

Illustration in web design

What is the difference between Graphic Design & Illustration?

Graphic design is all about planning and projecting experiences and ideas.

A Graphic Designer aims at conveying a message to target audience with textual & visual context.

Using a selection of design elements of colours, typefaces, images, symbols, and others.

Both Graphic Design and Illustration can be creative fields in their own ways, but a Graphic Designer will generally spend more time working on the complete image and format, while an Illustrator focuses on bringing one small part of the big picture to life.

An illustration is a visual explanation, decoration or an interpretation of text.

Not to distract from the main text but to aid it.

Can be a process or concept

Opportunity to create a visual or explain something when stock imagery may not be available / suitable or functional.

Gives life and tell a story of what the text is conveying.

How Illustration can get us out of a fix



In my previous place of work, I was briefed to design a poster where the caterer was allowing the customer 'design' their own sandwich - 1 single stock photo cannot get that message across so I came up with the American Architect Blueprint illustration to communicate that message clear & simple AND engaging.



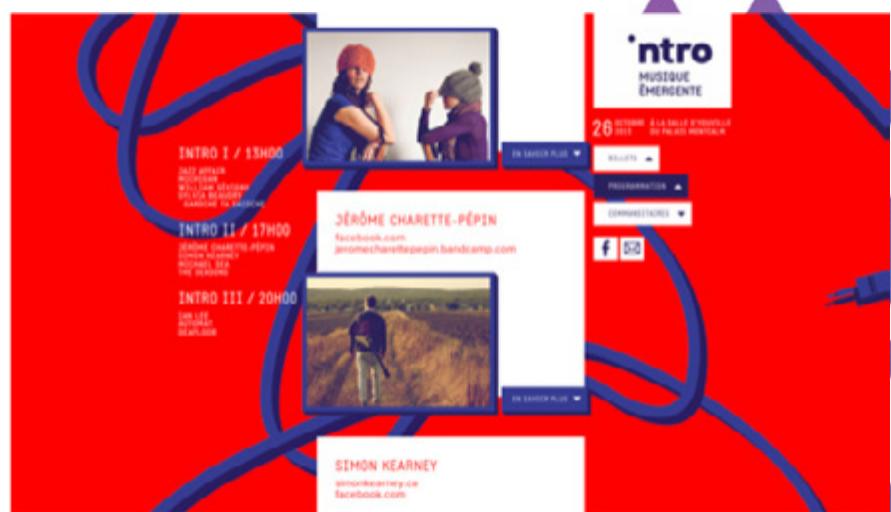
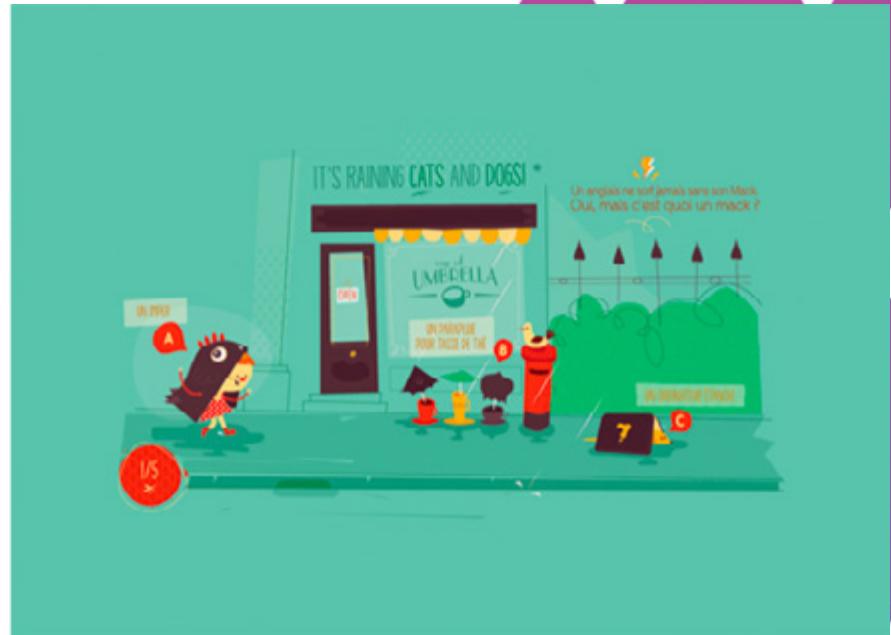
Another problem that came across is a brand product that we do not know is being used or have stock imagery for. So on the basis on giving misleading imagery, I came up with an illustration to announce that a new coffee/ice cream machine was available, adding in some tongue in cheek humour to make it obvious but memorable.



Opportunity to create a visual or explain something when stock imagery may not be available / suitable or functional.

Illustration in Web Design

Illustration can turn an average website into something really unique, something which identifies and communicates the brand message, and something with the power to seduce us.



Here are some nice examples of different Illustrative websites >





McD's
FESTIVE
COUNTDOWN



11

OPEN TODAY'S DOOR



11



17

12

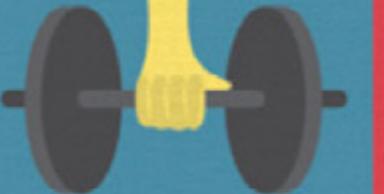


18

11



10



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FULL OF BEANS

Lisa, Bolton

DISCOVER THEIR MOMENT



[PROCESS](#)[DEVELOPMENT](#)[PROJECTS](#)[CREW](#)

DEVELOPMENT



ITERATIVE APPROACH

The development process and progress
should always be clear and transparent for

We constantly assess our development pace
by summing up the number of completed

Start

When talking about illustration and web design, a term that immediately come across is "flat design" normally to interface icon designs. with Microsoft at forefront with Windows 8 using flat design of its interface. Yes, it's being done to death, but we still aren't tired of admitting that this isn't just a passing trend; flat design is playing a vital role in the responsive era.





It reigns supreme across desktop and mobile design for it's tremendous interface versatility and it couldn't be easier to integrate into our responsive projects.

Today flat design is evolving what is called flat design 2.0 adding 3D aspect and shadows to make the flat graphics pop and have more definition and just flat colours, not just simple vector graphics, but also textured and 3D illustrations.



Illustration – the versatile tool

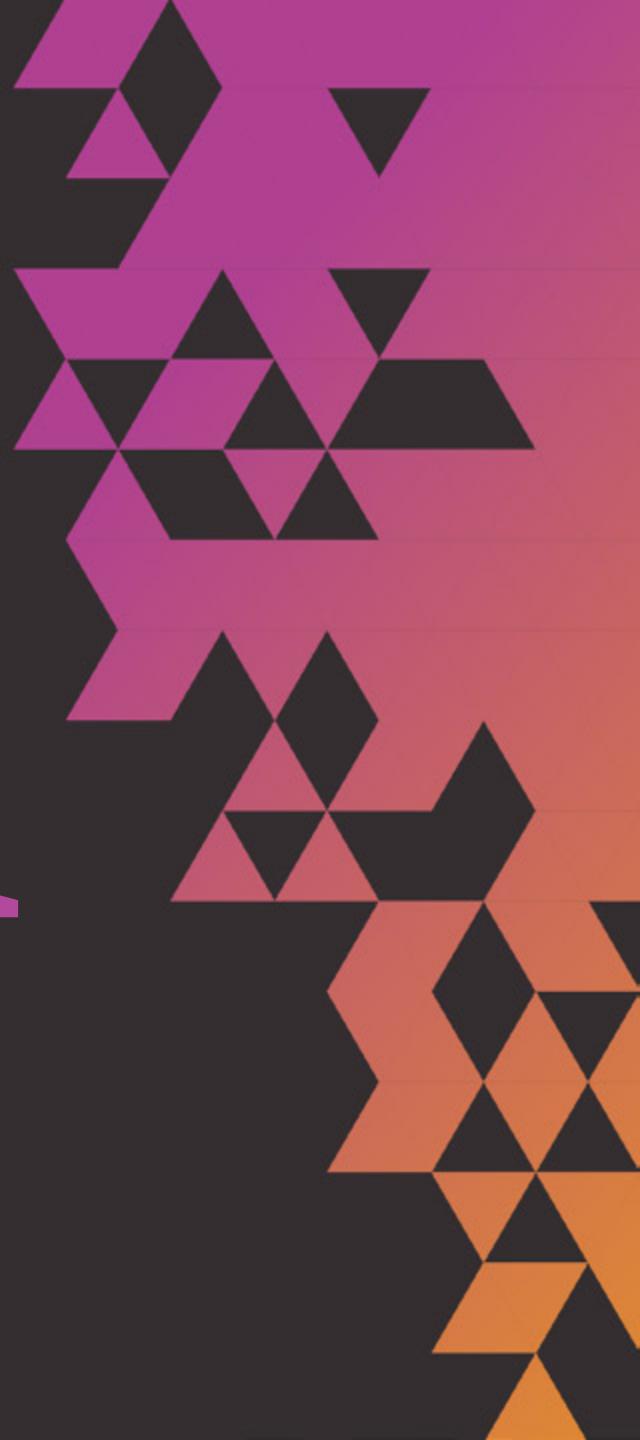


Illustration in Web Design: Illustration the Versatile Tool

Illustration is an incredibly versatile tool that can find many different uses in design. And when it comes to web design we can find an extremely wide variety of implementations.



**Story
Telling**

**Personas,
Characters
& Mascots**

**Fonts,
Typography,
and
Illustration**

**Background
as
illustration**

**Illustration
as Data,
Infographic,
Instruction
and Iconic
Action**

**Fantasy
& engaging
the
imagination**

**Illustration
as Pattern,
Background
or
Decorative
UI**

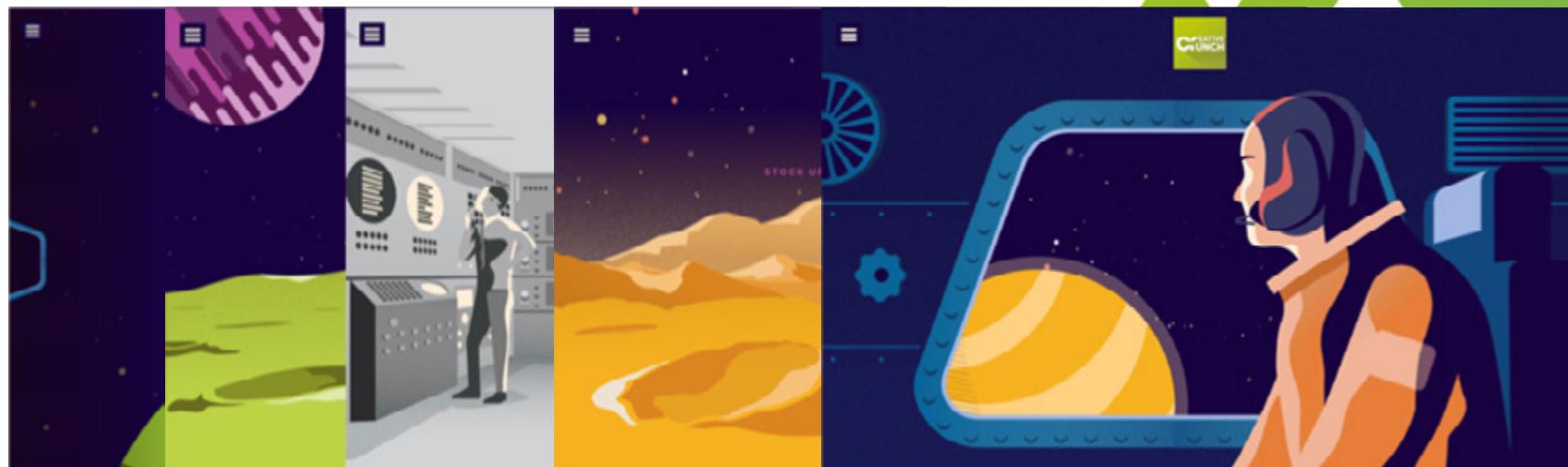
**Various
Styles of
Illustration:
3D Illustration,
Photo-Manipulation
and
Sketching**

Story Telling

Human nature has always been attracted to story telling, whether it's descriptively or visually.

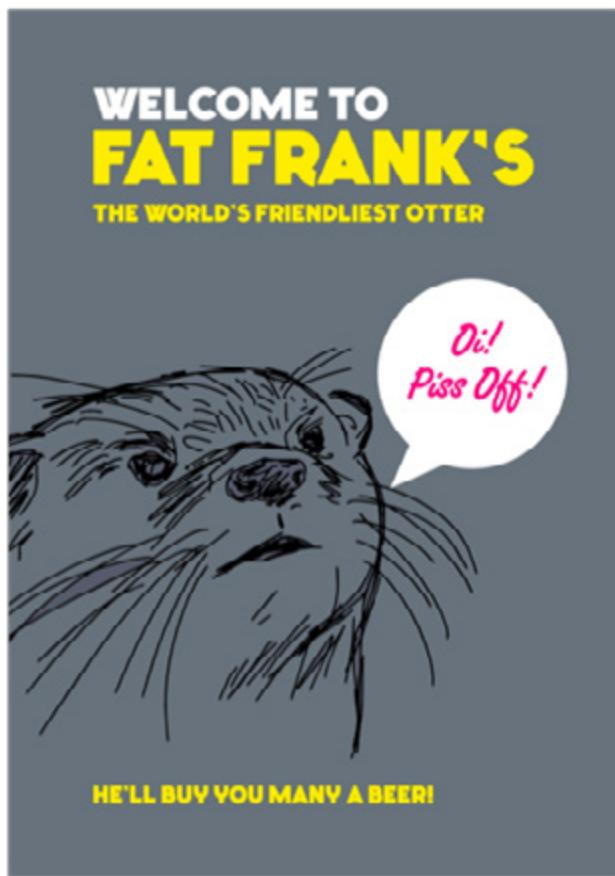
Illustration is a go-to style for visual storytelling. Viewers connect with illustrated narratives faster and more easily.

The visual medium makes it easier for viewers to grasp and relate to problems and solutions in a story.



Entertainment usually plays a small role in story telling: the greater point of a story is to weave causes and effects together so the viewer can remember the story more easily.

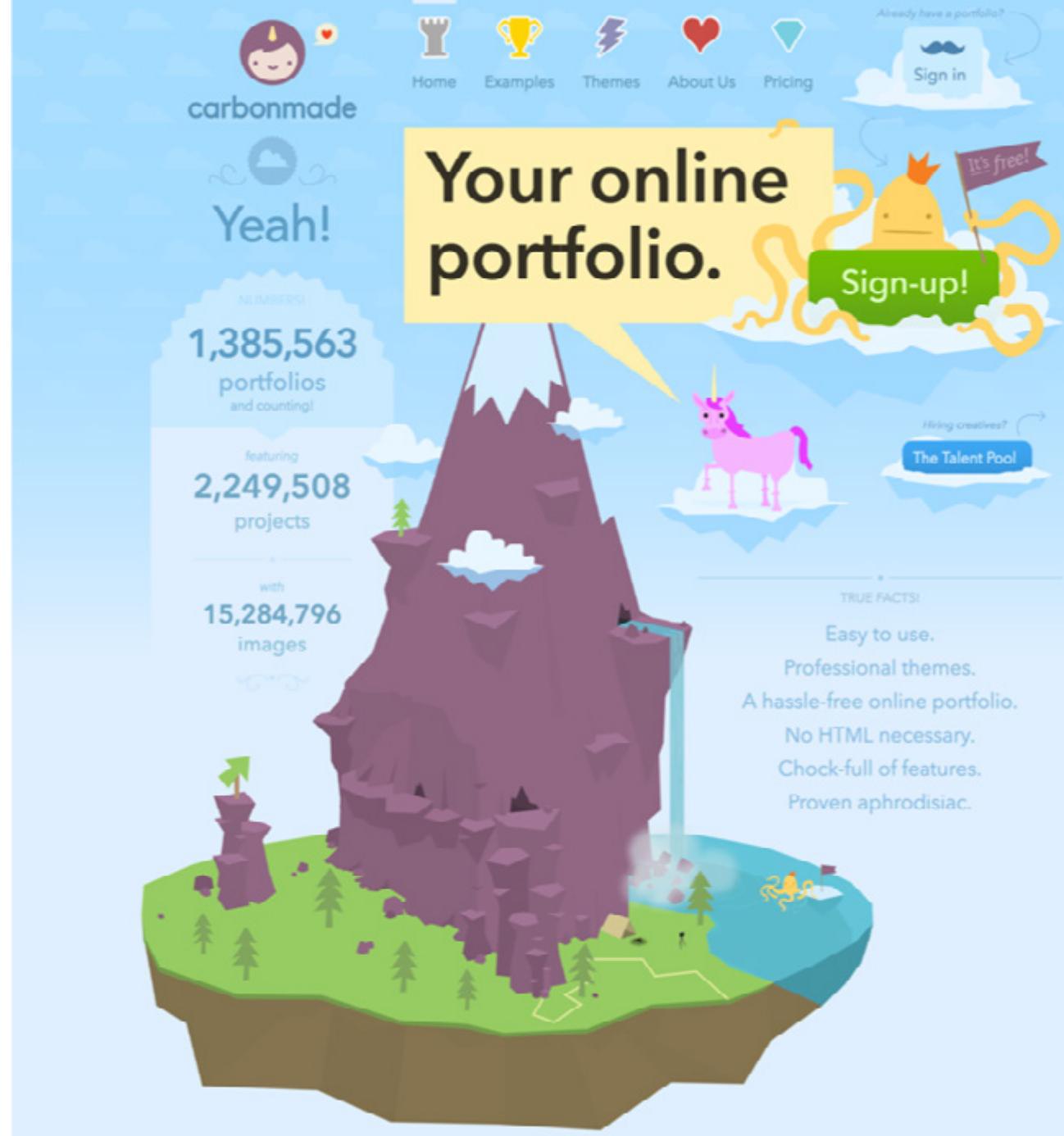
Wacky humour can be a breath of fresh air and be more memorable & engaging for the user - good for e-learning.



Fantasy and engaging the imagination

Rules and facts can easily bend or change through illustration in order to present the designer's point of view better. Viewers love to travel through a world and perspective fantasized by someone else, so long as it is visually accessible.

In the example is a far more inviting design for signing up than the old-fashioned "Sign Up" button we are used to seeing. No one will object to why an octopus is holding the button, or why a unicorn floats in the middle of the sky on a cloud.

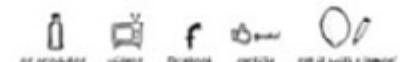
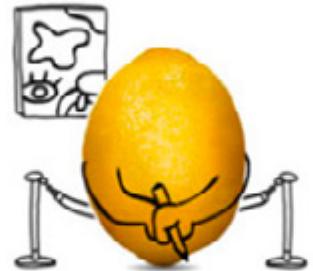


Fantasy and engaging the imagination

The following site has used illustration for different purposes:

- a) to give personality to a very ordinary “lemon”,
- b) to use the lemon to tell a story that absorbs the reader even more,
- c) to create interesting icons and an easy-to-use nav bar.

They even push the storytelling act further in their product page, where you can “see” the ingredients instead of reading them. This also helps their site to be more language free.



Personas, Characters and Mascots

The use of mascots goes back, before websites were popular. In advertising, since many years ago, using animals or cartoon characters have been very useful in establishing a brand for continued attention.

In websites, the personas and mascots can play even stronger roles. They can be memorized or remembered as an icon and easily understood for what they represent (either an action or a brand).

These days, mascots are commonly used on different sites (but not all are used correctly).

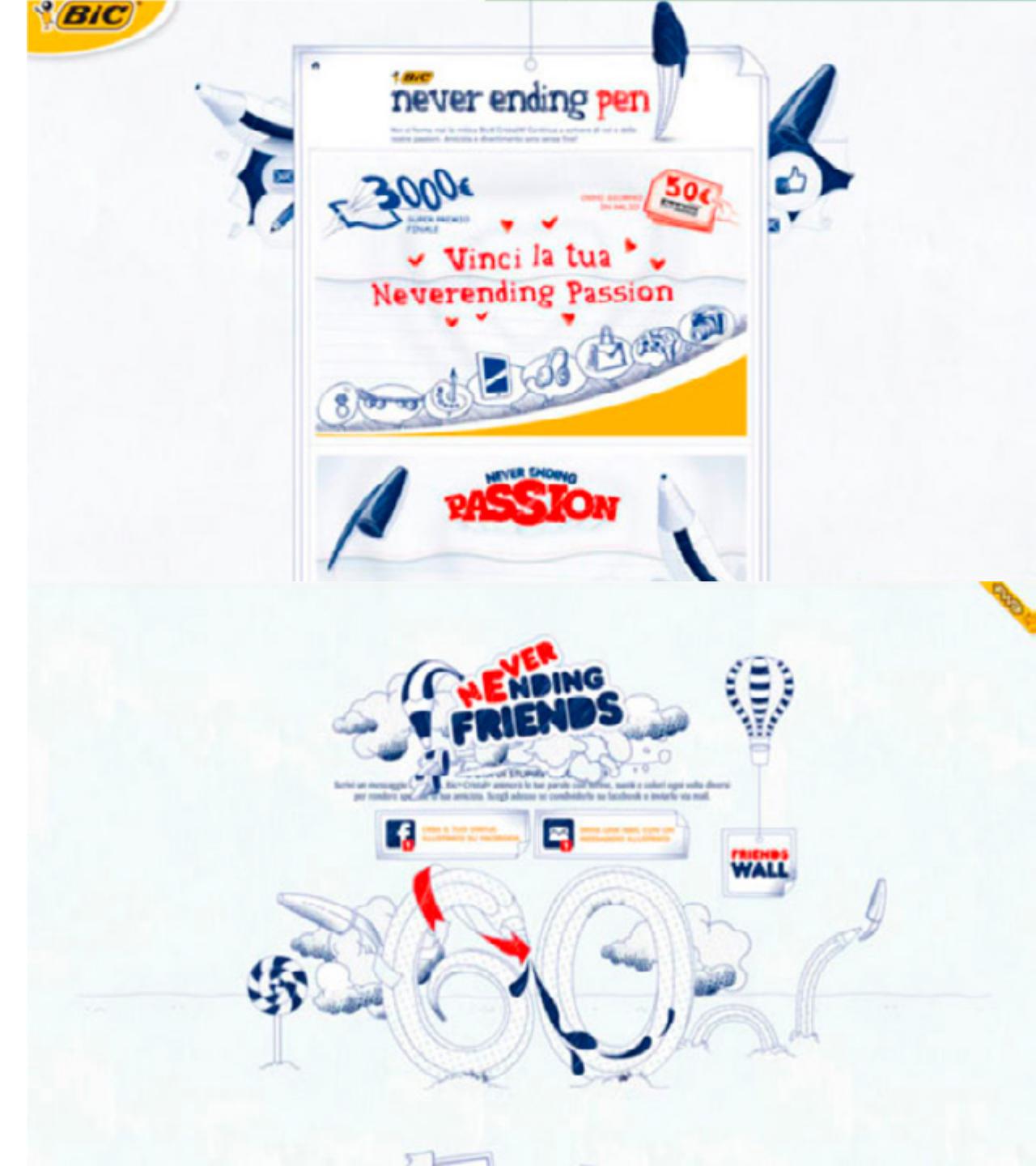
The Michelin tire has a well-known persona. He acts as a teacher by answering questions and presenting new products.



Various Styles of Illustration: 3D Illustration, Photo- Manipulation and Sketching

The various styles of illustrations that can be used are very wide, ranging from 3D to photo-manipulation to sketching.

For example “Never Ending Friends” and “Never Ending Pens” are projects from “BIC” in Italy. The illustrators used a BIC pen to sketch a drawing that is very eye-catching.





WEINBERG
DISTILLATE MANUFACTORY

ABOUT US PRODUCTION SECRETS PRODUCTS CONTACTS

EN RU LV



Use of photo manipulation
in this site
makes their
home page
shine.



a sample of a
3D illustration is
found in this site
for the Samsung
Galaxy ID
Micosite



Illustration as Data, Infographic, Instruction and Iconic Action

One of the biggest demands in infographics these days is to convey dry and boring data, graphs, and information via visualized formats.

There are many sites that successfully present instructions, data, and mapping through information graphics.

The Headspace website homepage features a dark purple header with the Headspace logo and navigation links. Below the header is a large, circular 'START YOUR JOURNEY NOW' button. To its left is a circular icon containing a brain and the word 'MIND'. Above the button, text reads: 'Welcome to Headspace. We make meditation simple. Have you ever wanted to sleep better, worry less or just feel happier? Then why not take your first step on the Headspace Journey.' A central text box says: 'Five short guided meditation tracks designed to help you start your Headspace Journey right away. Try the first 10 days of the Journey for free.' Below this is a section titled 'SCIENCE SAYS' with five icons representing different benefits: Stress, Worry, Addiction, Focus, and Immune system. At the bottom of the main section is a quote: 'We're on a mission to get as many people in the world as possible to take 10 minutes out of their day, to practice a simple and easy-to-learn meditation technique. And if you like the way it makes you feel, then we'd love to show you how to make that a little longer.' Below the quote is a graphic of a brain labeled 'MIND' resting on a cloud. A sidebar on the right contains the text: 'A little bit of Headspace goes a very long way...' followed by four numbered steps: 1. Sign up and try the techniques for 10 days, completely free; 2. Get a taste for this whole calmer, clearer, happier way of living; 3. Imagine how good it would feel to have that Headspace all year round; 4. Return to the Headspace Journey and let Andy take you through 360 days of guided meditation, with motivation for every step of the way. At the bottom is a red 'GET STARTED ON YOUR JOURNEY NOW FOR FREE' button.

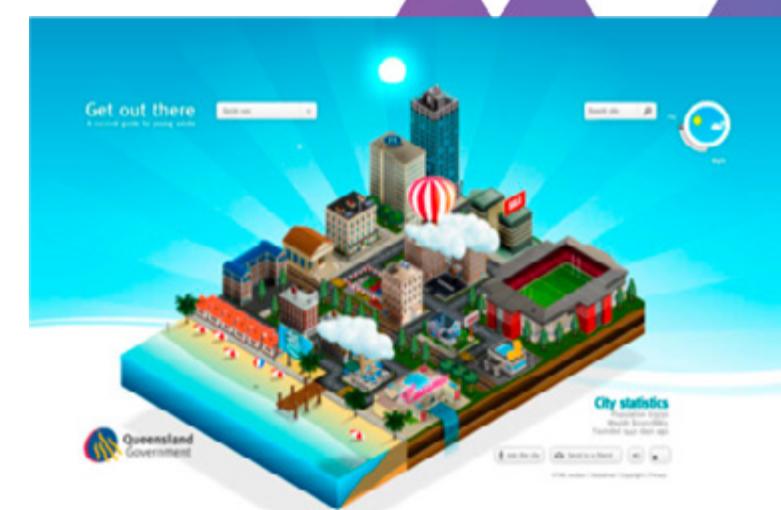
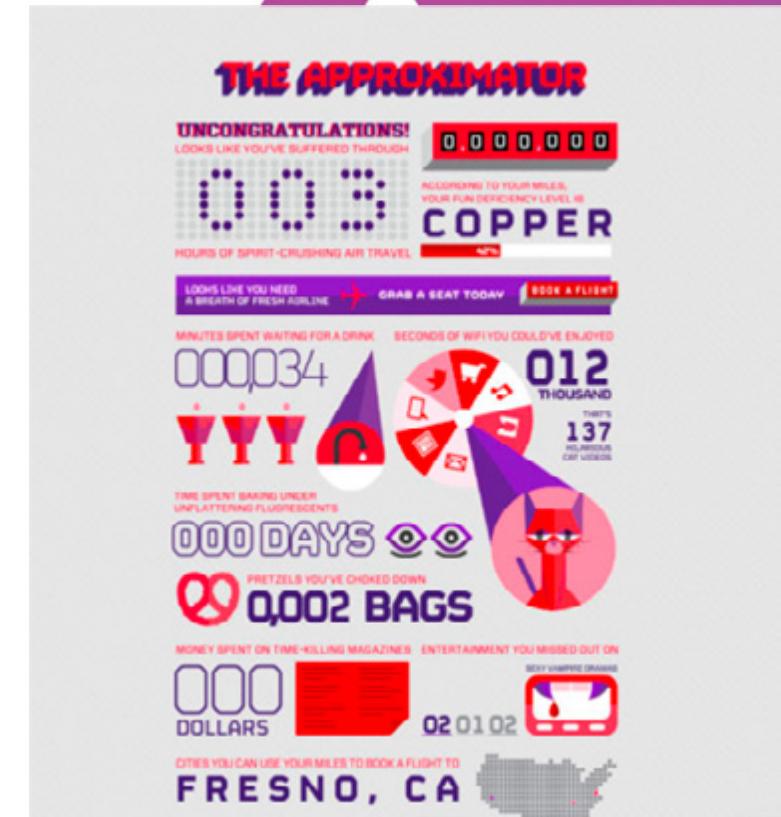


Illustration as Pattern or Background or Decorative UI

There are sites that don't use full illustrations but would like their help in some UI elements, background or decorative patterns.

If you take a look at this site you will notice how they replaced the standard rectangular box of the slide show with a more stylized one. The use of rollover shapes and typography make their site very attractive.



Background as illustration

This website showcases a very simple use of illustration through a simple pattern for the background.

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I'm CHIRAG and i'm FREELANCE
WEB & GRAPHIC Designer...

ABOUT ME PORTFOLIO EMAIL

Chirag



Fonts, Typography, and Illustration

The use of typography in websites has become more popular with the new CSS3 web fonts technologies. However, designers have been using it for a long time (as type and image). Hand crafted types, and nice typography can give a unique look and feel to the site.

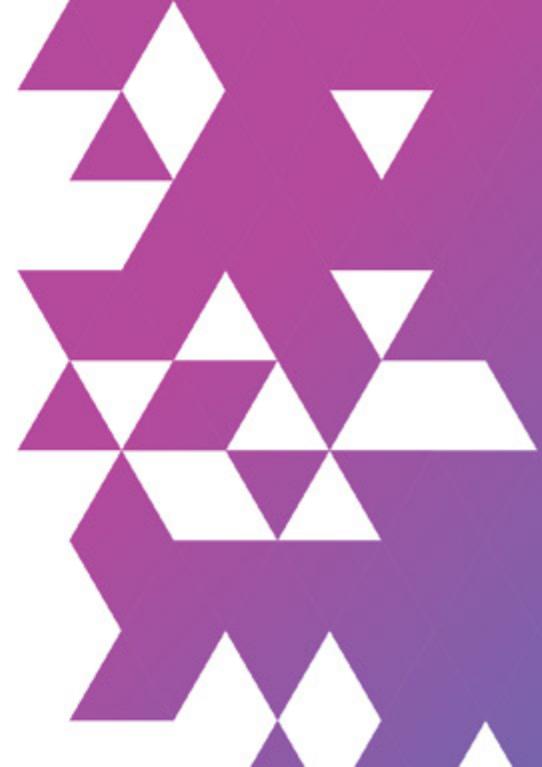


Illustration for MyRewards

Over the years of MyRewards we have created quite a few Illustrative sites for different companies & possibly future ones.

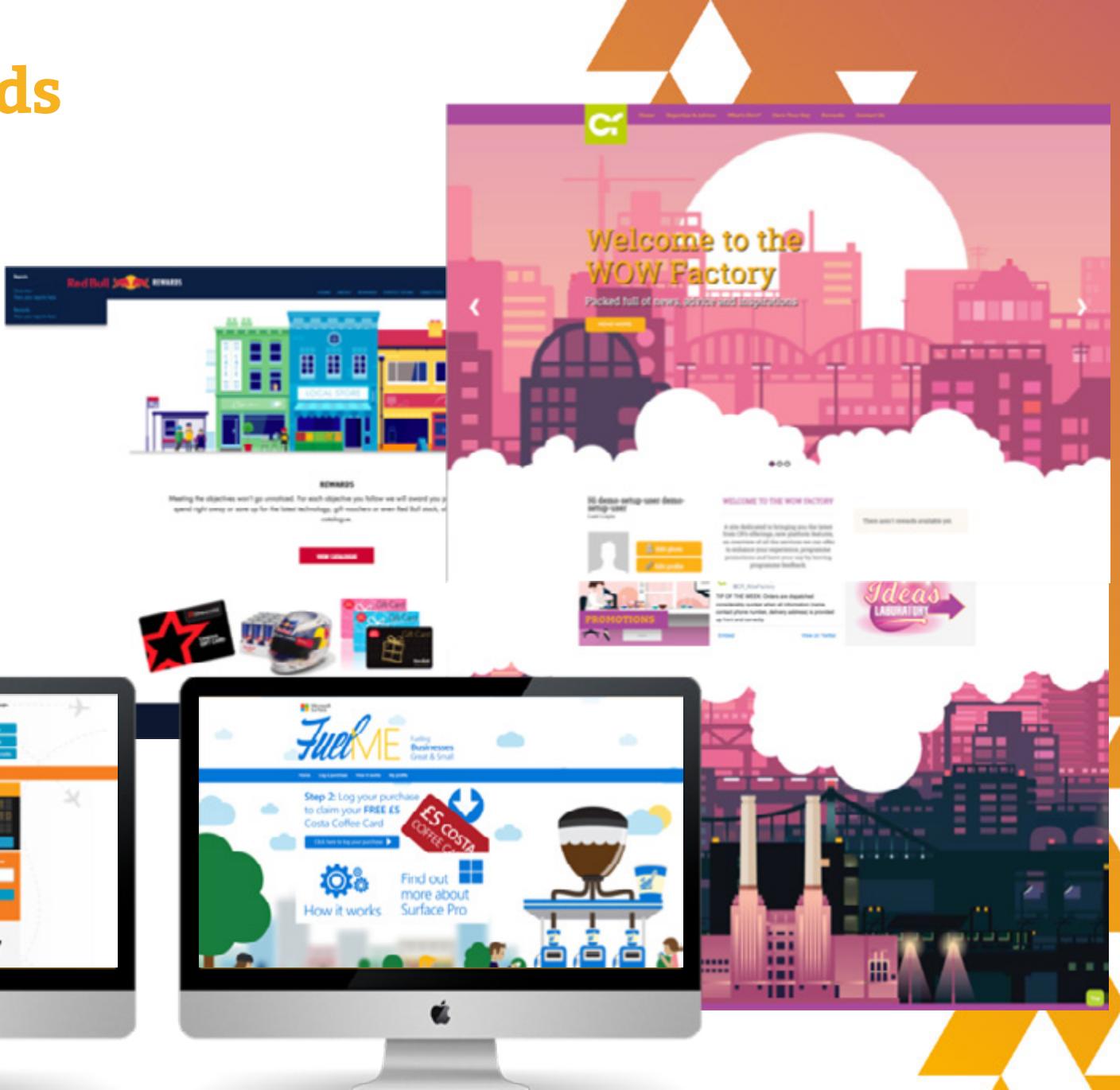


Illustration for MyRewards

Future use:

- Using characters for E-Learning or possibly a chatbot for tips or titbits.
- Easier to tell a story for micro-learning
- Create many themes, to engage on a less corporate style or for short prize winning sites.
- Illustrations provide an entirely bespoke (if in-house designed) site where we can manipulate or draw new illustrations for new sections of sites
 - This would take time in some cases but could charge higher artwork fee.
 - Vector drawings are smaller files than photographs and flat design can be created from code with the ability to animate.



Conclusion

For a while, illustration was considered exclusively for publications, children's books or editorials. Today, most our publications and communications have been transformed for the web; consequently, illustration has taken a much more varied role in the design world and the correct use of it presents an opportunity for many benefits.



*Thank you
for reading
...I suppose*

