

Illustration Principles

Part 1

Lesson1

Illustration Starter



What you'll learn in this lesson:

- Illustration Styles
- Illustration as an Art with a purpose

In this lesson, a small collection of illustrations is provided to show some of the diverse ways illustration may aid understanding. Discover illustration.

Understanding Illustration

Understanding what makes up the image or illustration and its defining style is important. Each image-maker has its own personal callings or skill sets that allow them to mark out the bounding lines between which they operate, to produce beautiful images for an audience.

For some it may be the subject that is of value to them. For others it maybe the medium that they manipulate well. Culture, cityscapes, stereotyped people or thick lines, disjointed lines, fine lines can be the bearers of distinctive illustration styles. Colours, textures and patterns also become the primary ingredients of a well prepared image. Which elements shall be used, how many times do they appear, in what proportions, how complicated or how minimalistic, moving forward all these become rules to which an image-maker remains committed. When the content of the image is married to the method it is created in, the image becomes far more memorable, communicable; thus, achieving its purpose. The medium occasionally becomes the message.

Illustration Styles

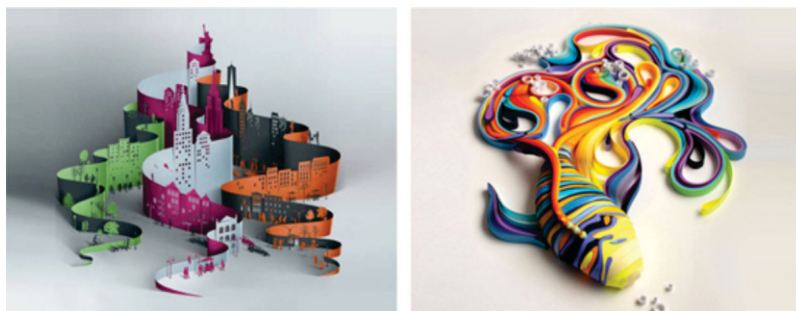
Let us see some examples of varied styles in order to understand what really makes them different.

Images in the right inspired from patterns follow the rules of repetition. They could also be following an equation while being repeated. Forms, colours and elements can be repeated creatively to make an entire image or pattern. These images in turn can have their own stylistic elements which could be hand drawn or vector based, for instance.



Some images(left) are dependent on how well the tools have been explored. Both these images are rendered in pen and ink, but both serve very different purposes. While the first image is a detailed sketch of a kitchen very artistically executed, the second image works as a technical illustration used in the industry.

An artist's staple material 'paper' has been explored in a totally different way for these images. It has been exploited to express the content. Cutting, folding, arranging, twisting and manipulating paper thoughtfully is the essence of these images. A new meaning is lent to the subject owing to the choice of the medium.



The subject of these three images(right) remains the same: Nature, flowers and birds. While one uses the base of a symmetrical pattern, the second image uses repeated printmaking for its execution. The last image serves a more educational purpose, as it is a botanical illustration.



Illustration as an Art with a Purpose

Is drawing an image from a real scene an art or an illustration? Fine art is created for the sake of creating fine art. An illustration is created to fulfill a need, often for marketing or sales purposes. Most artists say that fine art is “fine” the way it is, illustration must fulfill a purpose. Illustration is not the same thing as art.

You see art around you all the time. No doubt your attention was once seized by an interesting editorial graphic, which offered an intriguing metaphor to a drab politics-related story you’d never dive into otherwise. You’ve certainly encountered visually compelling band posters, and storybook pictures that are much more rewarding to **peruse** than the text itself. But yet, comparatively, the idea of looking at an equally visually lush oil still life makes some part of your brain yawn. Why is that?

The type of art we call illustration has a two-fold purpose. The first and foremost is that it speaks to you. It tells you a story, visually represents an idea, conveys a message, delivers information, offers a visual accompaniment to text, etc. — it does something. Second, but certainly not least, it presents that “something” in an interesting and engaging fashion.

Take, for example, the image at your right. If the illustrator did this just for the sake of creating a Volkswagen Beetle, we have an art. The illustrator was commissioned by a vintage VW club to create a poster for an upcoming car show, then it is considered as an illustration. Seems simplistic, a bit odd, but these are the definitions.



Ideas are Everywhere, but do not steal

Feel free to draw your inspiration from anywhere you can, There are tons of wonderful examples of illustrations all around us - in magazines, on TV, on T-shirts, out your window, literally everywhere we look. Get ideas from other illustrators. They are being successful, so they must have some good ideas. Be sure to look online or offline(libraries) for ideas, there are some very nice pieces by some very talented illustrators that might give a solid and creative piece.

There is one little issue though - theft of ideas is a no-no. Call it plagiarism. Call it copyright infringement. It doesn't matter, it is still bad. Get your inspiration anywhere you can, but make the work your own.

Elements in Diagram

Activity 1.1

Lesson 1: Illustration Starter

Work File/Template: ElementsInDiagram

Directions:

- ① Launch Inspiration
- ② Open the template : Elements in Diagram
- ③ Complete the diagram or idea on how you fully understand the concepts of Illustration.
- ④ Save your work.

Lab. Score :