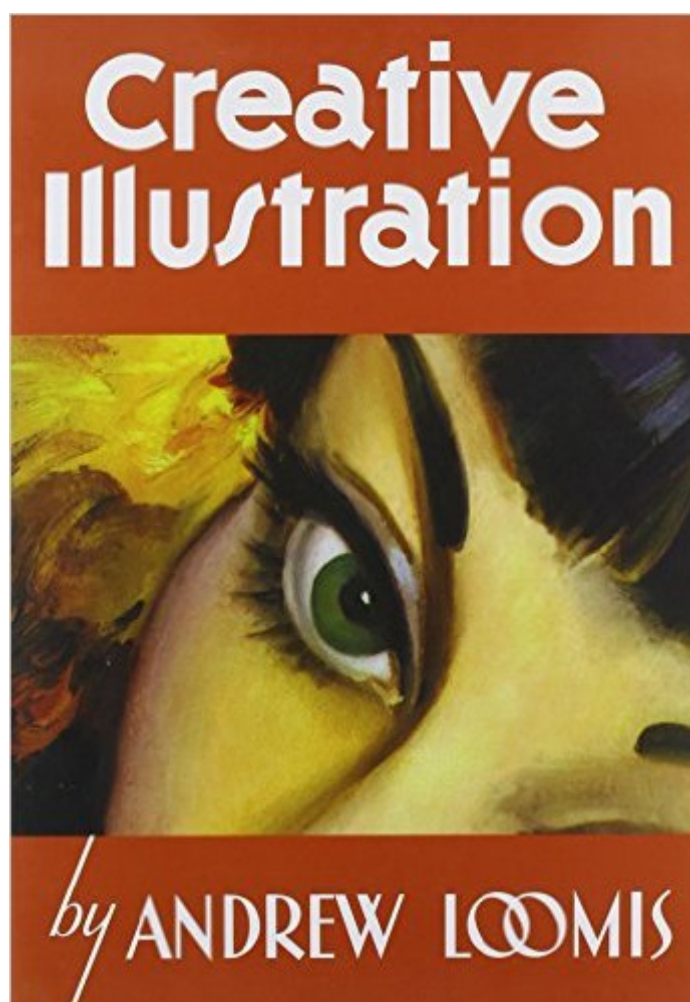


The book was found

Creative Illustration



Synopsis

During his career as one of America's most sought-after illustrators, Andrew Loomis (1889-1959) taught at the American Academy of Art in Chicago, and in 1939 he codified his lessons in his first manual, *Fun with a Pencil*. Four years later it had already been through six printings, and he followed up over the next two decades with a series of even more successful how-to books that remain the gold standard for artists to this day. *Creative Illustration* is considered Loomis's magnum opus, which was aimed primarily at the professional-level illustrator. Divided into seven sections: Line, Tone, Color, Telling the Story, Creating Ideas, Fields of Illustration, and Experimenting and Studies, this book is filled with instructions, tips, insider experiences, and incredible illustrations.

Book Information

Hardcover: 300 pages

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Customer Reviews

Length: 1:22 Mins

This is the fourth book of Andrew Loomis that Titan Books have published. The other three are *Figure Drawing for All It's Worth*, *Drawing the Head and Hands* and *Successful Drawing*. All are wonderful reprints, including this one. This is a huge and thick hardcover at 300 pages. There are seven chapters in the book covering the line, tone, colour, telling the story, creating ideas, fields of illustration and experiment and study. The first few chapters explain more on the drawing techniques while the later chapters are more on visualising and creating art for display ads. This isn't a draw-with-me type of book. You should have basic drawing skills, and using the drawing tips and insights provided, you can understand what makes a good drawing and improve yourself. Commentary is lengthy but clear. The illustrated examples are beautiful and even if some of them

are dated, the techniques still remain as relevant today. It's a great book for all who want to get better at drawing. (There are more pictures of the book on my blog. Just visit my profile for the link.)

I own dozens of art technique books and have done illustration professionally for over twenty years and I have to say that the techniques presented here can't be found anywhere else - I've looked! If you think the price is too high well, remember... you get what you pay for. And here you get the best.

Full disclosure: I am the former Director of the University of New Mexico's Interdisciplinary Film & Digital Media program; I'm quite familiar with modern techniques for rendering drawings--both 2D and 3D. Now, as some have pointed out, the drawing style is dated, but that misses the point. The point is that the fundamentals, the principles, presented in this book are timeless and so valuable to today's artists. Much of the material in this book is derived from what Loomis calls the "Form Principle" (p.21), which basically states that you represent form by taking into account lighting, structure & texture, as well as the relationship of the thing you're representing to the thing's environment. I know it sounds abstract! But then he goes on to show how he applies the form principle in creating his illustrations. It all makes sense, and it forces you as an artist to think systematically about what you're drawing or (nowadays) rendering in 2D or 3D. As the great Norman Rockwell said: "The best book on the subject I have ever seen." I agree.

"Creative Illustration" is an amazing book. It is extremely useful, advice given in the book is exceptional. Most things discussed and showcased in this book I have never seen in any other art books (contemporary or vintage). Unique. Unbelievably good. This book made me a better artist, and I feel like now I understand everything with so much more depth. Loomis also gives a little insight in master Pyle's methods, compositions and advice for success in the industry that is still valid today. Best investment of a hundred dollars I've ever made. A definite must have for a professional, a gem for the serious student of illustration. (Note: This book is not for beginners. It's for people who are serious about the business. If you're just starting out, just get one of those "how to draw (insert whatever) books" and come and get this book in a couple of years.)

Like all the classic Andrew Loomis illustration and drawing books, CREATIVE ILLUSTRATION is a useful and practical tome for every artist to study and keep in their shelves for repeated reference. Unlike some of Loomis's other books, this one is less about drawing technique, or figure

drawing, perspective, etc., but instead an advance approach to putting all techniques together in making an effective illustration, with emphasis on line, tone, composition, drama, various mediums... it's not for the beginner (I'd recommend Loomis' "FIGURE DRAWING FOR ALL IT'S WORTH", for those looking for a good how-to-draw book), but invaluable for those ready for the next step. The tools and techniques are old-school and the aesthetic style reminiscent of the 1940s (first published in 1947), but even those who work digitally aren't immune to basic principles of illustration - - what makes a picture, effective, or not, doesn't change.

Andrew Loomis' book was intended for professional illustrators, but today is sought after by art lovers, aspiring artists, professional artists, art teachers, the list goes on. I didn't understand the buzz until I saw the book in person. It's one of those books you just end up loving and lusting after! Glossy color plates, glossy pages, step by step instructions ... I borrowed the book from a friend and was up until 3 in the morning without even realizing it! Andrew Loomis, born in 1892, was smitten with art at an early age and studied at art schools in New York and Chicago. Eventually, he opened his own art studio on Michigan Avenue in bustling Chicago. He also taught art in Chicago in the 1930's and from that experience developed the techniques which were eventually published in his instructional books in the 1940's. My research about Loomis' life confirms my solid impression about this book; this is a real book designed to inform and delight! Creative Illustration

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