

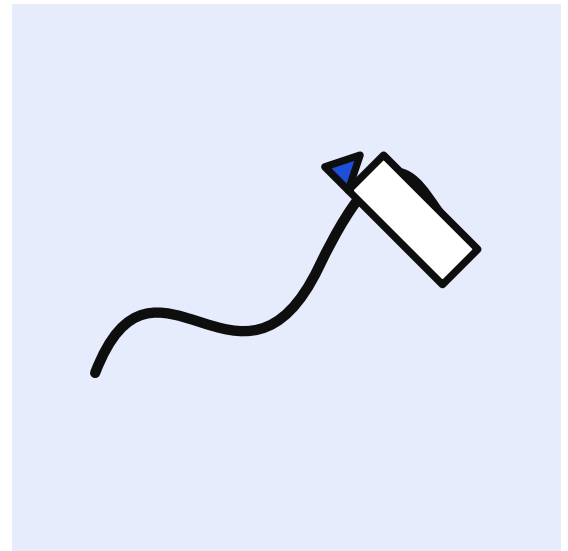
Discipline

Illustration

Creates images with a purpose: to inform, explain, comment, tell a story or persuade, in books, the press, brands or products.

In Spanish
Ilustración

Origin
Classification by purpose: Male (2007)



What it deals with

Some ideas are better explained with an image than with words, and some things a photo can't show.

Principles

Inform

Explain what something is like or how it works.

Tell

Narrate stories, fictional or real.

Persuade and comment

Convince or give an opinion with images.

Applications in design

✓ Use it like this

Before drawing, define what the image has to do: explain, tell or convince.

✗ Avoid

Using an illustration only to decorate when it could explain.

👁 Don't fall for it

An image can be misread too: test it with the people who will see it.

Connections

Related to

■ Art direction

■ Information design

■ Graphic design

■ Motion design

Authors and works

2007

Alan Male

Classified illustration by its purpose: informing, commenting, narrating, persuading and giving identity.

Sources

Original sources

- Male, A. (2007). Illustration: A theoretical and contextual perspective. AVA Publishing.

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