Strategic Approach in relation to design and positioning

The position The Drawing Book takes in regards to design and design thinking is very specific. That is they define themselves not as an art house but rather as a commercial art agency, thus the focus of their work is sales and client satisfaction. This is illustrated when Louise stated, "We are ultimately about selling products." They also believe that design is by no means detached from the craft. There is also a strong accent on the method of manufacture. The Drawing Book places a high level of regard on processing, as they believe that each illustrator's way of thinking and methods of problem solving are ultimately what makes them unique and economically viable. Overall, they state that illustration involves the craft, the process and the pressures of time.