

# Illustration Styles & Markets

Compiled by Kea'au, HI, artist Diane Thornton  
for educational purposes only

For color document, go to  
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## *Illustration vs. Fine Art:*

*It's been said that illustration tends to be  
narrative or explanatory, while fine art tends  
to be ornamental and/or realistic. But my  
opinion is that it depends on its use. If a piece  
can be used to illustrate a book or article, then  
it is an illustration. But once you frame it and  
hang it on the wall, then it is fine art.*

*—Diane Thornton*





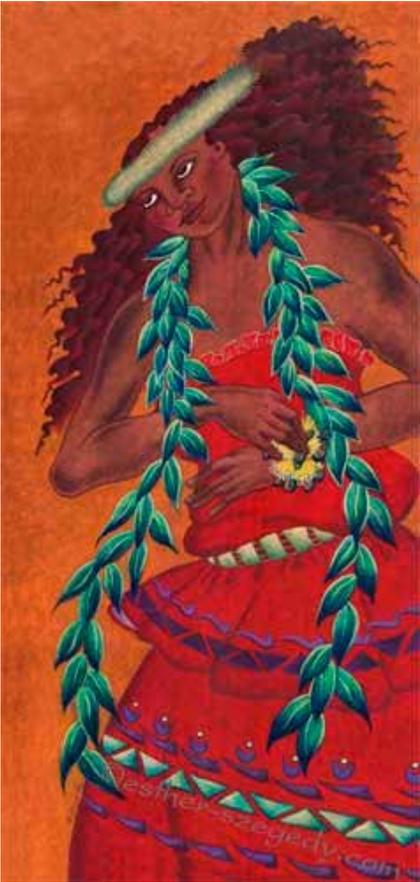
## Illustrators are wanted everywhere:

- Fine Art (portraiture, botanical, architectural, still life, scenic, etc.)
- Magazine & newspaper illustration (spot, half-page, full-page, editorial/op-ed, etc.)
- Advertising & promotion (packaging, signage, print and web ads, etc.)
- Company communication (newsletters, annual reports, logos, branding)
- Ad & graphics agency work (art direction, concepts, layout, etc)
- Book illustration (children's, spot illustrations, cover art, journaling, etc.)
- Comic books, comic strips, graphic novels
- Cartoons, animation, animé (incl. backgrounds, character development, etc.)
- Videogames (character development, layout, storyboard)
- Games and toys
- Technical illustration (scientific, medical, instructional/informational/how-to)
- Entertainment industry (storyboards, special effects, makeup, title sequence, production design, theater & film set design, etc.)
- Greeting cards, calendars
- Maps, gift wrap, paper goods, wallpaper, textiles, & other specialized art
- Architectural renderings
- Product design (anything that's manufactured, from cars to golf bags)
- Fashion industry (garment design, fabric, etc.)
- Graphics for objects (surfboards, racing car decals, etc.)
- Courtroom illustration (cameras are not allowed in all courtrooms)
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

ALL industries, whether web or print, have the same things in common:

- style appropriate to market yet true to the artist
- art "rules" (composition, perspective, shading, etc)
- communication: the viewer has to know what they're looking at

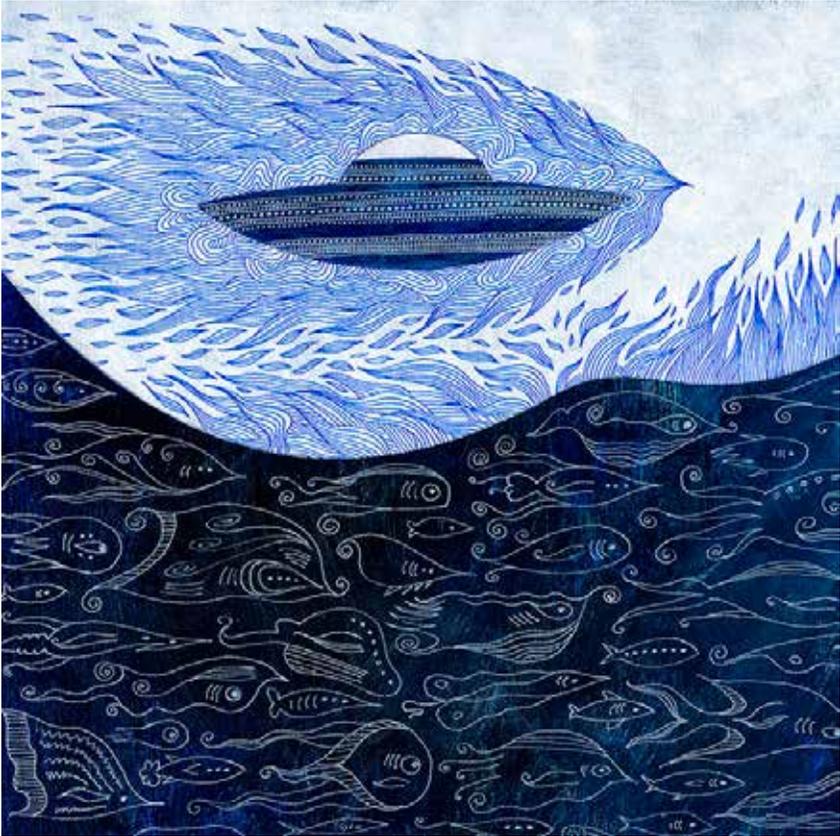
# Illustrative Fine Art



“Hula Dancer”  
Esther Szegedy



Diane Thornton  
“Hawaiian Mandala: Palms”



“Dim Stars” - Scott Bakal



“Little Rock Getaway”  
Jim Flora



“Space Bunny”  
Tuko Fujisaki

# Magazine & Newspaper Illustration



Diane Thornton  
*Stanford* magazine



Christoph Hitz  
*Boston Globe*

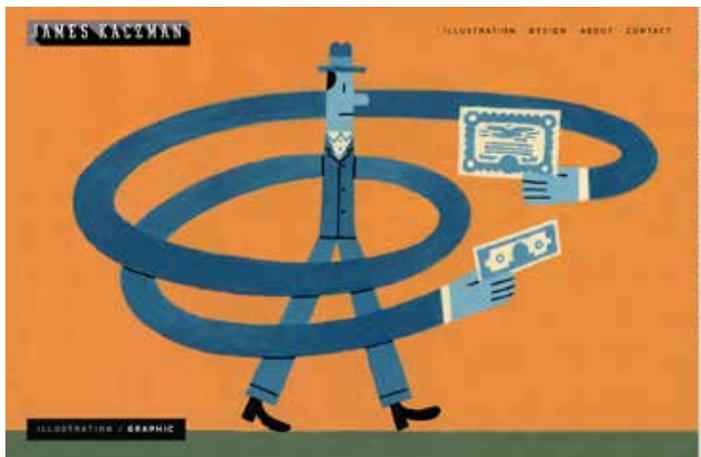


Brad Yeo  
*Institutional Investor*

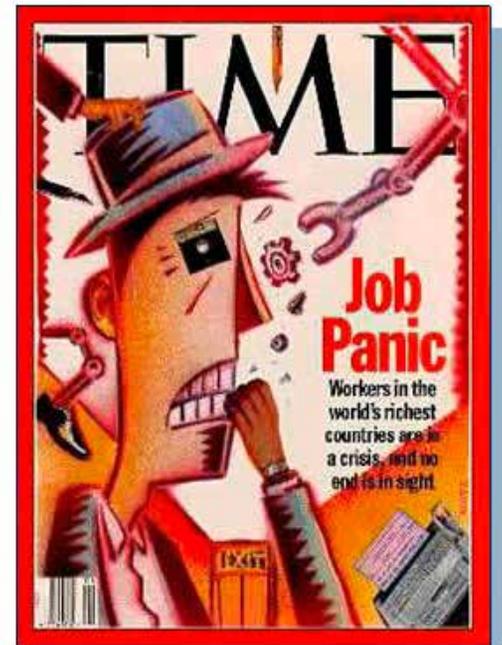
Hal Mayforth



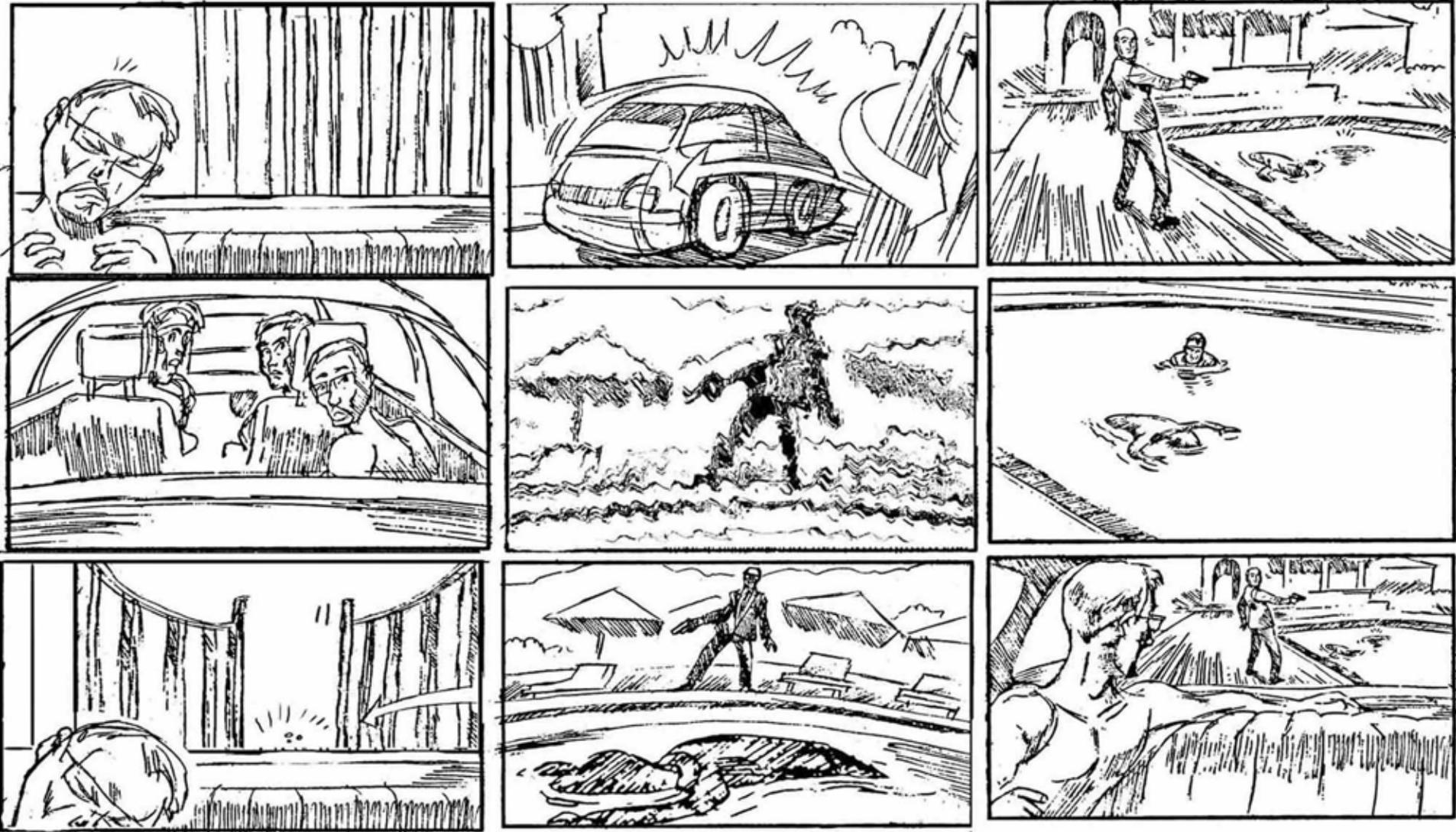
James Kaczman



Peter Kuper

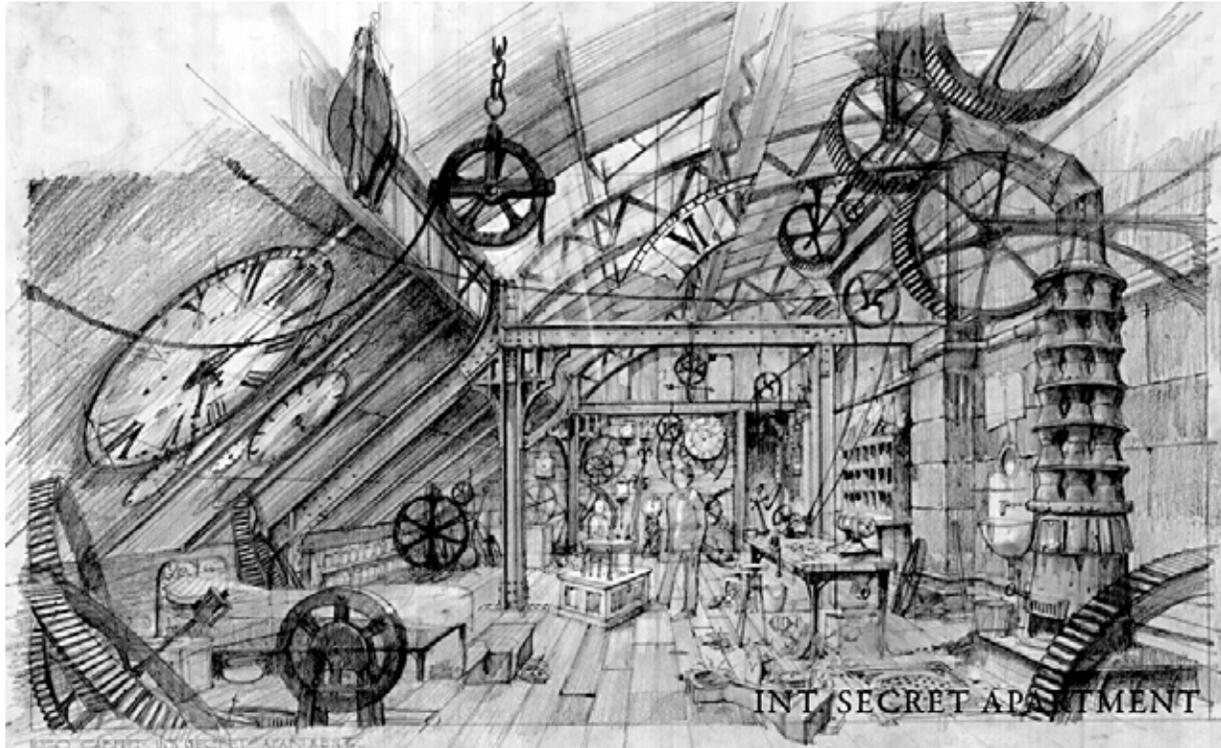


# Entertainment Industry



Storyboard

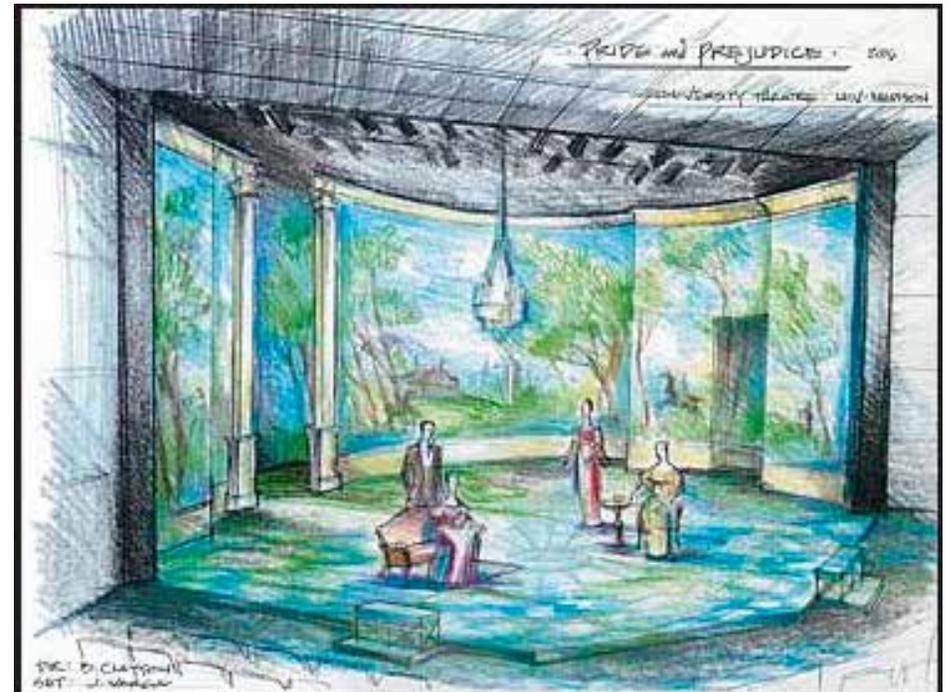
Check out these storyboards from 10 great films:  
<http://twistedifter.com/2012/12/storyboards-from-popular-films/>



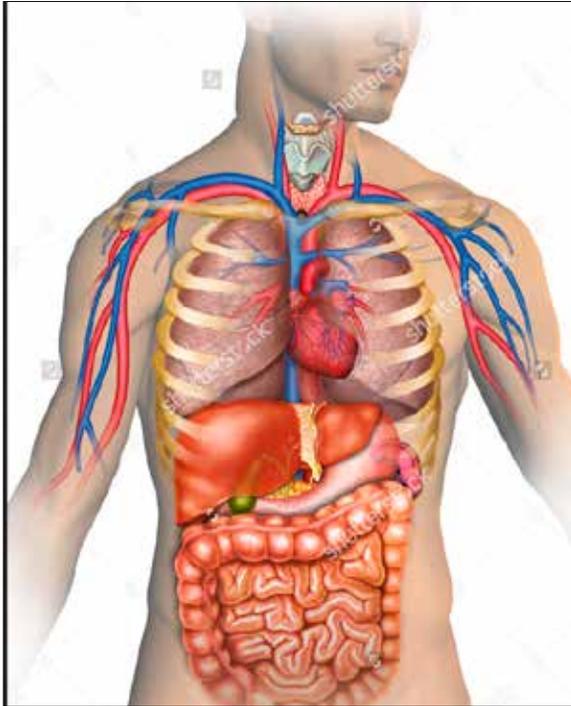
Movie production design  
*Hugo*

Live stage production — set design

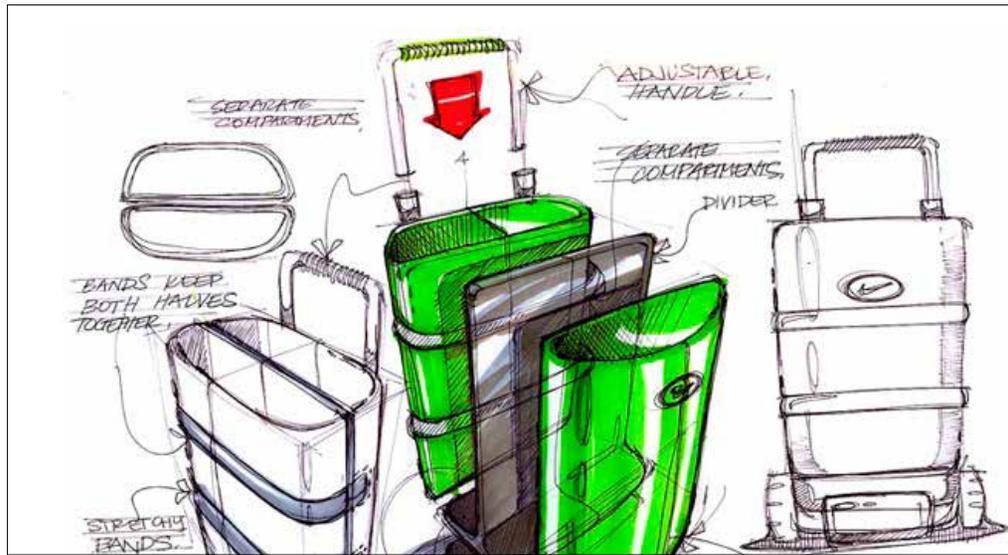
Character development - film, video games, etc.  
Chris Baldock, UK



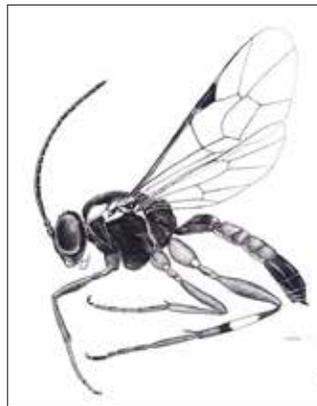
# Technical Illustration



Medical

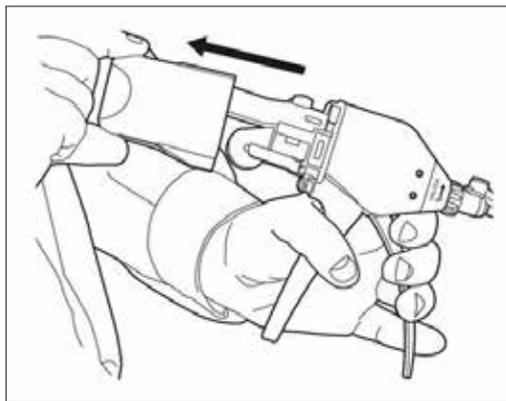
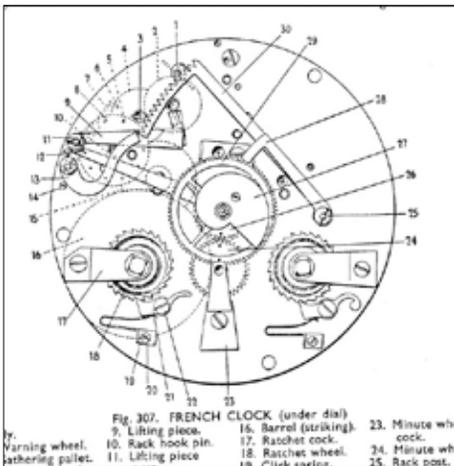


Product design



Natural world

Product schematics



**Für Ihre Sicherheit**  
For your safety

# A380-800

Lufthansa

Bitte halten Sie während des Sitzens den Sicherheitsgurt geschlossen.  
Please fasten seatbelts while seated.

A380-800

Information graphics

# Architectural Rendering

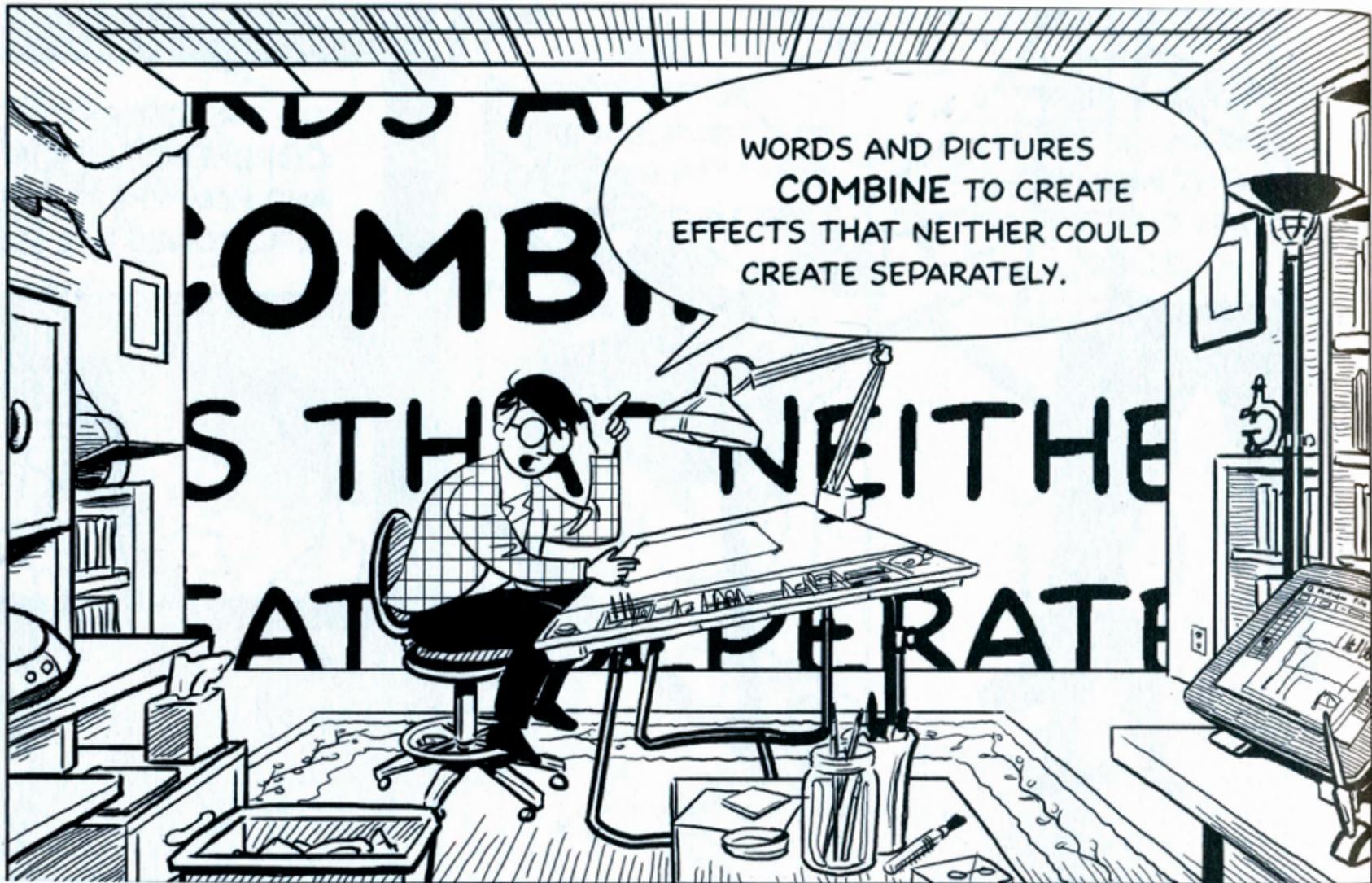


Puna Kai shopping center, Pahoehoe  
artist conception  
watercolor

# Fashion Industry



# Graphic Novels, Cartoons, Comics (A Story in Pictures)



*Understanding Comics*  
Scott McCloud

\*And you don't  
even need words!

Sequenced art tells a story.



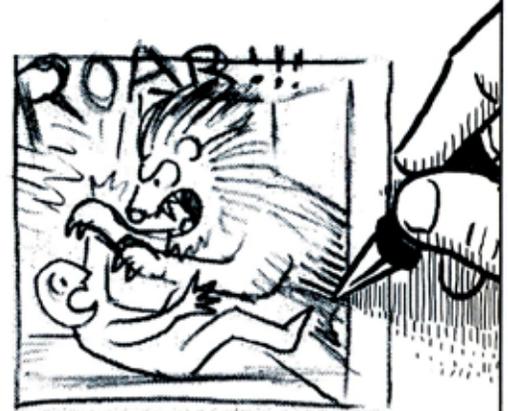
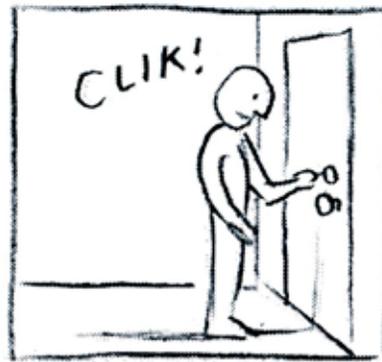
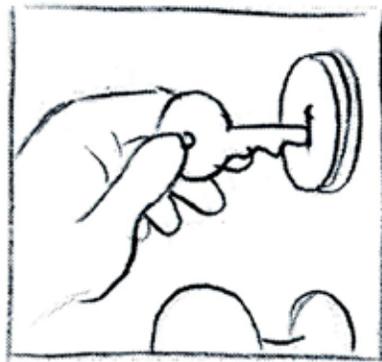
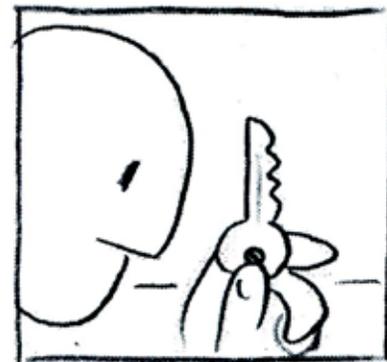
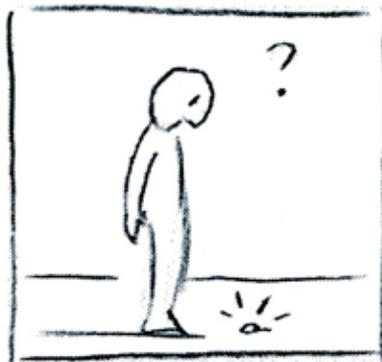
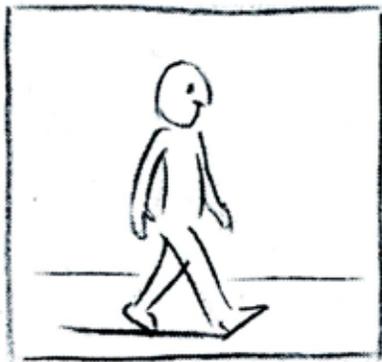
76



77

# A Simple Story

How many “chunks” does it take?



Endless number of styles and layouts...



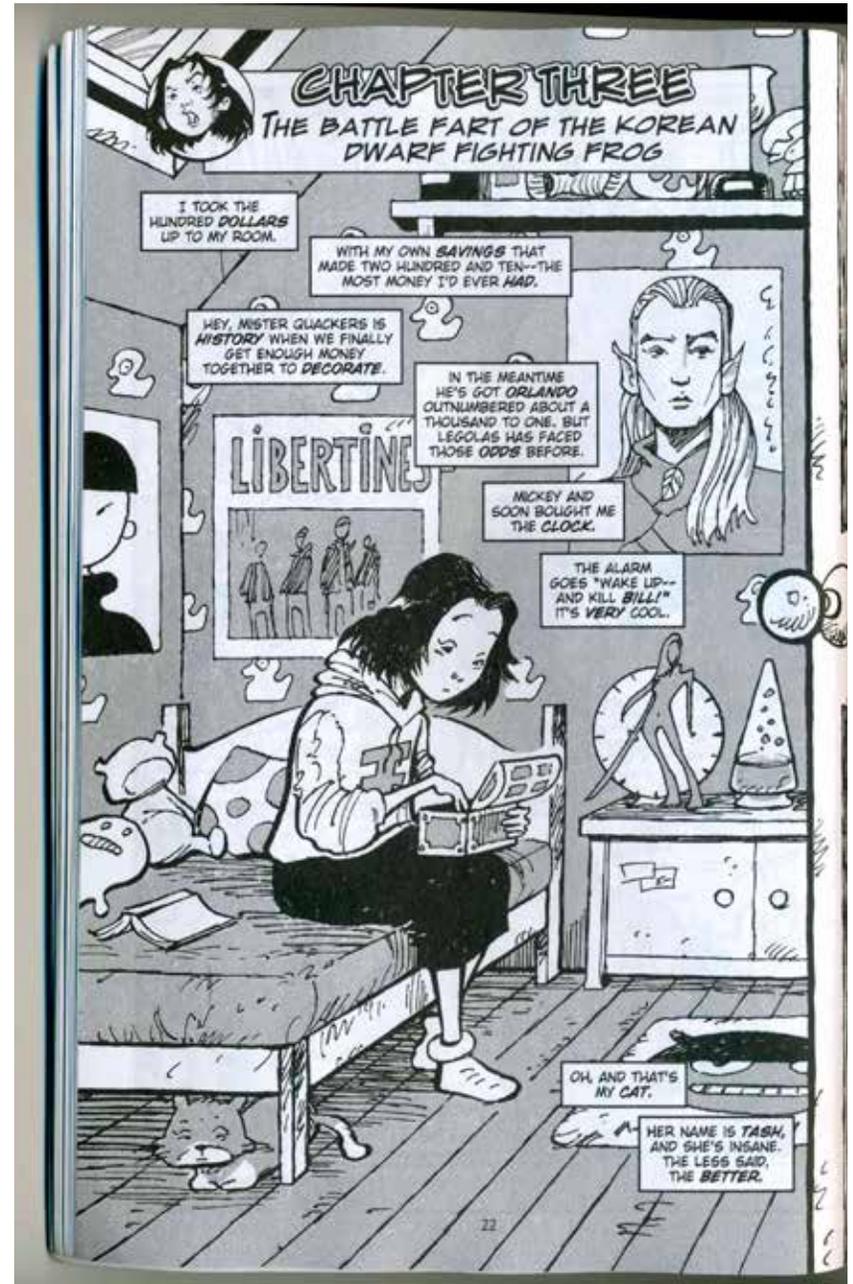
Children's book illustration style, but in comic book form.



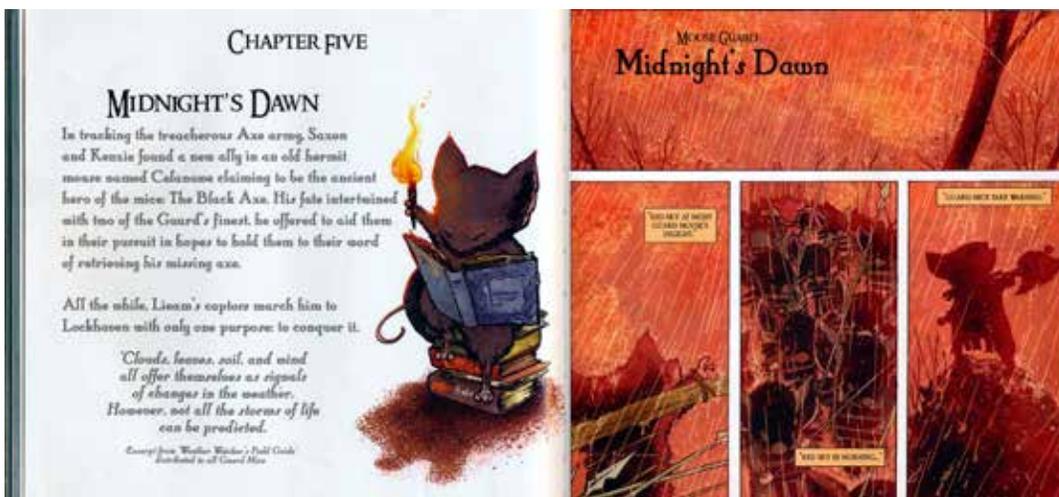
Full page chapter openers



Mix of book-like look w/graphic novel layout; very stylistic



Amulet  
Kibuishi



Mouse Guard  
Petersen

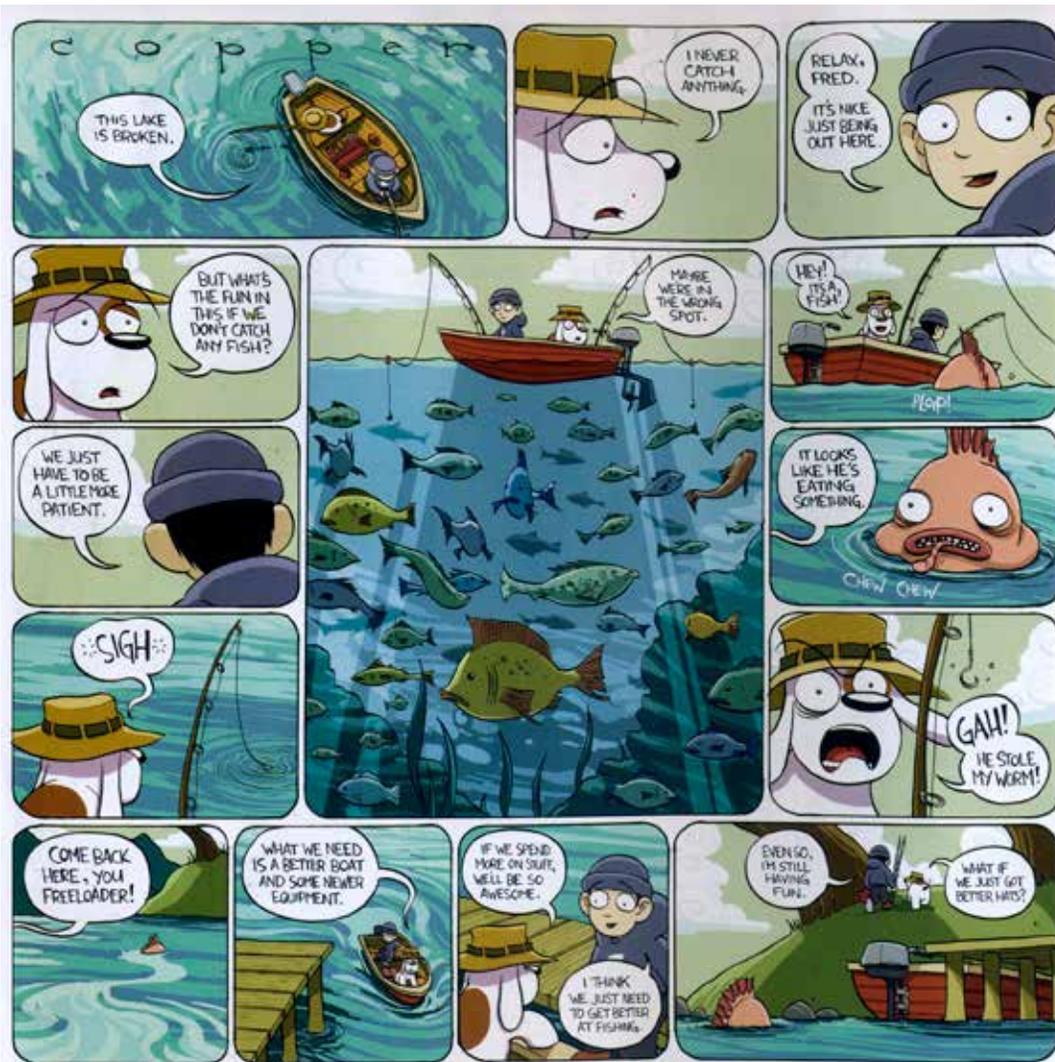
# Messing with the Frames



Strange Question  
Richard Sala



Amulet  
Kazu Ikuishi



Copper  
Kazu Ikuishi

Note how comic books and graphic novels are much like watching a movie. In fact, that's why storyboards for movies are done in comic style — each shot in a frame. Note “camera” angles, distance from characters, showing surroundings to set mood and scene, long shots, close-ups, etc. Also, this example uses rounded frames, which is a nice change.

Dark and moody; very stylistic



Wonderland  
Watson/Wallis



12

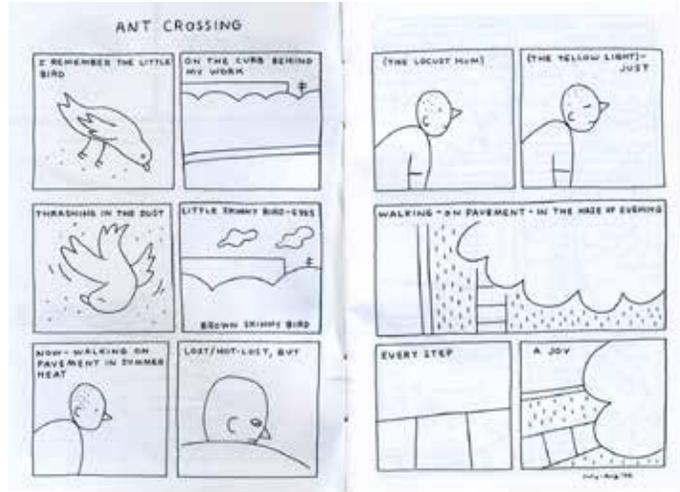


13

Art Spiegelman's Pulitzer Prize-winning graphic novel, *Maus*, makes use of every trick in the book. Note breaking of frames, silhouettes, close-ups, etc. Note that Spiegelman used black and white. This makes the novel feel like it is in the past, for one thing, and reflects the dark and oppressive world of the Holocaust. The scene above shows both present as well as flashback.



Journaling  
This Is Then  
That Was Now  
Steven Reddy

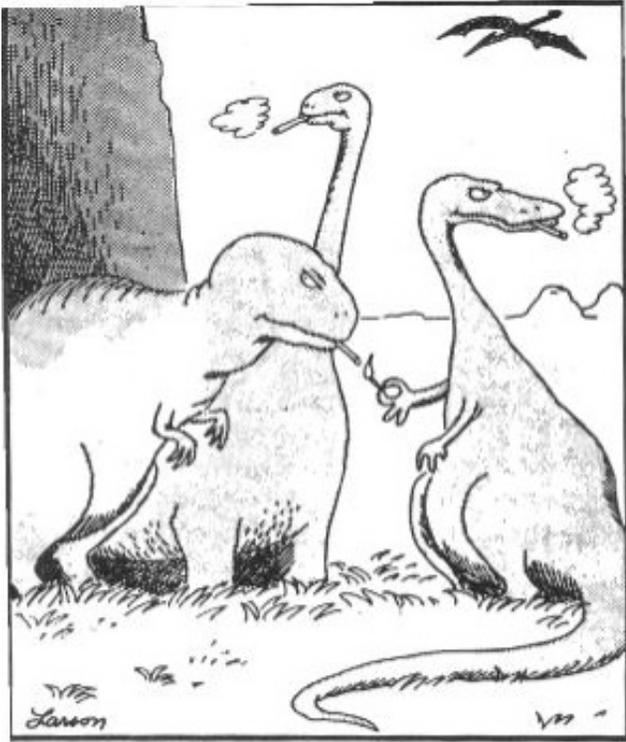


Knights of the Lunch Table  
Frank Cammuso

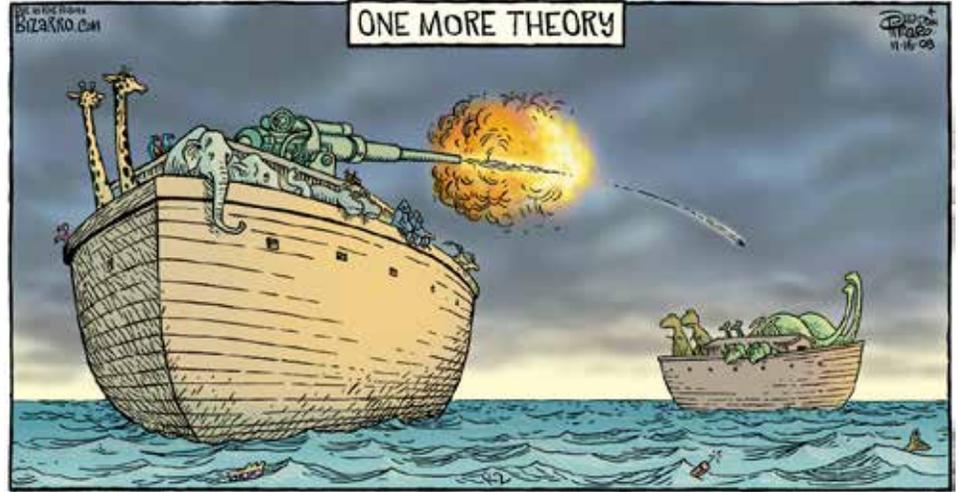
Very cartoony

Mini comic

# Single Panels



The real reason dinosaurs became extinct



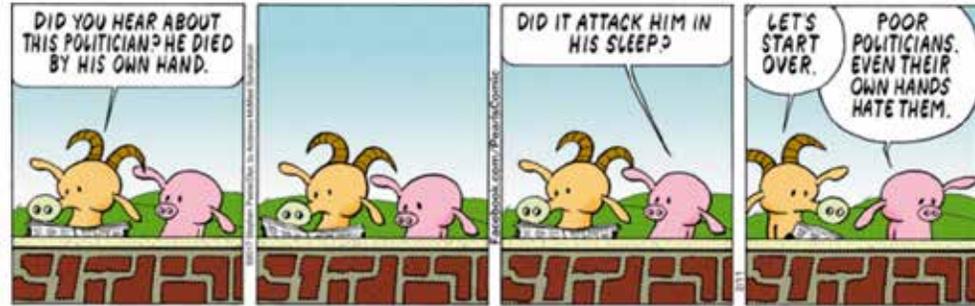
pantsofdeath.com



© Scott Metzger • www.metzgercartoons.com

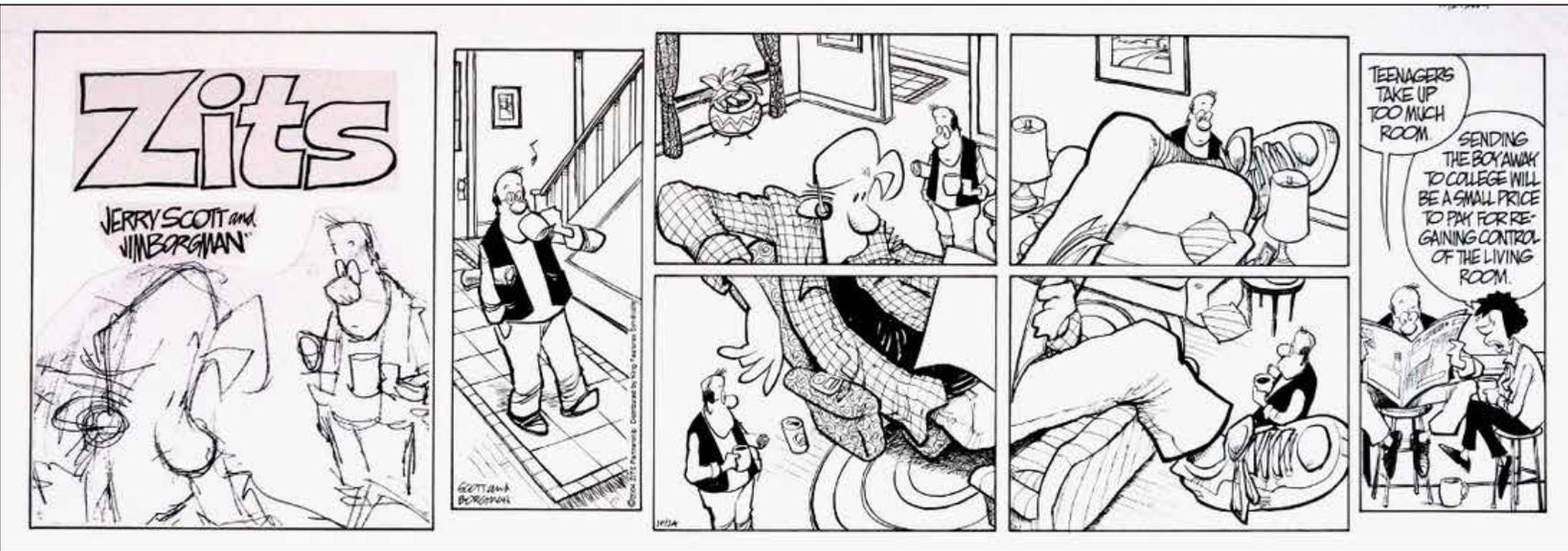
# Pearls Before Swine

By Stephan Pastis



# Get Fuzzy

BY DARBY CONLEY



# Sherman's Lagoon - Toomey



# Lio

BY MARK TATULLI



# Process



thumbnail

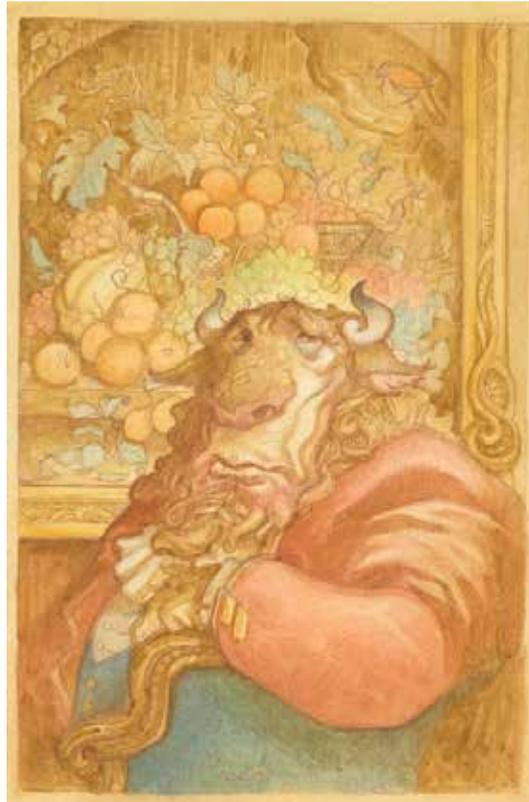


study

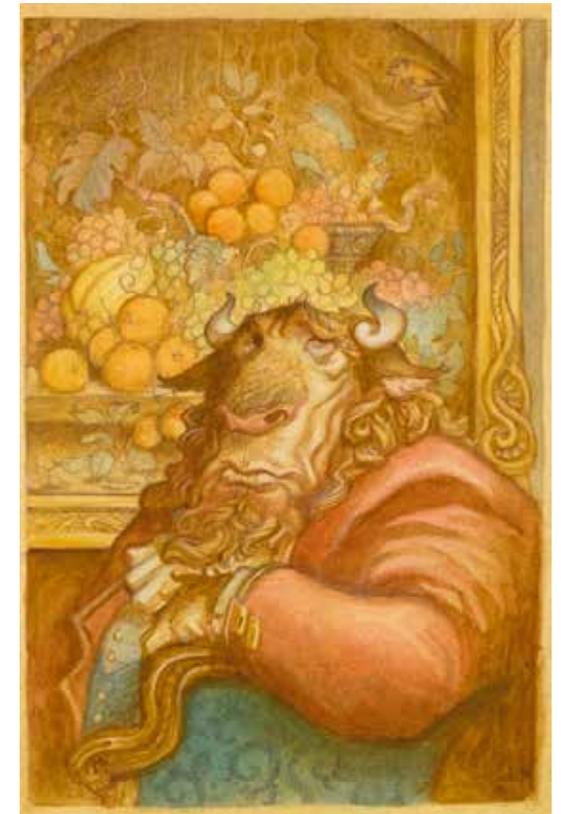
tight drawing w/ pencil



watercolor underpainting



Every artist has a different process, but check out this excellent step-by-step explanation from artist Justin Gerard: <http://muddycolors.blogspot.com/2011/02/illustration-process-traditional-work.html>



final painting in mixed media

## Some more processes...



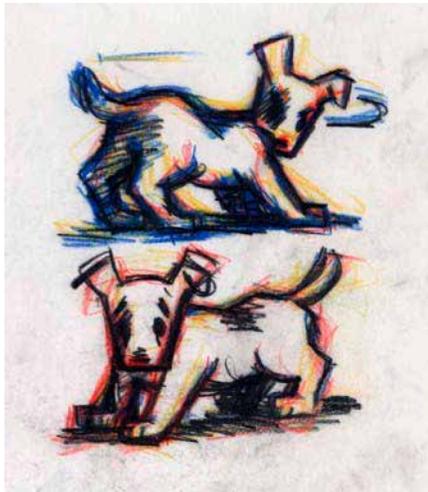
Scott McCloud - pencil sketch is then inked directly over the pencil

Google “my illustration process” for many artists who share tips from thumbnail idea to final art. Great stuff!

Go to <http://www.thorntonarts.com/thisnthat/a-painting-in-progress/> for my own process.



Artist Rocky Roark uses a “sketch dump” to play with ideas. He then scans or photographs the sketches, brings them into Photoshop to experiment with color, and to create final art.



Art Spiegelman - a series of colors, from yellow to blue to orange to black until image is refined. It is then traced in ink. Today, with applications like Illustrator and Photoshop, Spiegelman would have a much easier time of it.

Calé Atkinson draws hundreds of thumbnails until she gets an idea she likes. After that, it's drawn and colored in Photoshop using tons of layers.

