

# WHAT IS ILLUSTRATION?



So, what is illustration?

Illustration is NOT just images . . . Illustration is storytelling.

Illustration is NOT a media or a style, illustration is communication.

We are saying something to our world.

**John Hendrix**

*ICON7 President's Address 2012*

Discuss the article by John Hendrix, This-is-Culture.

So, what exactly, is illustration? Be prepared to answer in as a group.

<http://johnhendrix.blogspot.com/2012/06/this-is-culture-icon7-president-keynote.html>

# Who's Who in Illustration: Roles in Commercial Art



JILLIAN TAMAKI, *SELF-PORTRAIT*

Firstly there is you, the ***illustrator or the visual problem-solver.***

Your job is to provide unique content and concepts for the next role, the client, solving their problem through visual media, in the time frame they require.



KIRK WALLACE FOR PLANET NUTSHELL

The **client** is the person, publication, or company, that has the need or problem that the illustration will be created to answer.

They commission the illustration and will ultimately be paying for it.



Most of the time, the person charged with establishing the look of a particular publication, event, film, advertisement, or game, is the **Art Director**.

The art director is typically the person the illustrator has the most direct interaction with. It is the collaboration of art director and illustrator that ultimately shapes the final illustration.

For the purposes of this course, when working on an assignment, you can think of your Professor in the role of your Art Director.



FRANÇOISE MOULY, ART DIRECTOR, *THE NEW YORKER*, SURROUNDED BY COVERS SHE'S COMMISSIONED

The Art Director shapes the overall look of their particular publication, or whatever creative project they are working on, by choosing which illustrator they feel is best suited for creating the kind of image that the client is looking for.

# Illustration, typical workflow:

- The art director or client reaches out to the illustrator with an assignment and sets a timeline for delivery.
- The illustrator brainstorms multiple ways to successfully solve the visual problem.
- Through multiple thumbnail drawings the illustrator refines a great number of loose ideas into a few of their best ideas, sketched out clearly to share with their art director.
- The illustrator shares their best ideas with their art director.
- The art director gives the illustrator feedback.
- Integrating feedback, the illustrator creates a more detailed drawing of the agreed upon idea for their art director.
- This drawing is shared once more and the art director and illustrator then agree on a drawing to finalize.
- The illustrator creates the final art piece.
- The illustrator delivers final art to the art director according to the timeline they agreed upon in the beginning.
- The illustration is printed, published, or somehow sent out into the world, brought to life through use in its intended context.
- The illustrator finally rests.



YUKO SHIMIZU, "SAVE THE TIGER" COLLECTION FOR LIBERO DIAPERS, 2009

# Personal Vision and The Importance of Multiple Solutions

The visual problems of illustration come in infinite variations, with equally infinite solutions. However, illustrators who really do their jobs well reject the clichés that we have seen before, the obvious solutions.

For example, if you were asked to create an illustration depicting "brainstorming" for this class, how many of you would see this image pop up in your minds?



REJECT ALL VISUAL CLICHÉS!



# Personal Vision



The most brilliant illustrators *not only* solve the assignment uniquely, but they do so without ever sacrificing a voice of their own. They create work of which they and only they could be the creator, work loaded with personal vision.

# The importance of multiple solutions



Yuko Shimizu for Time Magazine



Photo-Illustration by Jim Naughten for TIME



Yuko Shimizu

Design Inspiration : Stranger & Stranger

