



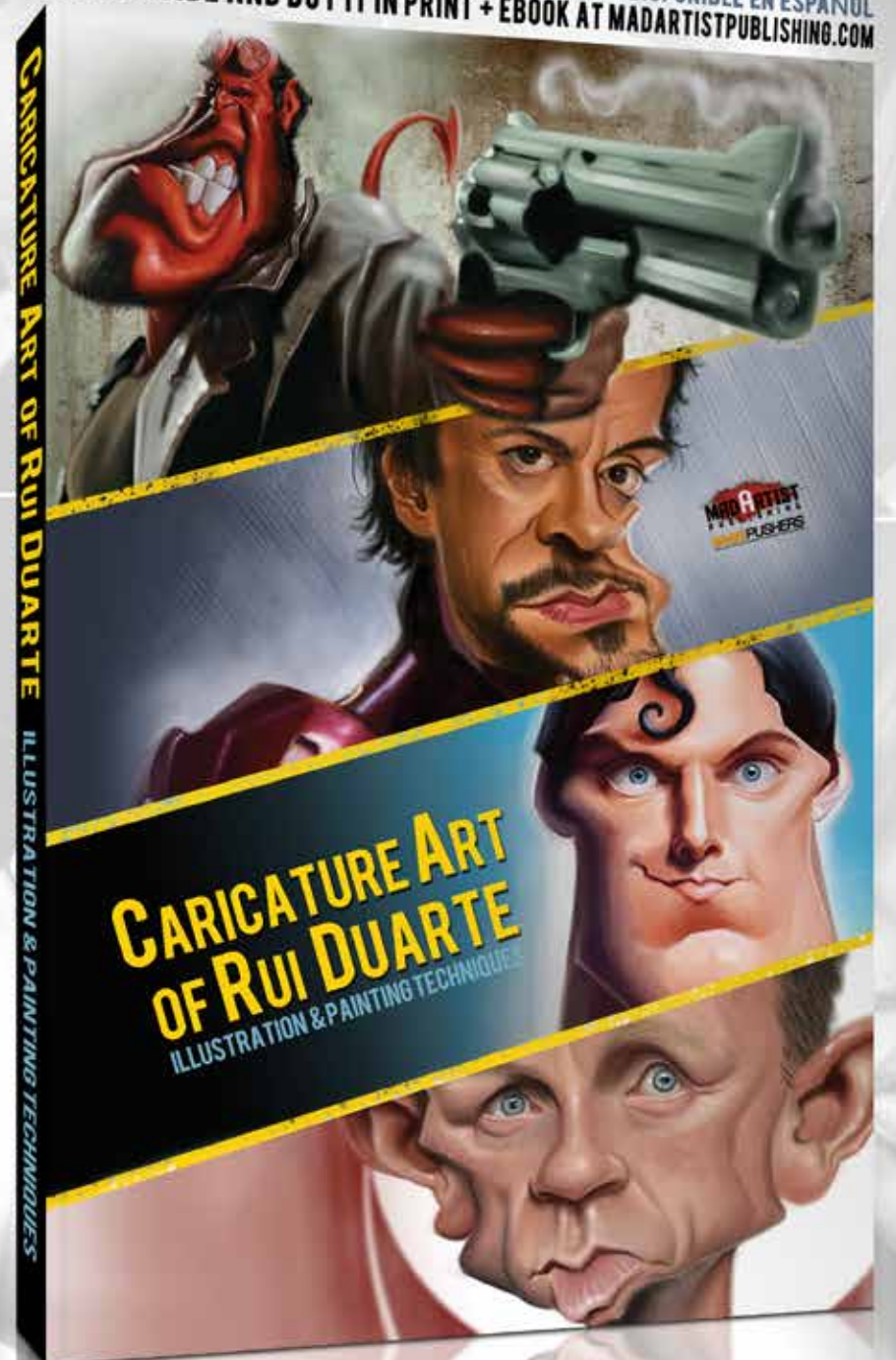
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Rui Duarte.

Como persona creativa yo sé de primera mano la dificultad y apuros económicos para encontrar un lugar en la industria. Mientras que la habilidad puede ser adquirida con tiempo, no hay sustituto para la pasión y determinación; los premios llegan con el tiempo y el trabajo duro, no hay un camino fácil para progresar.

Encuentre lo que le gusta, siga con eso y triunfará con el tiempo. Yo estoy agradecido de haber encontrado mi lugar en la industria, de ser capaz de hacer una devolución a la comunidad creativa global y también de ser parte en promoción y publicación de talento independiente de todas las profesiones. Como parte su conocimiento haga su devolución y usted también recogerá las recompensas y será pagado para divertirse. Visite bookpushers.com para dar a su carrera un impulso extra en promoción. Tengámoslo finalmente en el M.A.P. Estamos reclutando para nuestra agencia de talento expertos en animación en 2D y 3D. Para ser considerado debe mostrar profesionalismo y dedicación y tener un portfolio en nuestro sketchoholic.com, mostrando su habilidad

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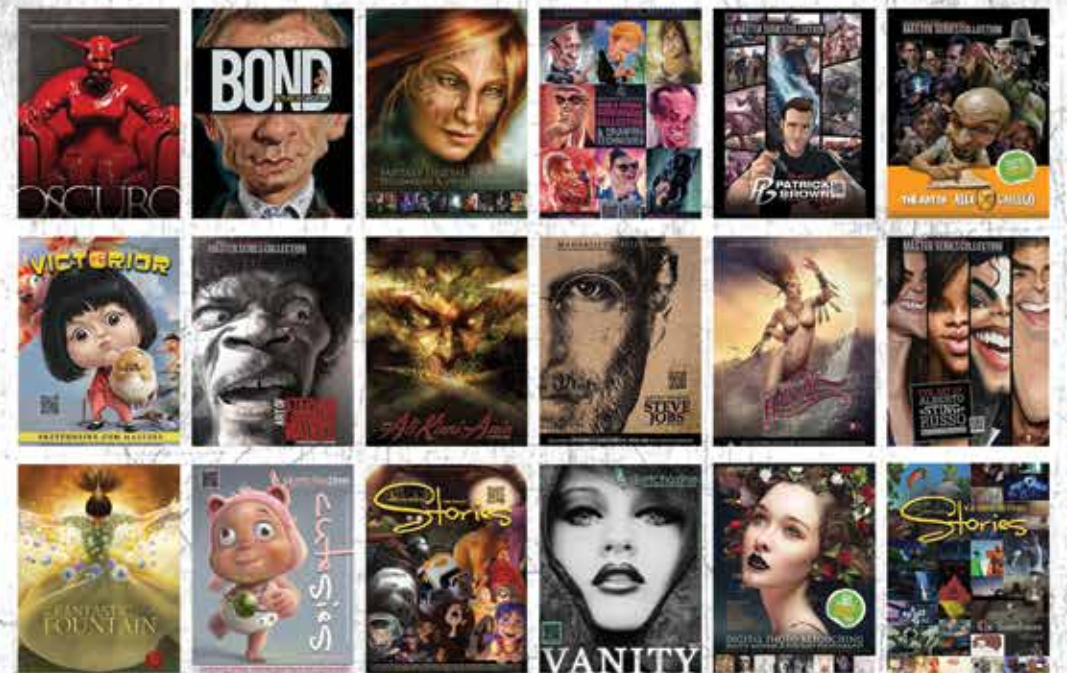


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**RUI
DUARTE**

CARICATURIST + ILLUSTRATOR

I was born in Lisbon, Portugal in 1977. I always drew, but I started to draw caricatures in 2003; ten years ago. I never studied art in school or taken workshops... everything I know, I taught myself. In 2008 I started professionally taken on commissions for caricature, illustration and comics and today I work with companies and enterprise clients in Brasil, Italy, Germany, France, Holland, Angola and around the world. I have a partnership with a football club in Portugal (F.C.Porto) where they use my caricatures in some player merchandise. I was invited to participate on a tv show in Portugal, drawing during 2 seasons for a total of 23 episodes. Some of my awards include:

- 1st prize for best portfolio in Girona Isca Convention 2011.
- 1st prize for best studio work, in Girona Isca Convention 2011.
- 2nd prize for best black and white work, in Girona Convention 2011
- 1st win a Honor mention in Portugal in 2012 and a 3º prize in 2013
- 1st prize for best digital caricature in Eindhoven Isca Convention 2013
- 1st prize for best black and white work in Eindhoven Isca convention 2013
- 2nd prize for the best portfolio in Eindhoven Isca convention, 2013
- 2nd prize for the best likeness caricature in Eindhoven Isca convention 2013.

Basically, I love to draw and its a pleasure for me to live from my art.

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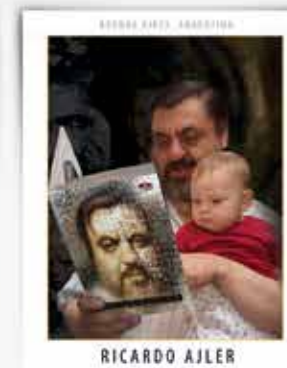
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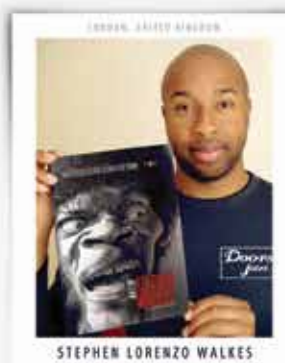
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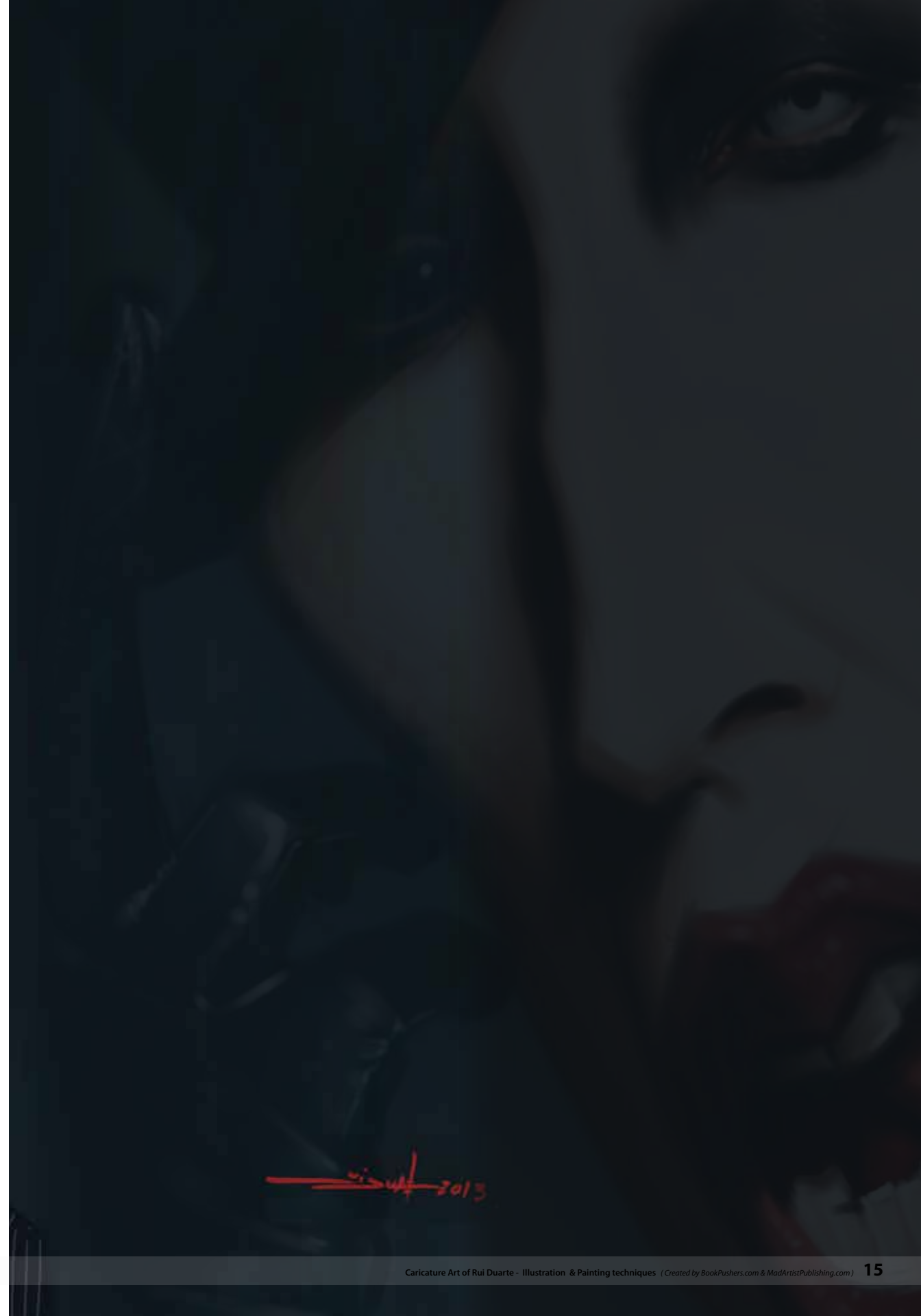


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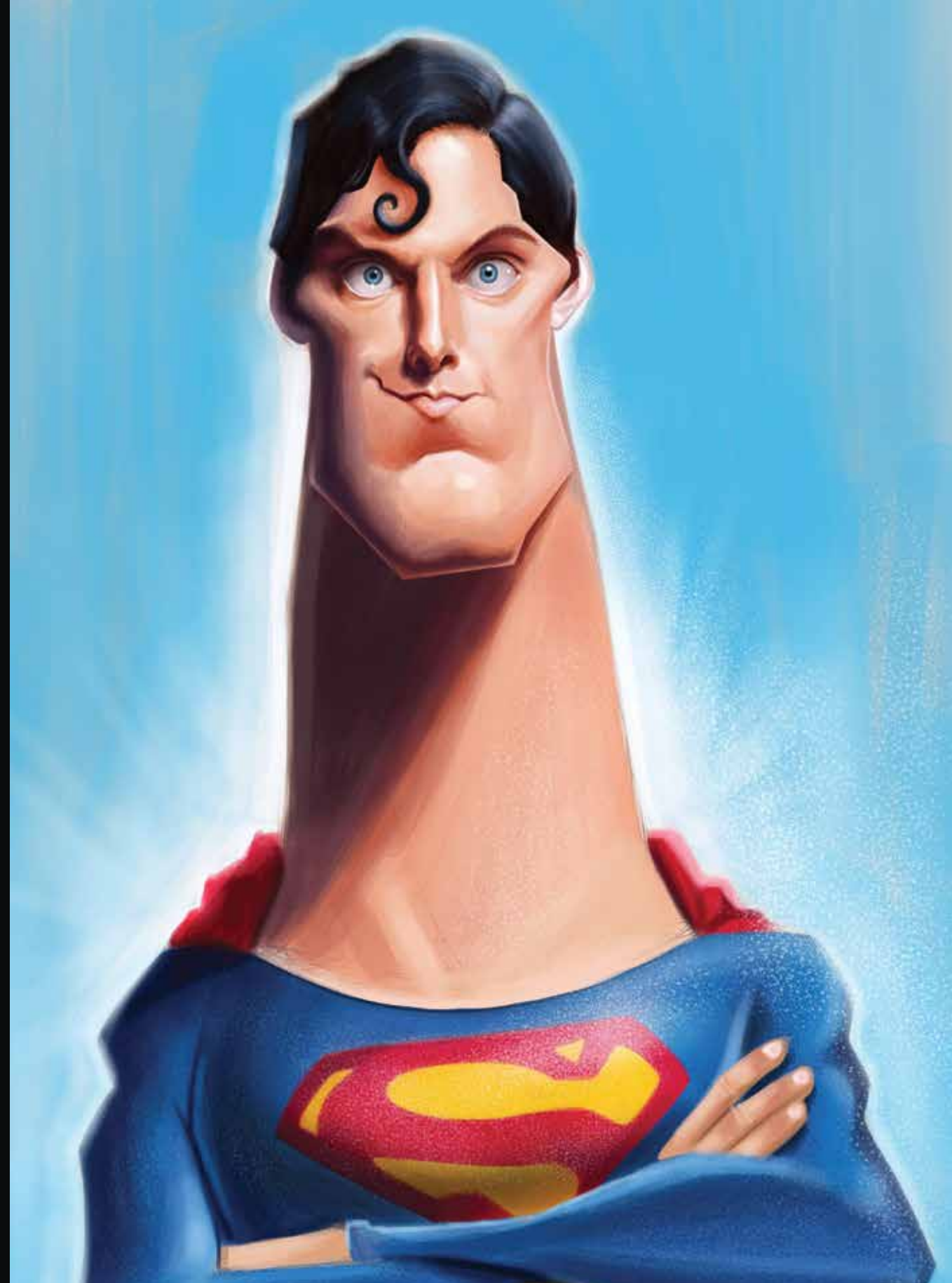




visuall-2012











Rui Duarte 2012



MARILYN MANSON

PRODUCTION: Mac, Wacom Bamboo, Photoshop CS4
COMPLETION: 4 hours - January 2013, Lisboa, Portugal
REFERENCE BASED ON: From Internet
RECOMMENDED SOURCE: www.facebook.com/nicodimattia

Marilyn Manson is an artist weird enough to be a good character. When I drew it, I tried to give it greater prominence in the mouth for being a huge red stain on a white face, as your skin. it also helps the makeup quite basically helps develop important aspects in skin tone so white. The clothes, hat and hair, helped the contrast.

ADVICE

A very important advice: never, ever copy another artist. It is important that our work has our identity, it is important that when someone sees our work, do not need to see the signature to see who it belongs to. It's called, give an identity to our art. Sometimes it can be the mistake of copying other artists because they want to evolve, it is not progress but plagiarism. The result is never good and never shalt be a true artist.



JAMES HETFIELD

PRODUCTION: Mac, Wacom Bamboo, Photoshop CS4
COMPLETION: 7 hours - November 2012, Lisboa, Portugal
REFERENCE BASED ON: From Internet
RECOMMENDED SOURCE: www.facebook.com/pages/Anthony-Geoffroy/60483347017

James Hetfield is the lead singer of my favorite band, Metallica. He is one of my favorite characters to caricature. I like the aspect of "Barbarian" of James, his stately pose. The guy has a huge amount of features that enable a good job of exaggeration. I like to exaggerate in caricatures and beard, hair, wrinkles, tattoos, etc., help immensely. Also liked the contrast of light in the background.

ADVICE

For me it is important to have a caricature exaggeration. Caricature's it, is to transform reality into something exaggerated. Conceiving a caricature to be faithful to reality, almost a portrait, does not my genre. The joke and the true art of caricature is trying to exaggerate but achieving maximum figure out who is the person with ease.



IRON MAN

PRODUCTION: Mac, Wacom Bamboo, Photoshop CS4
COMPLETION: 10 hours - August 2013, Lisboa, Portugal
REFERENCE BASED ON: From the movie Ironman
RECOMMENDED SOURCE: www.facebook.com/JFStahl

Ironman, Robert Downey Jr., this actor don't tell me nothing as a character, in normal conditions I never pick this guy to draw, but, what really draw my attention was he's armor. It was a huge challenge, and I spend a lot of time working on it. I guess it was my most patient work. The details of the armor, the sparkles, the whole mechanism. I confess that the face was a bit into the background. It's one more work that derives from a comic character.

ADVICE

When starting a jog, you can never be in a hurry to get to the end. Sometimes we rush to see the end result and we end up not doing things the right way. It is a mistake, it is important to have the patience necessary to be able to have a result that pleases us. I always stop a few minutes to smoke a cigaretteand relax a bit, you don't need to many time, just a couple of minutes.



SUPERMAN/CHRISTOPHER REEVE

PRODUCTION: Mac, Wacom Bamboo, Photoshop CS4
COMPLETION: 6 hours - September 2013, Lisboa, Portugal
REFERENCE BASED ON: From Internet
RECOMMENDED SOURCE: www.behance.net

For me, the best Superman ever. Had the misfortune to, ironically, losing physical mobility. It is my tribute to someone who gave life to a hero of my generation. In this painting, tried a fusion between caricature and comic.

ADVICE

For those who do digital painting, remember... you guys are artists and painters like someone who paints on canvas with acrylics, oils, etc.. Digital painting is painting too. Differently, I admit that is less messy and more comfortable, but it is paint.



HELLBOY

PRODUCTION: Mac, Wacom Bamboo, Photoshop CS4
COMPLETION: 6 hours - September 2012, Lisboa, Portugal
REFERENCE BASED ON: From the movie HellBoy
RECOMMENDED SOURCE: www.facebook.com/tiagohoisel

I love this personage, I always was a comic books lover and when I saw Hellboy became a "real" person, it was great to me. Love the movies, love the special effects, and Ron Perlman it was great in Hellboy skin, everything perfect. So, this give me the power to draw him. This is one of my favorite works. Love the color contrast, the shadows in he's face, the lightnings.

When I draw a character, is very important to me the likeness, the draw can be very well done but if the likeness is not there, for me the result is not good. Sometimes I sketch someone and I keep that sketch for the next day, to realize if I think the likeness is alright. Because, sometimes your mind could be tired and if you see the same draw in the next day maybe you can get a better perspective. Tired head could trick you.

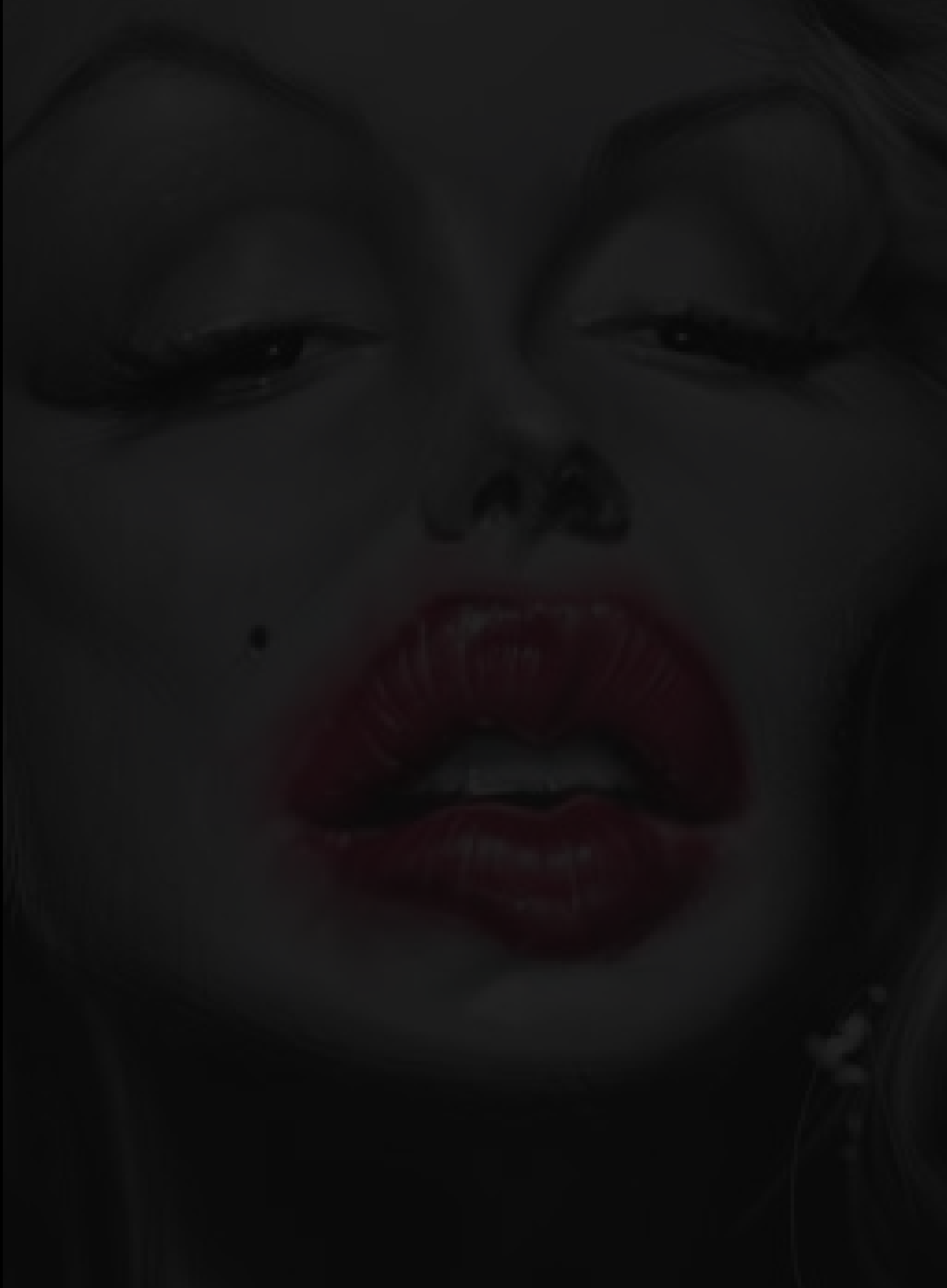


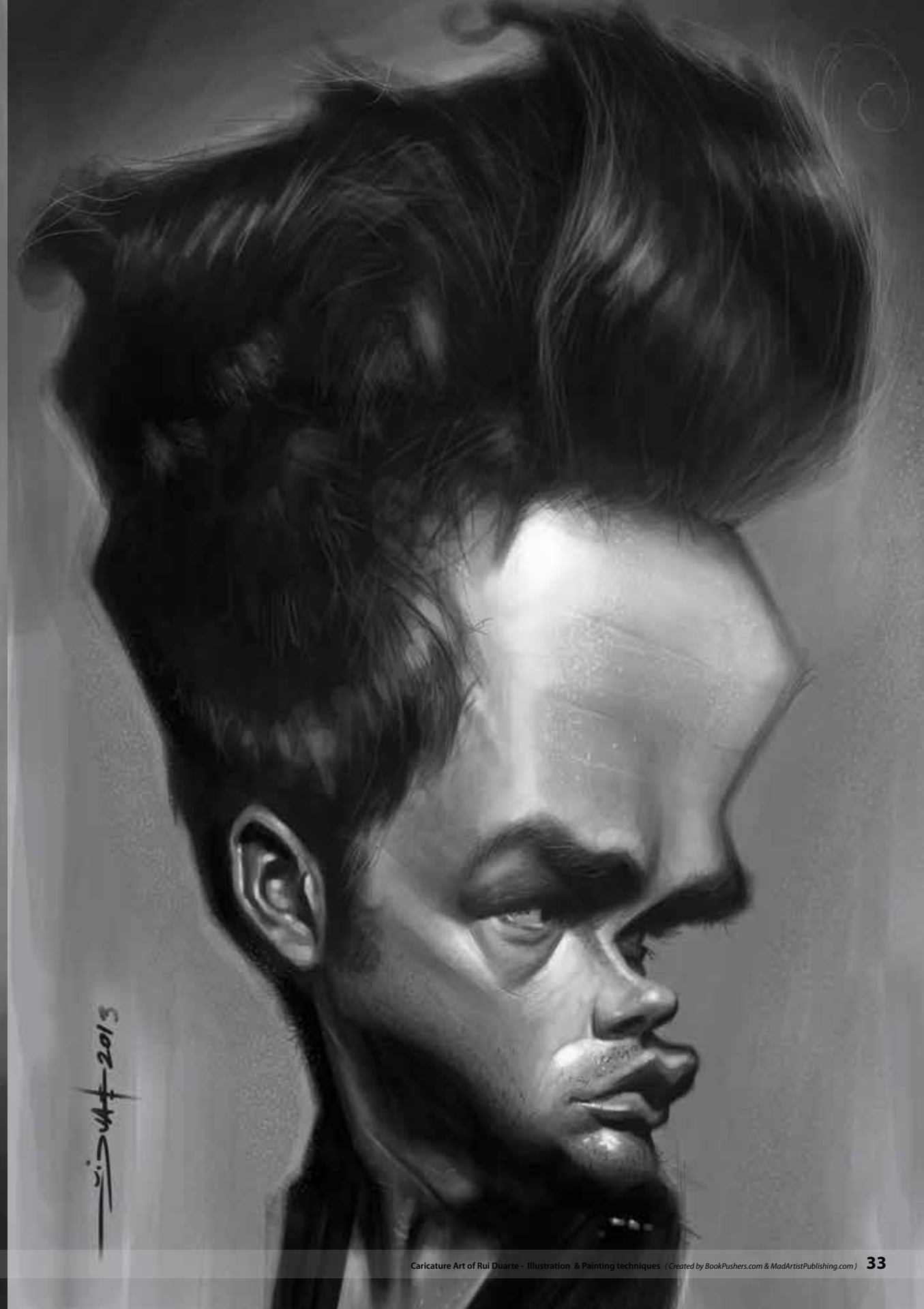
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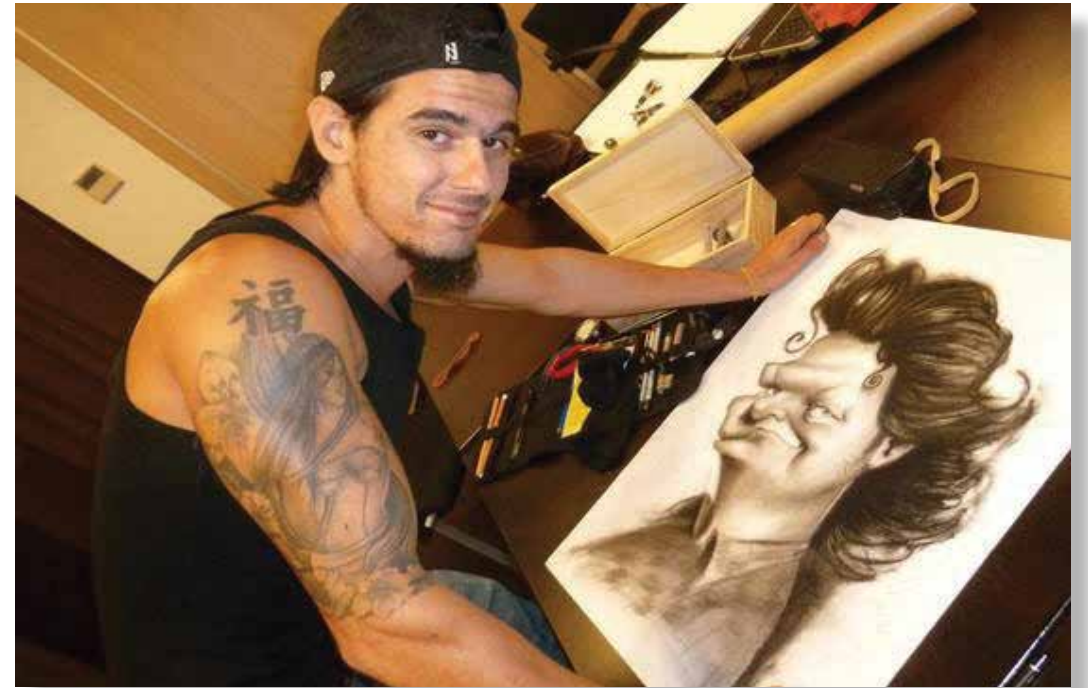
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MARILYN MONROE(PENDING)

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS4
COMPLETION: 8 hrs - DECEMBER 2011, LONDON, UK
RECOMMENDED SOURCE: <http://www.deviantart.com/>

A piece that is a firm favourite of mine, and probably one of the most fun subjects to draw. I wanted everything to be bold and expressive, just like the man himself. So I made sure that the values were really strong, and the background completely white and empty.

ADVICE

Before focusing whole heartedly into creating caricatures, it's important that beginner caricaturists gain a solid understanding about facial features, composition, and values, through studying portraiture first. It really does help.



JOHNNY CASH

PRODUCTION: Mac, Wacom Bamboo, Photoshop CS4
COMPLETION: 4 hours - June 2013, Lisboa, Portugal
REFERENCE BASED ON: From Internet
RECOMMENDED SOURCE: www.facebook.com/jan.debeeck

I love painting in black and white and the characters classical allow me that. Carrying out this work gave me enjoyment throughout the surrounding, the character, the scenery, the girl in the background, cigarette smoke and make this picture only with black and white was a pleasure really huge. Do not know much about the artist, but I know that Johnny gives an excellent model for a good caricature.

ADVICE

It is important to publicize the work. Using social networking is a way to get to know our art and also to know more about the work of other artists. Studying tutorials, realize how to use certain techniques, swap tips and find references. I have some artists like references that led me to evolve in my work. Never asked for help but I tried to understand some processes. Is not easy but with work and persistence can learn a lot.



JAMES DEAN

PRODUCTION: Mac, Wacom Bamboo, Photoshop CS4
COMPLETION: 3,5 hours - March 2013, Lisboa, Portugal
REFERENCE BASED ON: From Internet
RECOMMENDED SOURCE: sebastian-kruger-news.blogspot.pt

Something that I love to draw, classical figures, from movies, sports, etc. I like to draw icons that are part of world history. James Dean was an icon that was immortalized and is an excellent figure to caricature. I love the lines of his face and, work this character in black and white give him a extraordinary realism. I tried to pass the rebelliousness of the actor for the drawing. Now, he's immortalized in my portfolio too.

ADVICE

Many illustrators start their characters scribbling one geometric shape. I never used this strategy because when I draw someone, things tend to come instinctively. But counsel, who is starting to use geometric shapes ("initial skeleton") as support.



ROCKY BALBOA (PENDING)

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS4
COMPLETION: 9 hrs - FEB 2012, LONDON, UK
RECOMMENDED SOURCE: <http://psd.tutspius.com/>

I was familiar with Josephine Baker's name, but never really knew much about her. So one night, I ended up watching a very cool documentary about her, on YouTube. The next morning I immediately felt the need to paint a picture in tribute to her. My prime focus was to try and highlight her elegance, charm, and sexiness.

ADVICE

Emulating artists who you most admire is a great way to move forward with your art, but should only be a temporary step that leads you towards realizing your own artistic expressions.



RUI'S FAMILY(PENDING)

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS5
COMPLETION: 10 hrs - SEPTEMBER 2012, LONDON, UK
RECOMMENDED SOURCE: <http://www.miketartworks.com/>

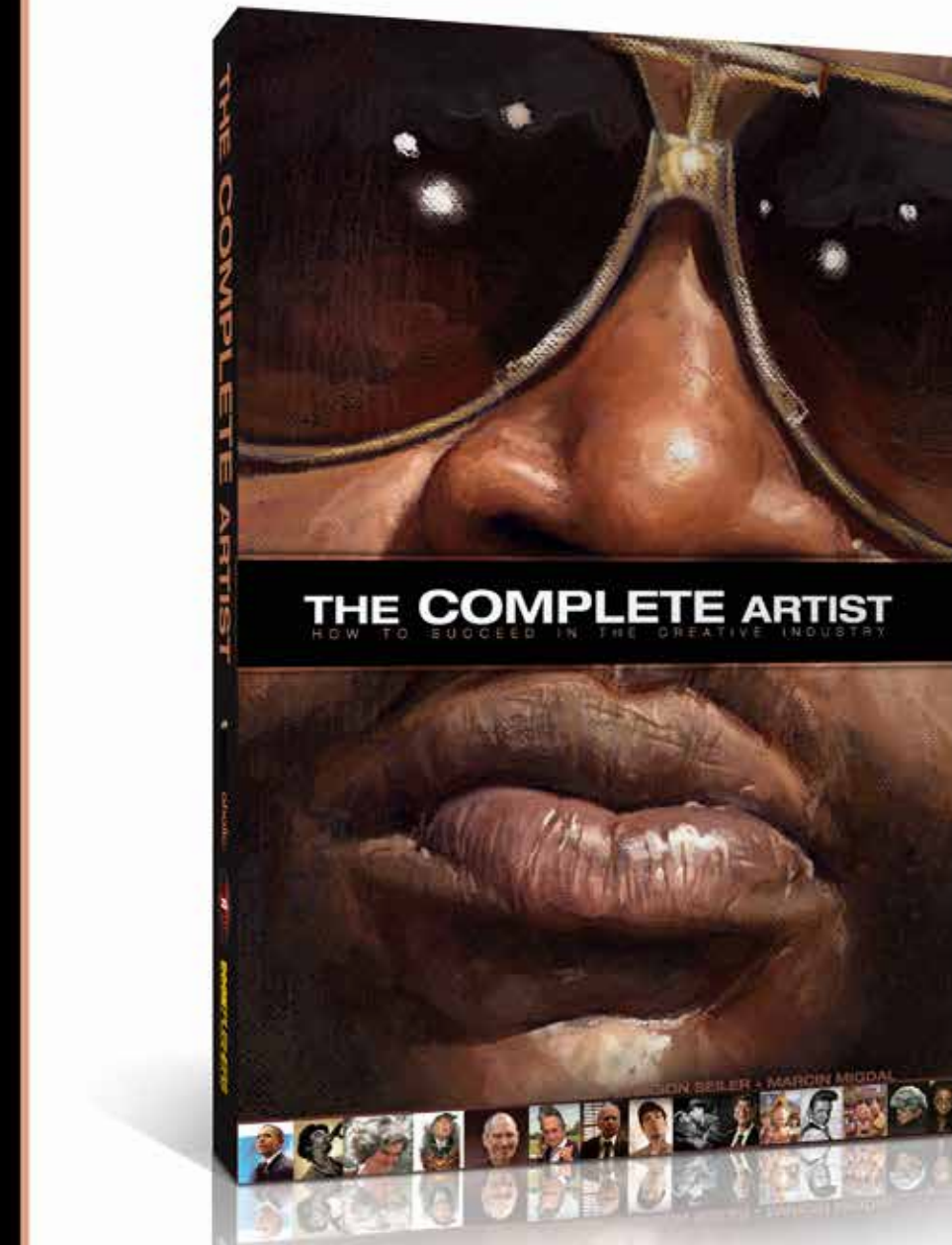
Marilyn Manson is an artist weird enough to be a good character. When I drew it, I tried to give it greater prominence in the mouth for being a huge red stain on a white face, as your skin. it also helps the makeup quite basically helps develop important aspects in skin tone so white. The clothes, hat and hair, helped the contrast.

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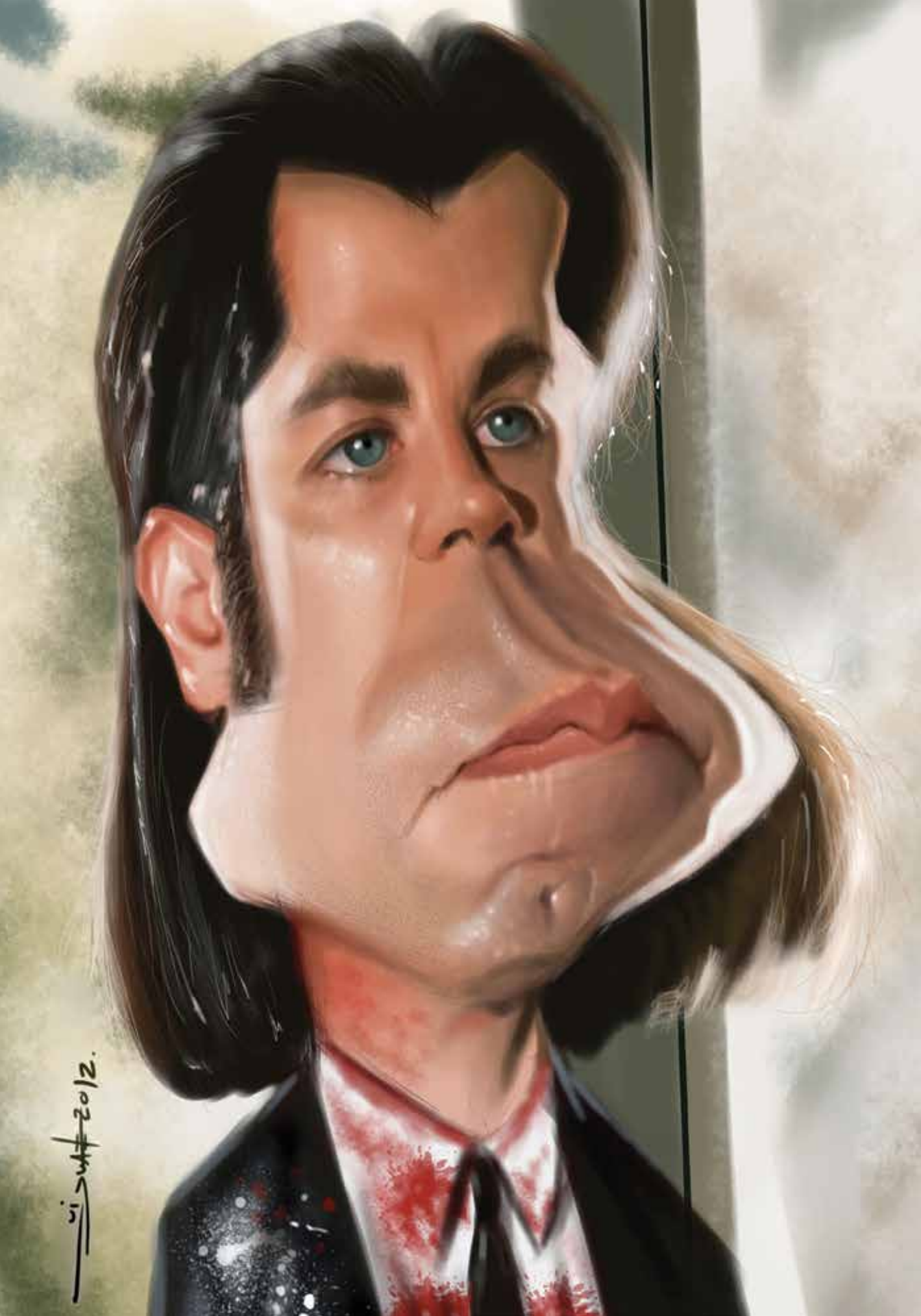
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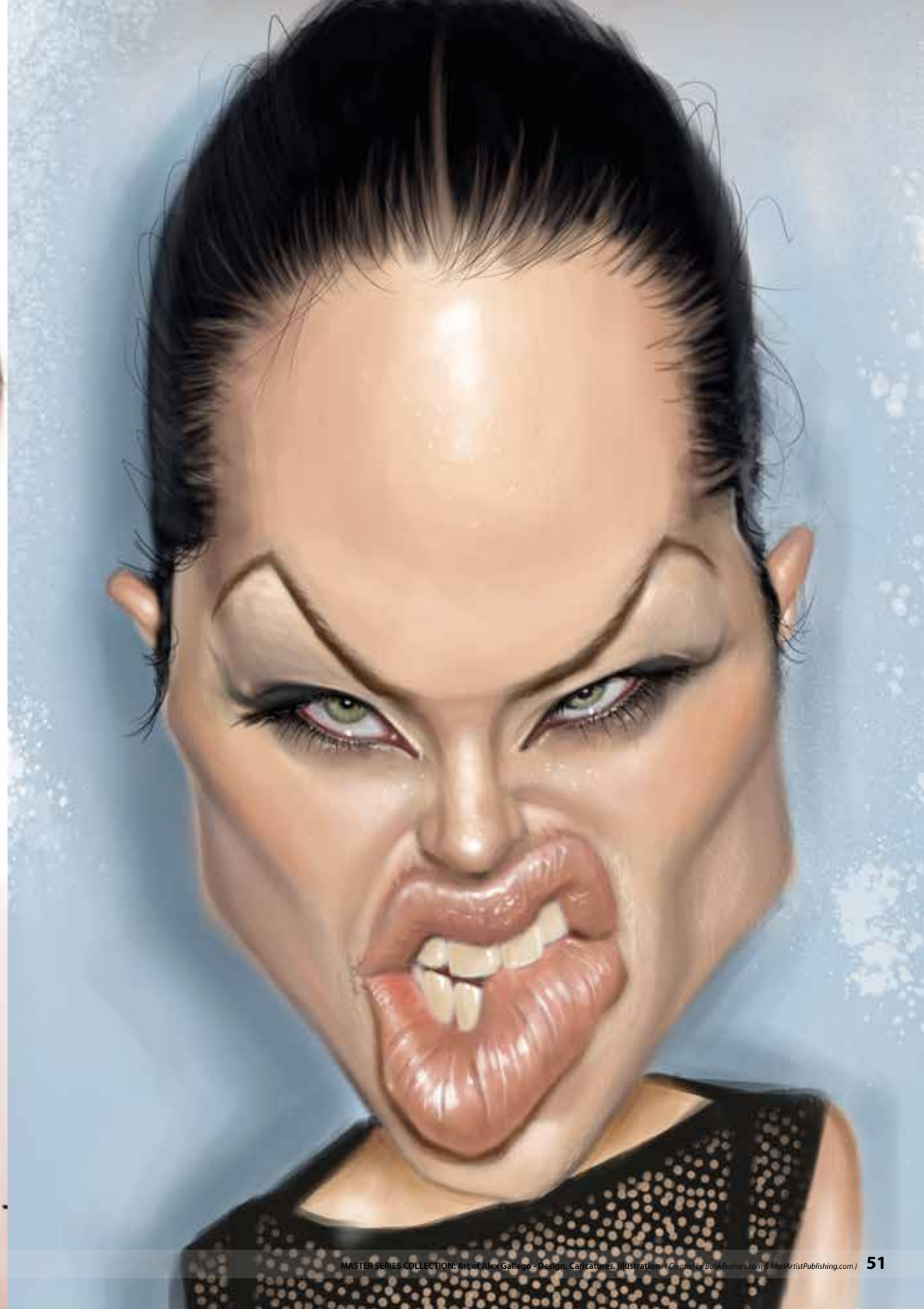
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JOHN TRAVOLTA

PRODUCTION: Mac, Wacom Bamboo, Photoshop CS4
COMPLETION: 6 hours - October 2012, Lisboa, Portugal
REFERENCE BASED ON: From the movie Pulp Fiction
RECOMMENDED SOURCE: www.facebook.com/xi.vienna

The idea is to create a trilogy of the movie Pulp Fiction a classic of world cinema. I picked up 3 movie characters and tried to draw them at different stages of history. John Travolta is not an individual easy to caricature, in my opinion, so it was a challenge. It was funny to play with the contrasts of light, with blood on clothes and blue eyes. I do not think John Travolta a good figure to draw but Vincent Vega is something that I could “play.”

ADVICE

When you love this art, it is important to practice a lot. Often people from various countries ask me for help on Facebook. Is not a question of helping or not, people have to realize that there is a way to go and it is important to do their part. have to practice a lot because drawing is not a trick, it takes talent, practice and above all hard work. I spend many hours daily drawing, trying to evolve. These times become years.

UMA THURMAN

PRODUCTION: Mac, Wacom Bamboo, Photoshop CS4
COMPLETION: 6 hours - October 2012, Lisboa, Portugal
REFERENCE BASED ON: From the movie Pulp Fiction
RECOMMENDED SOURCE: www.facebook.com/jasonseilerillustration

I enjoy a lot to catch characters in “movement”, get pictures from the parts of some movies, concerts, shows is very different from the usual “pose” photo. I think you can get more from the person and the final result works better, bring more life.... what I particularly liked in this Uma Thurman challenge was her weeping eyes. I love to paint eyes, so, she becomes a great challenge to me. I love to work based in classics and Pulp Fiction is a huge classic movie. In the background I didn’t use the blur, I just paint as I saw.

ADVICE

That’s it...Try to get away from the classic “pose” photos, try to create something from “movement” models. The realism is different, I guess. In this cases, I recommend that you keep the original background from de character, this way your work gonna be more loyal to the reality.

SAMUEL L. JACKSON

PRODUCTION: Mac, Wacom Bamboo, Photoshop CS4
COMPLETION: 6 hours - October 2012, Lisboa, Portugal
REFERENCE BASED ON: From the movie Pulp Fiction
RECOMMENDED SOURCE: www.courtjones.com

Samuel L. Jackson is one of my favorite actors and this film Pulp Fiction caught my attention. I had to draw it. I love to draw eyes, giving them life and all that hair, mustache and sideburns were very funny work. The fact that the image is too dark makes design more difficult. But was very happy with the result and loved painting it. I like to draw different expressions and not just static faces.

ADVICE

It is necessary that pintes with passion, with feeling. For me, all my works are like children to me.

LEONARDO DI CAPRIO (PENDING)

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS4
COMPLETION: 9 hrs - FEB 2012, LONDON, UK
RECOMMENDED SOURCE: <http://psd.tutspius.com/>

I was familiar with Josephine Baker’s name, but never really knew much about her. So one night, I ended up watching a very cool documentary about her, on YouTube. The next morning I immediately felt the need to paint a picture in tribute to her. My prime focus was to try and highlight her elegance, charm, and sexiness.

ADVICE

Emulating artists who you most admire is a great way to move forward with your art, but should only be a temporary step that leads you towards realizing your own artistic expressions.

ANGELINA JOLIE(PENDING)

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS5
COMPLETION: 10 hrs - SEPTEMBER 2012, LONDON, UK
RECOMMENDED SOURCE: <http://www.miketartworks.com/>

Marilyn Manson is an artist weird enough to be a good character. When I drew it, I tried to give it greater prominence in the mouth for being a huge red stain on a white face, as your skin. it also helps the makeup quite basically helps develop important aspects in skin tone so white. The clothes, hat and hair, helped the contrast.

ADVICE

A very important advice: never, ever copy another artist. It is important that our work has our identity, it is important that when someone sees our work, do not need to see the signature to see who it belongs to. It’s called, give an identity to our art. Sometimes it can be the mis-take of copying other artists because they want to evolve, it is not progress but plagiarism. The result is never good and never shalt be a true artist.



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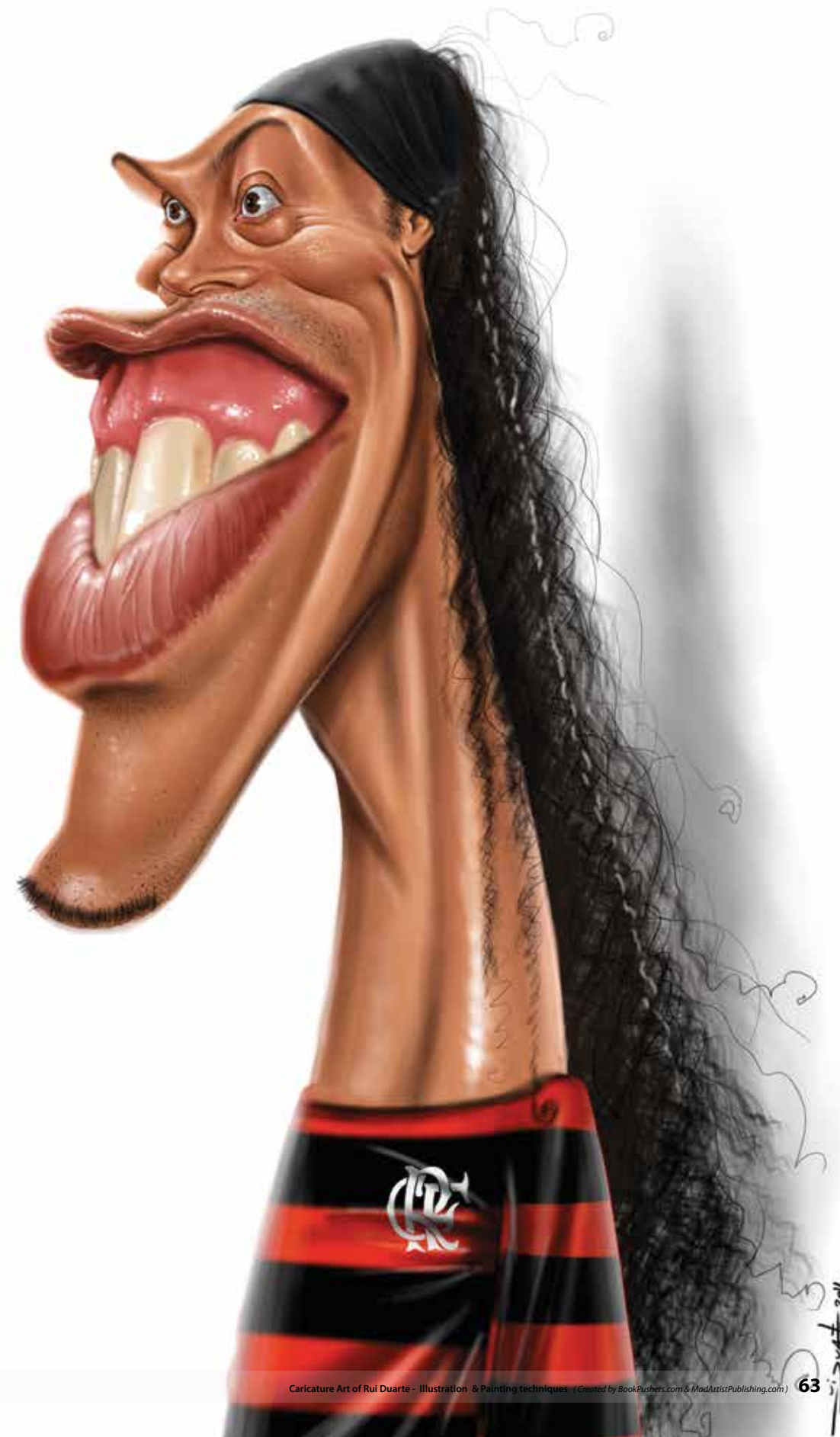
CONTESTS / BOOKS / PROMOTIONS













CRISTIANO RONALDO AND MESSI

PRODUCTION: Mac, Wacom Bamboo, Photoshop CS4
COMPLETION: 6 hours (each) - May 2011, Lisboa, Portugal
REFERENCE BASED ON: From Internet
RECOMMENDED SOURCE: www.pinterest.com

Cristiano Ronaldo and Messi, two of the best football players of all time. Two rivals with huge potential. I love to paint characters of football, there is a huge variety of models and the choice is always easy. It was not the first time I drew these two players and I think it will not be the last.

ADVICE

All artists work differently, each with their habits, their tricks. So there is a huge variety of styles. The important thing is to get an end result that satisfies you. It is important to be original and innovative.



RAFAEL NADAL(PENDING)

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS5
COMPLETION: 7 hrs - JULY 2012, LONDON, UK
RECOMMENDED SOURCE: <http://torrenthomasart.blogspot.com>

I wanted to keep this looking more like a traditional painting, and less like a heavily detailed digital render. So I decided to paint the majority of it from a distance, rarely zooming in, and keeping the brush strokes loose, large, and sketchy. I really love the finished result.

ADVICE

Sometimes caricature can just be about exaggerating the truth, rather than trying to make someone laugh.



STEFFI GRAF

PRODUCTION: Mac, Wacom Bamboo, Photoshop CS4
COMPLETION: 4 hours - October 2012, Lisboa, Portugal
REFERENCE BASED ON: From Internet
RECOMMENDED SOURCE: www.facebook.com/caricaturascast

A great face for a good caricature. Did this work for the contest "Caricaturama" and was lucky to win. For me it is important that the character that I paint attracted me. I have to look and feel the pleasure, the challenge.

ADVICE

The sketch not only serves as a guide, just a sketch, can be a great work of art. I love sketching, I like to see the work come to life with just a few brief lines.



BALOTELLI (PENDING)

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS4
COMPLETION: 9 hrs - FEB 2012, LONDON, UK
RECOMMENDED SOURCE: <http://psd.tutspius.com/>

I was familiar with Josephine Baker's name, but never really knew much about her. So one night, I ended up watching a very cool documentary about her, on YouTube. The next morning I immediately felt the need to paint a picture in tribute to her. My prime focus was to try and highlight her elegance, charm, and sexiness.

ADVICE

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RONALDO INHO (PENDING)

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS5
COMPLETION: 10 hrs - SEPTEMBER 2012, LONDON, UK
RECOMMENDED SOURCE: <http://www.miketartworks.com/>

A somewhat tragic comedy genius, Richard Pryor has always been known as one of the all time kings of modern stand up comedy. I tried to capture his humour, sadness, and reluctance for greatness, all in one image. If interested in how this was actually made, have a look at the time lapse video.

ADVICE

I think looking at all areas of art is vital for progression and new ideas. Just studying caricature art is only providing you with a small portion of all the amazing artistic inspirations out there.

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2010

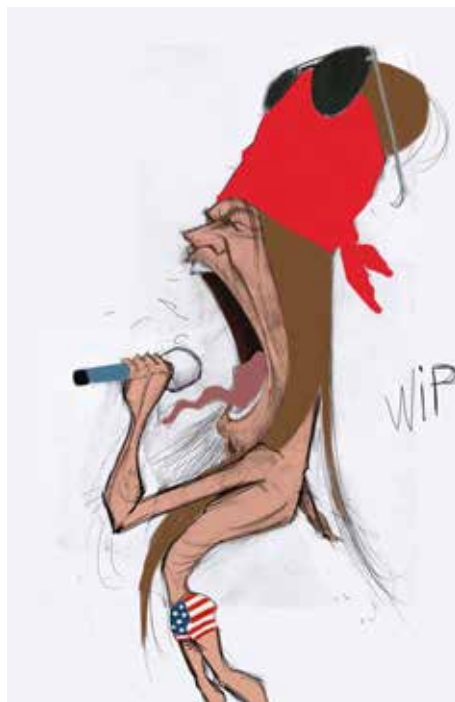


2013





Rui Duarte 2011.







MICK JAGGER (PENDING)

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS4

COMPLETION: 8 hrs - DECEMBER 2011, LONDON, UK

RECOMMENDED SOURCE: <http://www.deviantart.com/>

A piece that is a firm favourite of mine, and probably one of the most fun subjects to draw. I wanted everything to be bold and expressive, just like the man himself. So I made sure that the values were really strong, and the background completely white and empty.

ADVICE

Before focusing whole heartedly into creating caricatures, it's important that beginner caricaturists gain a solid understanding about facial features, composition, and values, through studying portraiture first. It really does help.



RAY CHARLES

PRODUCTION: Mac, Wacom Bamboo, Photoshop CS4

COMPLETION: 5 hours - February 2013, Lisboa, Portugal

REFERENCE BASED ON: From my mind

RECOMMENDED SOURCE: www.facebook.com/julio.warnes

In this digital painting, I took full advantage of the character. I tried quite exaggerating every detail. I tried to recreate it in full adrenaline, acting as the "animal" stage he is. I focused myself enough in his mouth with protruding teeth, saliva gave him a funny twist. Some colleagues prefer to give prominence to the glasses, but, as I argue, it is important to have several points of view.

ADVICE

It is very important for me to have good pictures. Especially when working on commissions. When drawing someone who never saw the photo will be our biggest and unique base. It is therefore very important to take photos with good resolution, with good light and updated. Draw famous people is easy but draw ordinary people is much more complicated because most part of time we never saw the person before.



PINK (PENDING)

PRODUCTION: Mac, Wacom Bamboo, Photoshop CS4

COMPLETION: 5 hours - July 2013, Lisboa, Portugal

REFERENCE BASED ON: From Internet

RECOMMENDED SOURCE: www.facebook.com/woutertulp

Mick Jagger, what to say? He is a real character, big mouth, eyes small and blue, wrinkles, skinny, long hair finally a super model. The problem with this type of character is that everyone draws them, there are numerous caricatures of Mick. That's why it costs me a little drawing personalities like the Rolling Stones, Obama, Pope ... everyone draws them and do not like to be "one more." This painting is an upgrade I made from another Mick caricature I drew in 2010 to see the evolution of my work and I was impressed with my progress.

ADVICE

Worldwide, there are several types of caricaturists and each with a different type of distortion. Sometimes, the same character is designed differently and in both cases, the result is very good. It is a matter of point of view of the artist. So, it is not mandatory that the character has a big nose for a good caricature. It is rather important to note what stands out most in the model and carries it to the paper.



AXEL ROSE(PENDING)

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS4

COMPLETION: 9 hrs - FEB 2012, LONDON, UK

RECOMMENDED SOURCE: <http://psd.tutspius.com/>

I was familiar with Josephine Baker's name, but never really knew much about her. So one night, I ended up watching a very cool documentary about her, on YouTube. The next morning I immediately felt the need to paint a picture in tribute to her. My prime focus was to try and highlight her elegance, charm, and sexiness.

ADVICE

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SLASH

PRODUCTION: Mac, Wacom Bamboo, Photoshop CS4

COMPLETION: 7 hours - March 2013, Lisboa, Portugal

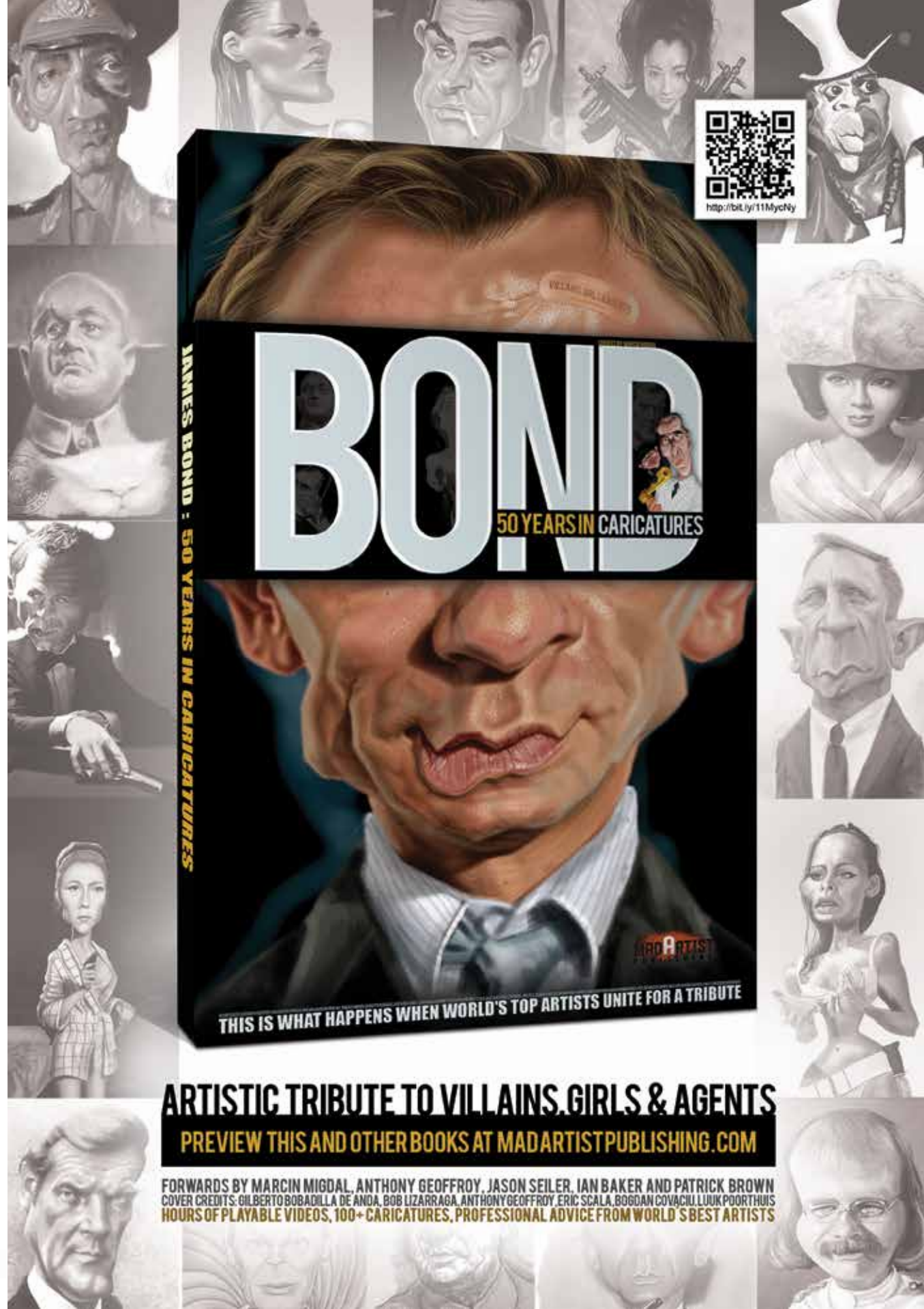
REFERENCE BASED ON: From Internet

RECOMMENDED SOURCE: www.deviantart.com

Slash is a great guitarist, was part of the mythical group Guns n Roses. He has so much raw material for the realization of a funny job. It is a rich character because of the long hair, the hat, the glasses, earrings, etc... the reflection of the glasses makes painting winning realism. It is important to pay attention to these details.

ADVICE

It is important to leave the details to the end. The idea of making a zoom too early is wrong, my opinion.



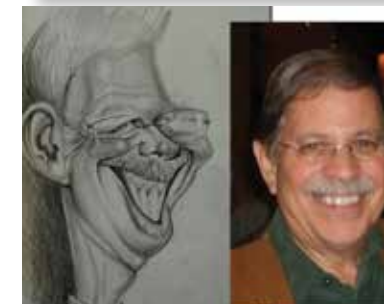
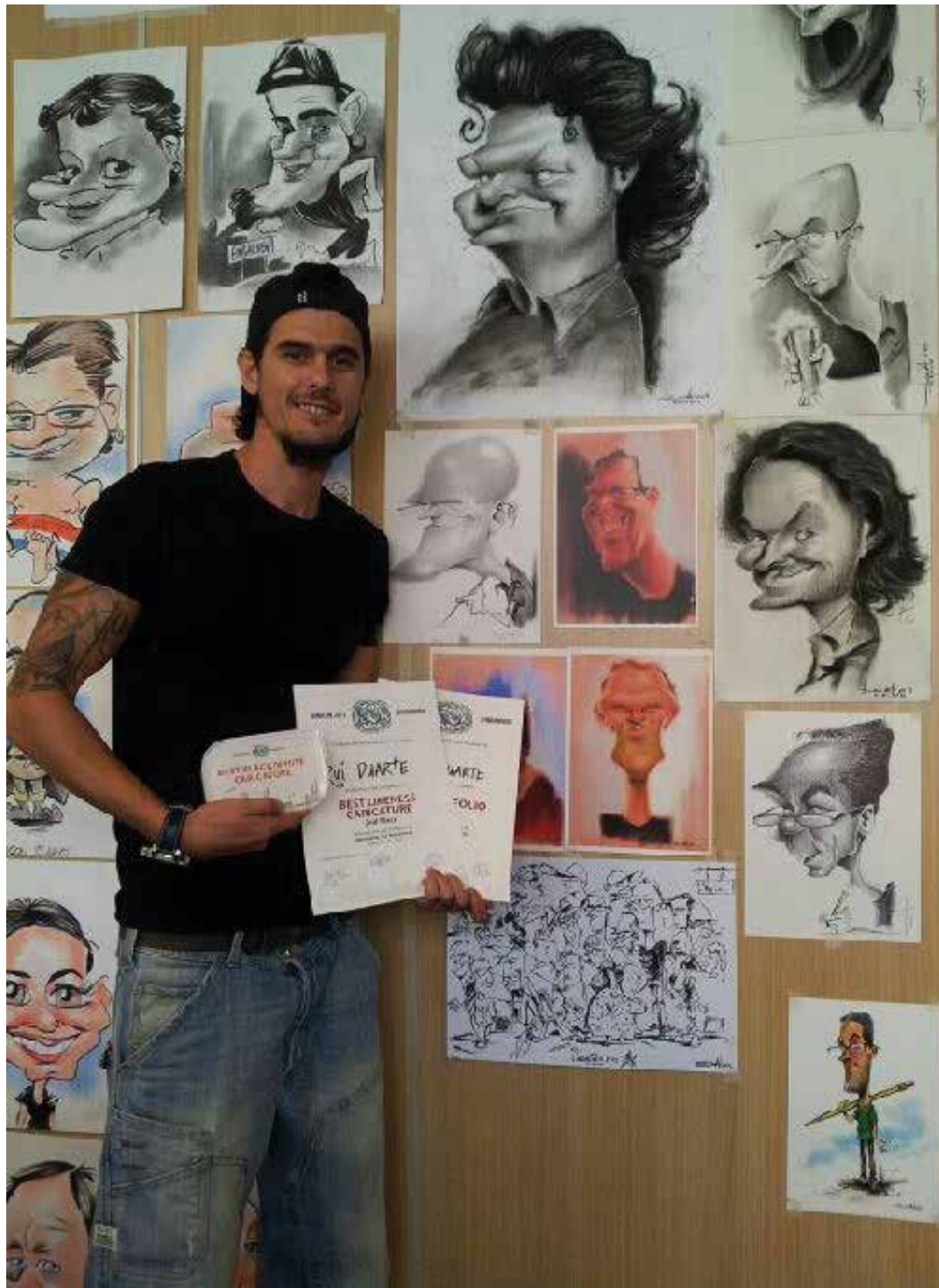
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ANGELA MERKEL (PENDING)

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS4

COMPLETION: 8 hrs - DECEMBER 2011, LONDON, UK

RECOMMENDED SOURCE: <http://www.deviantart.com/>

A piece that is a firm favourite of mine, and probably one of the most fun subjects to draw. I wanted everything to be bold and expressive, just like the man himself. So I made sure that the values were really strong, and the background completely white and empty.

ADVICE

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KADAFI (PENDING)

PRODUCTION: Mac, Wacom Bamboo, Photoshop CS4

COMPLETION: 5 hours - February 2013, Lisboa, Portugal

REFERENCE BASED ON: From my mind

RECOMMENDED SOURCE: www.facebook.com/julio.warnes

In this digital painting, I took full advantage of the character. I tried quite exaggerating every detail. I tried to recreate it in full adrenaline, acting as the "animal" stage he is. I focused myself enough in his mouth with protruding teeth, saliva gave him a funny twist. Some colleagues prefer to give prominence to the glasses, but, as I argue, it is important to have several points of view.

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SARAH PALIN (PENDING)

PRODUCTION: Mac, Wacom Bamboo, Photoshop CS4

COMPLETION: 5 hours - July 2013, Lisboa, Portugal

REFERENCE BASED ON: From Internet

RECOMMENDED SOURCE: www.facebook.com/woutertulp

Mick Jagger, what to say? He is a real character, big mouth, eyes small and blue, wrinkles, skinny, long hair finally a super model. The problem with this type of character is that everyone draws them, there are numerous caricatures of Mick. That's why it costs me a little drawing personalities like the Rolling Stones, Obama, Pope ... everyone draws them and do not like to be "one more." This painting is an upgrade I made from another Mick caricature I drew in 2010 to see the evolution of my work and I was impressed with my progress.

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JOSE HERMAN (PENDING)

PRODUCTION: Pencil sketch, Wacom Bamboo Pen and Touch, Adobe Photoshop CS4

COMPLETION: 9 hrs - FEB 2012, LONDON, UK

RECOMMENDED SOURCE: <http://psd.tutspius.com/>

I was familiar with Josephine Baker's name, but never really knew much about her. So one night, I ended up watching a very cool documentary about her, on YouTube. The next morning I immediately felt the need to paint a picture in tribute to her. My prime focus was to try and highlight her elegance, charm, and sexiness.

ADVICE

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SCHUMACHER (PENDING)

PRODUCTION: Mac, Wacom Bamboo, Photoshop CS4

COMPLETION: 7 hours - March 2013, Lisboa, Portugal

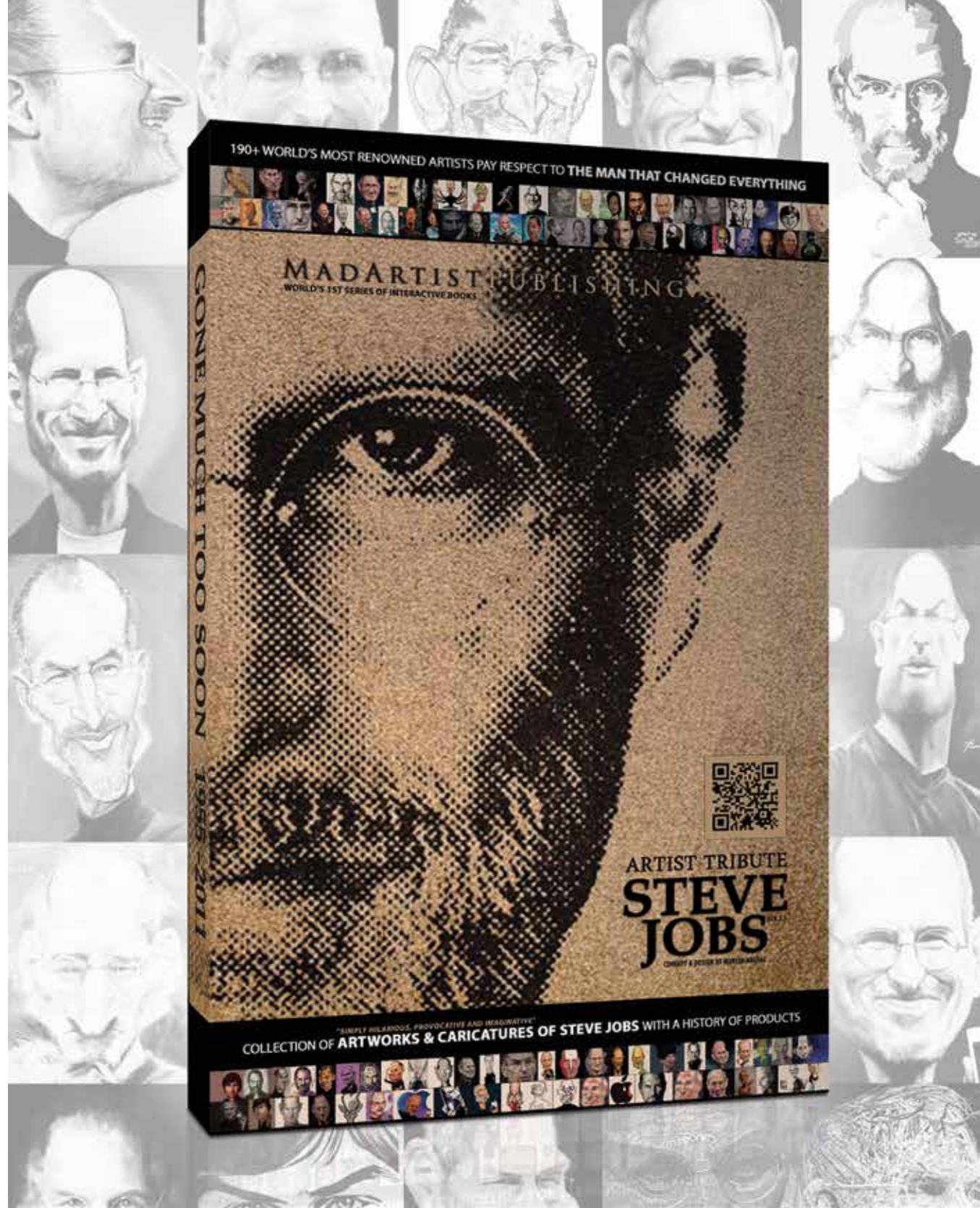
REFERENCE BASED ON: From Internet

RECOMMENDED SOURCE: www.deviantart.com

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ADVICE

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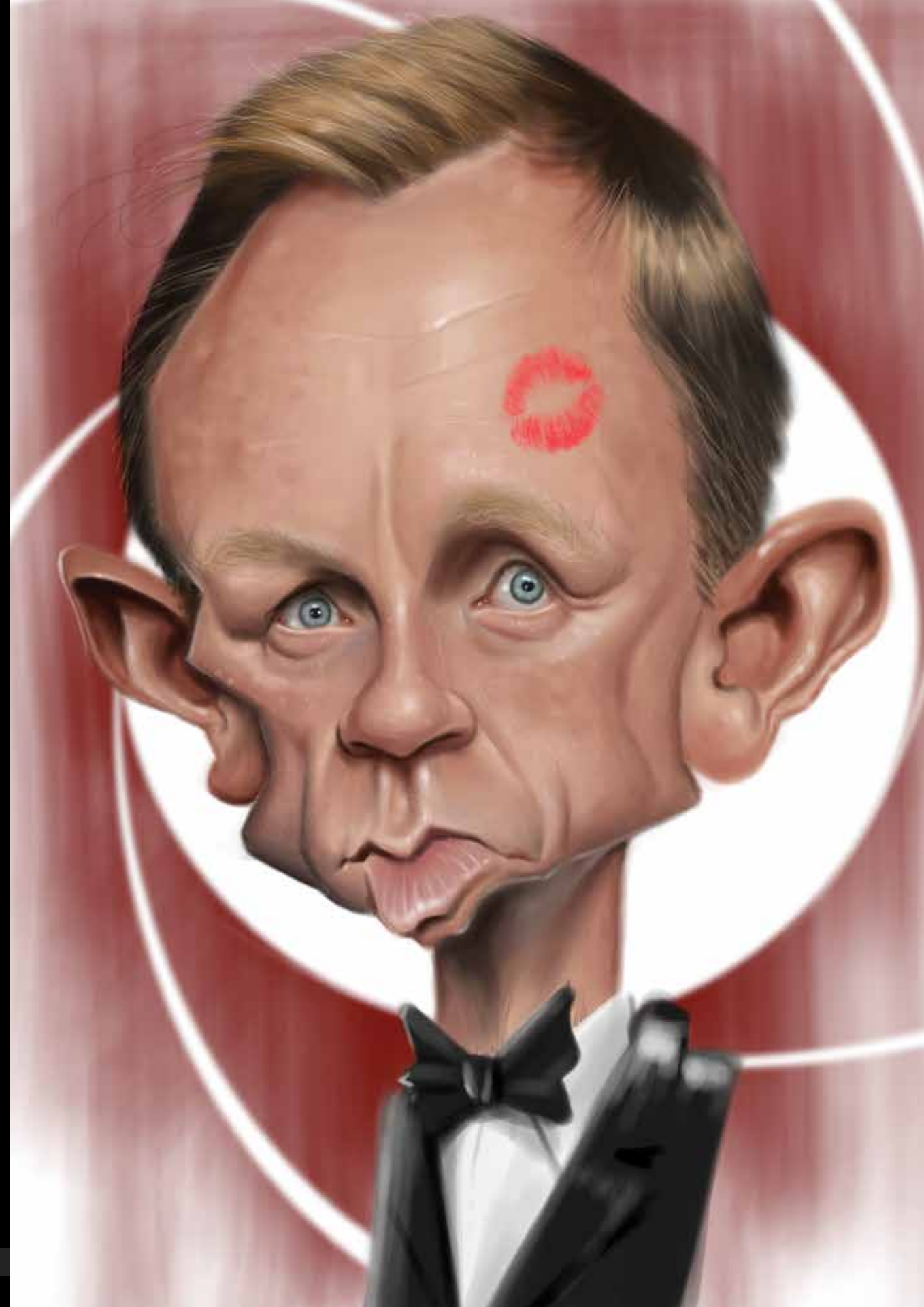
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THE ART OF SELF-PROMOTION

WRITTEN BY MARCIN MIGDAL, FOUNDER OF MAD ARTIST PUBLISHING

“Everyone deserves exposure” is the key idea and the essence of Mad Artist Publishing (MAP). It is the core of what drives the creative community Sketchoholic.com and primary reason I founded these two vehicles of promotion.

From 2011 the MAP team and I have had the honor and privilege of promoting, publishing and meeting incredibly talented people who entrusted us with the mission of showcasing and distributing their works through our websites, social media channels and printed books. While the **brilliance of imagination and skill shines bright in the creative community, there is a lack of self-promotion education and fundamentals of business know-how** from academic institutions that shape these great talents. This paradox fuels the existence of the “starving artist” stereotype and is the reason I undertook the writing of this article.

There is a lack of academic support and promotion for graduates of visual arts, animation, photography and other creative disciplines. Many of today’s occupations require some sort of practical creative skillsets, and yet school’s devotion lies in pumping out and supporting educated professionals for jobs that don’t yet exist. Most likely the majority of them will end up spending their lives tied to careers they don’t enjoy and will later wish they had the courage to express themselves and follow their dreams like you. And while you are pursuing your dreams, you may be drowning in your own creative genius. I am here to throw you a lifeboat. **With a few strokes of direction we will save your genius and grant you power to paint the world with your creativity.** The advice does come at a cost: the time and application of the information I share with you. It’s easy enough, but while this may be an inspiring read for you, ninety percent of the readers will forget all about this tomorrow and continue doing what they’re doing. If you’re happy that way, I’m happy for you. But if you are one of the few that decides to take my advice and apply it to your way of doing things, don’t hesitate to find me at Facebook.com/MarcinMigdal and tell me all about your goals, dreams and your progress.

You need to understand the simplicity of self-promotion and how it can propel you to the heights of creative and personal success that you’re striving for. Being good at what you do and possessing a talent does not mean you’ll become successful, look at Van Gogh who died poor and underappreciated. **You must inject promotion into your daily routine, you cannot rest on your achievements and skills alone.** You must become a self-branding and self-promotional machine. It’s pretty simple in our Internet age: create portfolios on various creative online communities. Create Facebook, Twitter and LinkedIn profiles to expand your network and connect with fellow artists and idols. Pump it up with a blog, add a Youtube channel and upload time lapse videos of your workflow and experiments. Trust me, your efforts will pay off over time and you will soon experience the power of online exposure. Continue by joining niche forum communities, Facebook groups, take part in the industry challenges and contests, even if you are still second guessing your talents and skills. Contribute, comment, communicate, be active and visible. Start working on your self-promotion right today, as you require nothing more than a computer.

You must **understand that it’s important to let people know about you as an artist and your work regardless of how you think you look and feel about yourself.** It is your art that speaks to people. You are already an interesting individual to your followers and your appearance is irrelevant in most cases. What I’ve learnt while running MAP and Sketchoholic is that usually people want to know the story behind artworks and what the artists were thinking while creating them. They want to connect and find commonalities with the creators of the art that they like. When I begun conducting interviews with artists and industry professionals I realized that it would take a lot of persuasion to get them in front of the camera. Talent is something very personal and by nature artists are introverted creatures, but you must get over this. The sooner you do, the more confident you will be in every aspect of your being, and **your confidence is what will propel you to the next level in your work, personal life and professional network.**

Successful people love to teach others and share their knowledge, as long as they feel valued and appreciated. I know the feeling because I have been a business mentor for years. I have donated my time to arts interns as well as business leaders. And I too was once a mentee. I have always been passionate and hungry to learn, and even today I pick the brains of people who peak my interest on a daily basis. Some of those whom I asked for advice and help while growing MAP were Patrice Leymarie, the founder of ItsArtMag.com, Sean Bono, the founder of ArtBattles.com, Julien Bocabeille, Oscar nominated animation director, Jason Seiler, an award winning artist and illustrator, Saturno Buttò, renown Italian surrealist painter. My point is don’t be intimidated by fame of your idols, reach out and ask for help. We all know it never hurts to ask, right? Someone will be happy to share their knowledge and expertise with you.

From what I’ve seen, there are a lot of artists who are unique, brilliant, creative and skilled, but a lot of them completely disregard the importance of self-promotion or aren’t confident enough to get themselves out there and show what they do and are capable of. Stop procrastinating, **shift your mind, break out of your old habits and allocate time for it.** Self-promotion isn’t something embarrassing, and the reality is that it is an important part of the modern life. Get out of your comfort zone and tell the world about yourself. Show your art and seek the company and support of like-minded people.

I believe confidence is something to be admired, but let’s not forget there’s always someone who’s worked harder, gone further and more successful than you. The minute you get a big head is the same minute that the reality smacks you in that head and shows you that you aren’t as good as you thought you were. Stay humble. **Self-promotion is the art of spreading ideas, concepts, and a greater vision,** it’s not the same as bragging about your accomplishments. Often people will help you promote your work if you can simply make them feel good about it and appreciate their time and willingness to lend you a helping hand. Your ideas and creativity might inspire hope, ignite a creative spark, attract fellow artists, but bragging isn’t going to help you create a sincere connection. Moreover, you may lose friends.

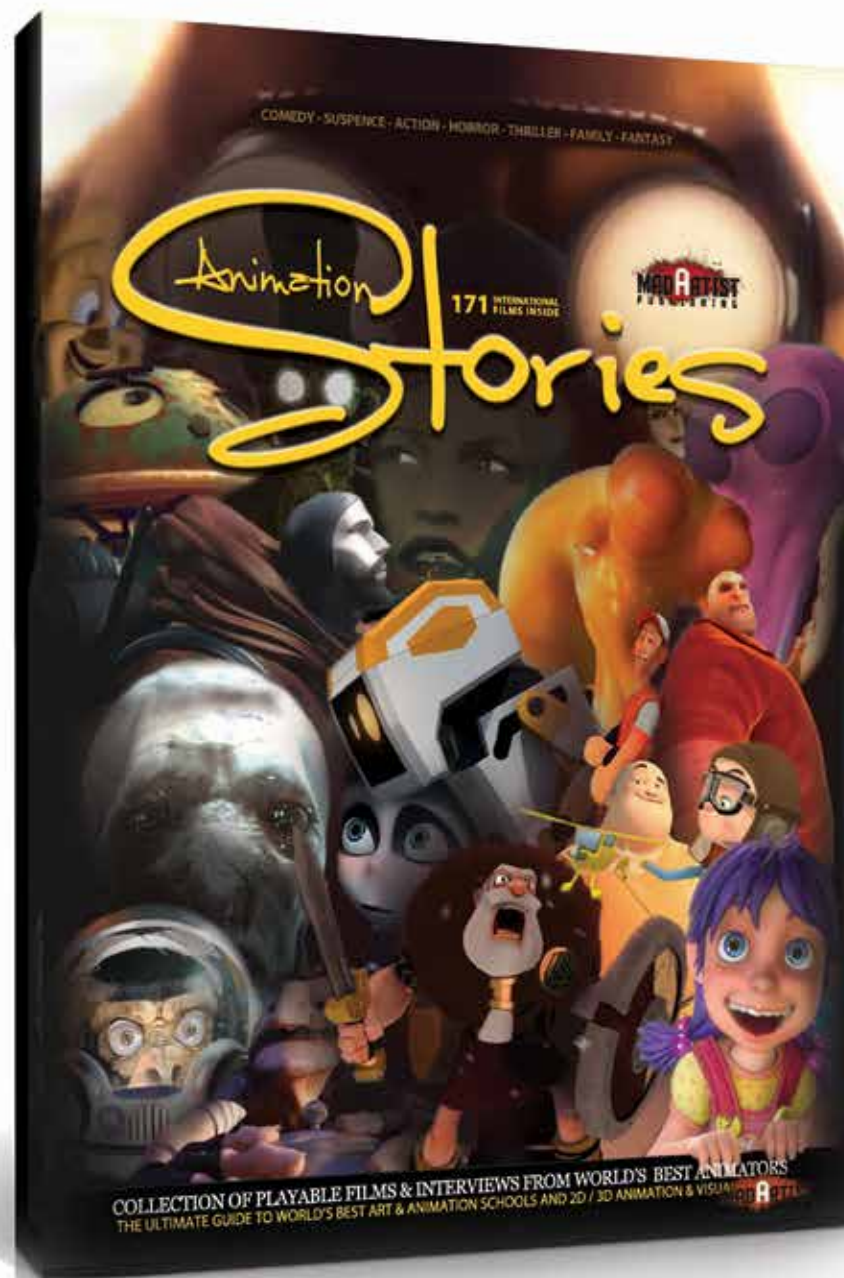
I will now attempt to present you with a seemingly basic promotional platform that can make a drastic change in your life as a creative individual. While the ideas here will apply specifically to careers in creative arts, these concepts can be adapted in any industry.

1. **Be confident.** If you don’t believe in yourself, no one will. Be passionate about your art.
2. Start spreading your ideas and your work on the web. Devote a small portion of your time to create a stronger online presence on a daily basis and network in real life. **If you don’t see yourself as a successful artist just yet, fake it till you make it!** I know you will, you’re just not there YET! We all start out pretty much at the same level. It’s hard work, persistence and devotion to our craft that take us further and sky is the limit.
3. **Seek company of like-minded people.** Build up a loyal following that believes in you. Inspire, help and empower your fans and followers to take action. Most of your success will come from other people referring and promoting you.
4. Work and live passionately. Don’t focus on immediate gratification and **keep an eye out for opportunities.** Grab them with both hands even if you don’t think you are good enough yet. Your hard work will pay off!
5. Write a promotional bio about yourself in third person. Write about your accomplishments and hype yourself up. Always have it handy and update it with your recent projects and achievements. **Believe in being great and express it in your promotional bio.** If anyone ever offers you any type of promotion (guest blogs, creative community features or even simple shares on social media sites) take it and don’t forget to express your gratitude.
6. Lastly, don’t be afraid to put yourself out there and talk about your ideas and your work. Just remember that it’s not about you, **it’s all about the art you create and how it inspires others.**

In conclusion, If you have a vision you want to share with the world, don’t let anyone stand in your way. If you follow the guidelines I’ve set out in this article you will start increasing your exposure in no time. Be true to yourself. Remember that **there are fans out there who will love your work and cheer for you,** your mission is to find them and put your art in front of them, so that they can help you grow and succeed.

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- RUI DUARTE



This book is a way for all my fans to get to know my process and techniques. The art of caricature is something that evolved for me and it's a pleasure to share my knowledge and share tips and advice with everyone.

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"It's time to GET ON THE MAP with Mad Artist Publishing!" - Marc Migdal (Founder & Editor in Chief)

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