

IAN DAVID MARSDEN
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Based near Montpellier, France · Remote worldwide

SERVICE OVERVIEW FOR EVENT PRODUCERS

Original editorial illustration, drawn while your event happens

I create original editorial-style illustrations during conferences, workshops and online sessions, responding to speakers, ideas and significant moments through expressive characters, visual metaphors and visual storytelling.

Rather than documenting every statement, I develop individual illustrations that interpret selected subjects. They can be presented as separate artworks or later assembled into one larger composition.

Remote illustration is my primary format. I draw digitally from my studio in France and join your session via Teams, Zoom, Google Meet or a comparable platform; the artwork can be shared as it develops. Selected on-site engagements are possible by arrangement.

SESSION RATES · REMOTE LIVE ILLUSTRATION

Focused Session
€750
Up to 90 minutes live
1–2 editorial illustrations

Extended Session
€1,150
Up to 3 hours live
2–4 editorial illustrations

Conference Session
€1,900
Up to 6 hours live
4–6 editorial illustrations

Quantities are indicative, not guaranteed. Subjects, complexity, degree of finish and the number of drawings are agreed before the event; a detailed illustration may take more time than several simpler ones. The session fee covers the agreed briefing, live illustration and digital delivery, plus the usage rights specified in the quotation. Additional production, print-ready artwork and extended usage rights can be included in an agreed fixed-fee project quotation that specifies the deliverables, permitted uses and total fee. Longer days and multi-day events are quoted individually; on-site engagements add travel, meals, accommodation and necessary expenses. All rates are in euros, and invoices do not include VAT.

HOW IT WORKS

01 · Briefing
We agree on the agenda, platform, illustration subjects, anticipated output and usage.

02 · Live drawing
I attend remotely or on site, interpret selected moments and create original illustrations as the session unfolds.

03 · Delivery
The agreed files are delivered digitally; any later composition or print-ready production follows the approved scope.

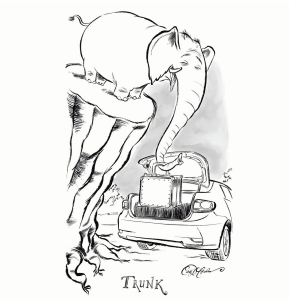
STYLE SAMPLES

Three of my drawing styles

These samples show the range and approach of my drawing. They are style references, not the output of a specific event. Each session is briefed to the tone and audience of your event.

1 · Editorial ink & wash

Satirical and editorial: strong line, expressive characters, visual puns and metaphor. Recognizable people can appear when suitable reference photographs are available.









2 · Narrative storytelling

Single-subject scenes and sequences: clean line, a restrained gray wash and one accent color. From the Men Harvesting Wisdom series.



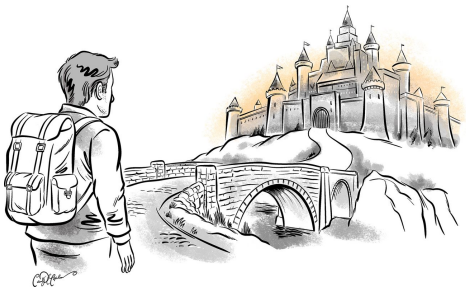






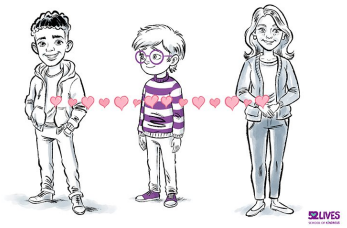




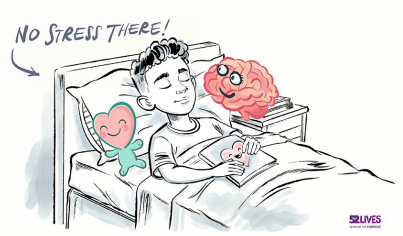


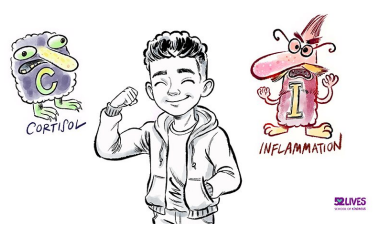
3 · Friendly educational

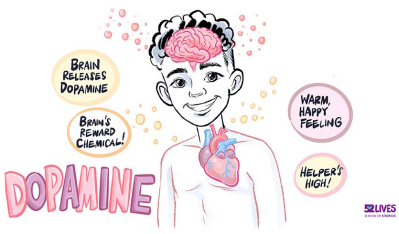
Warm, character-led explanation with light color, for younger or general audiences.











Client work: **The Science of Kindness** for 52 Lives and The School of Kindness (UK). Hand-drawn characters, diagrams and visual metaphors that explain neuroscience, empathy and emotional wellbeing to younger audiences.

DELIVERABLES & DETAILS

What you receive, and how we work together

What you receive

- High-resolution digital illustrations
- PDF and PNG versions as required
- Presentation-ready files
- Detail crops for newsletters or social media
- Print-ready versions where agreed

Optional extras

- Refinement after the session
- Assembly into a larger composition
- Typography and layout
- Branded presentation versions
- Timelapse recording and short recap clips
- Additional licensed uses

Working formats

Remote (primary): I draw live on a pressure-sensitive screen. The artwork can be screen-shared during the session, shown at selected points or presented at the end. Worldwide, no travel logistics.

On site, by arrangement: digital drawing with projection when the venue supports it, or traditional drawing materials where appropriate. Format and technical setup are agreed before booking.

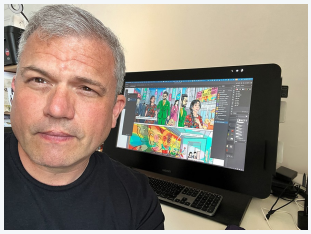
Live illustration or graphic recording?

The terms sometimes overlap in event production; what matters is the kind of artwork you expect. Traditional graphic recording often emphasizes a visual account of a discussion, using keywords, symbols and a cohesive overall composition.

My live illustration service takes a different approach. As your event unfolds, I create individual editorial-style illustrations inspired by selected ideas, statements and memorable moments, with expressive characters, visual metaphors and storytelling. They can later be combined into a larger composition.

Both approaches have their place. Which works best depends on how you intend to use the finished artwork, and I am happy to discuss how live illustration could contribute to your project.

Experience. More than 35 years of professional illustration, editorial cartooning, character design and visual communication. Editorial work includes Nebelspalter, NZZ am Sonntag, The New Yorker and MAD; member of Cartooning for Peace. More than a decade of hand-drawn explainer films for complex technical, medical, educational and corporate subjects. Lecturer at ESMA Montpellier, a French higher education institution specializing in animation, 3D and visual effects, where I teach illustration, visual arts and image analysis (semiotics) in the 3D Animation and VFX Masters Program. I draw live on an interactive touch screen, improvising scenes and illustrations as I teach.



Good to know

Live portraits or guest caricatures? No. I do not offer portrait or caricature stations. Recognizable people can appear within an editorial illustration when references are available.

Can people watch me draw online? Yes. I can share my drawing screen, or you can display selected drawings at appropriate moments.

Can separate drawings become one image? Yes, as optional post-production: composition, typography, refinement and print-ready files.

How many illustrations in 90 minutes? One or two is indicative for a focused session. We set a realistic target in the quote.

Printed publications or campaigns? Yes, within an agreed fixed-fee project quotation that defines the artwork, media, territory, duration and fee.

Languages and platforms? English, German and French; Teams, Zoom, Google Meet or comparable platforms.

Planning a conference, meeting or online event?

Tell me about your event, including the date, format, approximate duration and intended use of the illustrations. I'll be happy to discuss the possibilities and prepare a tailored quotation.

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