



# History of Illustration

What is Illustration

Types of Illustration

Difference between Illustration and Graphic Design

Relationship between Illustration and Graphic Design

- Graphic design and illustration are two separate creative fields generally.
- Usually, graphic design is more seen as a commercial art.
- Illustration is viewed mostly as a fine art.
- Graphic design is more about communicating with a target audience, while illustration is concerned mostly about a creative interpretation.



# Illustration

- Illustrations are a visual way to portray or illustrate a written text. They might help explain an idea or tell a story or provide decoration. They come in many forms both traditional and digital.

# Graphic Design

- Graphic design is the art and profession of using visual compositions to solve problems and communicate ideas through typography, imagery, color and form. While illustration focuses on creative interpretation, graphic design is all about communication with its target audience. Marketing and branding strategies (rather than text or stories) typically fuel the direction of graphic designers.

# Graphic Illustration

- Graphic design puts more emphasis on communication, and illustration leans more into fine art, graphic illustration is what happens when we marry both together. It's the best of both worlds.
- Vector Graphics
- Freehand Digital Illustration

- When your business needs a much more specialized, stylistic approach to your marketing, a graphic illustrator is the best professional to consult. Graphic illustrations keep creative expression at the forefront, while also making sure to adhere to your marketing strategy and design elements. It's a great chance to build a deeper connection between your users and products or ideas.



# Prehistoric Age



Throughout history, humankind has used narrative images to tell stories. The earliest recorded illustrations appear in the cave paintings created in Lascaux, France, ca.15,000 B.C.

These images featured pictorial representations or logograms in succession, which detailed important events. In the ancient civilizations of Greece and Italy, art flourished to honor gods, humankind, and the cultures themselves.

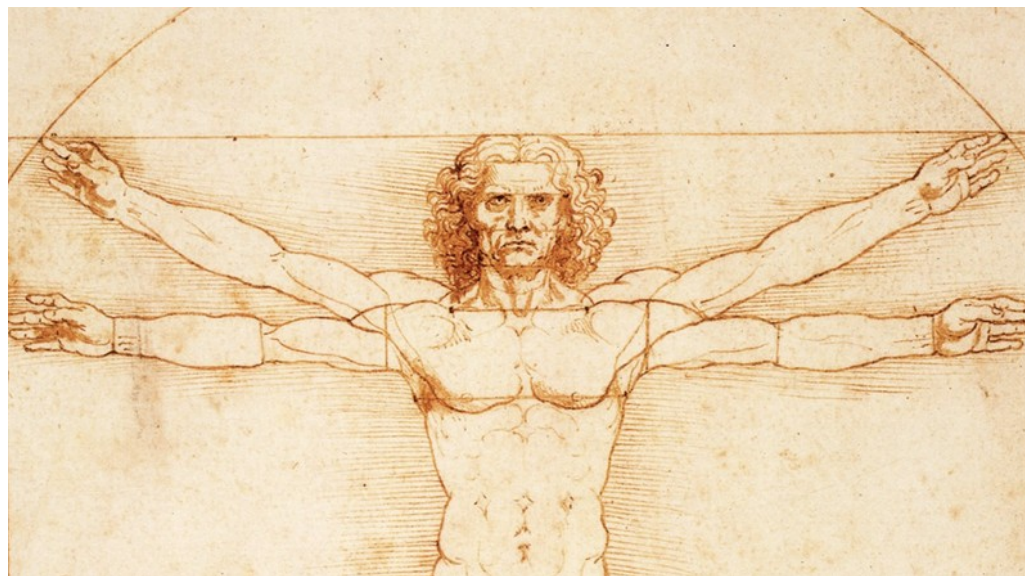
Illustrations of heroes and festivals, mythological tales and literature, funeral scenes and sporting events were drawn and incised onto ceremonial vessels. Illustrative wall paintings and floor mosaics were created to decorate the homes of the wealthy and powerful.



# Middle Ages

476 AD – 1453

- In the Middle Ages, narrative pictorials appeared in illuminated manuscripts. Christian belief in the sanctity of religious writings was the primary reason for the preservation and copying of books. Monasteries were the centers of cultural, educational, and intellectual activities and studio spaces called “scriptoria” were provided for writing, copying, and illuminating books.



# **Renaissance Period**

1300 – 1600

- Starting In the 14th century, artists of the Renaissance presented new music, literature, art, and publications that could be mass-produced and distributed due to the invention of a mechanical printing process by Johannes Gutenberg in 1452. The creation and distribution of woodcuts and engraved prints brought images, ideas, and entertainment to a wide audience and provided people outside the upper class the possibility of experiencing art.



# Industrial Revolution

1760- 1840

- With the start of the Industrial Revolution in the mid-1700s, printing technology improved rapidly and more publications were distributed and seen. Illustration became more commonly encountered in daily life. English wood engraver and publisher Thomas Bewick established a studio for the creation and printing of commercial illustration that was used for many purposes, including works for children, educational materials for schools, natural history plates, and title-page art for books. Newspapers are increasingly embellished with engravings.

# Genre of Illustrations

- Product Illustration/ Advertising Promotion Illustration
- Book Illustration
- Caricatures
- Cartoons
- Graphic Novels/ Comics/Webtoons (Digital Comics)
- Story Boarding
- Technical Illustration



## **Job role of an illustrator in Graphic Design Profession:**

Illustrators are responsible for creating original visual images for a wide range of products, services and brands.

- Understanding the needs of clients and identifying the target audience;
- Discussing the brief and drawing up a contract with the client accordingly;
- Creating visual ideas that are in line with the brief;
- Developing rough visuals and getting it approved by clients;
- Developing illustrations using drawing, sketching, painting and photographic skills.

# Graphic designers vs. illustrators

## Graphic designer

Focus on the entire design and its various components.

Create designs that combine animation, text and other design elements to develop a cohesive message.

Work on a range of projects such as print ads and product packaging.

## Illustrators

Focus on creating specific images.

Create images that can independently communicate a cohesive message.

Illustrators are usually employed by publishers to work on book illustrations, magazines and journals.