

Career in Illustration presentation

A Career In Illustration

another Lecture by Cynthia

On Illustration

Illustration is a

more On Illustration

Many painters have worked as illustrator at some point in their careers. Edward Hopper earned his living as an illustrator for the first half of his career. Pablo Picasso and William Blake illustrated books.

More On Illustration

Some people feel that editorial illustration is the highest and most artistic form of design. Nevertheless, however much an illustration may resemble a painting, the restrictions an illustrator works under are similar to those in other areas of graphic design. The illustrator works with the guidance of an art director, must be concerned about how the work will be reproduced, has to meet a deadline, and is responsible for satisfying a client and a defined purpose.

Designers & Illustrators

Some designers never actually do an illustration themselves; instead, they purchase freelance illustrations. Many illustrators are freelance artists who maintain their own studios and work for a variety of clients. Some studios have an illustrator who does nothing but illustration, working with other designers who are in charge of typography, photography, layout, and art direction. But often the field has a need for illustrators who design and designers who illustrate.

Why Illustration?

Illustration may be chosen instead of photography for several reasons. It can show something about the subject that cannot be photographed, such as detailed information about how photosynthesis works. Also, by enhancing details, illustration can demonstrate certain particulars more clearly than a photograph can. For example, it can enlarge tiny engine parts that are difficult to see or photograph and label them. Illustration can also eliminate misleading and unnecessary details that confuse an image, thereby forcing the eye to focus on important characteristics. Finally, it is a most effective way to present highly emotional material.

Why Not Photography?

Although photography is capable of creating surreal and strongly emotive images, illustration is still more flexible. It is capable of turning out images of pure fantasy. The hand-generated quality of illustration is considered by many to have a warmer, more personal quality than that of a photograph. Finally, sometimes an illustrator is allowed where a photographer and camera may be prohibited, as in some courtrooms.

Illustrations Used In The Marketplace

Illustration has a variety of looks, depending on the medium, the style of the

illustrator, and the purpose of the illustration. The purpose for an illustration may be to present a product, tell a story, or demonstrate a service.

Guidelines for Illustrators & Cartoonists

Postcard Includes one or more illustrations, your name, address, phone number, and title "Illustrator" somewhere on the front of the card. Art directors like postcards because they are easy to file or tack on a bulletin board.

The Portfolio Review

The overall appearance of your portfolio affects your professional presentation. Neatness and careful organization are essential whether you are using a three-ring binder or a leather case. The most popular portfolios are simulated leather with puncture-proof sides that allow the inclusion of loose samples. Choose a size that can be handled easily. Most artists choose 11x14" or 18x24".

Self-Promotion

Self-promotion is an ongoing process of building name recognition and reputation through introducing yourself to new clients and reminding past clients you are still available.

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