



The Fundamentals of Illustration Second Edition

By Lawrence Zeegen

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The Fundamentals of Illustration Second Edition By Lawrence Zeegen

The Fundamentals of Illustration 2nd Edition by Lawrence Zeegen introduces students to the subject of illustration, taking them through the key skills and practical processes required for the study of this exciting degree course.

This edition has been updated with a wealth of fresh visuals and contemporary case studies. It includes new and revised content and examples that reflect the changes and developments in the discipline over the past few years. Current visual approaches are examined and evaluated, along with new chapters on visual thinking, idea generation and the illustrator as an artist.

A chapter on the professional practice of a freelance designer helps students to understand the realities of this creative career path.

Each chapter concludes with a case study, which outlines a brief and then describes each stage of the process, from the illustrator's initial response to the completion of the project. The case studies feature the work of: John Clementson, Tim Vynner, Olivier Kugler, Damian Gascoigne, Ben Kelly and Howard Read. The book also contains a series of interviews with practising illustrators such as Autumn Whitehurst, Stina Persson and Anthony Burrill.

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Editorial Review

Review

'The book truly lives up to its title: It's all about the fundamentals, and it covers all the bases. It goes into depth about medium choices, different kinds of illustration (editorial, publishing, advertising, etc) and self-promotion ... great for a young student who might be thinking about getting into illustration, or perhaps someone who wants to start a new craft with a clear view of how the illustration industry operates. The book also poses questions to get you thinking, and exercises to get you creating. But I think the thing I like the best is the objectivity in which the material is presented. It's honest, sharing the ins and outs, ups and downs to everything it offers. It lets you make the call.'

- **Penelope Dullaghan, *Illustration Friday*, 2012**

From the Back Cover

The Fundamentals of Illustration (2nd Edition) is an update to the popular first edition of the same name, in which Lawrence Zeegen introduces students to the various aspects of the illustration.

This volume provides a fresh introduction to the key elements of the discipline and takes the student step-by-step through the key processes, themes and applications in illustration.

This updated edition includes new and revised content and examples that reflects the changes and developments in the discipline over the past few years.

About the Author

Lawrence Zeegen is an illustrator, educator and writer. He is currently Head of School for the School of Communication Design at Kingston University where he leads undergraduate and postgraduate courses in animation, film-making, graphic design, illustration and screen design for film and TV.

Users Review

From reader reviews:

Glady Curry:

The book *The Fundamentals of Illustration Second Edition* has a lot associated with on it. So when you make sure to read this book you can get a lot of advantage. The book was published by the very famous author. The author makes some research prior to write this book. This kind of book very easy to read you will get the point easily after reading this article book.

Paul Howell:

The reason? Because this *The Fundamentals of Illustration Second Edition* is an unordinary book that the inside of the reserve waiting for you to snap this but latter it will jolt you with the secret it inside. Reading

this book beside it was fantastic author who have write the book in such wonderful way makes the content inside easier to understand, entertaining way but still convey the meaning completely. So , it is good for you for not hesitating having this any more or you going to regret it. This book will give you a lot of positive aspects than the other book have got such as help improving your expertise and your critical thinking technique. So , still want to delay having that book? If I were you I will go to the book store hurriedly.

Christine Hughes:

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