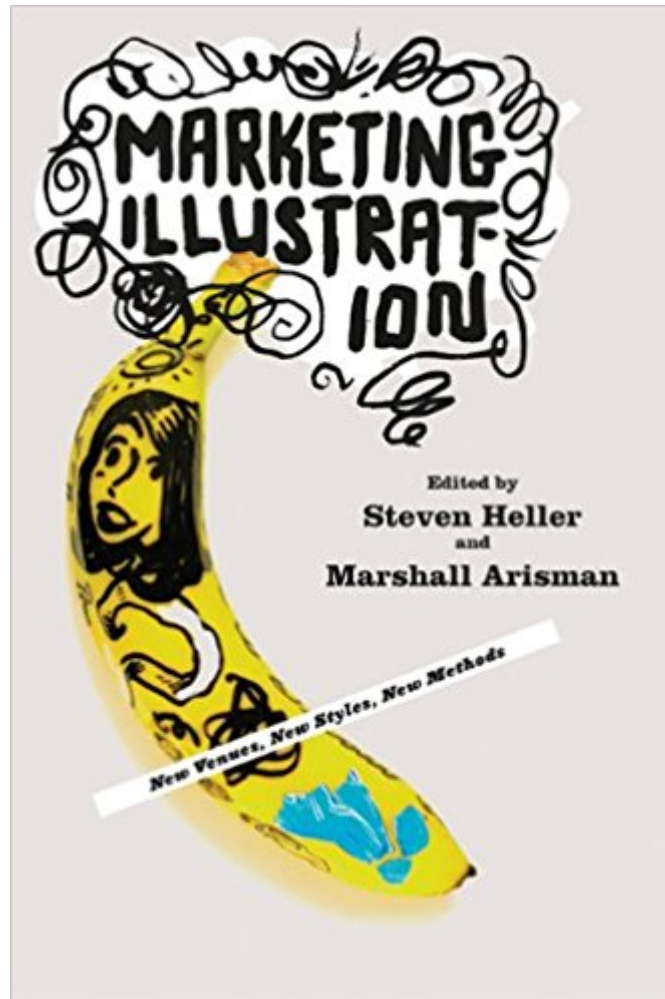


The book was found

# 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: 3.8 out of 5 stars [See all reviews](#) (4 customer reviews)

Best Sellers Rank: #603,719 in Books (See Top 100 in Books) #87 in [Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design](#) #564 in [Books > Arts & Photography > Graphic Design > Commercial > Illustration](#) #1883 in [Books > Arts & Photography > Graphic Design > Techniques](#)

## Customer Reviews

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.

Bough 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.

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 Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) 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) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing 2016 Chicago Sports Venues Wall Calendar American Illustration 14 (American Illustration Great Big Book of Fun): Over 200 Original Works, Photographed & Reproduced in the latest Color Effects at Tremendous Expense Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine

Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Sunday Morning Styles Companion: 30 Favorite Selections Arranged in Various Styles (Sacred Performer Collections) The Art of Flowers: A Celebration of Botanical Illustration, Its Masters and Methods Guerrilla Marketing Weapons: 100 Affordable Marketing Methods (Plume) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing: Network Marketing Recruiting for Facebook: How to Find People to Talk to and What to Say When You Do (MLM Recruiting, Direct Sales, Network Marketing, Home Business) Make Over Your Marketing, 12 Months of Marketing for Salon and Spa: A guide for how-to make over every aspect of marketing in the salon and spa

[Dmca](#)