

Craftcation 2026

**Behind the
Scenes
of
Art Licensing**

**Moderator: Usha Mishra
@ushadesigns**

Hello! Introductions

Ana



Kathy



Nicole



Usha



Reality Check

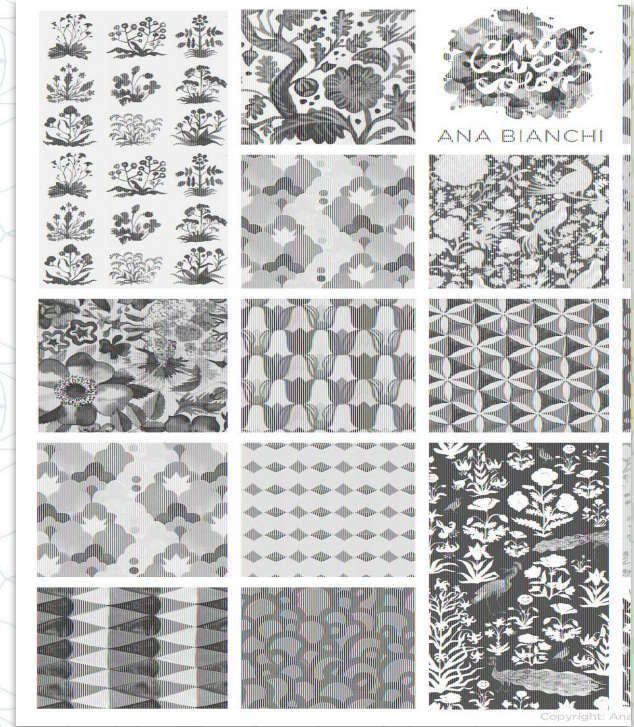
- It's a long game
- There's no "list"
- Myths
- Preparation is key



Photo courtesy of Nicole LaBranche

The Art of Creating the Art

- Developing your practice
- You doing you
- Digital vs. analog and AI “art”
- Heroes vs collections
- Moodboards
- CMYK vs RGB pro tip



Patterns by Ana Bianchi

The Lingo

- Art licensing is...
- Licensor, licensee
- Licensing vs selling vs commission vs custom vs...
- Who else plays a part



Photo source: [Vecteezy](#)

Pitching

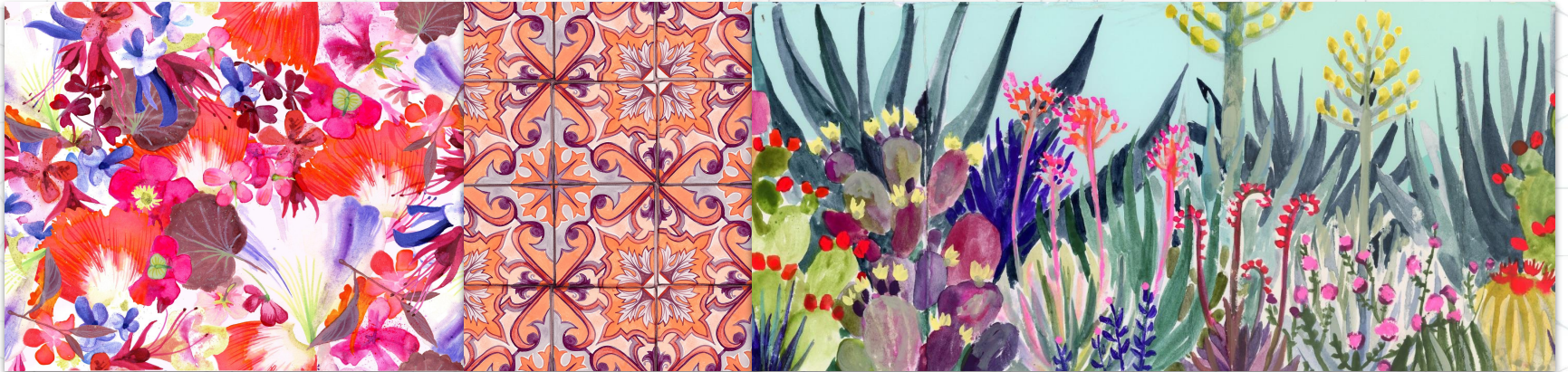
- Licensee POV
- The prep
- Outreach, follow-up, leads
- Getting ghosted



Photo courtesy of Usha Mishra

Get it in Writing!

- Pay attention to the details
- Pricing
- Legal suggestions (we are not lawyers!)



Patterns by Ana Bianchi

Relationships

- Client management
- Partner development
- Relationship building
- Be open to possibilities

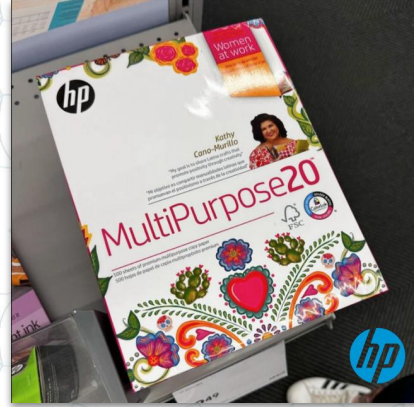


Photo courtesy of Kathy Cano-Murillo



Photo courtesy of qvc.com for Spot Colors

Negotiating Terms of License

- Category
- Duration
- Territory
- Exclusivity



Photo by [Gabrielle Henderson](#) on [Unsplash](#)



Photo courtesy of [Kathy Cano-Murillo](#)

Working with an Agent

- Scope of work
- Art as-is or R&D
- Creating prototypes
- What do you get paid for



Photo by [Vitaly Gariev](#) on [Unsplash](#)



Artwork & design Ana Bianchi

Q & A



Want to Chat More?

- Ana: [Office hours](#), contact via email, [book consulting](#)
- Nicole: [Office hours](#), contact via email
- Kathy: Contact via email
- Usha: Available after Craftcation, virtual co-working, email

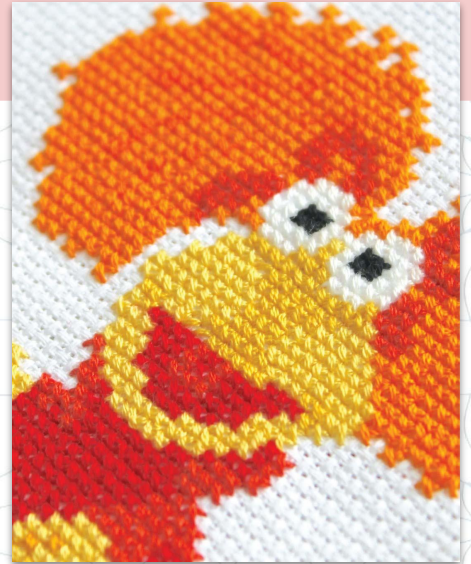


Photo courtesy of Nicole LaBranche

Stay Connected with Us



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Ana Loves Color

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