

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

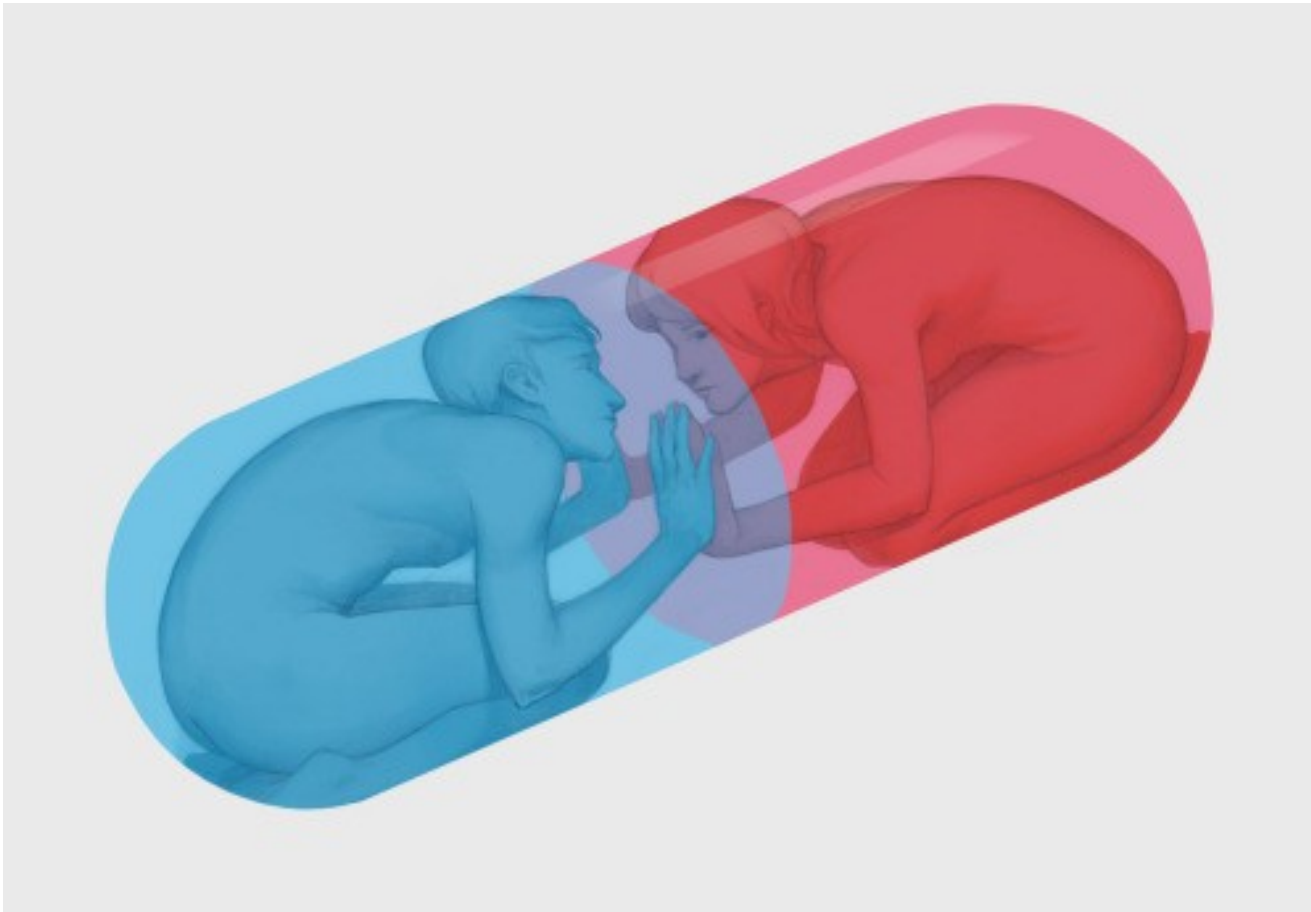
Concept Is the Key

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



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



Handyman, for *Men
Fitness Magazine*

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



ERIC
DROOKER