

## USING ILLUSTRATION

*What every client needs to know*



### **Q How is illustration used?**

Illustration is used in a variety of print, product and web applications. An illustration supports and amplifies text, as in a magazine article or an annual report. It may embellish a package or be the essential element of a logo.

### **Q When would we choose illustration rather than photography?**

Either illustration or photography can suggest reality or fantasy. The choice depends upon the individual circumstance influenced by aesthetic and marketing goals as well as technical and budget considerations. A combination of illustrations and photography may be used in one piece.

### **Q Why hire an illustrator when stock illustration is available?**

A custom illustration is created especially for a specific use. Stock Illustration agencies have a large distribution base thus the wide usage by others may undermine the distinctiveness of your project. If you have an illustrative idea in mind, you may never find exactly what you want in stock. Or, you may wish to illustrate something specific, as your custom designed product.

### **Q How can I convince my boss, who has no “eye for art” that our marketing materials would benefit from custom illustration?**

Refer to your marketing goals and positioning statement. Emphasize how illustration, created uniquely for your materials, would be a dynamic element of your marketing strategy. Present printed examples that use illustrations to successfully enliven text and clarify concepts. Show illustration styles that fit with your project. Your designer can research and assemble appropriate samples.

### **Q What does media mean?**

Also called plastic media or medium, the term refers to the raw materials and techniques used to create the art. Paints can be oil, acrylic, transparent watercolor, gouache (opaque watercolor), or tempera. Inks, pencil, markers, crayons, and pastels are dry media. Paper, wood, clay, metal, plaster and found materials can be used for collages, reliefs, and sculpture. Mixed media refers to the use of a combination of materials.

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**Q What does style mean?**

Style is the character in which an idea is executed, as a realistic style or a cartoon style. There are a myriad of styles that can suggest a serious to a playful mood.

**Q What is digital illustration?**

Ultimately, illustration has to be in electronic format in order to be printed or used on the Web. Software programs, such as Adobe Illustrator, can be used to create art. Adobe Photoshop is also used to manipulate photographs and illustrations. The term digital illustration refers to art created on the computer as differentiated from plastic media.

**Q What is a spot illustration?**

An illustration that doesn't have a background. It can be any shape, inserted into a text block and have the text wrap around it.

**Q What is line art?**

Art created with a brush, pen, pencil or other media where the line expresses the drawing without the use of color and textural fields.

**Q Can we obtain use of a famous master painting?**

There are stock agencies that offer art of the masters.

**Q How will we know what the illustration will look like before a lot of work is done?**

An illustrator is usually chosen according to the style that you prefer. As with your designer, the illustrator would present comps for your response and approval before embarking upon the final art.

**Q How is illustration priced?**

Prices are guided by the complexity of style and color as well as usage. Spot illustration is less expensive than a detailed large painting.

**Q Doesn't our company own the art after we pay for it?**

Only if you agree to a "buy-out" with the artist. If you are working through an artist "Rep", this issue should be explained to you in a contract. United States copyright law states that the art belongs to the artist. The client pays for the usage, or "rights" to the art. Your agreement should be in writing before the illustrator begins the project.