

"Illustration" as:

- Any visualization of a subject made by an artist.
- It can be a drawing, sketch, painting, or other kinds of images representing things seen.

Historical information about illustrations, covering early to the 19th century:

- The first illustrations were made in caves.
- Woodblock printing (around 200 AD) was widely used in East Asia.
- Before the 15th century, books were hand-illustrated.
- **16th and 17th centuries:** Etching and engraving illustrations were used.
- **Late 18th century:** Lithography emerged (from the Greek words *lithos* meaning "stone" and *graphein* meaning "to write").
- **19th century:** Lithography was enhanced by **Chromolithography**, a multi-colored printing technique.
- The **American "Golden Age of Illustration"** lasted from the **1880s until after World War I**.
- During this time, **newspapers, mass-market magazines, and illustrated books** were the dominant forms of media for public consumption.

illustration techniques:

- **Engraving** – Cutting into the surface of wood, stone, or metal.
- **Etching** – Applying ink to an etched metal plate and pressing paper against it to create an image.
- **Intaglio** – A technique where an incised figure is carved into a material (like stone) below the surface. When ink is applied and pressed onto paper, it creates a **relief image**.
- **Linocut** – A type of printmaking where a design is carved into a piece of **mounted linoleum**, and the raised areas are inked and pressed onto paper.
- • **Pen and Ink** – A widely used technique where artists create drawings by sketching directly onto paper using pen and ink.
- • **Woodcut** – A **relief printmaking technique** where an image is carved into a wooden block, with the raised areas inked and pressed onto paper to create a print.

functions of illustration:

Attention

- Gaining students' attention is essential for learning.
- **Illustrations that attract students' attention are effective** in enhancing engagement and understanding.

Retention

- Retention refers to keeping information in **long-term memory**.
- The ability to retain needed information in **working memory** is also crucial for **learning and performance**.

Understanding

- **Illustrations make lessons easier to understand.**
- **Sequential illustrations** (like in literature) help students **comprehend stories** better

According to the Cognitive Theory “The first image that grabs your attention has a higher chance of staying in your long-term memory.”

three key principles for using illustrations effectively in teaching:

1. **Make it Attractive.**
2. **Keep it Simple**
3. **Make it Comprehensible**

Group 1: Reporting

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Adobe Illustrator = to creating graphics from scratch. It is significantly different from many other graphics programs because it deals primarily with *vector graphics*. Most people are more familiar with bitmap (raster) graphics, such as what PhotoShop produces.

Bitmap graphics: = saved using a grid full of tiny squares called pixels. Bitmap images are good for continuous and/or irregular shadings and colors (such as in photographs), but do not resize well.

Vector graphics: = saved using points and lines (vectors) to describe shapes and objects. The resulting file is made up of lines and patches of color. Generally much smaller files than bitmap graphics. When vector images are resized, there is no loss of quality.

The Toolbox = contains tools that allow you to create, edit, and view your files.

Point= If a line changes direction at a point, it may do so either as a corner point (as in the rectangle at left) or as a smooth point.

Pencil tool= to create free-flowing lines and shapes.

Selection tool = lets you select the entire object for further manipulation.

Direct-Selection tool = lets you select parts of an object, individual anchor points, direction points, and segments.

Gradient = mixes two or more colors together in the fill area of an object

.The Stroke Palette = lets you change a number of things about your Stroke

Weight: how thick your line appears Cap: how the ends of your line appear

Join: how your line joins at corners

Miter Limit: how far the joined lines project at corners

Dashed Line: check this box to create a dashed line.

Brushes = can be applied to the stroke of any object, to significantly change the appearance of the line

Calligraphic: makes your lines resemble those drawn with a calligraphy pen

Scatter: scatters copies of an object along your line

Art: stretches a single copy of an object along your line Pattern: applies a repeating pattern to your line

Rotate — dragging with the Rotate Tool rotates the object around a point; by default, the center point. You can move the point of rotation, by clicking before you begin dragging. Hold down the shift key to rotate in 15-degree increments.

Reflect — click once, then again in a different location to indicate a line over which to reflect the object.

Scale — drag to resize the object. Hold down the shift key to maintain original proportions.

Shear — drag to skew the object. Hold down the shift key to stick to 15-degree increments.

Free Transform — can scale, skew, or rotate the object, depending on where you click.

A number of tools are available to “liquify” your objects. When using these tools, objects become malleable, like wet paint.

The Line Segment Tool and Arc Tool are useful for adding details to your image.

The Line Segment Tool =draws straight lines — hold down the shift key while dragging to restrict the line to 15-degree angles of rotation.

The Arc Tool draws curved lines —a quarter of an ellipse

The Pen Tool is very useful for creating freehand smooth curves.

Grouping is the simplest way to make two or more objects behave as one

Bring to Front/Send to Back — brings the currently selected object to the top of all the objects on the layer, or sends it all the way to the bottom.

Bring Forward — brings the currently selected object one level up in the layer

Send Backward — sends the currently selected object one level down in the layer.

Lines =Use the Pencil tool to trace some of the train tracks, with a white line, 8 pts wide (no fill).

Labels= Use the Type tool to add some labels to the buildings. Find fill and stroke colors that make the words visible.

Ground =Draw a large Rectangle that covers all the rest of your map elements.

Types, Characteristics and Importance of Illustration

Several authors and designers have described illustration variously and severally. Illustration, in the view of Osaigbovo and Izogie (2018), Illustration is the art of drawing pictures, diagrams, shapes and figures to decorate or elucidate a literary work. Illustration is the art or method of producing visuals on a surface, usually paper, by means of inscriptions, usually ink, chalk, charcoal, graphite or crayon. Vanden-Bergh and Katz (1999) offers the various categories of illustrations as follows:

- Character illustration
- Spot or object illustration
- Icon illustration
- Pattern illustration
- Logo illustration

Character illustration

Character illustration is more time-consuming and involved than illustrating objects. A character is a person or animal, who perhaps serves as a model for a business or an occasion or even a public officer. Work needs to be put into capturing a personality here especially when it is done in pen and ink and examples of pen and ink character illustration is either realistic or stylized. Character illustration can be in form of satirical drawings like cartoon, it could be realistic or even abstract provided the distinguishing features of such personality are visibly obvious.

Icon illustration

Icons differ from spot illustrations by being meant for use at diminutive size (though artists always create vector images that can scale to any size without losing quality). Icons have less detailed elements, they are unambiguous when small, and often work better in a single colour.

Pattern illustration

Patterns are flexible and something graphic artists like to include with brand identity design. If artists have a perfectly repeat pattern, they can use it for website background, television montages, business cards and product packaging.

Smith, (2009) captures Illustration as “a visualization or a representation of a subject matter made by the artist such as painting, drawing, photograph sketch, or other kinds of image or objects seen, imagined or remembered using graphical depiction.” The word is derived from the Latin word *illustra'tio* or *illu'stro* meaning enlighten. Apart from the above analysis, this writer will also advance some other genre of illustration as follows:

- Editorial illustration
- Advertising illustration
- Concept art
- Fashion illustration
- Technical (scientific) illustration
- Info graphics
- Packaging illustration

Editorial illustration

This genre is that which is created to better express an idea from the text, usually used in a book, magazine, newspaper, or web resource. This type of illustration cannot fly without the text.

Advertising illustration

Advert illustration is used on promotional material, and its main aim is to catch the viewer's attention. It can be used without any text especially for only the logotype of a company but expresses a strong idea to make it easy to remember.

Concept Art

Concept art are illustrations used in movies, games, and other industries, as working material for finding the best image of the atmosphere of the work

Fashion illustration can be applied to visualize designs of apparels before it is produced. Fashion designers employ it a lot in their creative processes.

Technical Illustration

The purpose of a technical or scientific illustration is to accurately depict an object in order to simplify its understanding. In technical illustration, it is not the image and beauty that is important, but the clarity of the image and the absence of misunderstanding.

Info Graphics

These are a selection of images and diagrams with a least of text, allowing one to promptly understand the essence of the topic. Info graphics are related to communication and graphic design, but can also be attributed to illustration.

Packaging Illustration

Like advertising illustration, packaging illustration helps companies to sell their products and services. And it also should be eye-catching and grab the viewer's attention.

Good Illustrations should have the following Characteristics.

- Clarity: the information content should be conveyed quickly and accurately.
- The displayed information should be distinguished accurately.
- People should not be overburdened with irrelevant information.
- Consistency: good designs must conform to user's expectation.
- The user's attention should be directed towards information required.
- Information should be easy to understand.
- It should have the ability to elicit curiosity from targeted viewers.

15 different types of illustration

1. Anime

Originating in Japan in the early 1900s, anime is a highly stylized type of illustration usually published in comic book and graphic novel form. Expressed in either 2D or 3D art, it is stylistically more romantic than western cartoons, employing elegant long lines and intricate details. Anime is primarily aimed at adults, more sophisticated in its storylines and expression of emotions.

2. Caricature

Caricature is an illustration style that employs the exaggeration of physical features in its subjects for comical or satirical effect. Typically drawn as figures with large heads and small bodies, the targets of caricature are usually public figures, politicians, and those in authority. The spirit of the depiction is to mock, mimic or lampoon the personality.

3. Cartoons/Comics

Cartoons and comics express storylines via a series or strip of images, usually accompanied by simple dialogue or captions. Therefore the authors can be a combination of a writer and a comic illustrator. The difference between the two is that a cartoon can exist as a single illustration, whereas comics can come in short panel form or extend to graphic novels.

4. Commercial Art

The imagery used by advertisers to sell products and services is called commercial art. Creatives at advertising agencies and graphic design studios produce the concepts for an ad which is then pitched to the client.

5. Concept Art

Concept art captures the defining characteristics of design and sets the visual style of a project (whether it be film, video games, animation, advertisements, comics, or graphic novels). During the course of production, concept art will be developed and refined with input from producers, developers, and clients until the final design is signed off.

6. Fantasy

Fantasy art imagines original creatures and unique worlds with unlimited possibilities. The genre is popular in gaming, graphic novels, and comics but is also effective in animation, illustration, and film. These illustrations are highly imaginative as they require world-building techniques and unique artwork.

8. Fine art

Fine art is categorized as the highest form of decorative or applied art that is created for the purpose of pure enjoyment and meaningfulness (as opposed to creating art for a client brief). It is expressed in painting, sculpture, architecture, furniture, pottery, metalwork, etc. A part of the Western tradition, it represents a purity of discipline in aesthetic pleasure through the visual arts and crafts.

9. Line art

As the name suggests line art is a type of illustration using rudimentary lines, shapes, and colors that are generally free of complex backgrounds. This style of illustration concentrates on form rather than intricate details such as gradients, shadows, and hues.

Line art can be used for concept drawings or preliminary sketches which can be the final artwork or will be later developed into fully realized designs.

10. Mixed media

Mixed-media illustrations use a combination of different materials to express an image. In analog images, these could include fabric, paint, paper, wood, metal, flowers, found objects, etc. In digital images, these may include non-visual elements such as sound, moving imagery, music, or interactivity.

11. Book illustrator

Book illustrators and book cover illustrators perform important roles in the publishing industry. Most popular in children's literature, book illustration is an accompaniment and enhancement of the text. This also includes the illustration of book cover art for all kinds of literature. Usually

highly expressive, book illustration helps to bring a story to life and allows for free creativity and vivid imagination.

12. Pixel art

Pixel art is exclusively a digital form. It is created using software that uses pixels which are small squares assembled to produce images. These pixels are only seen by the naked eye when magnified to expose a mosaic of gradients that make up a bigger picture. Illustrators using pixel art rarely create at this micro-level but use the platforms that employ this technology.

13. Realism

Realism is a style of illustration that is as close to reality as possible. Whether it is the recreation of characters, objects, or landscapes these images focus on representing the real world in acute detail. Photorealism is a further iteration of realism where an illustration reproduces the look of a photograph.

14. Retro

Retro illustration refers to recreating styles from the recent past. Referring to the term 'retrospective,' it literally means to look back. The style is highly nostalgic, focusing on fashion, advertisements, poster art, and pop art from the 1940s and 1950s.

15. Vector artwork

Vector artwork is created using vector graphics which are made with computer software such as Adobe Photoshop. It employs points, lines, shapes, and curves to produce images within a digital platform.

What is digital illustration?

Digital illustration is the creation of a narrative image that tells a story, conveys an emotion or mood, or sells a concept or product.

What are the different types of digital illustration?

Illustration is used in so many aspects of life, more than most people are aware of! An artist may create art for things like:

- Films and games
- Storyboards (for film, TV shows, and commercials)
- Editorials
- Books and book covers

- Magazines and posters
- Toy designs and packaging
- Fashion and costume design
- Advertising
- Commercial products

What are the two types of illustration?

Bitmap (also called "raster") graphics and vector graphics (also known as "object-oriented") are the two common types of illustration.

Bitmap (raster) graphics

Bitmap (or "raster") graphics are made up of rows of colored pixels that create an image. In their simplest form, bitmaps have only two colors, with each pixel being either black or white. However, more complex images can include many different colors; photograph-quality images may have millions.

Vector graphics

Instead of a grid of pixels, vector graphics are made up of shapes, curves, lines, and text. This type of graphic is created using mathematical formulas that describe shapes, colors, and placement.

What is the difference between drawing and illustration?

Drawing refers to the fundamentals, the basics of art. An artist needs to know how to draw before they can illustrate.

There are so many different career paths for Illustrators to choose from. There's also the option to work freelance, on contract, or in-house (e.g. at a video game studio or a toy company).

Here are some examples of niches they may work in:

Film: A film studio may ask an artist to depict a battle between a hero and a villain to help set the scene for a director and crew before they go out on set; or images for key scenes to establish the mood and make the audience feel a certain way (sad, happy, frightened, etc).

Video Games: A video game artist may be asked to create a scene to inform the visual direction of a game.

Publishing: A publisher may commission book cover, comic strip, or trading card art to pique a customer's interest and help sell the product.

Advertising: An ad agency may hire an artist to illustrate storyboards for a commercial or posters to advertise an event or product.

What do you need to become an illustrator?

1. A solid understanding of art fundamentals

A good grasp of art basics will help you become a much better artist! Learn about color, light, values, shape, composition, and perspective and how working with paper or canvas translates to working on your computer.

2. A powerful imagination

You'll be expected to turn a brief into artwork that could inform the entire direction of a film, game, or project!

3. Excellent communication skills

This job requires collaborating with clients and helping them achieve their goals. You'll need to interpret their requirements, take their feedback on board, and foster and maintain a good working relationship with them.

4. Professionalism

Your clients are counting on you to meet deadlines and present high-quality work without mistakes. Good attention to detail and professionalism will help you build trust and hopefully an ongoing working relationship with them.

Tips on how to become an illustrator

1. Learn the fundamentals of art
2. Practice
3. Build a portfolio
4. Research
5. Self Promote
6. Network

What graphic design apps are available?

You can find graphic design apps suitable for designers with all experience levels, each with unique features and tools. If you're familiar with graphic design software, you may already know some of the names below. They represent industry favorites for a variety of users:

- Adobe Express
- CorelDRAW
- Sketch
- Snappa
- VistaCreate
- Canva
- Affinity Designer
- GIMP
- Adobe Photoshop

- Adobe Illustrator
- Adobe InDesign

The tools and resources you need at a skill level you are comfortable with.

1. Templates= can help you save time and act as a springboard for the creative process by providing a starting point for workflow.

2. Editing tools -Effectively communicating messages through your images requires the right tools for composition and editing.

3. Collaboration tools- make it possible to share files, monitor everyone's progress real-time, and get feedback from your clientele.

Nine top-rated graphic design apps

As a graphic designer, you will choose the apps that best meet your professional needs and personal preferences. To help you sort through the many options available, consider the following nine apps, each earning high user reviews from designers and artists like you.

1. Adobe Express - is a great option for beginners because it combines design tools of the company's more complex programs like Photoshop and Illustrator with intuitive features that beginners can navigate

2. Snappa

- Resizing graphics with a single click to fit various social media platforms
- Access to fonts and royalty-free photos, graphics, vectors, shapes, and templates
- No limits on the resources you can access, only the number of downloads per month

3. VistaCreate –you will create visuals with the logo, fonts, and colors that match your brand and then easily apply these settings to all of your content with the click of a button.
4. Canva -Canva consistently receives praise for its user-friendly interface and impressive templates database that appeal to beginners and professional designers.
5. Affinity Designer 2 -is an affordable professional-caliber design tool—an attractive feature when exploring what you want in a graphic design app.
6. Pixlr X- is a cloud-based free photo editing and design app you can use on any device with an internet connection. The interface features familiar photo editing tools with drag-and-drop functions, making the software simple to use for a beginner.
7. Adobe Photoshop =The program's popularity among graphic designers stems from the suite of tools that allow you to retouch photos, remove or change backgrounds, scale objects, and more.
8. Adobe Illustrator -was conceived by John Warnock, who released the first version to the public in 1987. This graphic design tool remains one of the preferred graphic art apps for professional designers who use the program to create a number of designs, from icons and logos to original digital artwork.
9. Adobe InDesign- a helpful tool for drafting layout schemes in digital magazines, e-books, and interactive documents.

Illustrations in Web Design

Illustrations are becoming more and more popular in the design of websites and applications. They are used with increasing frequency, but this isn't just a fashion statement. Not all designers think about what exactly constitutes the power and potential of illustrations and know how to apply this power purposefully. Our team has been working

with illustrations for a long time, and we are happy to share our experience with the readers.

Illustrations perform a variety of functions. They work as visual explanations and visual examples, make the brand recognizable, maintain the stylistic unity of the project, and help highlight the main thing. Illustrations make the project unique and memorable, one of a kind. They inspire the affection and trust of users in the resource. And these are just a few of the possibilities of illustrations.

Typical Goals for Illustration

1. Informing

Illustrations are good for creating visual instructions or user guides.

2. Navigation

Illustrations, especially graphic ones, are essential for navigation. They help you easily create a “path” and show users where to go and where things are located.

3. Emphasizing, highlighting of the main thing

An interesting, spectacular illustration instantly attracts attention. If a drawing and a photo of the same visual weight are located side by side, the user’s eye is more often attracted by the drawing. This is the specialty of our perception.

4. Icons, stickers

Icons, stickers, pictograms made using illustration techniques are much more attractive, interesting, and unique. They can’t be compared to templates from databases. Drawn icons help maintain the unity of style, create emphasis. Along with functionality, they can serve as decorative elements.

5. Brand awareness

Illustrations are an integral part of the brand’s style, along with the brand colors, fonts, logo, and mascot.

6. Drawing of attention

An outstanding, original, unusual or simply beautiful illustration attracts the eyes and arouses interest, which users mentally transfer to the content as well.

7. Better content perception

Illustrations in a long text not only make it clearer and more interesting but also contribute to the easiness of reading and perception of information

8. Creation of atmosphere, mood

The use of illustrations for adornment and decoration is justified only if such a design is intended to create a special atmosphere.

9. Creation of a character

A drawn character attracts attention, wins the users' favor, arouses sympathy.