

# EDITORIAL ILLUSTRATION

Editorial Illustrations are images based on an article in a newspaper, magazine, or blog - based on written text.

This type of illustration employs caricature, narrative, visual analogy, juxtaposition and visual paradox as conceptual and creative points of departure to help explain or enhance the meaning behind the text.

Start by researching potential clients and look at the type of work they publish both in terms of the visual and the content of the written text. For example, if you are interested in psychology, research a few psychology magazines and blogs and analyze the type, styles and approaches to illustration. Next find (or write) an article that speaks to you visually, look for connections, metaphors, relationships, associations that can become your building blocks for your illustration. Develop thumbnails and critique in small groups. Create 2 different directions, as if you were presenting these to an art director, who would then request revisions. Present both directions in appropriate format.

