

the New Business of Illustration

Following are some recommended websites and curriculum from the panelists on the New Business of Illustration panel, moderated by Whitney Sherman [MICA]. The 21st century has brought to our doors all manner of technological and economic change, change that, as we have witnessed, can shift on a dime. How will we as professional adapt to these shifts, how do we bring this experience and process to the classroom, and how we prepare students for a future we can't clearly see? The objective of the panel is not to predict the future directions of illustration or specific markets, rather it is an exploration into the research of 3 illustrator/educators who are expanding their native interests into new areas and the manner in which they impart their discovery of new directions to their illustration students.

Presented at the 2008 Educators Symposium at the Society of Illustrators of NY.

jordin isip

Jordin Isip is from Queens, NY and has lived in Brooklyn since graduating with a BFA from Rhode Island School of Design. He makes artwork for both print and gallery walls. His work has been published in numerous publications including *The Atlantic Monthly*, *Juxtapoz*, *The Los Angeles Times*, *The New York Times*, *Texas Monthly*, and *Time*. He has curated over a dozen group exhibitions including *Mystery Meat* at Future Prospects (Philippines), *Scab On My Brain* at Space 1026 (Philadelphia), and *A Piece Apart* at Aidan Savoy (NYC). Jordin currently teaches illustration at Parsons The New School for Design and Pratt Institute.

<http://www.jonathanlevinegallery.com/>

<http://www.newimageartgallery.com/>

<http://cindersgallery.com/>

<http://www.giantrobot.com/>

<http://www.needles-pens.com/>

<http://www.fecalface.com/SF/>

<http://www.deitch.com/>

<http://printedmatter.org/>

<http://www.drawingcenter.org/>

<http://www.culturecache.com/>

<http://www.richardhellergallery.com/>

<http://www.laluzdejesus.com/>

<http://www.robertsandtilton.com/>

<http://www.fifty24sf.com/>

<http://www.ox-op.com/>

<http://www.luggagestoregallery.org/>

<http://www.jackhanley.com/>

<http://www.supertouchart.com/>

<http://www.juxtapoz.com/>

<http://www.foundmagazine.com/>

<http://www.ecnyc.org/ec/home.html>

<http://dks.thing.net/>

<http://chelseaartgalleries.com/>

<http://www.artnet.com/>

rachel salomon

Rachel Salomon was raised in the Park City, Utah. She studied Fine Art at Brown University, and Illustration at Art Center College of Design in Pasadena. She has been living in Brooklyn, New York since 2002 working as a freelance illustrator. Career highlights include album artwork for numerous jazz Blue Note Records covers, ad campaigns for American Express, artwork for Leo Burnett's worldwide corporate identity, and a four book series of covers for the author Iris Murdoch for Penguin Books. Salomon also frequently exhibits her work in galleries in the US and abroad. Rachel teaches Sr Thesis & Seminar and Media Kitchen: Wet at MICA in Baltimore.

<http://www.designspongeonline.com/>

<http://www.littlepaperplanes.com/>

<http://tinyshowcase.com/>

<http://thescoutmag.com/>

<http://thisisloveforever.com/blog/>

noël claro

Noël Claro started her design career at VOGUE and DETAILS, then served as art director at SASSY magazine and design director of NICKELODEON MAGAZINE. She then co-founded Generator Design, an award-winning multi-disciplinary studio whose clients included Nickelodeon, Chronicle Books, Comedy Central, Oxygen, The Disney Channel, MTV Networks and American Eagle Outfitters. She now teaches, consults and runs her own design studio with a concentration on book and stationery design, magazine development and promotional collateral. She graduated from the School of Visual Arts with a BFA in Graphic Design and teaches at design for illustrators Parsons The New School of Design.

Cute stuff:

<http://www.flickr.com/photos/amigurumikingdom/>

<http://www.cutxpaste.com/>

<http://www.mypapercrane.com/>

<http://quilt.site.ne.jp/work/index.html>

<http://cuteoverload.com>

Clothing:

<http://www.spraygraphic.com/>

<http://www.poketo.com/>

<http://www.threadless.com>

<http://www.fredflare.com>

<http://palmercash.com>

Street art:

<http://www.circuspunks.com/>

<http://www.fontfaceart.com/>

<http://www.bomit.com>

<http://www.wayfaring.com/maps/show/9023>

Motion gfx:

<http://www.motionographer.com/>

<http://www.psyop.tv/bombay>

<http://www.friendswithyou.com/>

<http://brandnewschool.com/project.php?id=412>

<http://www.motiontheory.com/>

<http://www.transistorstudios.com/>
<http://www.saimanchow.com/>
<http://www.thedirectorsbureau.com/>
<http://www.nexuslondon.com> smith and foulkes
<http://www.hornetinc.com/> aaron stewart
<http://www.headgearanimation.com/>

Type and Prints

<http://thelittlefriendsofprintmaking.com/index.swf>
<http://www.youworkforthem.com>
<http://www.illustrationmundo.com/audio/artist/59/>
<http://www.renegadecraft.com/brooklyn/index.html>
<http://www.moderndog.com>
<http://www.aestheticapparatus.com/>
<http://tinyshowcase.com>
<http://misprintedtype.com>
<http://20x200.com>
<http://charmingwall.com>

Stickers:

<http://streetstickers.co.uk/>
<http://www.woostercollective.com>
<http://www.mdefeo.com>
<http://www.banksy.co.uk/>
<http://www.obeygiant.com/>
<http://stickertraders.com/>
<http://www.irangraffiti.com/>
<http://www.stickeraward.info/safs.htm>
<http://wallspankers.com/>
<http://rippedsheets.com>

Skateboards:

<http://www.toymachine.com/graphics.php?year=all>
<http://www.skateboards.com>
<http://www.pbs.org/art21/artists/mcgee/index.html>
<http://www.disposablethebook.com/>
<http://www.chocolateskateboards.com/>
<http://www.evanhecox.com/>

Toys:

<http://www.scarystories.com/>
<http://www.pictoplasma.com/>
<http://www.strangeco.com/>
<http://www.toytokyo.com/>

Wallvinyls:

<http://www.antoineetmanuel.com/>
<http://www.domestic.fr/index.php>

General design, furniture and objects:

<http://www.greenergrassdesign.com>
<http://dwr.com>
<http://curiosityshoppeonline.com>

beyond the page

Beyond the Page explores the ever-expanding territory of illustration, going way beyond the traditional boundaries of the printed publication page. Successful professional illustrators work on a wide variety of projects: animation, toys, clothing, housewares, advertising, stationery, jewelry, etc...Some illustrators have even become their own cottage industries.

To do all this well requires a playful mind but also a strong design sense. Drawing skills, a keen sense of color, a comfort with typography and layout, and an interest to do it all poises today's illustrator for a long and varied career. Guest speakers who exemplify these virtues will present case studies, slideshow lectures will provide inspiration and practical assignments will put it all together. Assignments in the past have been: a street art inspired project, animation boards, an ad layout, a toy, a chair, a skateboard, a circus punk, stickers, food packaging, all using a multi-disciplinary approach. Students will walk away from this class with an expanded portfolio and a greater sense of how their skills translate into practical assignments.

Learning outcomes:

- After successful completion of this course, students will have been introduced to the following learning outcomes:

- To feel a certain level of comfort using typography

- Exposure to the work of illustrators (25) who work beyond the editorial spectrum

- An introduction to designing a pattern, how patterns are made

- How to pair illustration with type

- To create a solution for the surface design of a "blank" chair

- To learn about the process of designing a product from start to finish

design lab for illustrators

Through thought-provoking projects, exposure to unusual references and tons of technical advice, this class will: teach the basics of the fabulous and incomparable layout program, Adobe InDesign; enable students to develop an obsession for typography, that ever-so tasty design tool and help them identify and utilize the advantages of design.

Assignments will include one real project for an outside client, design and creation of a self-published magazine, typographic biographies, a book jacket and several promotional pieces (stickers, postcards, books).

Learning outcomes:

- Basic knowledge of all aspects of InDesign

- Ability to identify and utilize 10 typefaces

- Techniques for creating promotional pieces

- Binding and self-publishing techniques