

# Magic Paintbrush by Illustration



hightone

*Magic Paintbrush*  
by  
*Illustration*

**hightone**

***Magic Paintbrush by Illustration***

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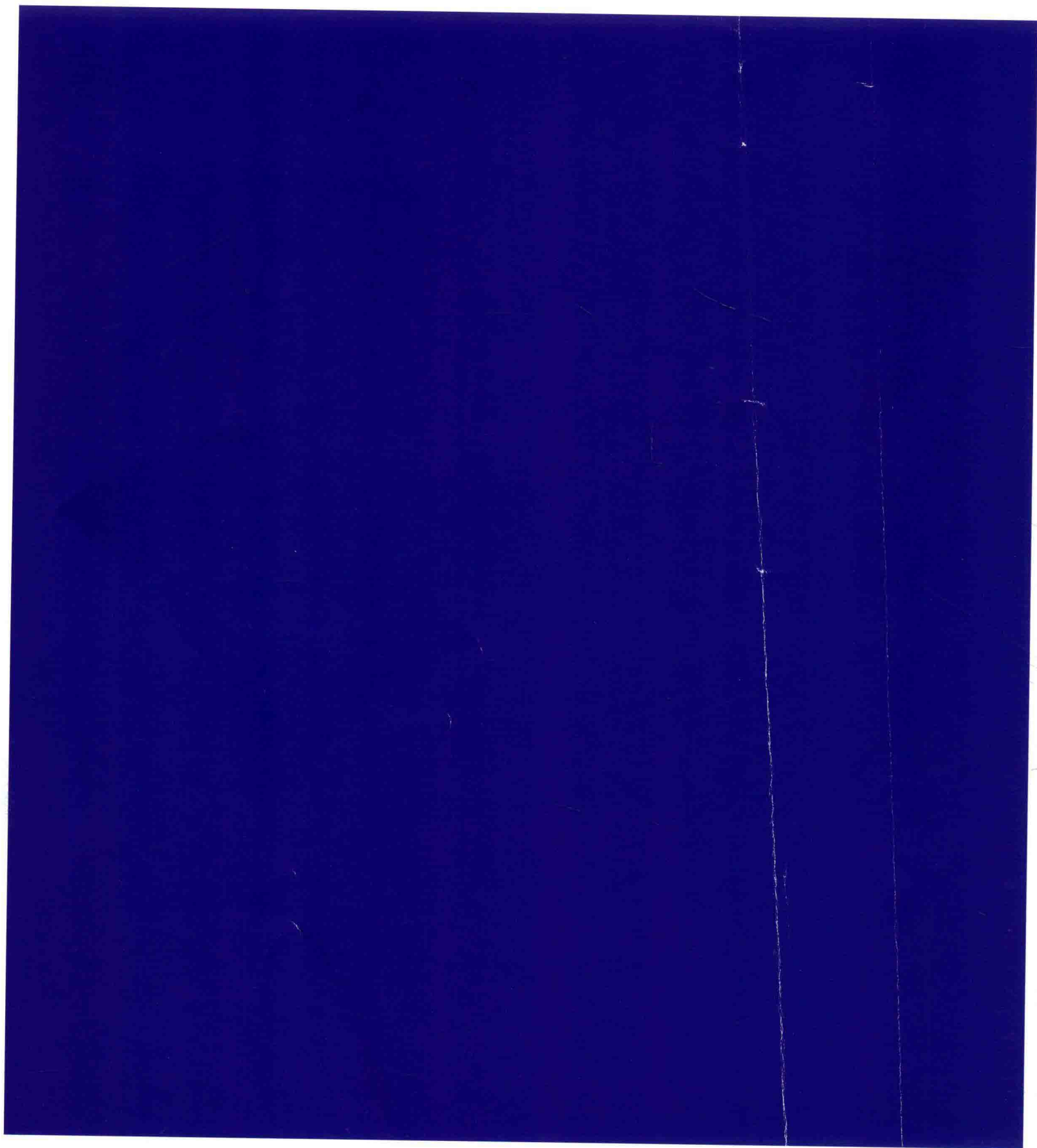
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*Magic Paintbrush*  
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*Illustration, which derived from the Latin “Illustratio”, means illumination. That’s to say, illustration can make text and idea much clearer.*

*The picture weaves in text, which we can usually see in newspapers, magazines, various publications or children’s picture book, called illustration. Since the advent of the era of intelligence and the development of modern society, the meaning of illustration changed from narrow to broad. In today’s various publications, the importance of illustration have already become far more than a foil position of illuminating the word. It can not only highlight the theme, but also enhance the artistic appeal.*



*Definition*



*The United States has a developed market of illustration and to appreciate illustration has become a habit in the country. The illustrator market in American is very specialized. It is divided into a variety of professional types, and each has a dedicated illustrator.*

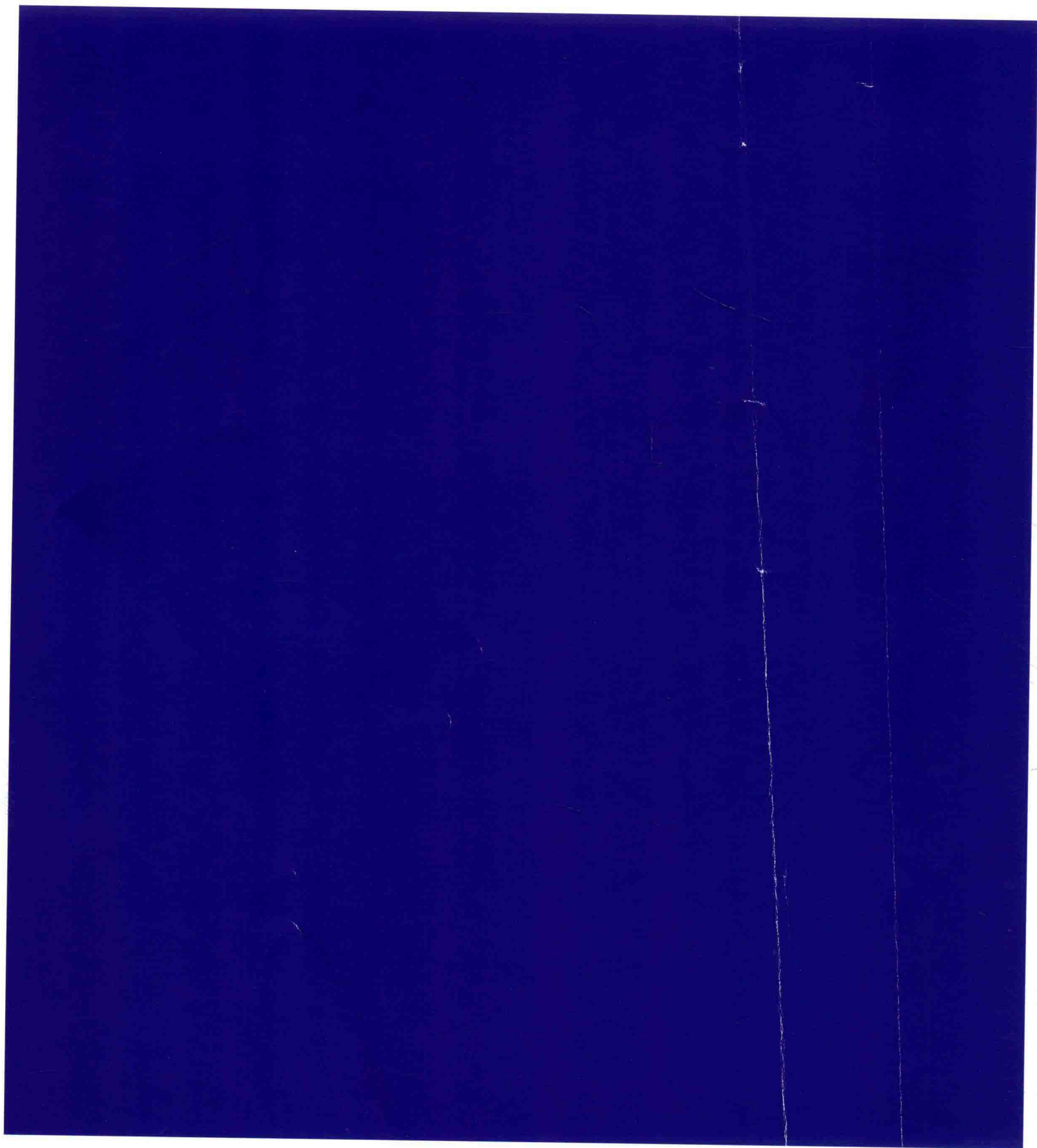
*As we all know, the Japanese commercial anime has had a huge market and its own operational teams.*

*Animation is an important branch of illustration industry. Before CG technology enters the illustration field, animation which relies on hand-drawn is the sunrise industry in Japan. Today's younger generation is more inclined to use digital computer technology.*

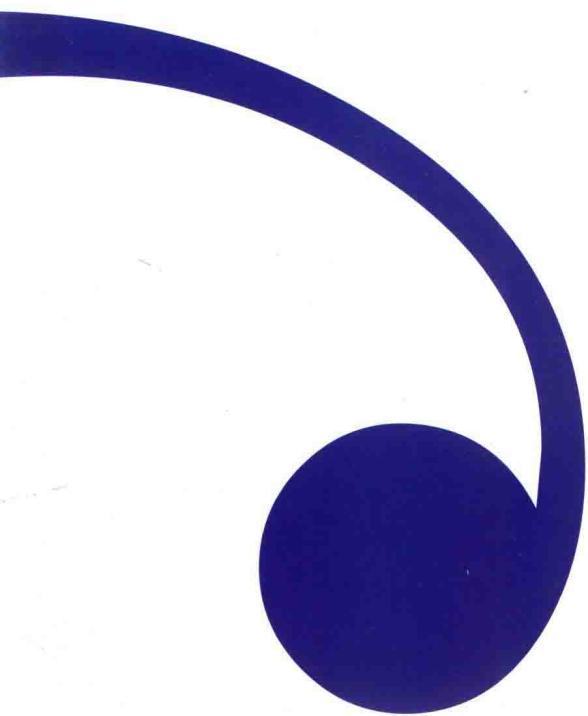
*In South Korea, with the game industry becoming the second largest pillar industry of the national economy, illustration, especially the digital illustration, sprung out in recent years. With the popularity of the South Korean game in China, the game characters which made by digital illustration design won a greater market space.*

*At the same time, the illustrators in Hong Kong and Taiwan are still looking for their own ways, although their works have a distinct trace of following Japan.*

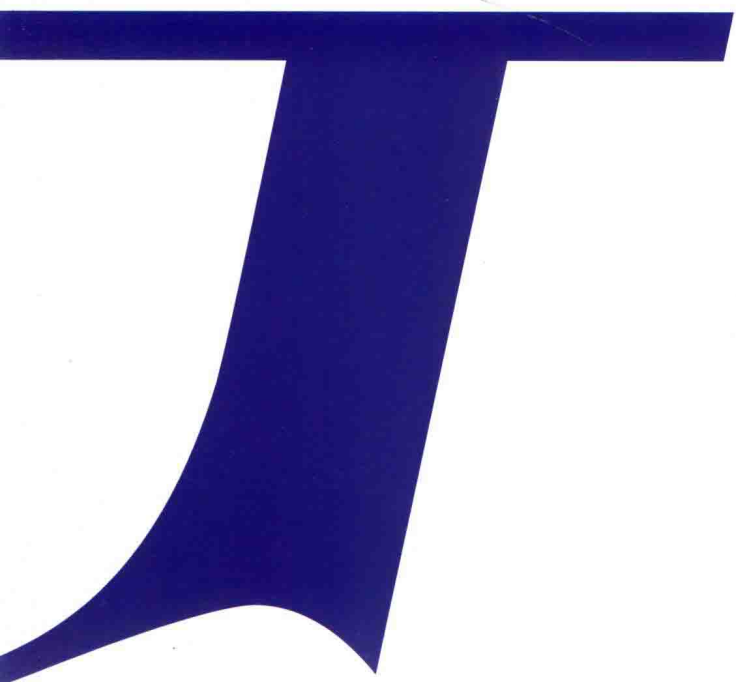
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## *General Situation*



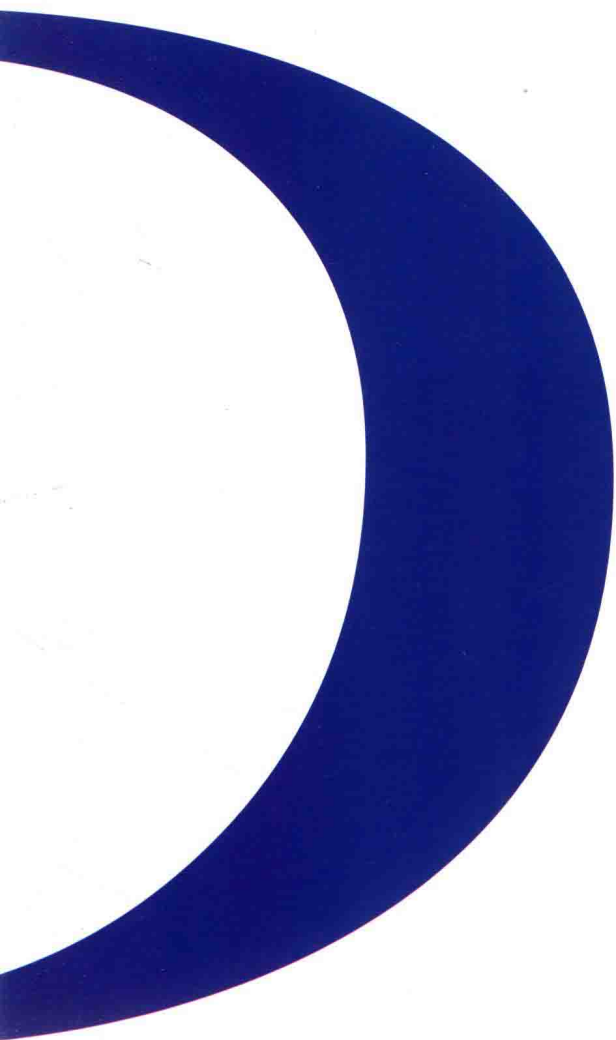
The expression of illustration has three categories: photographic illustration, paintings illustration (including realism, purely abstract, new figuration, comic cartoon style and graphic style, etc.) and three-dimensional illustration. Photography Illustration is the most common illustration, because most consumers think the photo is authentic, it can perform products objectively. Most of the production of photographic illustration made indoors, requiring manual layout background to contrast the main camera body. The advantage of the materials is not affected by the time, place and climate, to reach the requirements of creative advertising. With much of the subjective consciousness, paintings illustration is a free expression of personality. It can freely express anything in fantastic, exaggerated, humorous, emotional or symbolic way, and one can't create excellent illustrations without a profound understanding of things. The most frequently used technique in painting illustration is printing method, which uses pigment through airbrush to paint. It is a use of the air transport of air compressor. It is characterized by no strokes caused by general painting and screen transits naturally, and it has high application values. Three-dimensional illustrations is a highly expressive form which used in the advertising poster, though it is less common in China, but it is an inevitable trend from the development of international poster.



*Expression*



*Magic Paintbrush embodies many excellent illustrations in different themes and different styles. It tells how illustrators use magic paintbrush to express their thoughts. Readers will find many unique ideas in it which are beyond their imagination, but have to admit they are gorgeous.*



## *Preface*

*Drawing Illustrations for the enterprises or products and getting the interrelated payment, the author gives up ownership of works, retaining only the sale of commercial behavior of authorship, named commercial illustration.*

*In the field of modern design, commercial illustration can be said to be the most performed, because it has close ties with the painting art. Many performance techniques of commercial illustration are drawn lessons from the performance of painting art. However, The service life of commercial illustration is short, it will be pronounced dead or termination of publicity as soon as a commodity or enterprises in the renewal. From a scientific definition, the ending of commercial illustration seems to be tragic, but on the other hand, the radiance commercial illustration burst in a short time is something the art of painting can't match. Because the commercial illustration spreads by means of advertising channels and the coverage is broad, the social attention rate is many times higher than the arts of painting.*

*Commercial illustration has a long history of development. Though it seems to be simple but it has great meaning. From the world's oldest cave paintings to the Japanese ukiyoe, they demonstrate the development of illustration.*



# *Commercial Illustration*



## Spring

Designer: Dawn Gardner  
Client: Personal Project

The first in a series of 4 digital collage illustrations celebrating the changing seasons and the visual effect this has upon our natural landscapes. A combination of vintage and present day botanical imagery have been included within the design to reflect the recycling and regeneration process that nature undergoes each year. The designs are available to purchase individually.



## Festive Berries

Designer: Dawn Gardner  
Client: Personal Project

A special edition digital collage illustration as part of a Christmas 2013 collection of greetings cards. A combination of vintage and present day botanical imagery have been included within the design as a nod to the more traditional, non commercial side to the festivities and spirit of the season.



## Snow Cap Exploring

Designer: Dawn Gardner  
Client: Threadless Clothing

A Digital Collage Illustration produced as part of a two piece collection for Threadless Clothing Company. The designs were inspired by winter outdoor activities and my passion for snow capped terrains and wild flowers. The designs are available to purchase on various apparel online.



## Organic Beauty

Designer: Dawn Gardner  
Client: Personal Project

A Digital Collage Illustration based on my love of all things botanical.



# Dagens Nyheter The Ball Of The Fairies

Illustrator: Lina Ekstrand  
 Company: Dagens Nyheter  
 Client: Dagens Nyheter  
 Format: 25.1 x 28.4 cm, 27.15x23.98 cm.  
 Technique: Ink, water color, pencil, charcoal.

This is the first illustration of six for Swedish newspaper Dagens Nyheter. They ran a series of articles during the summer called "Booksummer" which I illustrated. This article was about Astrid Lindgren's novel "The ball of the Fairies" and about Virginia Woolf's "Orlando", and the writer wrote very beautifully about the feeling of experiencing things for the first time. I wanted to create the feeling of being in a magic Swedish forest in the night time, peeping in through the bushes where the fairies are on their way to the ball.

