

INTRODUCTION TO ILLUSTRATION



BY INNA RAZUMOVA

illustration

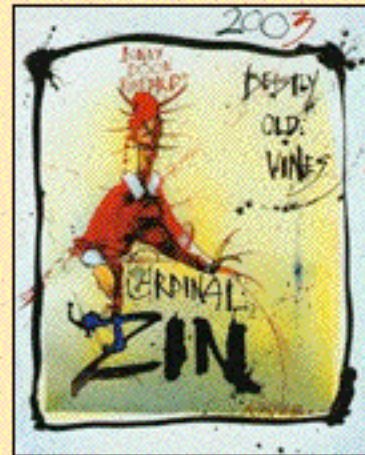
Traditionally illustration was defined as a pictorial representation that complements, explains, interprets, and illuminates a text. Despite its long and close link with text, contemporary illustration is becoming a design discipline in its own right.

Contemporary illustrators also express political ideas, educate, mirror contemporary culture, promote products, and generate the world of fantasy and illusion.



illustration

Currently, there is a big revival of interest in the art of illustration. It is a commercial field as well as art for the public. Most contemporary illustrators make their living creating artwork for use in book jackets, children's books, magazines, ads, theater posters, CD covers, graphic novels, fashion, corporate publications, animation, gaming, broadcast media, and the internet.



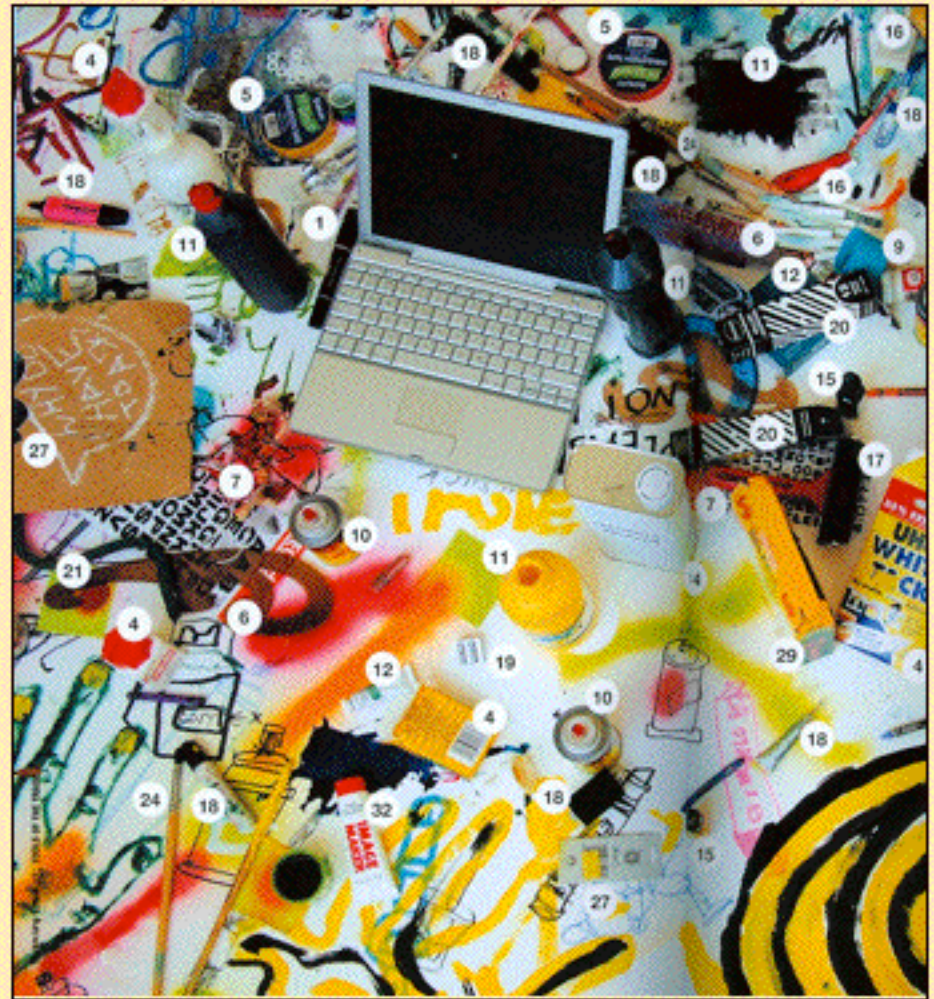
Tools of the trade – Hybrid Media

Illustrators experiment with a variety of media and tools, mixing them to enhance their visual signatures.

No medium is obsolete and anything can be used. Strong ideas and craft are combined with innovative use of media. You can see illustrations done by hand just as often as polished vector graphics created on computers.

Despite the influence of digital media in the field of illustration, there is still a huge demand of handcrafted, drawn, sewn, cut out, and hand printed illustration.

Watercolor, acrylic and oil painting, pastels, printmaking, airbrush, and pen and ink are some of the traditional techniques used by contemporary illustrators.



Carrers in illustration:

Many illustrators are freelance, commissioned by publishers or advertising agencies. Scientific illustration (information graphics) is another large field. Among the information graphics specialists are medical and biological illustrators who illustrate human anatomy and biological specimens, often requiring many years of artistic and medical training.

Here are some of the possible careers in illustration:

commercial illustrator, **storyboard artist**, publication illustrator, **art director**, quick-sketch artist, **set designer**, book cover illustrator, **advertising illustrator**, greeting card illustrator, **children's book illustrator**, graphic novel artist, **cartoonist**, character designer for animation, **mural artist**, fashion illustrator, **computer game illustrator**, digital illustrator, **logo design and corporate identity**.

Three major areas of illustration:

A. Editorial: What is "editorial illustration"? Traditionally, it has meant illustration that is commissioned by a magazine, newspaper, or book publisher.

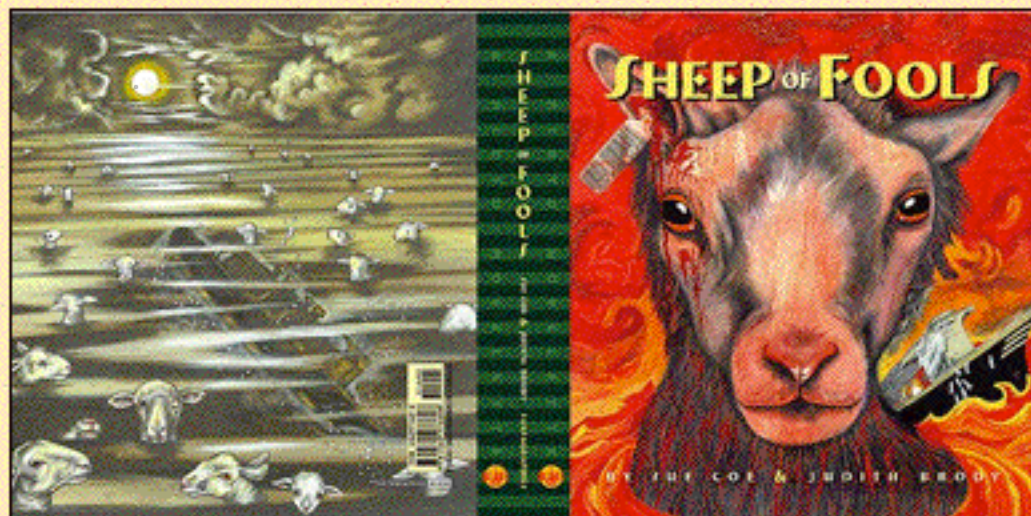
Magazines, newspapers and other publications rely heavily on pictures to illuminate messages initiated by writers, and more than any other genre of illustration, the editorial field gives voice to the artist.

- * 1. Book and brochure illustration.
- * 2. Book covers (varied subjects).
- * 3. Spot illustrations to accompany articles.
- * 4. Children books.
- * 5. Magazine and newspaper illustration.
- * 6. Editorial cartoons and caricature (character development).
- * 7. Humorous illustration.
- * 8. Political cartoons.
- * 9. Posters.

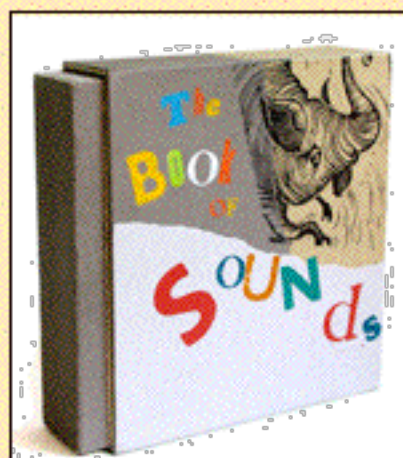
(A) Editorial: 1 . Book and brochure illustration



Ralph Steadman



Marshall Arisman



Vladimir Zimakov



(A) Editorial: 2 ■ Children books



Edmund Dulac



Arthur Rackman

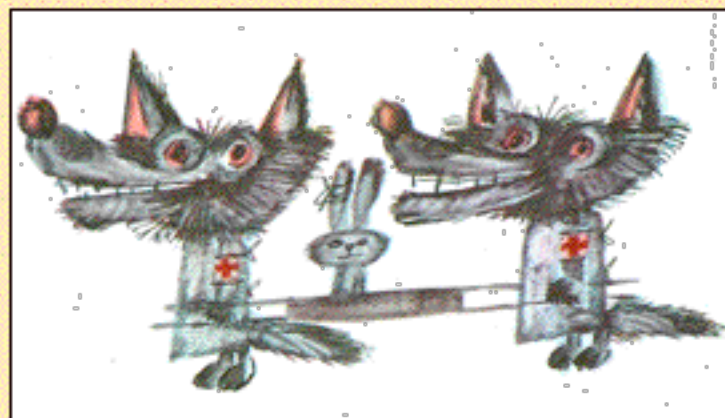


Ivan Bilibin

(A) Editorial: Children books



Vladimir Zuikov



(A) Editorial: 3 ■ Magazine and newspaper illustration



Art Spiegelman



Seth

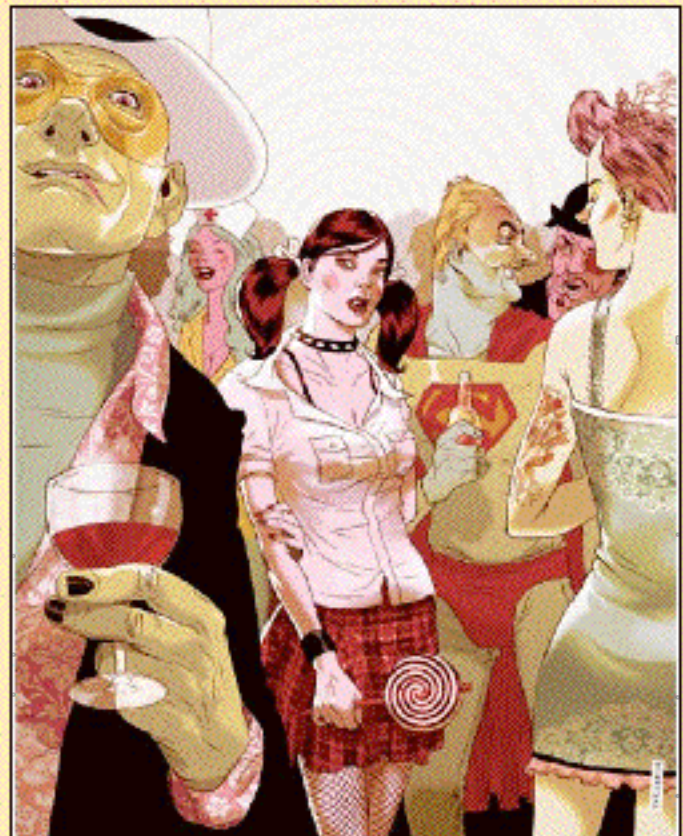


Chris Ware

(A) Editorial: 4 ■ Spot illustrations to accompany articles

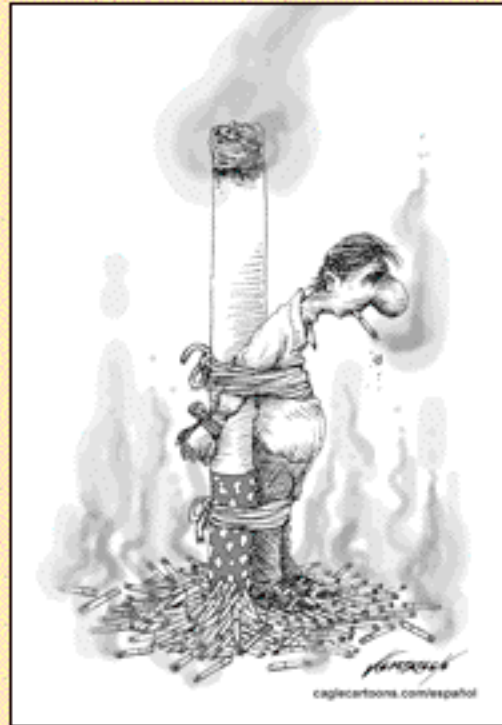
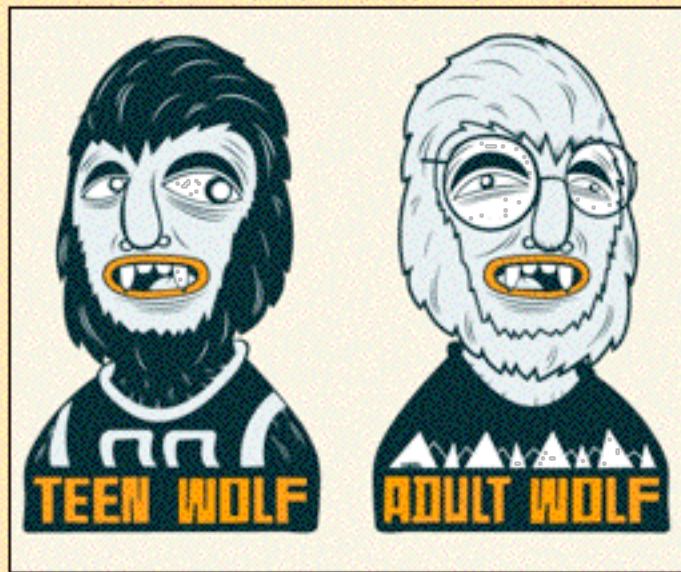


Andrew Rae

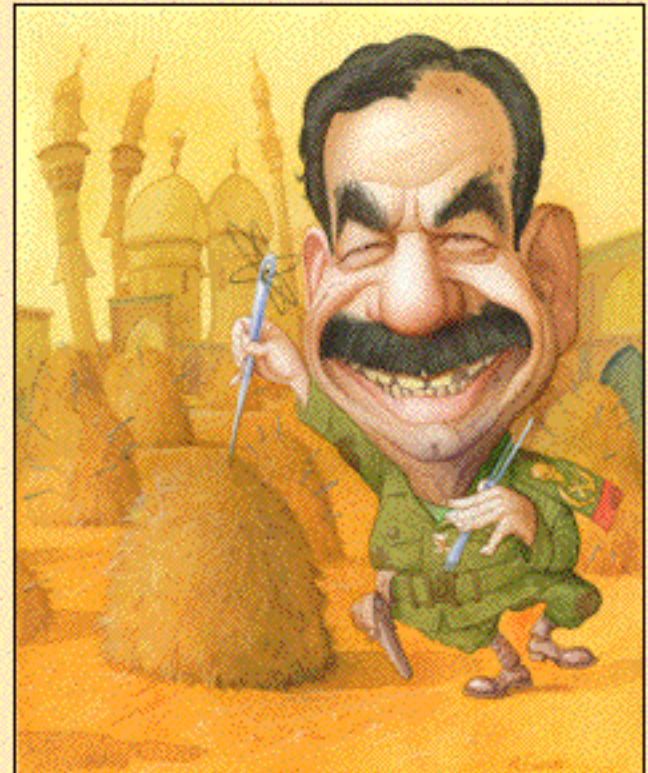
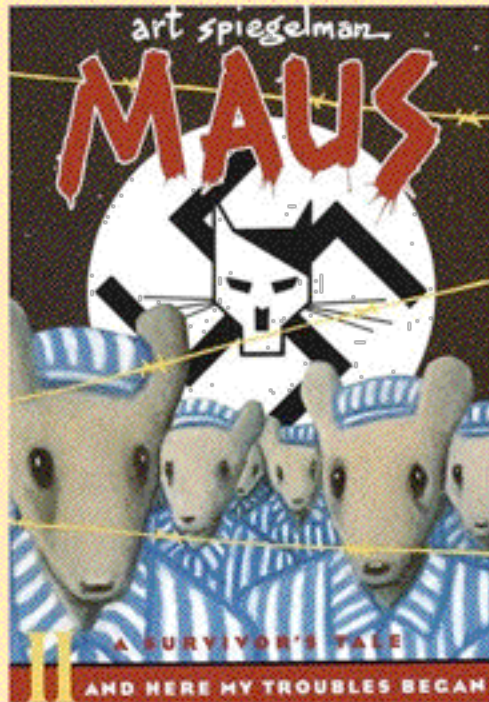


Tomar Hanuka

(A) Editorial: 5. Editorial cartoons and caricature



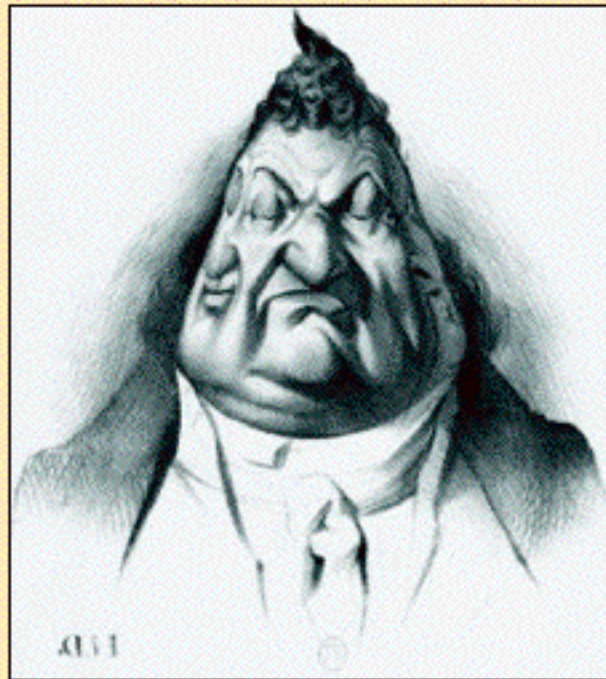
(A) Editorial: 6 Political cartoons and caricature



(A) Editorial: 7 ■ Humorous illustration



Gustave Dore

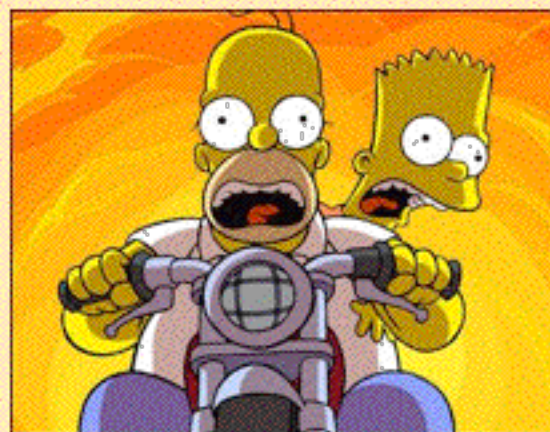


Honoré Daumier



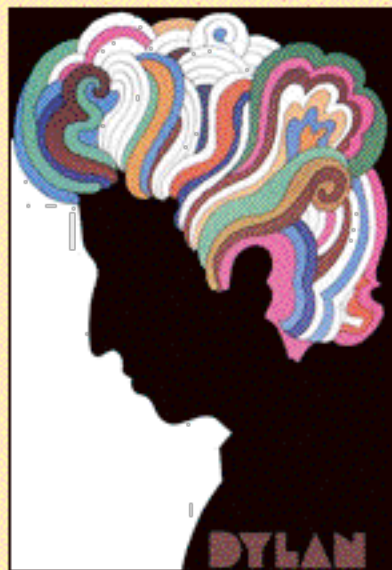
Marcel Dzama

(A) Editorial: 7 ■ Cartoons and character design



Matt Groening

(A) Editorial: 8 Posters



Milton Glaser



Ralph Steadman

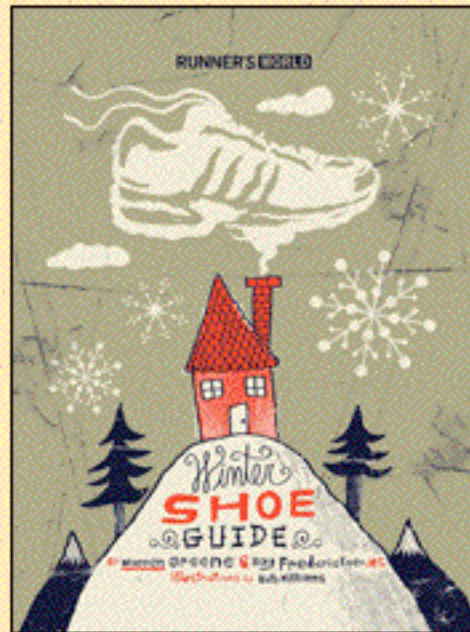


Steinberg Brothers

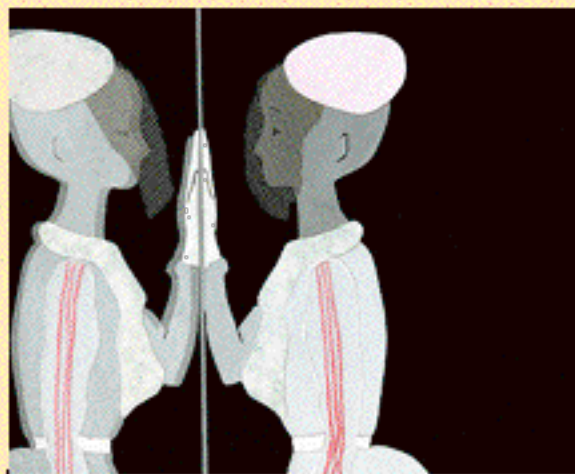


(B) Advertising Illustration:

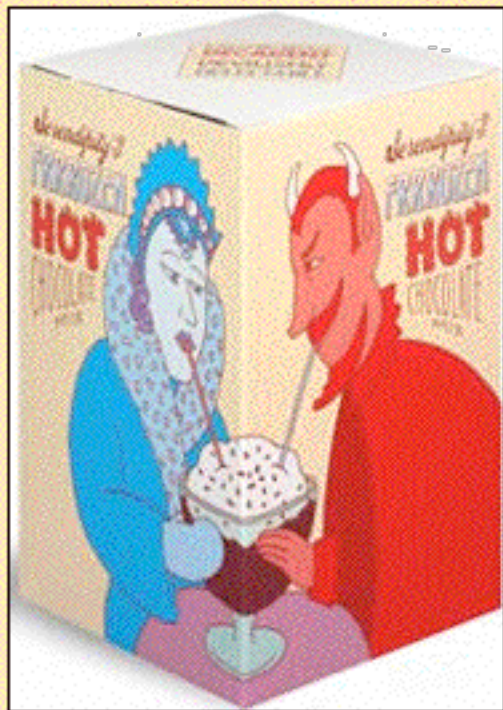
- * 1. Fashion illustration
- * 2. Product Illustration
- * 3. Travel illustration.
- * 4. Health and medicine, law and political services.
- * 5. Logo design and corporate identity/business and industry.
- * 6. Package design and iconography.
- * 7. Website design and graphics



(B) Advertising Illustration: 1. Fashion Illustration



(B) Advertising Illustration: 2. Product Illustration



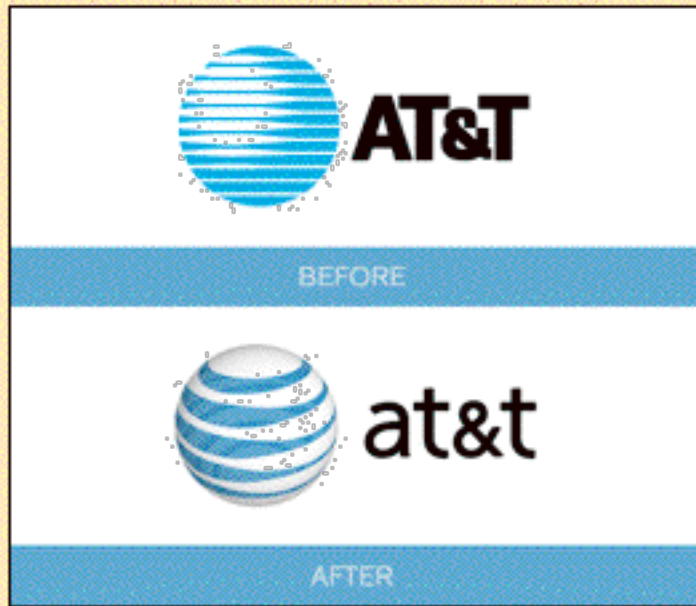
Seymour Chwast



Tomer Hanuka



(B) Advertising Illustration: 3. Logo and corporate identity



Saul Bass



Louise Fili

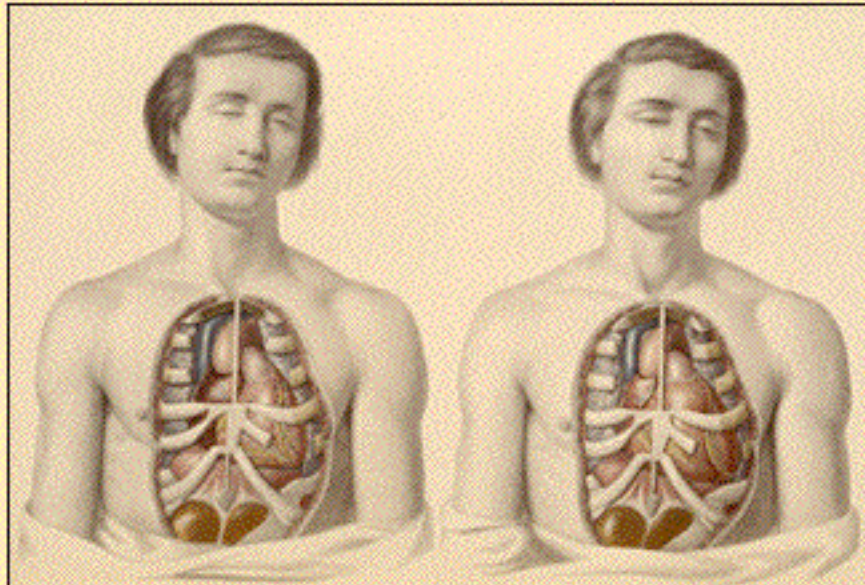


Ralph Steadman

(C) Medical Technology and Scientific Illustration:

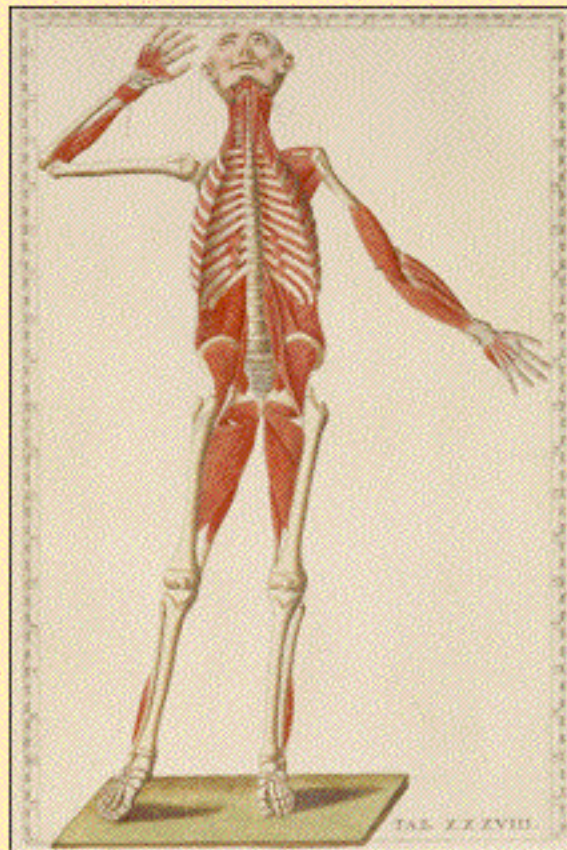
Most of the scientific illustrations and technical illustrations are also known as information graphics. Among the information graphics specialists are medical illustrators who illustrate human anatomy and biological specimens.

- * 1. Medical Illustration: (anatomy and biological science and chemistry).
- * 2. Scientific Illustration: (botany, ornithology, entomology).
- * 3. Biology: Microbiology.
- * 4. Physical sciences: (geology, geography, astronomy).
- * 5. Mechanical Sciences: (design, maps, charts).
- * 6. Zoological sciences.



(C) Medical Technology and Scientific Illustration:

1. Medical Illustration: (anatomy and biological science and chemistry).



Giulio de'Musi (1574)



Giulio Casserio(1552-1616)

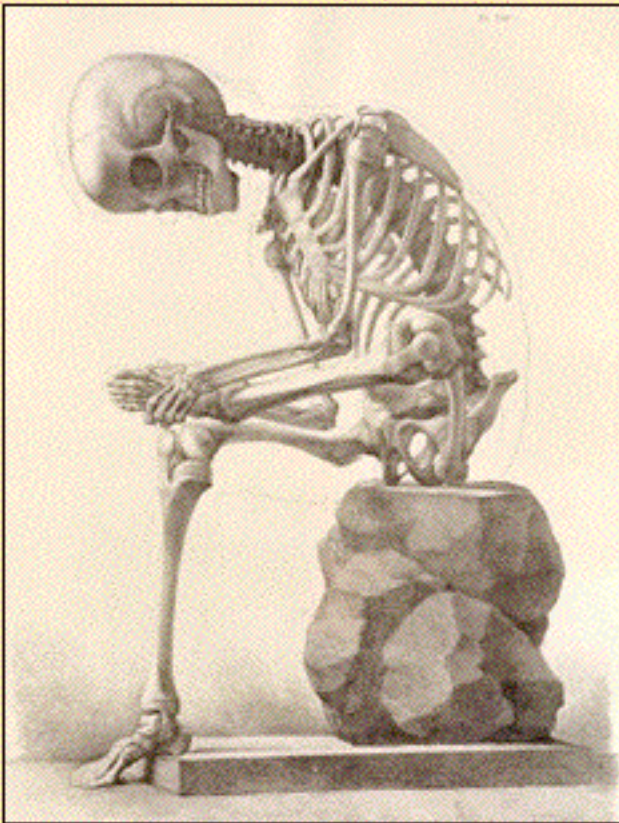


Juan Valverde de Amusco (1588)

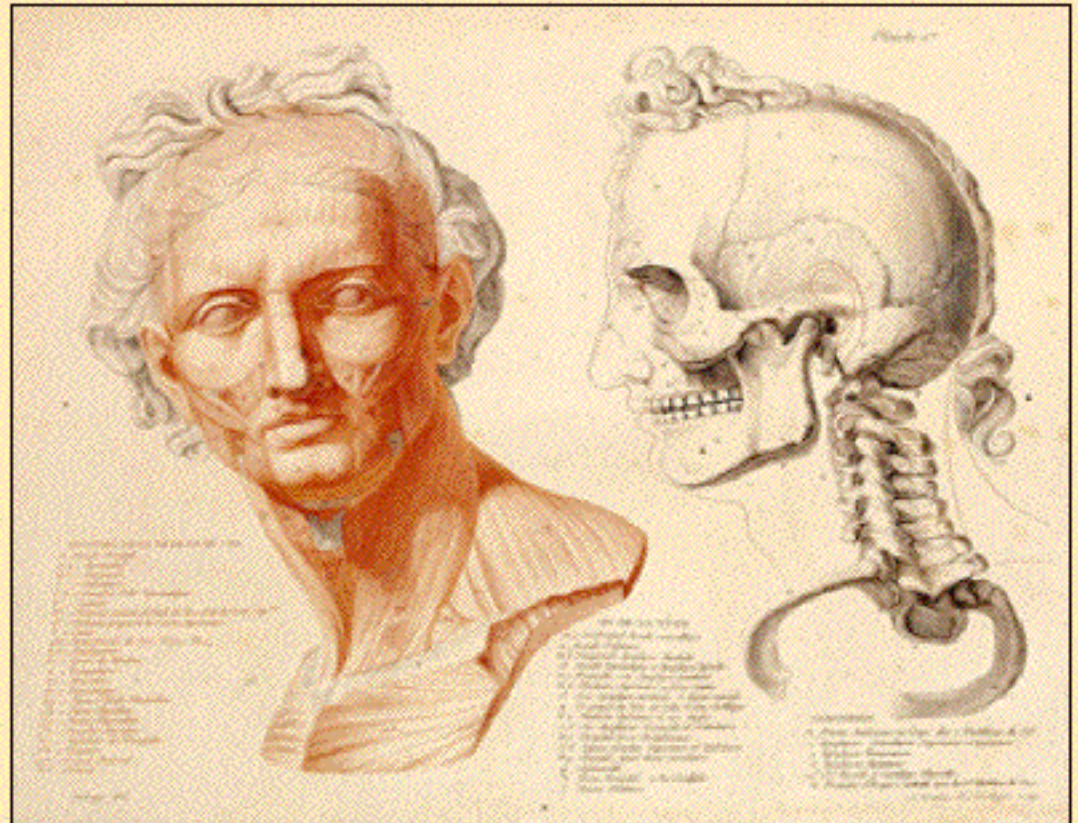
(C) Medical Technology and Scientific Illustration:

1. Medical Illustration: (anatomy and biological science and chemistry).

The anatomical studies for real, imaginary and prospective sculptures and paintings became a genre in its own right in the early and middle decades of the 19th century.



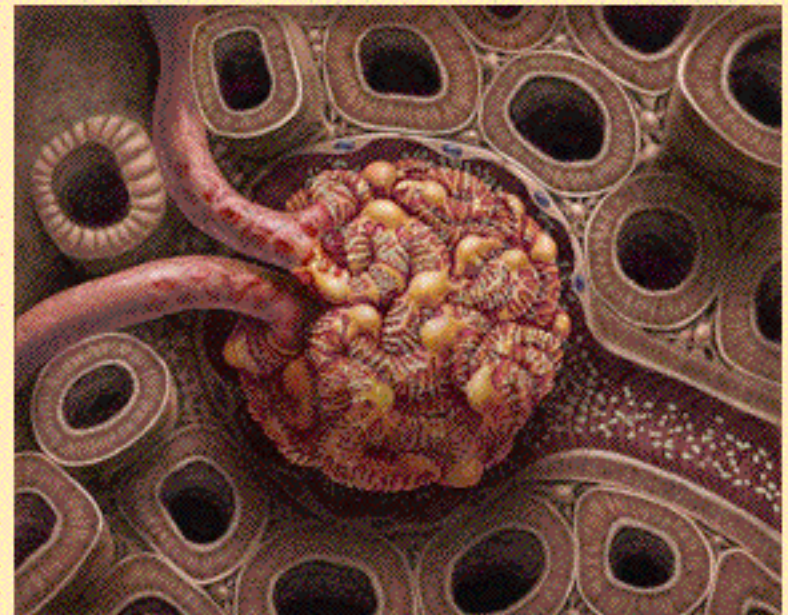
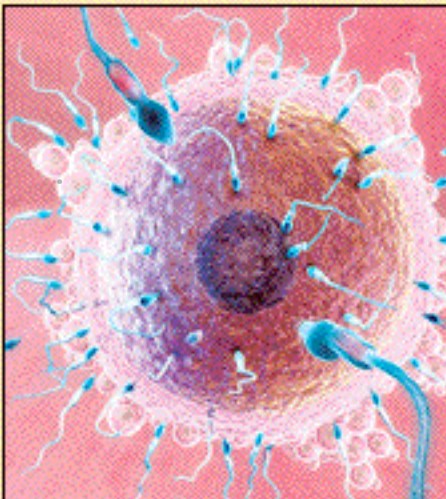
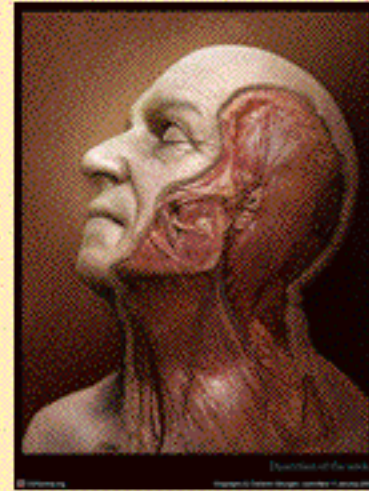
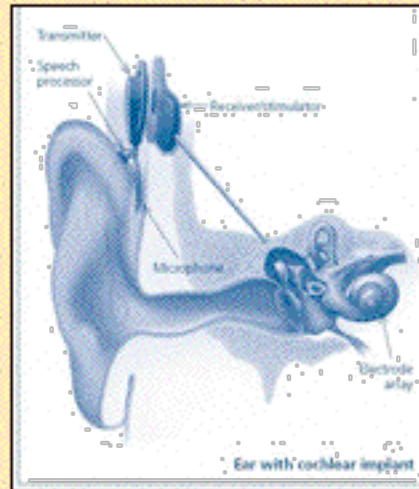
Mecco Leone



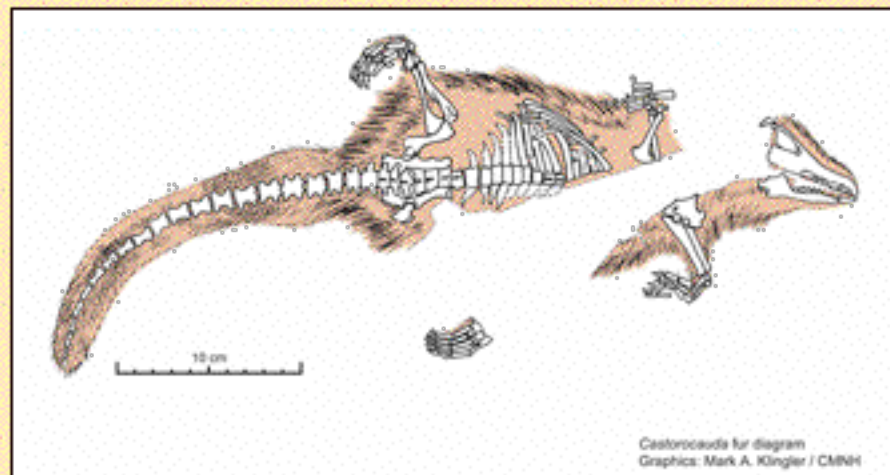
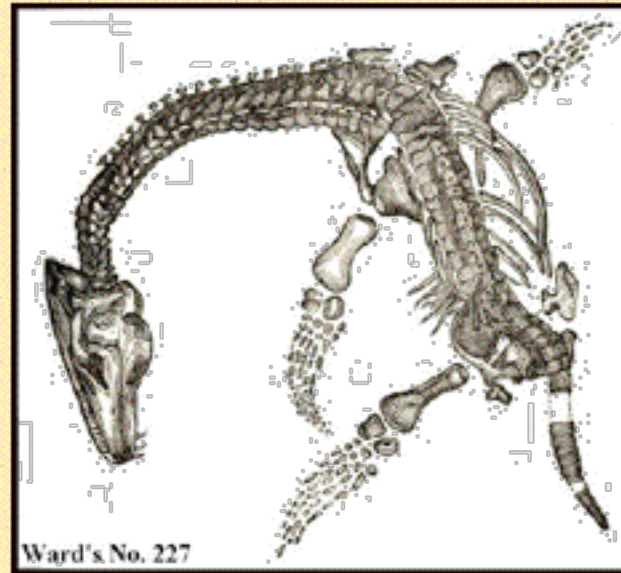
Jean-Galbert Salvage (1770-1813) [anatomist; artist]

(C) Medical Technology and Scientific Illustration:

1. Medical Illustration: (anatomy and biological science and chemistry).



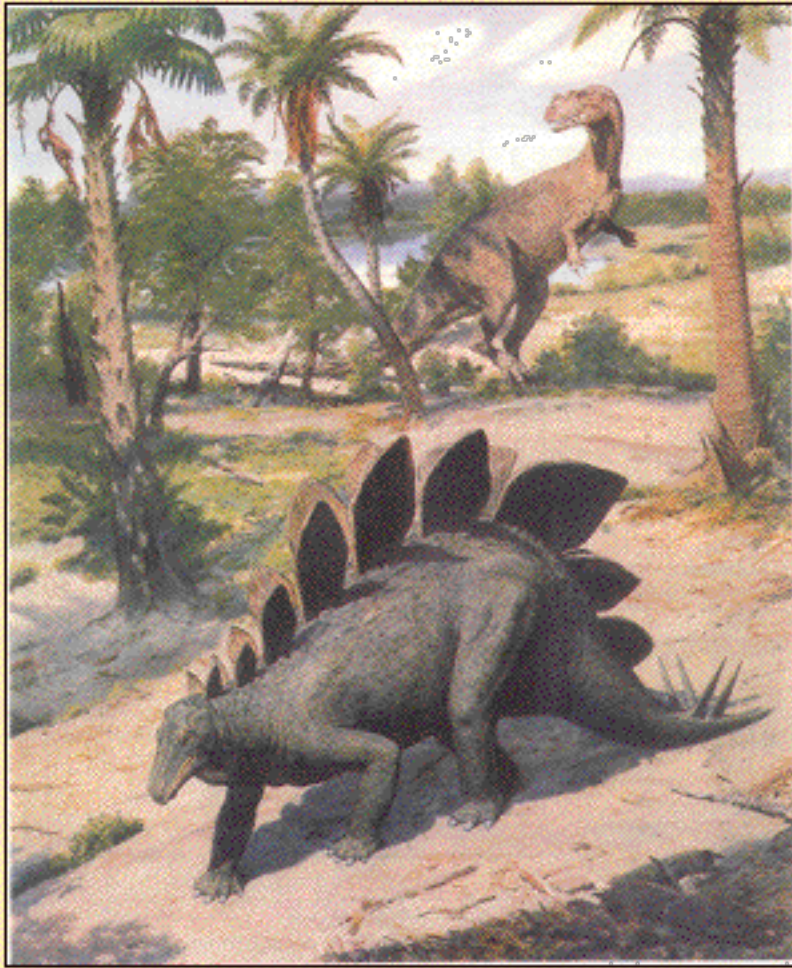
(C) Scientific Illustration: 2. Fossils



(C) Scientific Illustration: 3. botanical



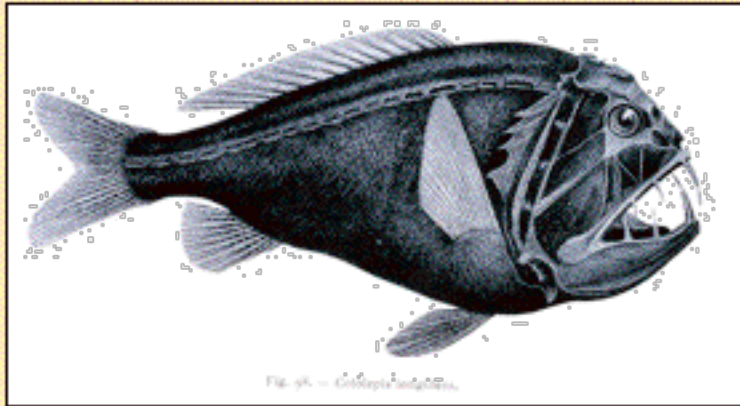
(C) Scientific Illustration: 4. zoological



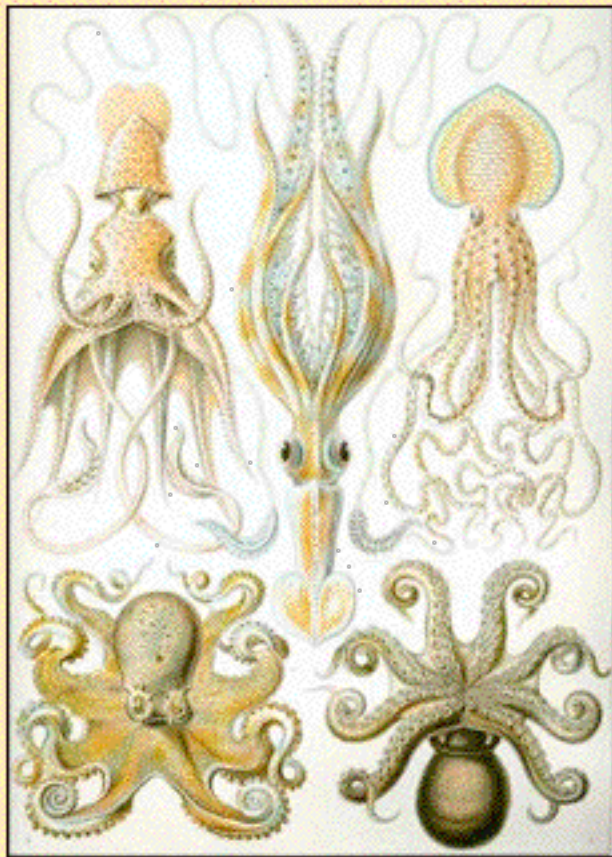
Zdenek Burian



(C) Scientific Illustration: 4. zoological



(C) Scientific Illustration: 4. zoological



Ernst Haeckel (1834-1919)