



## 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 Vyner, 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:

##### **Irving Hansen:**

Have you spare time for any day? What do you do when you have considerably more or little spare time? Yep, you can choose the suitable activity with regard to spend your time. Any person spent their particular spare time to take a go walking, shopping, or went to the actual Mall. How about open or maybe read a book called The Fundamentals of Illustration Second Edition? Maybe it is being best activity for you. You recognize beside you can spend your time along with your favorite's book, you can wiser than before. Do you agree with it has the opinion or you have various other opinion?

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