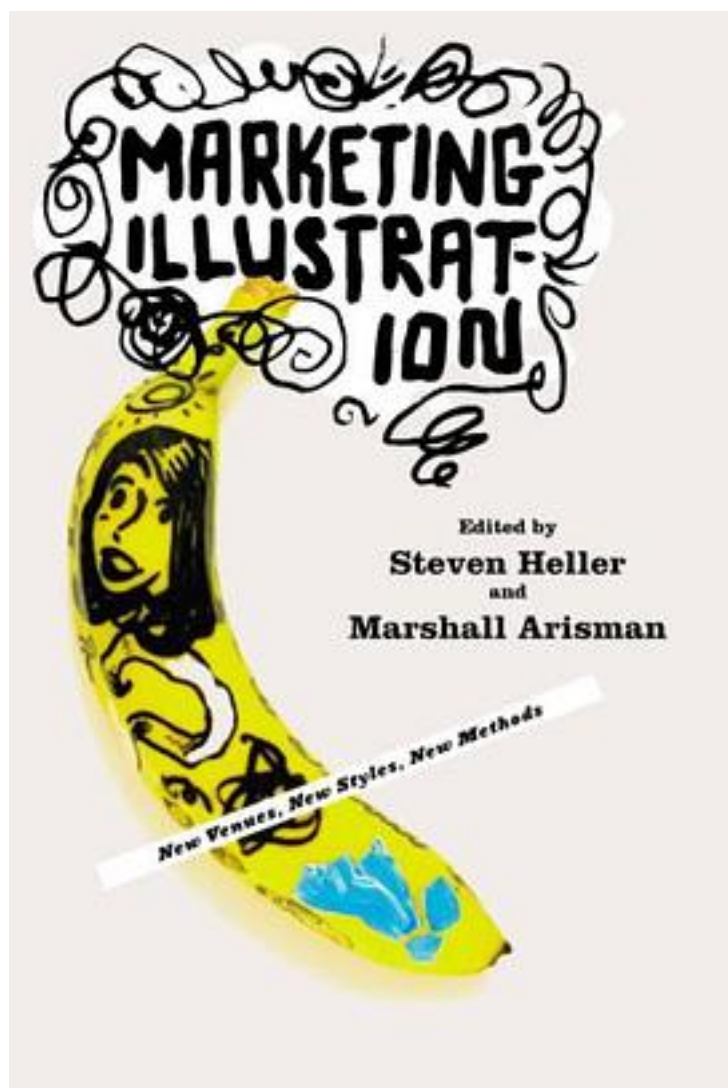


Marketing Illustration



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著者:Steven Heller

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The market for illustration is changing. How can illustrators survive and thrive? "Marketing Illustration" is the first book to offer a comprehensive look at the realities of illustration today. Illustration students, educators, and working artists will find illuminating commentary on editorial, graphic novels, comics, animations, Web, games, toys, fashion, textiles, and more, along with an exploration of how old platforms have changed and new ones emerged. Fifty working illustrators, including such top names as Christoph Niemann, Alex Murawski, Jashar Awan, Yuko Shimuzo, and Tomer Hanuka, share insights on what works now. Published in association with the School of Visual Arts, "Marketing Illustration" explores the impact of technology and the future of the illustration market. No illustrator can afford to miss this thought-provoking resource.

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