

Illustration Styles & Markets

Compiled by Kea'au, HI, artist Diane Thornton
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thorntonarts.com/handout

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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)

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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



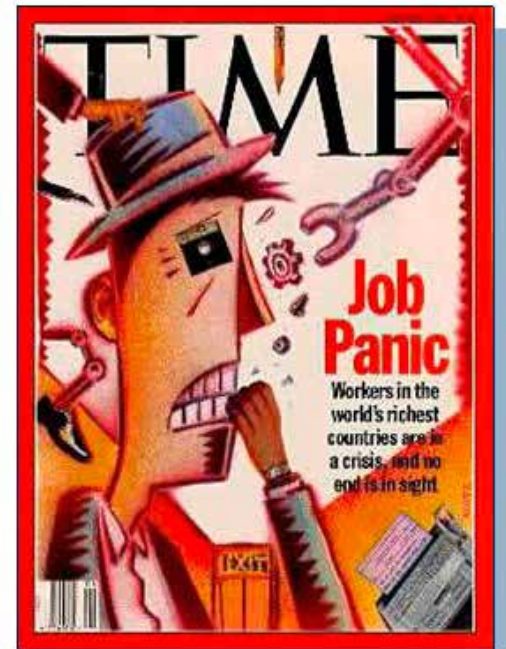
Brad Yeo
Institutional Investor



James Kaczman

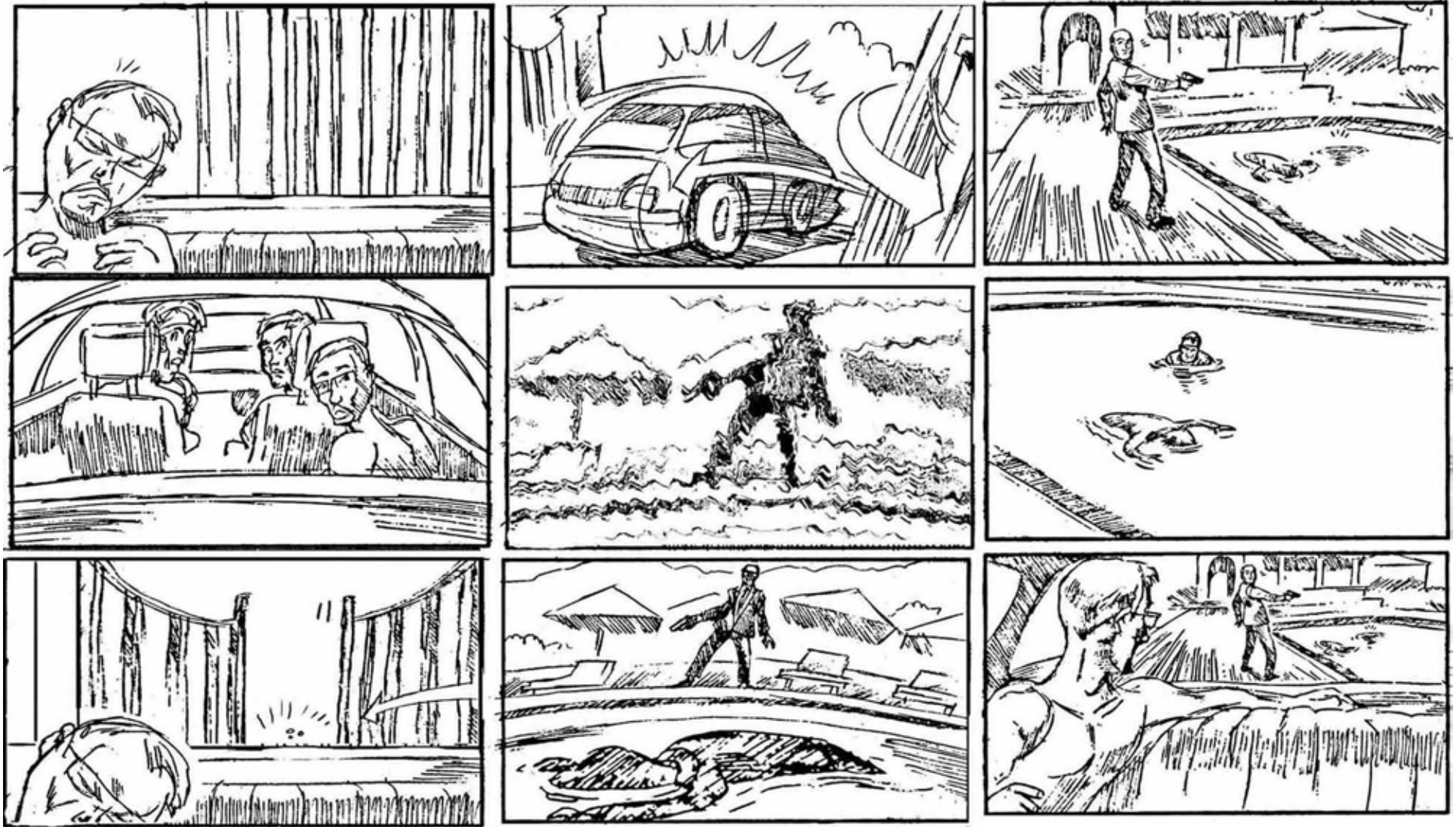


Hal Mayforth



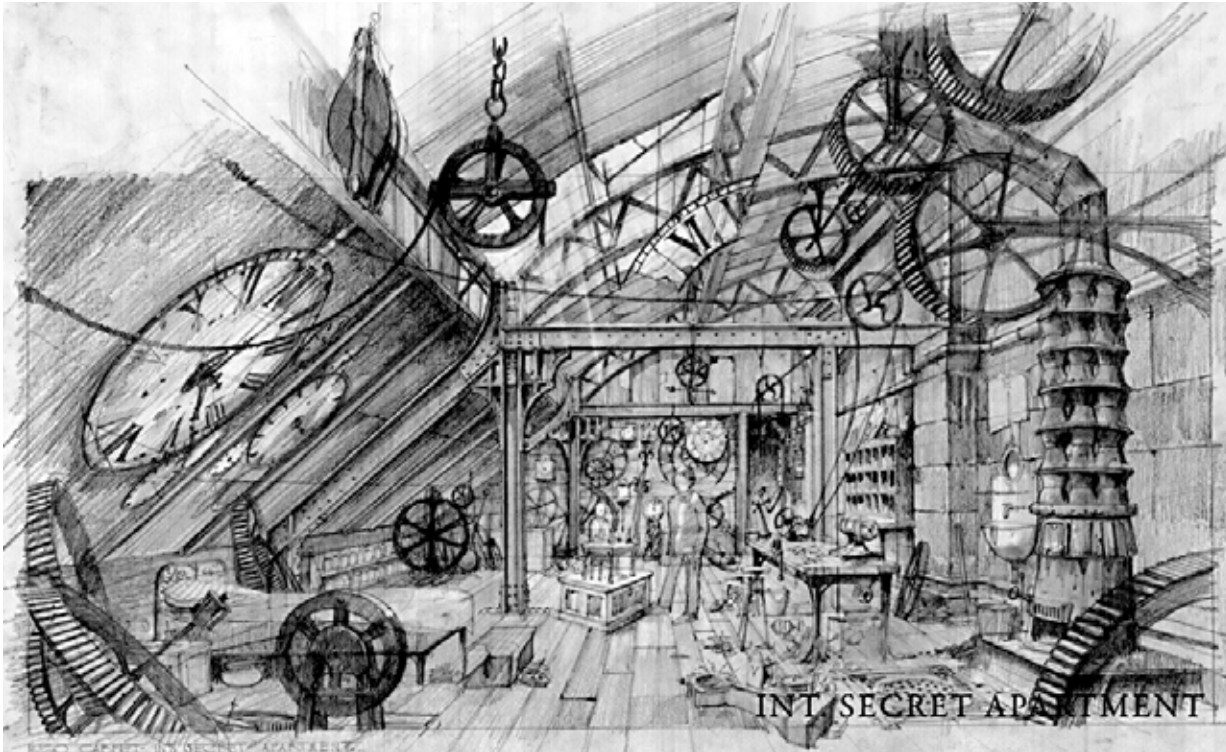
Peter Kuper

Entertainment Industry



Storyboard

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



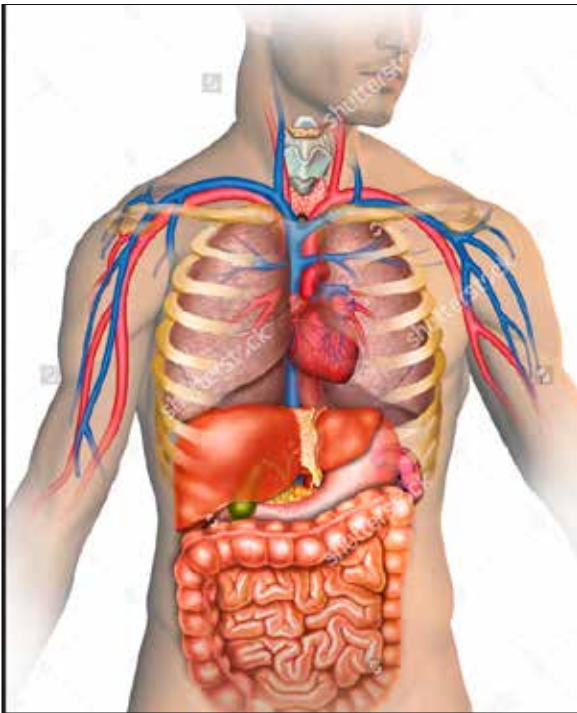
Movie production design
Hugo

Live stage production — set design

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



Technical Illustration

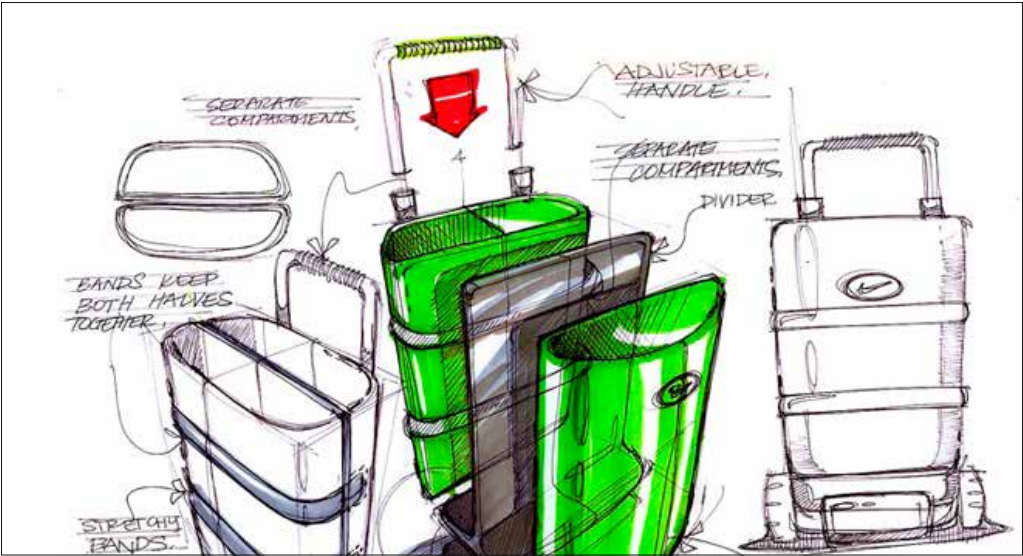
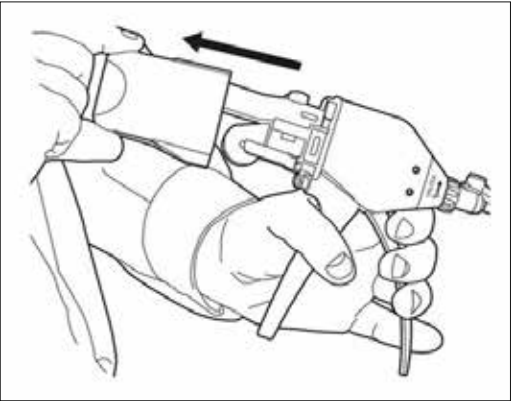
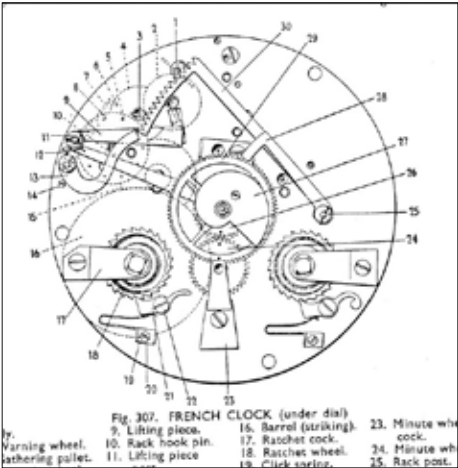


Medical

Natural world



Product schematics



Product design

Information graphics



Architectural Rendering

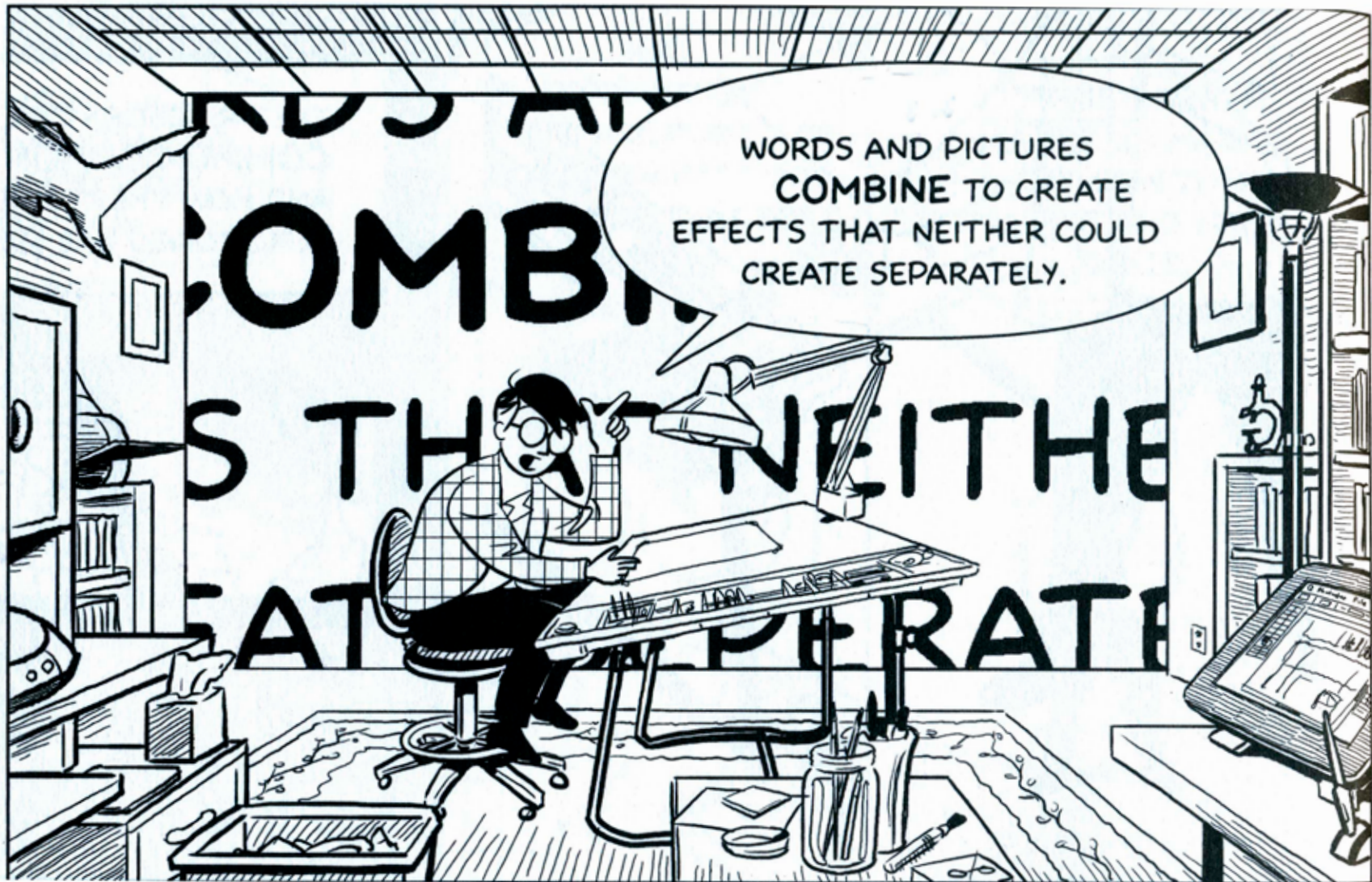


Puna Kai shopping center, Pahoehoe
artist conception
watercolor

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.



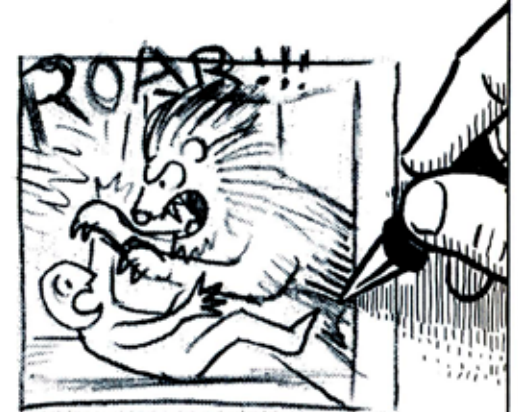
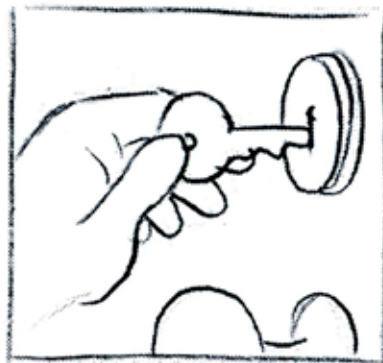
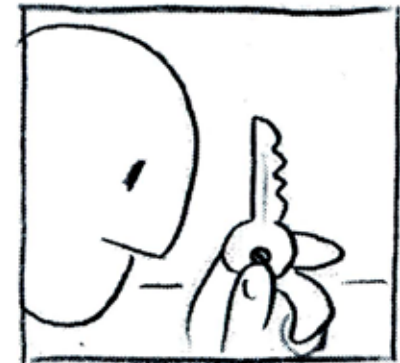
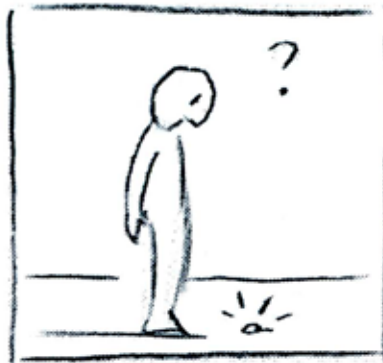
76



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.



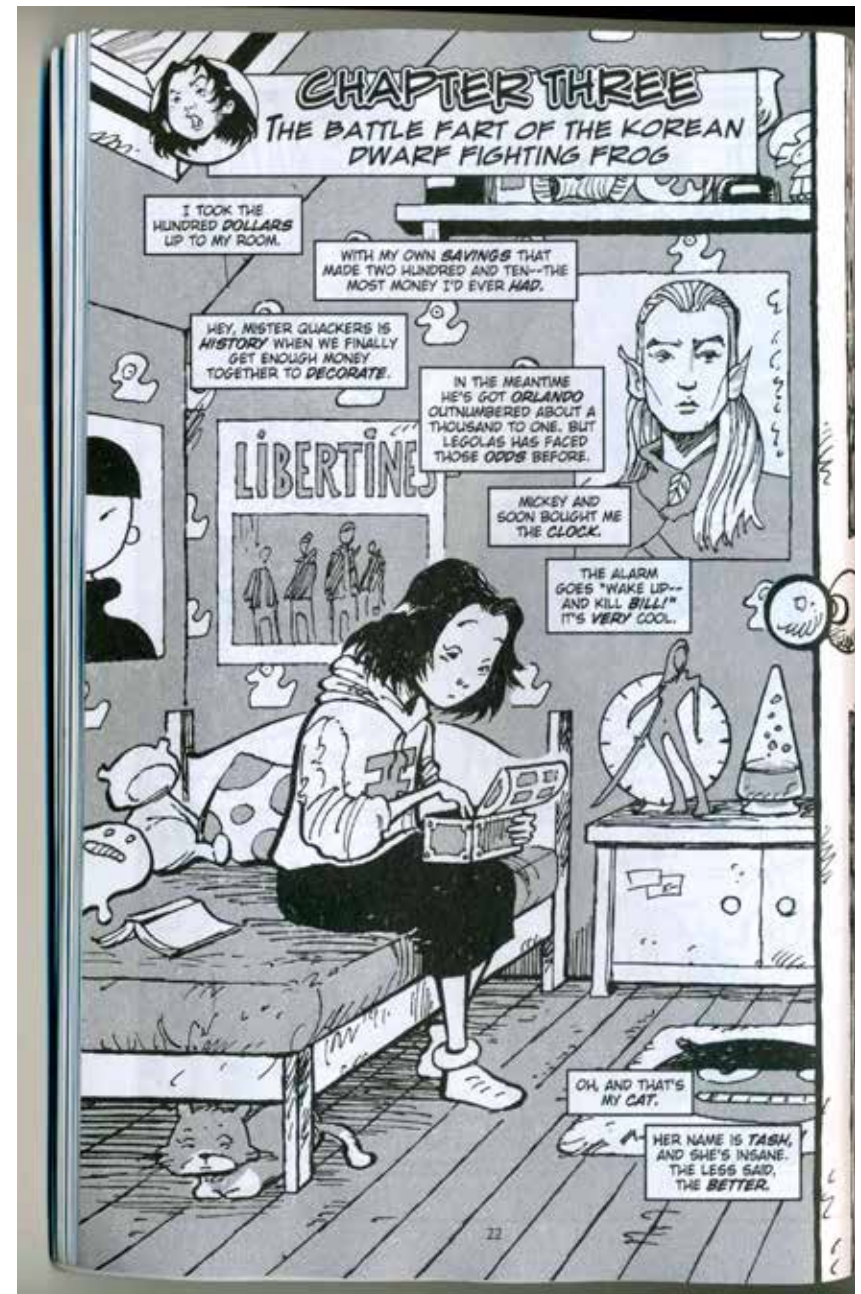
Full page chapter openers



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



Mouse Guard
Petersen



Amulet
Kibuishi

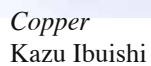
Messing with the Frames



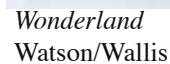
Strange Question
Richard Sala



Amulet
Kazu Ikuishi



Dark and moody; very stylistic





12

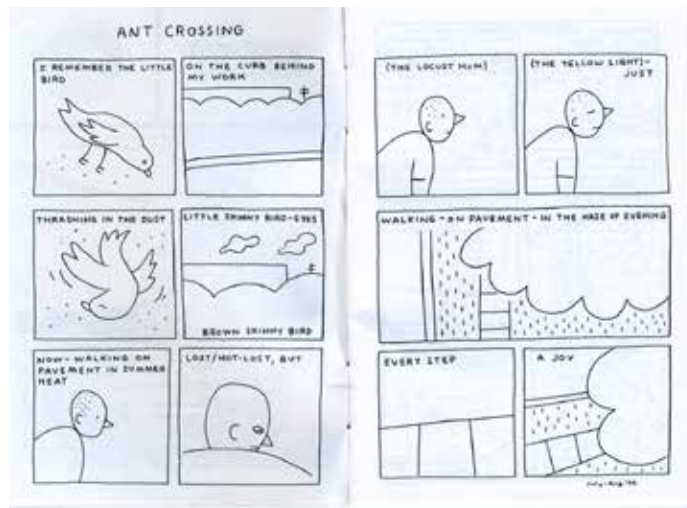


13

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

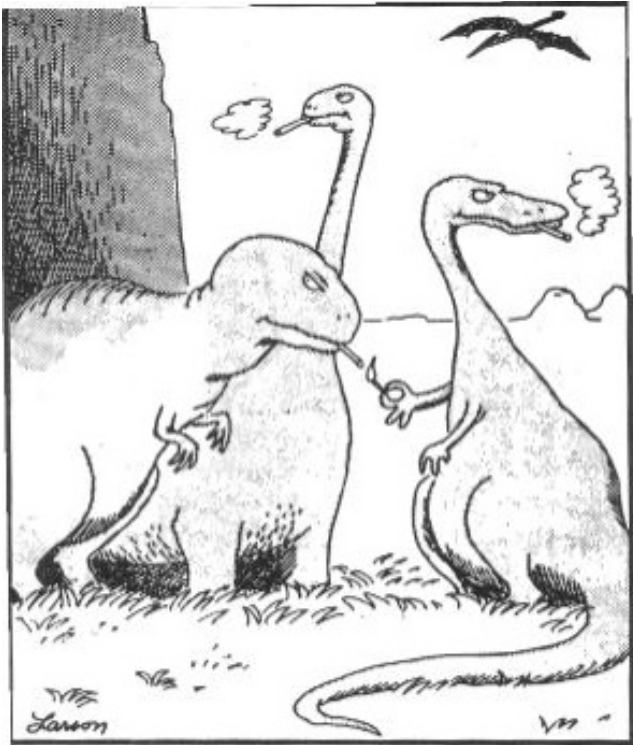


Knights of the Lunch Table
Frank Cammuso

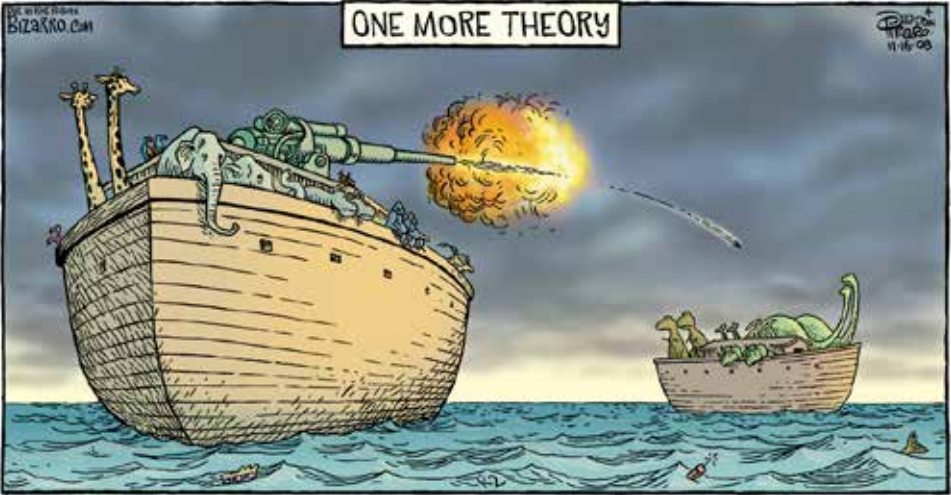
Very cartoony

Mini comic

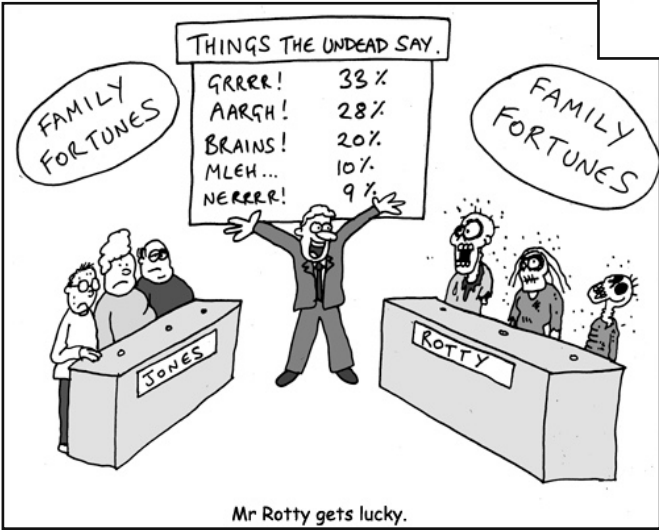
Single Panels



The real reason dinosaurs became extinct



"I tend to prefer a caption that is in some way incongruous to the image"

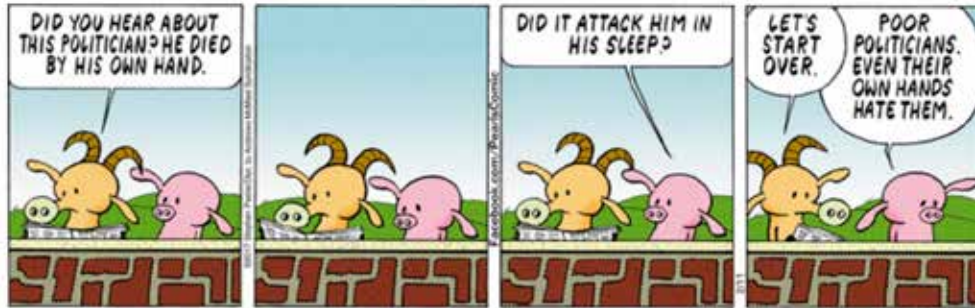


Mr Rotty gets lucky.



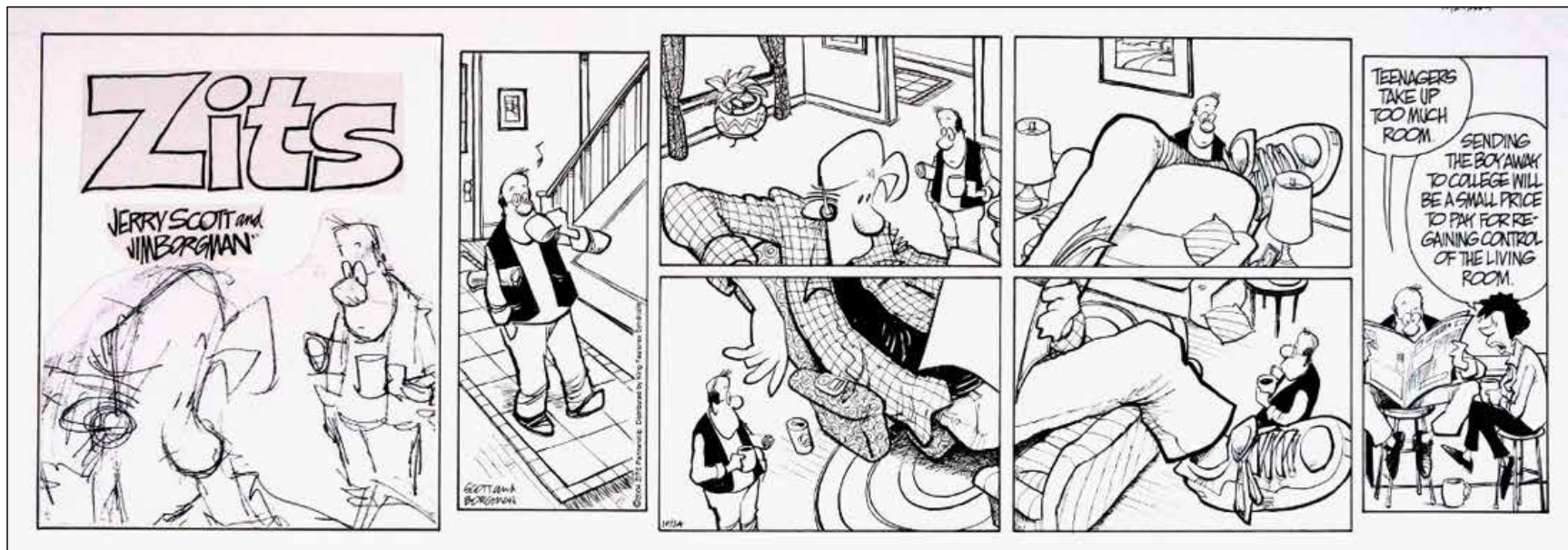
Pearls Before Swine

By Stephen 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.

