

Illustration and graphic design

are two distinct yet highly complementary pillars of **visual communication**.

In general:

**Illustration
focuses on personal expression and
storytelling through image-making
(for a specific audience).**

**Graphic design
focuses on organizing information,
(clear) communication,
problem-solving, functionality,
and organizing text and imagery
(for a specific audience).**

Illustration and graphic design

Both in illustration and graphic design the **context** of the visual communication is a driving force for concepts and outcomes, for example:

purpose, clients, deadlines,
solving commercial briefs,
media, restrictions in size, etc.

Note that this is a major distinction from Fine Arts (which focuses on self-expression and is to be seen in different places)

Of course there are grey areas, and the often used term 'art-work' does make it confusing.

MU: Personally I would like you to avoid the sentence "In my art..." or "When I make art..." or "I am inspired by artists" when you refer to designers illustrators. But again, this is a personal view.

Exercise

Make an hand-drawn illustration using one of the given words.

Feel out the different design-possibilities, emotions, concepts through small sketches

House
Couch
Plant
Snake
Joy
Complexity
Speed

Think of the feeling you want to communicate.

(for instance with the word 'plant':
- a positive and lively feeling,
- or maybe when you struggle to keep your plants healthy at home, it might feel a bit sad)

You only can draw letters/type.

All forms/elements stem from type.

You can stretch this very far, but it has to stay readable.

Extra elements are not allowed!

(for instance with the word 'plant' you can not draw a pot, unless this is one of your letters)

Sketch!!

For each illustration you need to sketch at least 3 very different visual options.

It is very, very important
> not to work only on a first idea - always check your first idea with other possibilities.
> Not try to make it perfect

We think this are important elements of a creative process, during your study we continuously will ask for sketches.

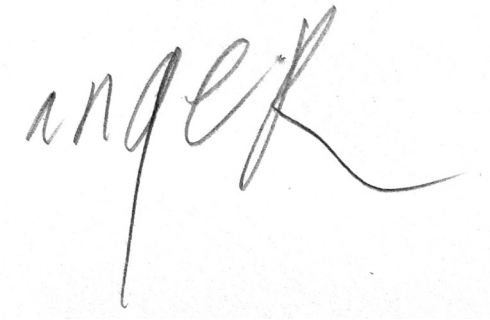
Exercise

Example

with the word Anger
(a strong emotion - so more easy maybe)

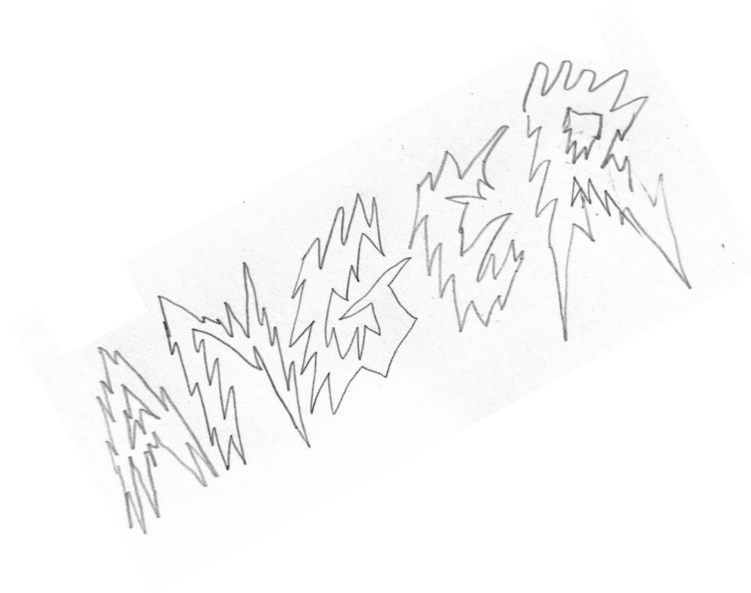
idea 1)

growing anger (time)



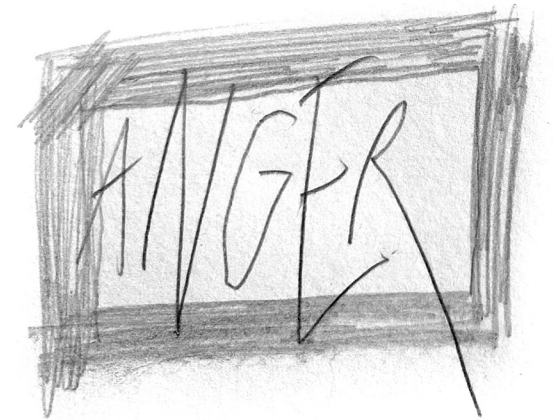
idea 2)

lettershape represents
the emotion



idea 3)

big/strong,
too big for the 'page'



Assignment

1)

Illustration – Graphic design

Find 3 examples

- a work which is a clear example of an illustration
- a work which is a clear example of graphic design
- a work of which you are not sure
if it is illustration or graphic design

2)

Upload

- your sketches and outcomes of the exercise.
- The 3 examples you found

! Please add some short notes/reflections
to the visuals