



Illustration that Works: Professional Techniques for Artistic and Commercial Success

Greg Houston

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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

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