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**Illustration**

# D

## Foundation

### The Visual Dictionary of Illustration Mark Wigan

**Mark Wigan** is an artist, illustrator and academic. He was an early pioneer of trans-global club art in 1980s New York, London and Tokyo. Mark's work has evolved into a multimedia archive, chronicling the changing worlds of club culture and street style. For the past ten years, he has been lecturing worldwide and has led illustration programs at a range of universities.

#### Key features

**Explains and contextualizes over 250 terms used within illustration.**

**Definitions are accompanied by examples taken from traditional and contemporary illustration.**

**Covers traditional terms still in current usage as well as modern terminology such as Raster and Punk.**

**Includes a wide variety of practical terms, such as Collage, Woodcut, and Storyboard.**

**Also covers movements and styles, including Dada, Surrealism, and Romanticism.**

**Includes a detailed timeline of illustration.**

#### Readership

##### Foundation

AVA's Visual Dictionaries form our foundation reading list. These titles offer clear, comprehensive and visually informative definitions to the key terms in a discipline's vocabulary.

This book offers a wide overview of the discipline as a whole, its history and contemporary practice. It also provides a useful reference tool throughout higher education.

# F

## Introductory

### The Fundamentals of Illustration Lawrence Zeegen/Crush

#### Key features

**Introduces students to the theory and practice of illustration.**

**Takes readers through each stage of the creative process; from interpreting the brief and generating ideas to design and production.**

**Addresses the effects of digital technology on illustration, and the use of this technology in self-promotion and marketing.**

**Lawrence Zeegen** is an illustrator, educator and writer. As Head of the School of Communication Design, Kingston University, UK, he leads undergraduate and postgraduate courses in animation, filmmaking, graphic design, illustration and screen design for film and TV.

Lawrence has lectured and spoken at conferences, institutions and design events nationally and internationally. He contributes regularly to numerous magazines and publications and has published several books on the subject of illustration.

Formed in 1998, **Crush** is a creative agency working with a diverse range of clients from international names to niche markets.

**Features case studies and interviews with illustrators from around the world.**

**Includes a useful section on copyright and the legalities of selling work.**

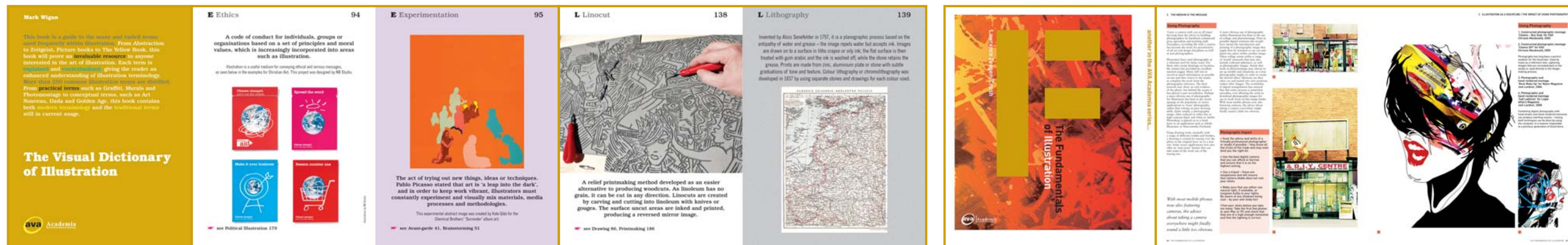
**Lavishly illustrated with some of the best work from contemporary illustration.**

#### Readership

##### Introductory

The discipline-specific titles in our Fundamentals range are aimed at students embarking on further education and offer a thorough grounding in the subject.

This book provides students with an introduction to the discipline, before examining specific processes, ideas and practicalities in greater detail.



! Excellent design. Nicely produced with straightforward information. Neat, convenient. Ideal for using as a common glossary with the students. Ideal for me as a fine art based lecturer to communicate with graphic design and illustration students. Charles Williams / Canterbury College / UK

! My feeling is the book has value, being concise and wide ranging. Very relevant to the illustration course. Andrew Kulman / Birmingham City University

! The content of the book is excellent for the undergraduate illustration route, particularly at level 3. This book has come at a perfect time – it was much needed and provides a great basis for professional practice! Andrew Kulman / Birmingham Institute of Art & Design / UK

! *The Fundamentals of Illustration* fits very well within our illustration course. A very strong overview of the industry. Stanly Community College / USA

Basics Illustration

- 01 Thinking Visually  
Mark Wigan
- 02 Sequential Images  
Mark Wigan
- 03 Text and Image  
Mark Wigan
- 04 Global Contexts  
Mark Wigan

The *Basics Illustration* series explores key areas of illustration through a series of case studies juxtaposed with key creative 'basics'. Each title explores a fundamental aspect of the discipline, from basic theory to working alongside text and with animation, to the global context of illustration. The books can be taken as individual, in-depth handbooks, or combined to form a comprehensive reference guide. The text is supported by a vast range of exemplary work from contemporary illustrators of note, and includes student exercises, tips, and helpful resource directories.

Key features

Addresses the fundamental aspects of illustration with in-depth guides, supported by student exercises and resources.

Includes a variety of case studies and examples of work taken from the best of contemporary illustration.

Presents information in a consistently engaging visual style.

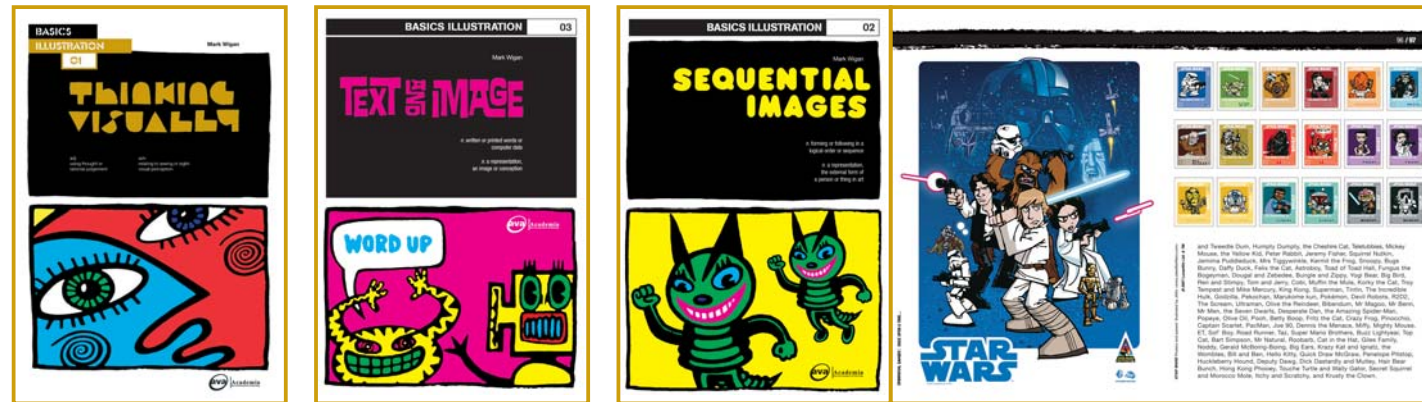
Readership

Intermediate

Our Basics books provide readers with an in-depth exploration of each of the topics introduced in the Fundamentals titles. These books offer both a theoretical and practical approach, supported by examples and exercises.

Individual titles can form the basis of specific illustration modules, while the series as a whole functions as a comprehensive reference tool.

These titles can be called upon at any stage of a student's education.

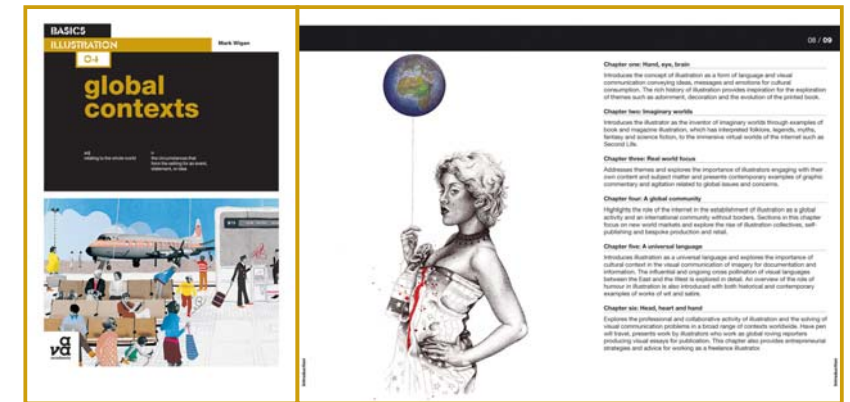


Basics Illustration: Thinking Visually

This book is very impressive – it has a contemporary approach and the writing whilst manageable does go to some degree of depth in discussing pertinent issues around illustration. Well designed like other AVA books and certainly a good book to see as a key text.  
University of Central England / UK

Basics Illustration: Text and Image

The numerous illustrations complement the information presented in the text. Relevant to the course I teach. The relationship of type to imagery is an important component of the course. Kerri Eckes / Raleigh Durham Art Institute / USA



Basics Illustration: Global Contexts

This book represents an important addition to the previous three in the series. Well illustrated with good case studies. Andrew Kulman / Birmingham City University / UK

**Kerri Henrickson** is an instructor in Graphic Design at The Art Institute of Raleigh-Durham, Durham, North Carolina, USA.

### **Kerri Henrickson** discussing *The Fundamentals of Illustration*

Why have you adopted this book and how do you use it?

I adopted this book for an illustration course. Students were given reading assignments in which they had to answer questions, for which *The Fundamentals of Illustration* was very useful. I also used the brainstorming ideas as a way to encourage my students' creative thought processes. They were very helpful in prompting students to think outside of the box and come up with numerous solutions to one problem.

Does the content reflect the structure of your course?

Yes. The course was actually loosely structured around it, with projects inspired by chapters. For example, students did projects on music illustration, book illustration and editorial illustration after reading those sections in the book.

How do the books assist students' understanding of the topic?

Examples and techniques help to reinforce course content as well as to give students ideas for their own creative process. They really enjoyed the illustrations in the book. The examples served to demonstrate the wide range of possibilities in illustration.

How do the industry examples in the books support your teaching?

Industry examples directly relate to the projects given in class. Students are given projects based on the different types of industry described in the books. They are required to describe the business side of a project as well as producing it.

What is special/different about AVA's approach?

The content is organized in such a way that it can hold a visual art student's interest, while also giving simple yet concise explanations for the subject matter. The illustrations in the book inspire the students, and the information is organized in an easy-to-follow way.

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### **Required Reading Range** Course Reader

### **Illustration: A Theoretical and Contextual Perspective** Alan Male

**Alan Male** is an illustrator, educator and writer. Since 1993 Alan has been head of the BA illustration program at University College Falmouth, UK, and has lectured throughout the United States.

A professional illustrator since 1973, Alan has worked nationally and internationally producing work for children's books, editorials, CDs, reference books, encyclopaedias and advertising. He has won several awards and has exhibited in London, Arizona, Denver and the Museum of American Illustration. He also has work in the New York State Museum's permanent collection.

*Illustration: A Theoretical and Contextual Perspective* is a comprehensive guide to contemporary illustration. It provides students with an understanding of the theory, research, conceptual processing and contexts of illustration practice. It describes a variety of definitions and philosophies of illustration, together with a relevant historical overview.

The book introduces the notion of the illustrator as a socially and culturally aware communicator: an able professional with knowledge, understanding and insight regarding the context within which they are working and the subject matter that they are engaged with.

#### **Key features**

**A detailed overview of contemporary illustration and the role of the illustrator.**

**Discusses all aspects of the discipline, from the relevant theory and historical background to particular definitions and philosophies.**

**Explores the role of the professional illustrator as part of the creative industries.**

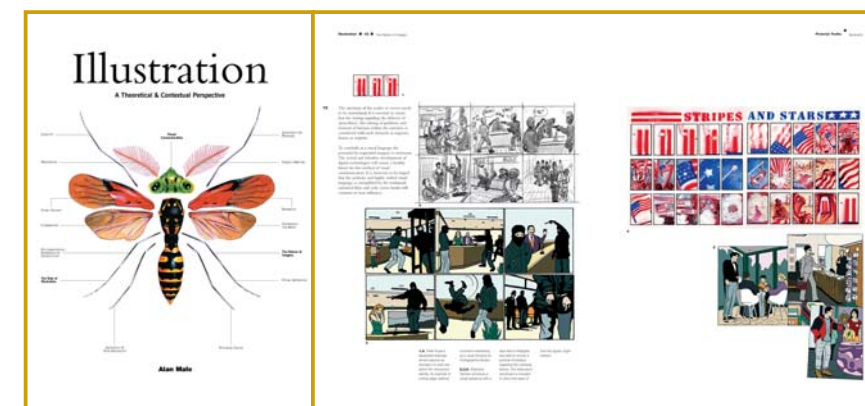
**Includes a wide variety of examples and case studies.**

#### **Readership**

#### **Required Reading Range** Course Reader

These reference titles are specifically structured to support the lifetime of an undergraduate degree and provide a detailed exploration of the discipline covered.

This title represents a detailed study of the discipline as a whole. It is an ideal core text for an illustration degree, but will prove useful at any academic level.



! Good support for third year undergraduates well past their initial training. A key text next year. Tomas Tornqvist / Linköping University / Sweden