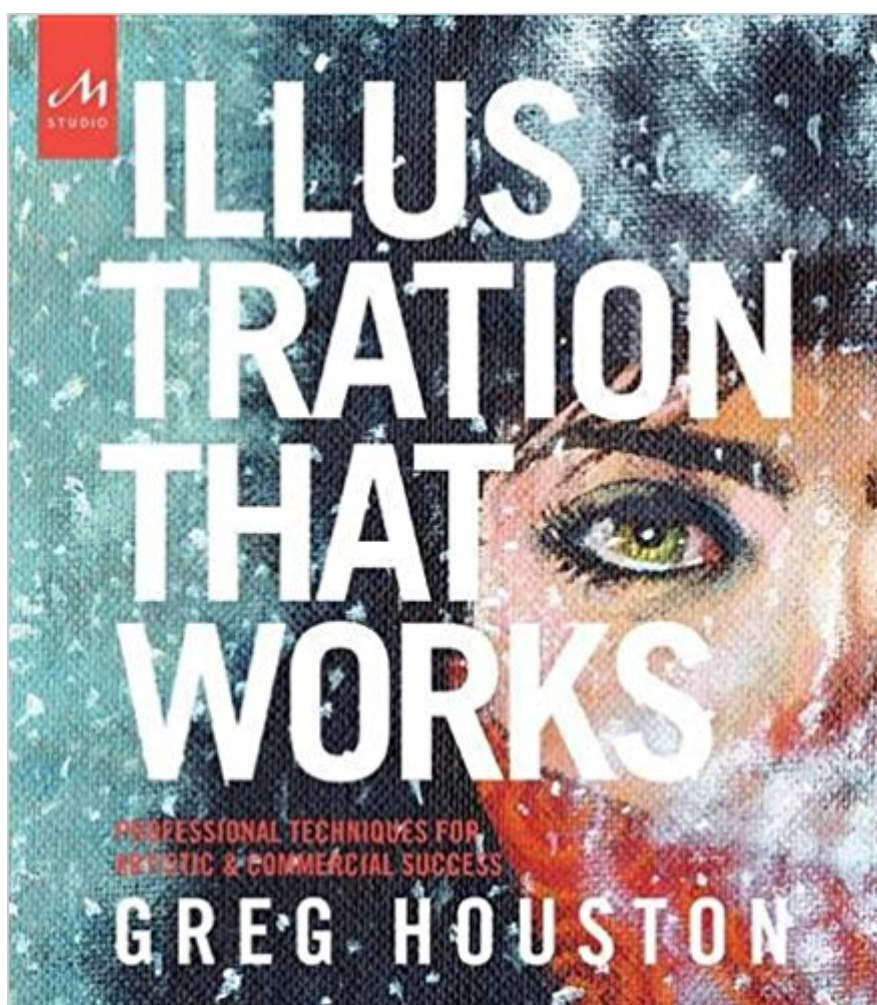


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# Illustration That Works: Professional Techniques For Artistic And Commercial Success



## Synopsis

A straight-to-the-point “everything-you-need-to-know” guide to the world of professional illustration for aspiring artists and recent art-school graduates “not only the technical essentials (the difference between narrative versus conceptual illustration, diagramming a composition, mastering negative space, and the impact of different mediums from watercolor to digital to textiles), but industry insights, real-world insider advice, and honest personal development tips from an experienced teacher (if you say your style is “manga” or “anime” then you have no style). From a Newsweek cover depicting the Bush family as characters on Game of Thrones; to the Sistine Chapel (the complete illustrated bible) “visual storytelling through illustration has been an important mode of communication in every culture since ancient times. Unlike a fine artist, an illustrator creates images that serve a specific purpose, and successful illustrators need much more than just talent. Drawing on a decade of teaching, including at Maryland Institute College of Art and as cofounder of the new Baltimore Academy of Illustration, along with over three decades of professional experience as an illustrator for clients like Marvel Comics, Relapse Records, and The Village Voice” Greg Houston places aspiring artists and recent graduates squarely in the current marketplace, and inspires them to pursue work in the large and lucrative field of professional illustration in a way that will be personally and professionally rewarding for years to come.

Illustration that Works demonstrates exactly why illustration is so important to the way we see and communicate today, and how it can be done effectively in an infinite number of styles. Includes:

Thought-provoking assignments - Illustrate an op-ed that’s either pro or against religion in the public sphere - Create 3 posters for an HBO documentary series on sex (that can still be displayed anywhere) - Illustrate a pair of identical twins whose lives have veered apart dramatically - 400 examples of artwork - Assignments completed by talented students - Pieces from 50 classic and contemporary master illustrators including Brian Sanders, Marshall Arisman, Roberto Parada, Steve Brodner, Paul Rogers, and Greg Spalenka - Houston’s own pieces, both finished and failed

## Book Information

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## Customer Reviews

"If you're an illustrator looking for guidance on how to create effective visuals that speak, this is the book you'll want to read. Greg Houston's lessons are delivered through short chapters with a right-to-the-point style that's full of energy. Though at times the book takes on the tone of a well-meaning drill sergeant, it packs in a ton of practical information that ranges in style and genre, with plenty of examples and exercises for budding illustrators. Houston's personal rules for success pop up intermittently between chapters." "Communication Arts" "When it comes to commercial art, this is someone you'd want to listen to. So it's fitting that he's just published a book on the subject, *Illustration That Works*. As the title suggests, Houston's blue-collared approach to a successful career in commercial art preaches a strong work ethic. Written at a quick pace not usually found in vocational guides, *Illustration That Works* is certainly informative and it's also entertaining as hell." --AIGA Baltimore

Greg Houston was born and raised in Baltimore, MD (the Baltimore Orioles celebrated by winning their first World Series that fall). He earned his BFA from Pratt Institute and has been illustrating professionally since 1988. His portfolio is large and stylistically varied. Greg has worked for a wide variety of clients in nearly every aspect of the illustration field, including The Village Voice, Utne Reader, Warner Lambert Pharmaceuticals, Marvel Comics, LA New Times, Relapse Records, Miami New Times, Baltimore City Paper, Washington City Paper, Seattle Weekly, San Diego Union Tribune, John Wiley and Sons Publishing, Agora Financial, Johns Hopkins University, Baltimore Symphony Orchestra, BWI Airport, Atlas Games, Houston Press, Texas Monthly, Pop Smear, E! Channel, and Cleveland Scene. He also wrote and illustrated two graphic novels *Vatican Hustle* and *Elephant Man*. Greg has taught classes ranging from cartooning for kids to pre-college illustration classes, to courses for undergraduates and continuing studies students at Maryland Institute College of Art. He also teaches an online class for Craftsy. He is a cofounder of and instructor at the Baltimore Academy of Illustration, which opened fall 2015. He lives in Baltimore,

MD, with his wife and cats. Â [www.greghoustonillustration.com](http://www.greghoustonillustration.com)

Greg Houston is a beast! learned so much from this book and would buy again but I don't need two..Darnhis illustrations are very professional and I love his "style". he's very straight forward and has little practices to try. (lovely example of student work as well).!

This is a great resource for anyone in the commercial art industry, for aspiring artists and established artists alike. It gives insight to a lot of the lesser-known "do's and don'ts" of the industry and is written by a seasoned illustrator who knows the business well. The book also provides information on the many different routes an aspiring illustrator can take. The book also provides a few try-it-yourself type activities, which for me, as someone who likes learning by doing, was a great plus. The only thing about this book preventing me from giving 5 stars is that the book does not provide as many of these guided exercises as I would like, which is really only a personal learning preference. Altogether, I would definitely recommend this book as a great starting point for any new artist, or as a reaffirmation of lessons for established artists. With so much essential knowledge, this book is a great value for the price.

Great read. well laid out and well writtenÃ¢ÂÂ. Great reference and a good motivator.

Do you know my favorite thing about professional illustration? Well, it's the ILLUSTRATIONS! Go figure. And this book is chock full of them. Author Greg Houston's powerful and energetic illustrations are featured throughout, clearly displaying his mastery, but he also takes you on a tour of great illustrations past and present by including a variety of talented artists in an assortment of styles from traditional to digital. That alone is an education in itself, but combined with Greg's insightful comments, useful tips based on years of professional experience and his raw enthusiasm for the subject, together these words and images combine to create a must-have book for any aspiring illustrator or fan of the art of illustration. Whether you use this as career guidance or art appreciation, you'll be happy to own it and will (if you're anything like me) frequently pick it up to flip through the pages and admire these stunning images.

A great insight to an illustrator. Really well done

I bought this as a resource for my granddaughter who is studying illustration. This book, written with

knowledge and humor, an unbeatable combination.

Full of information! All chapters were presented in a professional manner and appealed to the student in me. But, one chapter just called to me, I must have read this chapter and studied the information at least 6 times. The chapter 11 Portraits ...Knowledge and study of the subject. So much information. Of all the reference books in my library I believe this one I gained the most knowledge. A bright new perspective in to the world of illustration, Covering a multitude of illustration ....digital, fashion, well you know...I can highly, highly recommend this for students and professionals alike.

I'd recommend this book to anyone who is considering starting out to be a professional illustrator. The author gives a lot of good advice that could serve as the foundation for a good start in the profession. As an example - the first chapter is titled; "So You want to be an Illustrator: Understanding the Job". Couldn't be more basic than that. This book attempts to pass on the wisdom a professional illustrator learned from years of experience. I'm always surprised at how many talented people go into something like this (illustration) and don't have a clue as to how to deal with the business side of things. Back when I was teaching, I had a company come to me wanting to pay one of my students to put together a simple website for them - something along the lines of an online business card. The owner laid out all the information they wanted on the page and handed over a disc with the graphics that they wanted too. A week later my student brought in what he had created - it was nothing like what the client wanted. Pointing that out, he explained that this was what HE wanted it to look like. Nothing could change his mind. Long story short, I ended up telling the people that we couldn't do the page. There was a really talented person, who was considering making a career from his talent. But he wasn't mature enough to realize that there is a difference between creating art for yourself and making something for someone else. There is a chapter about coming to terms with that in this book. There is a lot of ground covered in this book - everything from dealing with clients to stretching and continuing developing a portfolio of your own personal work. The book is also filled with samples of other illustrators work (as well as the author's) illustrating the points that the author is trying to convey. No, this isn't the one and only book you should read, but it's a good start. I would also recommend someone new and just starting out also picking up a copy of *Graphic Artist's Guild Handbook of Pricing and Ethical Guidelines* too.

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Illustration 14 (American Illustration Great Big Book of Fun): Over 200 Original Works, Photographed & Reproduced in the latest Color Effects at Tremendous Expense Creative Illustration & Beyond: Inspiring tips, techniques, and ideas for transforming doodled designs into whimsical artistic illustrations and mixed-media projects (Creative...and Beyond) Artistic Anatomy: The Great French Classic on Artistic Anatomy How to Purchase and Develop Commercial Real Estate: A Step by Step Guide for Success (How to Develop Commercial Real Estate Book 1) Illustration: What's the Point?: A Book of Illustrated Illustrations that Illustrate Illustration Success Secrets: Change Your Life With Neuro-Linguistic Programming. .: NLP Techniques for Personal and Professional Success and Lifestyle ... NLP, Hypnosis, Law of Attraction) (Volume 2) The Due Diligence Handbook For Commercial Real Estate: A Proven System To Save Time, Money, Headaches And Create Value When Buying Commercial Real Estate The Ultimate Commercial Book for Kids and Teens: The Young Actors' Commercial Study-Guide! (Hollywood 101 6) How to Become a Successful Commercial Model: The Complete Commercial Modeling Handbook Commercial General Liability Coverage Guide (Commercial Lines) Commercial Auto Program Coverage Guide (Commercial Lines) Commercial General Liability, 9th edition (Commercial Lines) Commercial General Liability Coverage Guide, 10th Edition (Commercial Lines Series) Commercial Property Coverage Guide (Commercial Lines) Commercial Real Estate for Beginners: The Basics of Commercial Real Estate Investing Confessions of a Real Estate Entrepreneur: What It Takes to Win in High-Stakes Commercial Real Estate: What it Takes to Win in High-Stakes Commercial Real Estate Commercial Renovation Costs with Rsmeans Data (Means Commercial Renovation Cost Data) Code Check Commercial: An Illustrated Guide to Commercial Building Codes An Oak Spring Flora: Flower Illustration from the Fifteenth Century to the Present Time- A Selection of the Rare Books, Manuscripts and Works of Art in the Collection of Rachel Lambert Mellon (Vol 3)

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