The Drawing Book relies on advertising agencies, design firms and individual clients to propose a brief. They can either be very specific and opt for a particular designer to fulfill the requirements or rely on the management team at The Drawing Book to put forward several illustrator's portfolios from which they will choose the desired style. The management team then establishes the cost, depending on factors such as usage, length of exposure and the ability to buy copyright. The illustrator is briefed on the project and required to come up with some concept roughs, which are then inspected by the client. Any amendments are made, then the project goes ahead.

Employment possibilities- What is valued in a young designer?

At The Drawing Book, there are several key characteristics that are regarded as essential in their employees. The illustrators that are employed are required to be flexible- that is, their style has to be able to be manipulated and changed to fulfill the brief to the highest possible standards. However, this does not involve the illustrator having a huge vocabulary of styles- rather, an ability to manipulate his/her signature style according to the client's tastes as well as the aesthetic climate at the time (i.e.evolve their style according to changes in the aesthetic that society desires). Furthermore, the illustrators must demonstrate a level of detachment, due to the fact that they are working as commercial artists rather than as artists. It is imperative that their work is saleable, and if the client wants something changed they must be willing to do so. Finally, for an illustrator to enhance their chance of employment they must not only be talented, they must also be punctual and easy to work with. This involves having a friendly and integrated working relationship with the client.