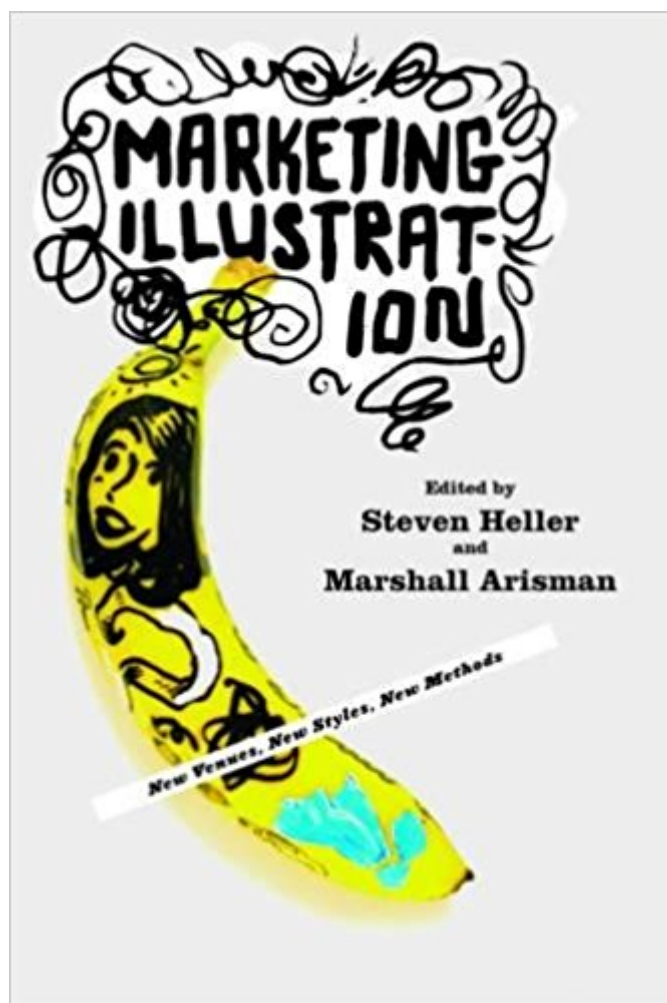


The book was found

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

Paperback: 240 pages

Publisher: Allworth Press; 1 edition (June 9, 2009)

Language: English

ISBN-10: 158115657X

ISBN-13: 978-1581156577

Product Dimensions: 6 x 6.1 x 9 inches

Shipping Weight: 8.8 ounces (View shipping rates and policies)

Average Customer Review: 3.7 out of 5 stars 4 customer reviews

Best Sellers Rank: #768,209 in Books (See Top 100 in Books) #113 in Books > Arts &

Photography > Graphic Design > Commercial > Branding & Logo Design #659 in Books > Arts

& Photography > Graphic Design > Commercial > Illustration #1993 in Books > Arts &

Photography > Graphic Design > Techniques

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

[Download to continue reading...](#)

Marketing Illustration: New Venues, New Styles, New Methods Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks American Illustration 14 (American Illustration Great Big Book of Fun): Over 200 Original Works, Photographed & Reproduced in the

latest Color Effects at Tremendous Expense Illustration: What's the Point?: A Book of Illustrated Illustrations that Illustrate Illustration 2016 Chicago Sports Venues Wall Calendar Top 25 Cheap Nashville Wedding Venues Romantic Budget Wedding Ideas: Where to Find Cheap Wedding Dresses, Reception Venues and More (Weddings Book 1) Fashion Illustration Art: How to Draw Fun & Fabulous Figures, Trends and Styles Creative Fashion Drawing: A Complete Guide to Design and Illustration Styles (Creative Workshop) Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) Marketing Campaign Development: What Marketing Executives Need to Know About Architecting Global Integrated Marketing Campaigns BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) Instagram Marketing: A Picture Perfect Way to Strike It Rich! (Facebook Marketing, Youtube Marketing 2) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)