



## Marketing Illustration: New Venues, New Styles, New Methods

By Steven Heller, Marshall Arisman

Skyhorse Publishing. Paperback. Book Condition: new. BRAND NEW, Marketing Illustration: New Venues, New Styles, New Methods, Steven Heller, Marshall Arisman, This is an indispensable reference source for anyone planning to make a successful and fulfilling career as an illustrator. The world of illustration is fast-paced, competitive, and ever evolving. So how can illustrators not only survive, but prosper? "Marketing Illustration" offers readers a comprehensive look at the realities of working in the illustration industry today. Anyone involved with illustration will find illumination and practical advice on everything from the role of illustration in various industries - such as graphic novels and comics, animation, web games and design, toys, fashion, and textiles - to the needs of the current marketplace, and from discovering the 'next big thing' to the traditional vs. nontraditional media debate. This volume also includes interviews with 50 of the most respect names in the industry - including Christoph Niemann, Stefan Bucher, Wes Bedrosian, Brian Cronin, and Yuko Shimuzo - in which they share their hard earned insights.



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