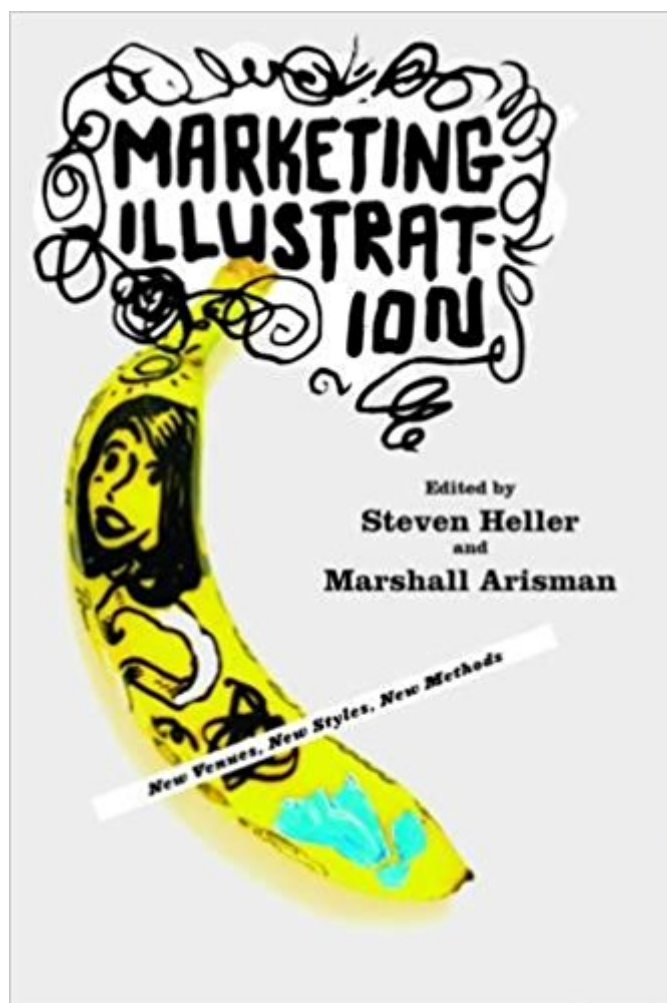


The book was found

# Marketing Illustration: New Venues, New Styles, New Methods



## Synopsis

The market for illustration is changing. How can illustrators survive and thrive? Illustration students, educators, and working artists will find illuminating commentary on editorial, graphic novels, comics, animations, Web, games, toys, fashion, textiles, and more, along with an exploration of how old platforms have changed and new ones emerged. Fifty working illustrators, including such top names as Christoph Niemann, Alex Murawski, Jashar Awan, Yuko Shimuzo, and Tomer Hanuka, share insights on what works now. Published in association with the School of Visual Arts, *Marketing Illustration* explores the impact of technology and the future of the illustration market. No illustrator can afford to miss this thought-provoking resource.

## Book Information

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## Customer Reviews

Marshall Arisman is the chair of the master of fine arts illustration program at the School of Visual Arts. His editorial illustrations have appeared in such publications as the New York Times, Esquire, Time, Rolling Stone, the Village Voice, and the Nation, and his paintings and sculptures have been exhibited internationally in galleries and museums. He lives in New York City. Steven Heller is co-chair of the MFA Design: Designer as Author program at the School of Visual Arts, New York. His many previous books include *Typographic Universe*, *New Modernist Type*, and *Scripts*.

Bought this for my sister, a Freelance Illustrator. She has been happy with the book and it helped bring some ideas and concepts top of mind. Marketing yourself, in any profession, has to be one of

the hardest aspects and the book appears to have helped her view that aspect of her illustration and work in a different way.

Very good! But less on interviews and more on insider info would have been nice. To have. Would recommend to my friends.

MARKETING ILLUSTRATION; NEW VENUES, NEW STYLES, NEW METHODS discusses the basics of launching and promoting an illustration career in today's market. Interviews and work samples from over 70 working illustrators do more than just explain business practice: they chart trends and techniques based on new technology and practices and provides professional experience with daily challenges, making this a 'must' for both business and arts libraries.

This book not only causes the difference between culture and practical life to dissolve. This is merely just another book, not unlike the many tomes preparing the aspiring watercolorist as to how it gets done. It willingly drags the wide eyed illustrator down to a level that the short sighted author perceives as the future. He no longer even approaches the much vaunted image consciousness. Any work of imagination might become the art. I find this 12 step genre of the simulacra and in particular the simulation the antithesis of creativity. This simplistic Disneyland hologram has little if anything to do with creativity. This formula is not unlike art forgery. "He who knows a thousand works of art, knows a thousand frauds." - Horace

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