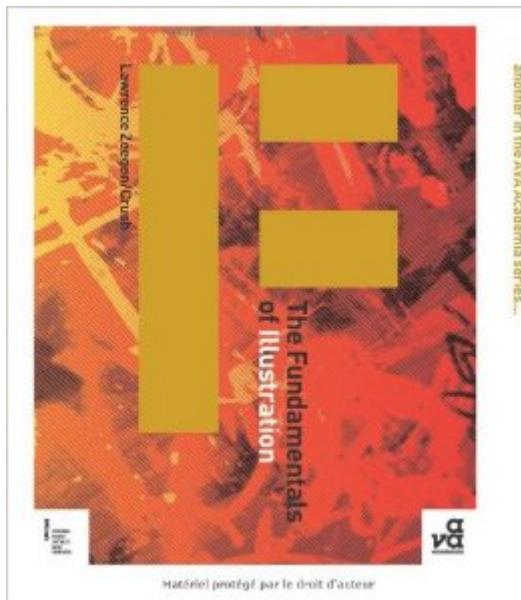


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# The Fundamentals Of Illustration



## **Synopsis**

After a decade of catching up with technology, modern illustration is digitally literate and full of stylistic attitude. Today's illustrators work across a broad range of traditional skills and software and are much in demand. Recognising illustration as a freelance profession, "The Fundamentals of Illustration" explains best working practices appropriate to all industry sectors, including how to market and promote work effectively. It also includes a useful section on copyright and the legalities of selling work. Accompanied by engaging visuals and examples from the world of professional illustration, "The Fundamentals of Illustration" offers a unique and comprehensive insight into the world of professional illustration.

## **Book Information**

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## **Customer Reviews**

This book is absolutely wonderful. It is superbly written, beautifully designed, and contains examples covering a vast array of illustration styles that tie in perfectly with the text. While the focus is obviously on illustration, I would highly recommend that freelance people in the related disciplines of Web and Graphic Design read this too, since there's a lot of more general information about the challenges of going it alone. I would hope that educators are integrating books like this into their curriculum, since it's important for students to understand these challenges before being unleashed into the world! Thanks for a great book!

This book is currently being used as our "unofficial textbook" in my illustration class. A very good

overview of illustration careers and practices. Also, this book is great eye candy. I've been inspired to experiment a little more based on the different types of illustration in this book. Excellent for art students and those considering careers in illustration or graphic design.

Nicely designed (although the type is too damn small!), pretty and "lavishly illustrated," as they used to say, I found the book to have not enough genuinely useful information, and it seems like some of the impressions of how things are in the United States (this is a UK publication) are a bit skewed! If you find a used copy it's worth a look. Had to laugh at one of the tools being a medical scalpel - seriously, do you not have X-acto knives in England? Not much represented in the lines of "realistic" illustration either, although the variety of styles here will no doubt be useful for students looking to find ideas and their own artistic voices. Would have liked to have seen a few pages about the "new golden age" of illustration and some of the staples there: Fuchs, Heindel, Forbes, Ken Dallison, David Grove, etc.

The book is alright, but I would highly recommend spending the money to get the newest version. The text in this book is very tiny and hard to focus on. The binding also began to fall apart within a day of real use. The book has all the info one needs for its namesake, but the newest version is easier to read in both text and print as well as sturdiness.

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