy either version from a single product detail page, and customers like this. You can upload a JPEG version on its own, but whenever you upload an EPS file you're required to add a JPEG version as well.

- EPS files must be Adobe® Illustrator® 8 or 10 compatible.
- Maximum artboard size 18 × 18 inches (1,296 points or 5,400 pixels), with raster effects set at high (300 ppi).
- Give your EPS and JPEG versions the same file name and upload them at the same time. For example, Abstract_Alien.eps and Abstract_Alien.jpg.
- JPEG height and width must be greater than 4,900 pixels.
- Veer reads and extracts any embedded IPTC/XXMP metadata from your JPEG preview file.
- Include a title, description, and accurate keywords.

Title

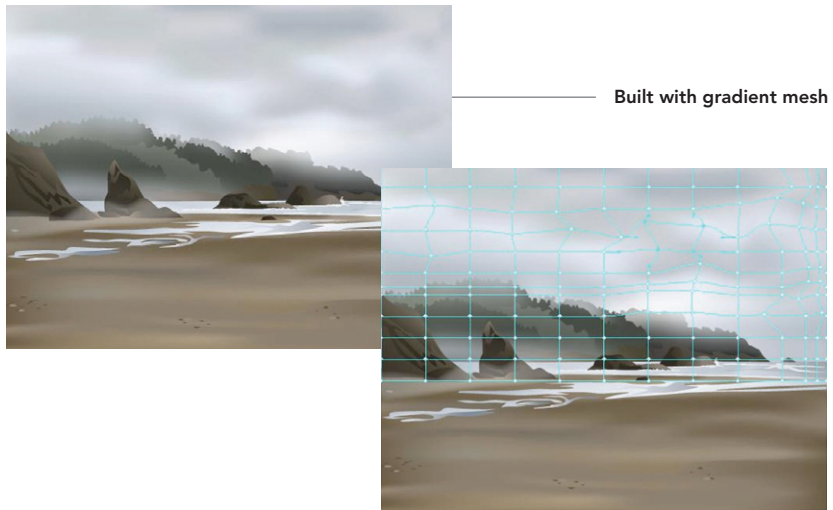
These should be written in English and describe the subject matter as clearly and briefly as possible. Leave out the creator name and any personal numbering systems.

Sample titles:
Flourish Design Elements
Abstract Indian Motif Background

Description

Again, write in English and keep it short and simple. The description isn't for search purposes, but to describe to potential buyers the intent of your image. It should include:

- The image subject.
- The software used to create the image.
- Any useful information about format or image creation, particularly gradient meshes or transparencies. Some programs — like older versions of Illustrator, FreeHand®, CorelDRAW®, Xara Designer, or Inkscape — can't view or edit gradient meshes and transparencies, so customers must have this information before buying.



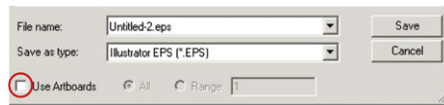
Sample description:
Illustration of a retro alien character with crazy arms and legs. Created in Adobe Illustrator. Image contains radial gradient and transparencies. EPS 10.

3.4

Upload checklist

This should help you avoid technical problems when uploading.

- Double-check your file formats.
- Ensure your keywords are accurate.
- Convert all fonts and text.
- Fix open paths and shapes.
- Convert strokes and don't use custom fills.
- Avoid legacy files (artboards or text). Check to make sure the "Use Artboards" box is not checked when saving. Illustrator geeks, please note that CS3 allowed multiple crops on a single artboard, whereas CS4 has moved to multiple artboards rather than multiple crops. Depending on which program your buyer is using, he might see a "Legacy Artboard" prompt and get totally confused. To avoid this, get rid of the prompt by choosing Object>Crop>Release, which will remove all cropping from the illustration.



- Make sure all points, shapes, etc. are inside your bounding box.



- Don't use 9-slice scaling. It's a useful tool, but it's up to your buyer to change this setting.

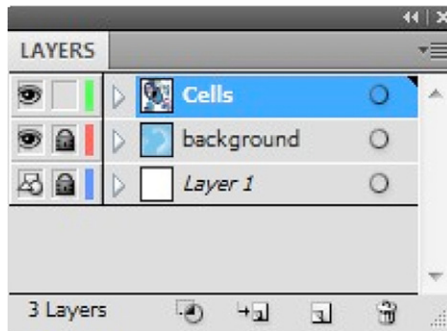
Find more file help in our [Veer tutorial](#).

4.1

Editing and modifying

Most Veer customers are creatives, which means they use images in original and unexpected ways. Fully editable files maximize your customer's creative possibilities and at Veer, that's pretty much our favorite thing. Keep in mind that while your buyer is most likely a canny creative with a good eye, he or she may not be an experienced illustrator like you. Tidy up multiple layers and unnecessary shapes, and give your customer a well-managed, easy-to-modify image.

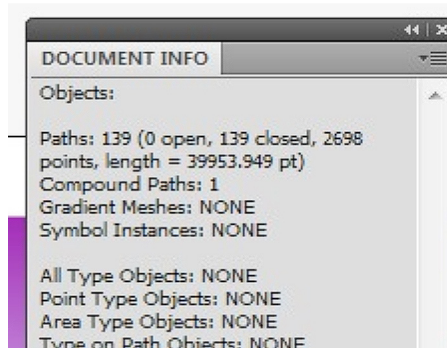
- Unlock all layers and objects.



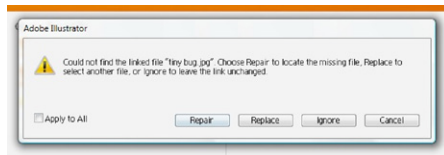
- Delete extra color swatches from your palette.
- Group elements together wherever possible.
- For EPS files, use CMYK or RGB, but not both. JPEG files must use RGB. If using CMYK in your EPS file, make sure your color settings are at North American General Purpose or North American Prepress 2.



- Check your document information box to ensure your file has no open paths. These cause problems for buyers and printers.



- Turn off or unlock guide lines and rulers (otherwise they'll show up as open paths).
- Delete unused layers. Double-check your layers when saving your image to EPS. Sometimes this information isn't transferred over and you'll need to rename layers.
- Delete any linked images, or your buyer will see a prompt and a blank layer where the image used to be. Needless to say, your buyer won't like this and may even assume the file is damaged.



- Convert any text to paths/outlines in case your buyer doesn't have the font you're using. Your document information box should read "Text: None" rather than "Text: Trebuchet" (or whichever font you used).



Unconverted text

Text converted to outlines

