



SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

इलस्ट्रेटर

An Illustrator conveys messages through art and drawings, making ideas that are hard to explain in words easier through pictures. Illustrators work most in advertising, publishing, children's books, gaming and digital media—and...



Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

career.gsssjethantri.in/#/career/illustrator

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

Govt. Sr. Sec. School, Jethantri · ब्लॉक समदड़ी · बालोतरा (Block Samdari · Balotra)

www.gsssjethantri.in · career.gsssjethantri.in



सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी · मास्टर ट्रेनर
Principal, GSSS Jethantri · Master Trainer



श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

अभिकल्पना व विकास · व्याख्याता (इतिहास)
Designed & developed · Lecturer (History)

विशेष धन्यवाद · SPECIAL THANKS



सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) · रा.उ.मा.वि. कानाना



सुरेश कुमार सैन

व्याख्याता (भूगोल) · रा.उ.मा.वि. रामसीन मूंगड़ा



वनिता कुमारी

व्याख्याता (इतिहास) · रा.उ.मा.वि. रामसीन मूंगड़ा



कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) · रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। · An independent project based on the Government's official career-guidance content.

1 About this career

An Illustrator conveys messages through art and drawings, making ideas that are hard to explain in words easier through pictures. Illustrators work most in advertising, publishing, children's books, gaming and digital media—and often freelance.

2 At a glance

Minimum qualification	10+2 then BFA; MFA/design diploma helps
Avg. Salary	₹15,000–₹65,000+/month
Work mode	Studio/home, freelance-friendly
Demand	Rising with digital and content

3 What you need

INTERESTS

- Interest in drawing, design and creative art
- Enjoy working with digital tools and gadgets
- Enjoy turning stories into visuals

ABILITIES

- Strong creative and artistic bent
- Ability to deliver within deadlines
- Good sense of colour, line and composition

KEY SKILLS

- Strong sketching and drawing foundation
- Colour theory and composition
- Typography and layout sense
- Portfolio building and self-promotion (for freelance)
- Digital tools (Adobe Illustrator/Photoshop/Procreate)
- Character and concept design
- Understanding client needs and working to a brief

4 How to get there

- 1 Pass 10+2 in any stream.
- 2 Do a bachelor's (BFA) in fine arts/illustration.
- 3 Optionally do an MFA in illustration.
- 4 Take online courses in digital illustration.
- 5 Build a strong portfolio and take freelance/jobs.

MAIN EXAMS

- NID DAT (Design Aptitude Test)
- UCEED (design entrance)
- University/BFA entrance tests

5 Where to study

GOVERNMENT INSTITUTES

- National Institute of Design (NID) — Ahmedabad (<https://www.nid.edu/>)
- Jamia Millia Islamia — New Delhi
- College of Fine Arts (RUJ) — Jaipur, Rajasthan
- Government College for Girls — Chandigarh

PRIVATE INSTITUTES

- Indian Institute of Cartoonists — Bengaluru
- Pearl Academy — Jaipur/Delhi, Rajasthan (<https://www.pearlacademy.com/>)
- ZICA – Zee Institute of Creative Art — Mumbai
- Arch College of Design & Business — Jaipur, Rajasthan

ONLINE

- Coursera – Illustration & Adobe Illustrator — Online (<https://in.coursera.org/courses?query=illustrator>)
- Domestika / Skillshare – Illustration — Online (<https://www.domestika.org/>)
- SWAYAM – Adobe Illustrator (Hindi) — Online (<https://swayam.gov.in/>)

FEES

Course fees range roughly ₹6,000 – ₹2,40,000 (2026 estimate).

SCHOLARSHIPS

- National Scholarship Portal (NSP) (<https://scholarships.gov.in>)
- Buddy4Study Scholarships (<https://www.buddy4study.com>)
- Rajasthan SSO / Mukhyamantri scholarships (<https://sso.rajasthan.gov.in>)

6 What the work is like

WHERE YOU WORK

Creative art and design studios, advertising and marketing agencies, publishers, graphic/web design and animation companies. You can also start your own independent practice.

WORK CULTURE

Usually office or studio setups; heavy computer use and contract jobs are common. Meeting deadlines can mean long hours at times. Freelance allows work from home. Opportunities exist for persons with disabilities too.

WHO HIRES

- | | |
|-----------------------------------|--|
| • Advertising and design agencies | • Publishing houses and children's book publishers |
| • Animation and gaming studios | • Newspapers and digital media |
| • Startups and e-commerce brands | • Freelance/own studio |

DEMAND (2026)

Social media, brand content, apps and OTT are raising demand for illustrators. It is one of the few fields where talent and a good portfolio matter more than a degree—you can start freelance from home.

7 Career growth

- 1 Junior Illustrator / Illustrator Assistant
- 2 Illustrator
- 3 Senior Illustrator / Art Director

EARNINGS

Starting	₹15,000–₹25,000
Mid level	₹30,000–₹50,000
Senior level	₹65,000+

Per-month estimate (2026). Freelance illustrators charge per project and can earn much more once popular.

8 The good parts · The challenges

The good parts

- Turn creativity into a livelihood
- Flexibility of freelance/work from home
- Portfolio and talent matter more than a degree

The challenges

- Uncertain, low income at the start
- Tight deadlines and long screen hours
- Must keep learning new styles and tools

9 Real-life journeys

Alicia Souza

Freelance Illustrator and Entrepreneur, Bengaluru

Alicia Souza built a big online following by drawing warm, simple cartoons about everyday life. Starting as a freelance illustrator, she turned her art into merchandise and built her own brand—showing that talent and hard work can make a career even from home.

YourStory · <https://yourstory.com/2014/12/alicia-souza-an-illustrator-entrepreneur>

Abhishek Singh

Artist, Graphic Novelist and Animation Film Designer

A graduate of NID Ahmedabad, Abhishek Singh is an artist and graphic novelist. He created works like 'Krishna: A Journey Within' and worked with big names like Virgin Comics and Cartoon Network. He is known for his unique visual take on Indian myths.

Wikipedia · [https://en.wikipedia.org/wiki/Abhishek_Singh_\(artist\)](https://en.wikipedia.org/wiki/Abhishek_Singh_(artist))

10 If this route does not work out

One exam or one attempt does not close the door. The same subjects also open these routes — entry is usually easier, and you can return to this field later.

- VFX Editor
- Animator
- Journalist

11 Sources & further reading

1. Rajasthan Career Guidance Portal — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%87%e0%a4%b2%e0%a4%b8%e0%a5%8d%e0%a4%9f%e0%a5%8d%e0%a4%b0%e0%a5%87%e0%a4%9f%e0%a4%b0-illustrator/>
2. NID Ahmedabad — <https://www.nid.edu/>
3. National Career Service (NCS) — <https://www.ncs.gov.in/>
4. National Scholarship Portal — <https://scholarships.gov.in>



And 770+ more careers — the whole portal

Interest and aptitude tests, government jobs, skill courses and a CV builder — free, no login, and it works offline.

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