

Introduction to Editorial Illustration

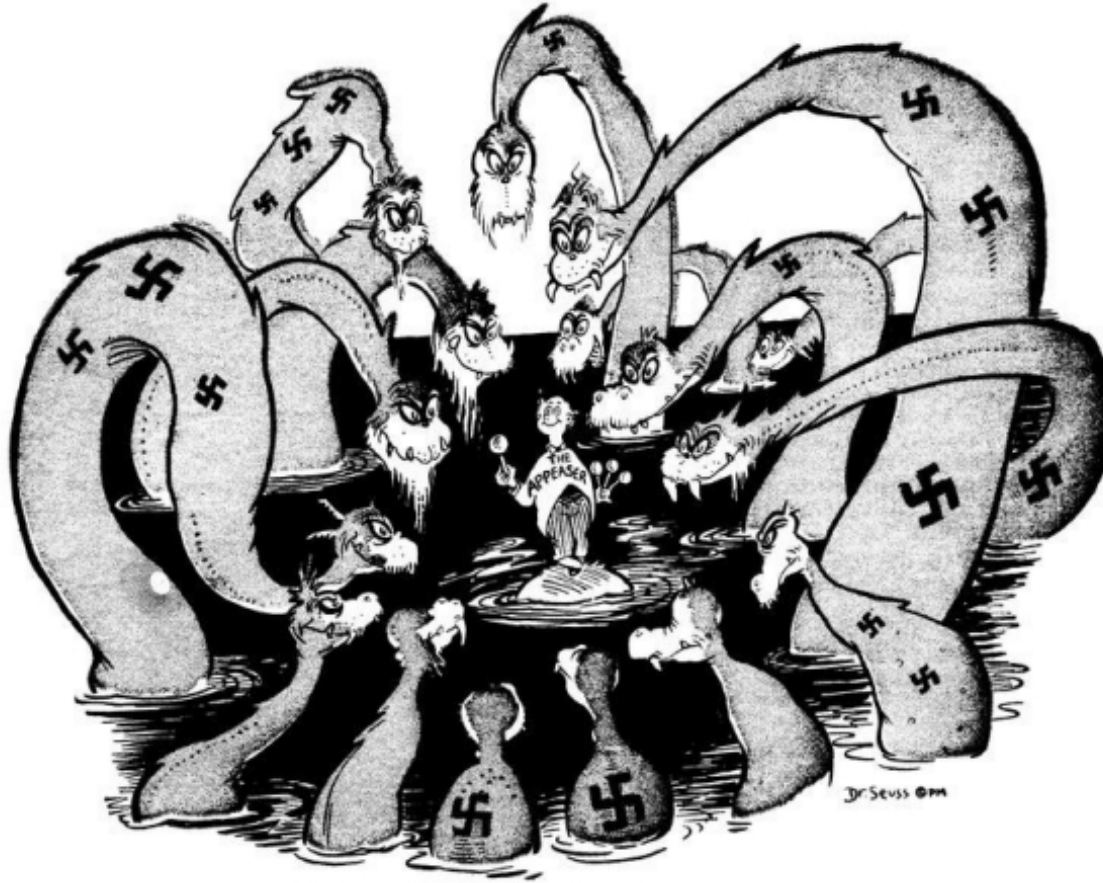
Flip through your favorite newspaper, magazine, online magazine, or (fill in the new method by which we are consuming news and media), and you'll find a lot more than words on the page engaging you with the subject matter. Often alongside articles you'll find art illuminating key concepts from the text.



These pieces are called **editorial illustrations**.

Benjamin Franklin, "Join, or Die," first published in *Pennsylvania Gazette*, May 9, 1754

'Remember . . . One More Lollypop, and Then You All Go Home!'



Editorial on the American appeasement of the Nazis during WWII, prior to American involvement

Dr. Seuss Collection in The Mandeville Special Collections Library at University of California, San Diego

Concept Is the Key

- Editorial illustrations make use of strong concepts and *visual metaphors* to create the most iconic (often the simplest!) solution.
- Editorial illustrators create engaging visuals that both support and explain accompanying subject matter.
- A successful piece balances the illustrator's own ideas, opinions, and creative vision with the clear and careful communication of the core idea.

The Creative Power of Metaphor



A metaphor is a figure of speech in which a word or phrase is applied to an object or action to which it is not literally applicable.

"I had fallen through a trapdoor of depression," said Mark, who was fond of theatrical **metaphors**.

Rene Magritte (1898–1967), *Le Château des Pyrénées*, 1959

- A **simile** is a figure of speech involving the comparison of one thing with another thing of a different kind, used to make a description more emphatic or vivid. A simile uses the word "like" or "as" to make its comparison.
- *"He was as brave as a lion, but crazy like a fox!"*
- Artists often make similar sorts of comparisons or analogies through *visual imagery* to get their concepts across.



In this classic photograph from turn-of-the-century surrealist Man Ray, we can see a comparison clearly being made between a woman's body and a musical instrument.

"Curvy like a cello."

- This technique of *conceptual comparison* is used all the time in illustration.



What comparison is being made here?

What do you think the article is about?

Davide Bonazzi

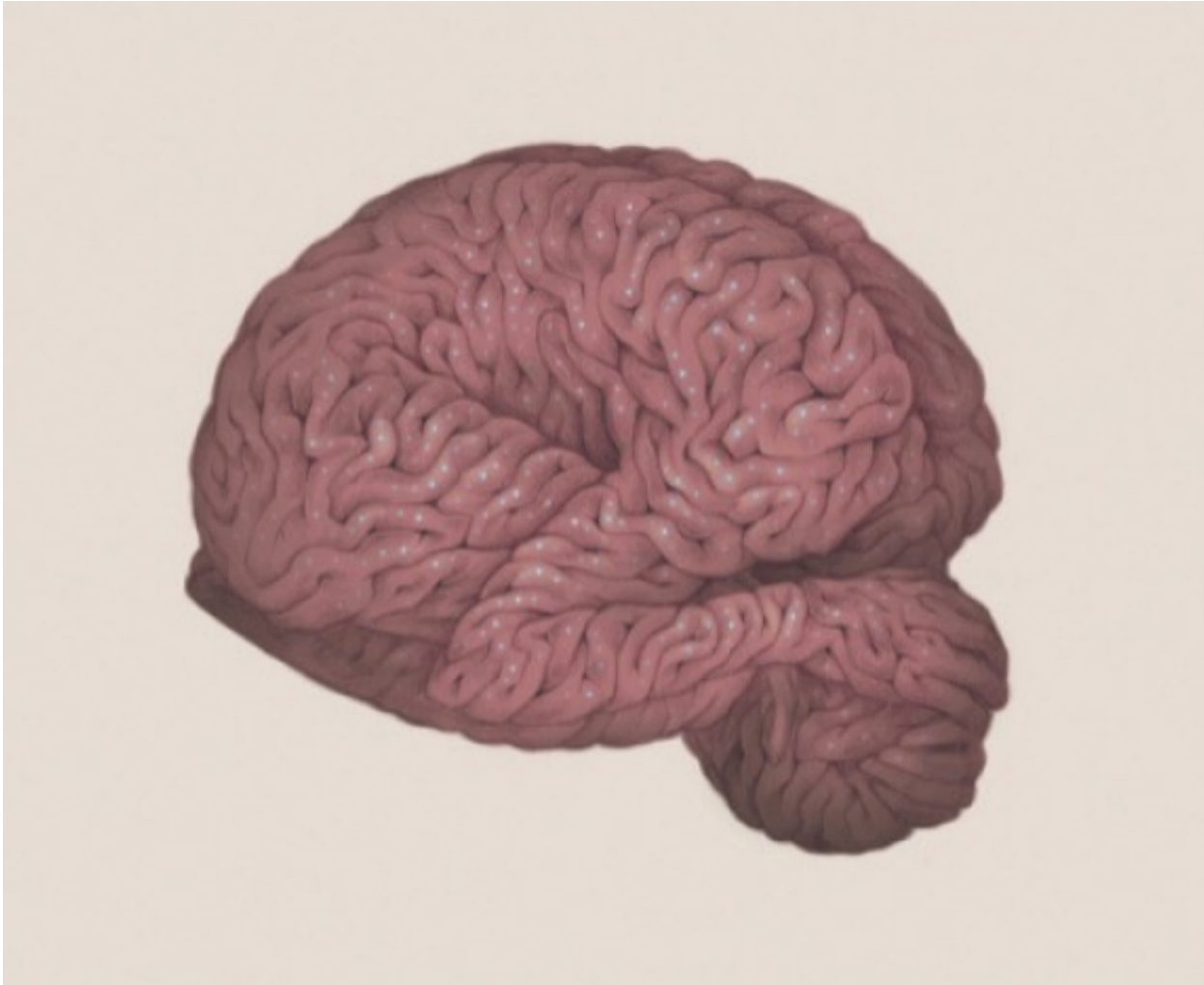


Juxtaposition:

Two images or symbols are used side by side.

Their similarities in either shape, meaning, or color are used to establish a relationship and create a single metaphor.

Tang Yau Hoong, "Consumer Privacy"
for *Financial Post Magazine*



Ashley
Mackenzie, *No
Body, No Mind*

Fusion: Two completely separate images or symbols are fused into one new image to create a single metaphor.



Replacement:

One part of an existing, preferably well-known image or symbol is replaced by a different piece of imagery, creating a single metaphor.

Asaf Hanuka, "handy man" for *Men's Fitness*

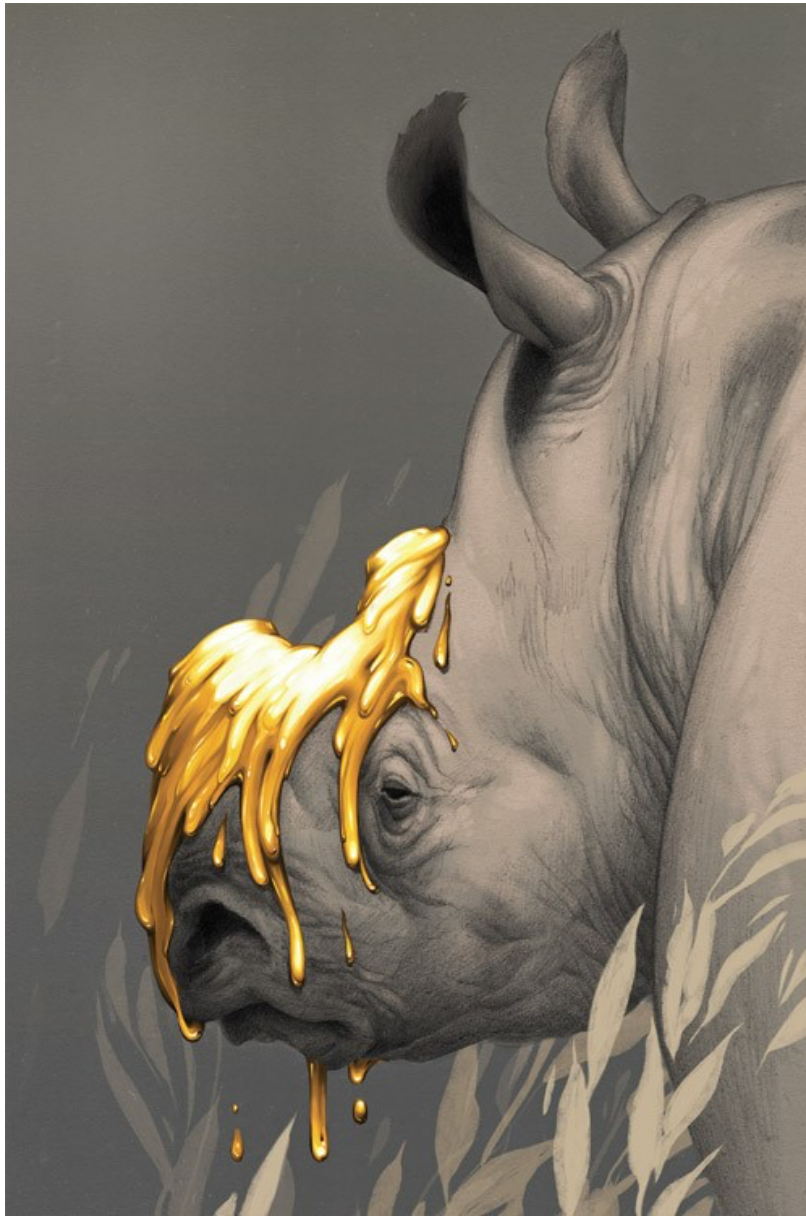
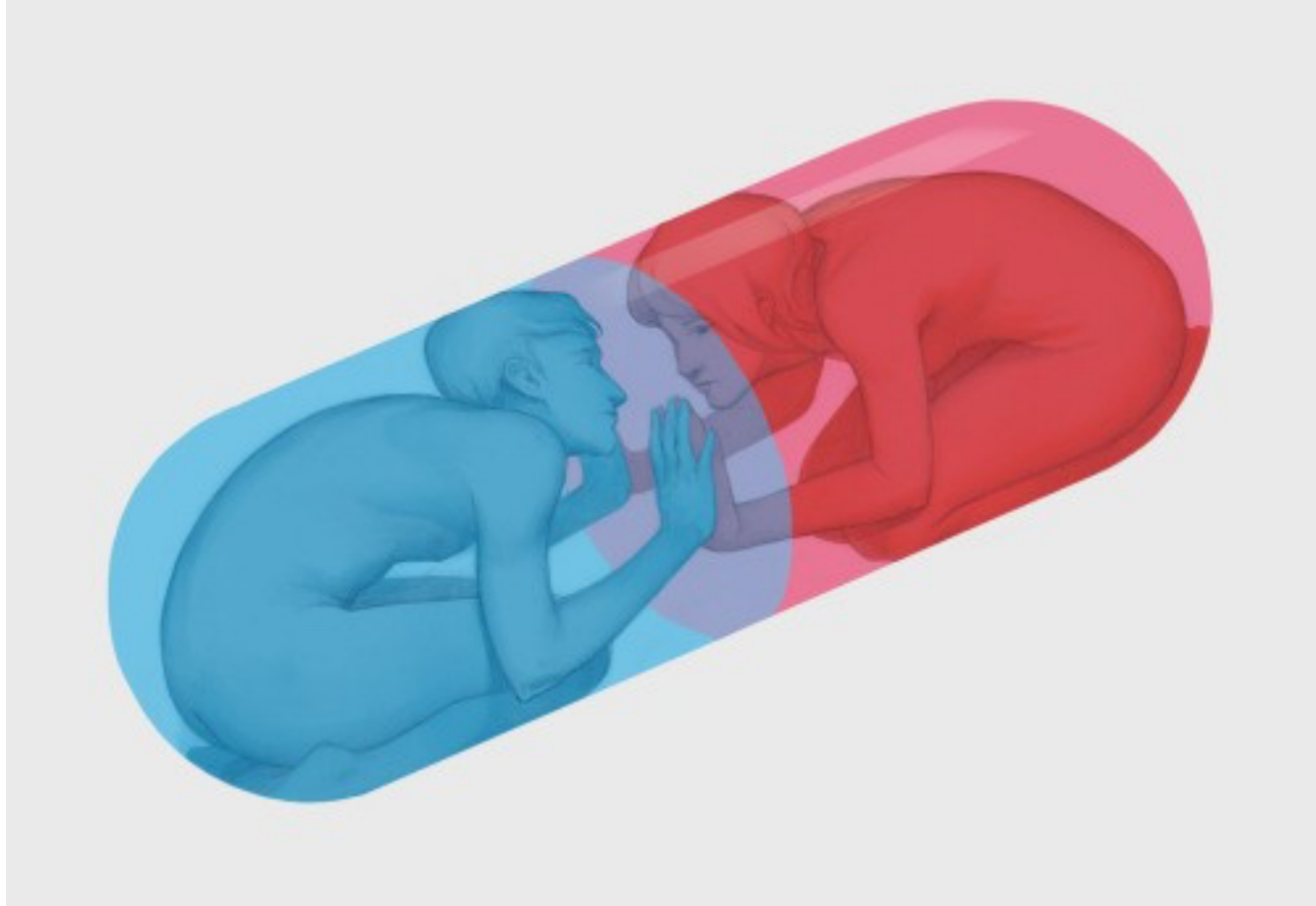


Illustration for an Article
on Illegal Trafficking for
Scientific American

Ashley Mackenzie



Ashley Mackenzie, "Chemicals," an image about the wide-scale proliferation of serotonin-enhancing antidepressants suppressing sexual desire and inhibiting the ability to fall and stay in love.



Fetus, for *Maariv*

Asaf Hanuka



Illustration for an article about Google's plan to scan every book ever published and build the world's biggest digital bookstore

Tomer Hanuka

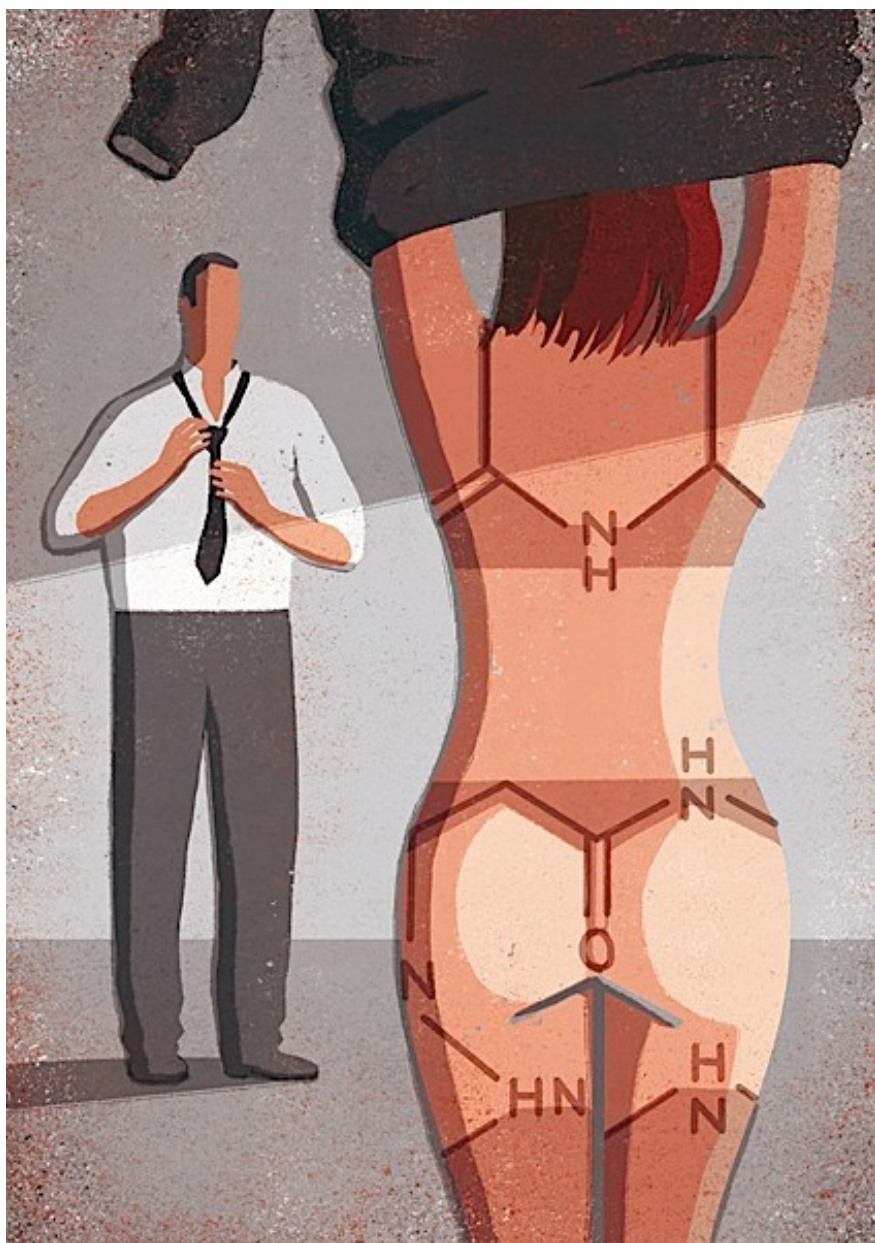


Illustration for an article
about the Chemistry of
seduction.

Davide Bonazzi



Illustration for an article about Singapore's crumbling and aging economy.

Chris Buzelli, Aging Tiger
For *Chief Investment Officer* magazine



On watching your pocket and the amount of time left prior to retirement.

Victo Ngai, Pocket Watch for *Plansponsor*
Magazine