

Graphic Illustration

INTRODUCTION

Applications of graphic illustration
in graphic design

GRAPHIC IMAGE — DEFINED

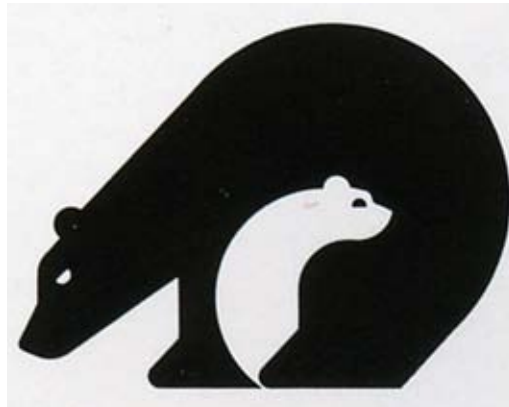
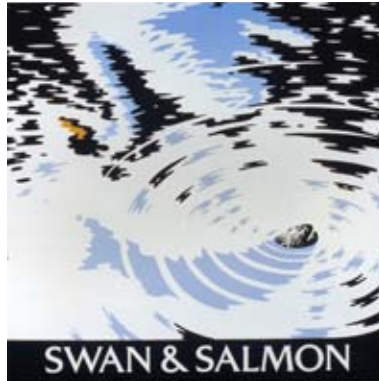


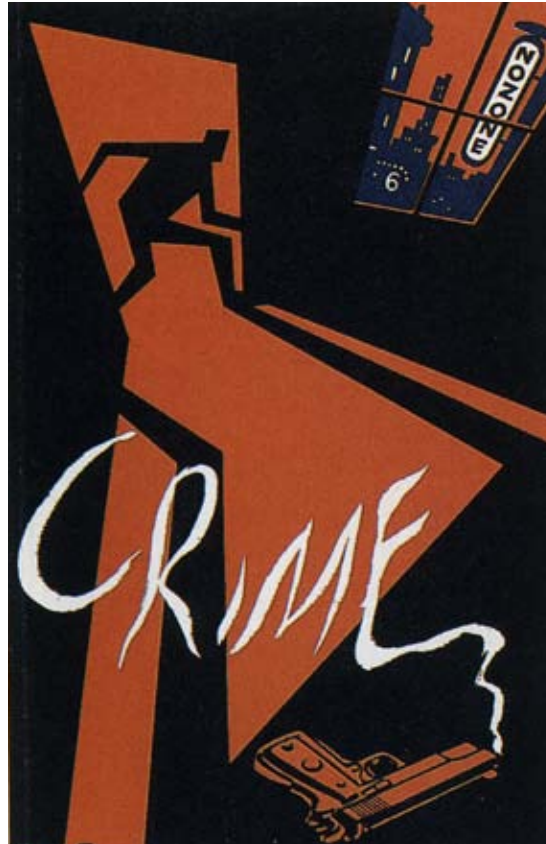
Visual reduction
and stylization
of an image or
form

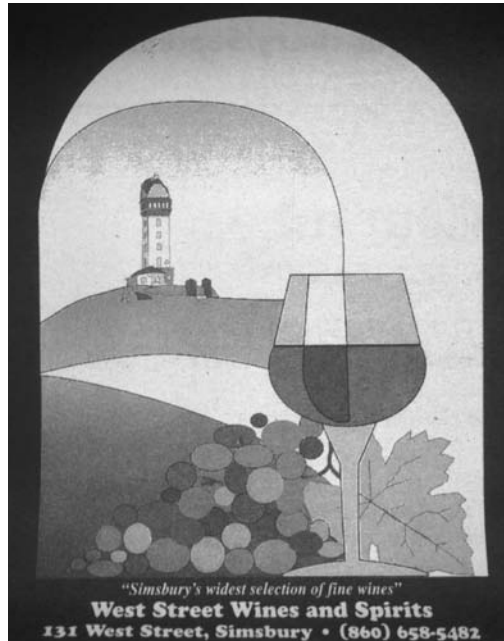


Range from simple logo or symbol designs, to complex and highly detailed illustrations

LOGOS & SYMBOLS







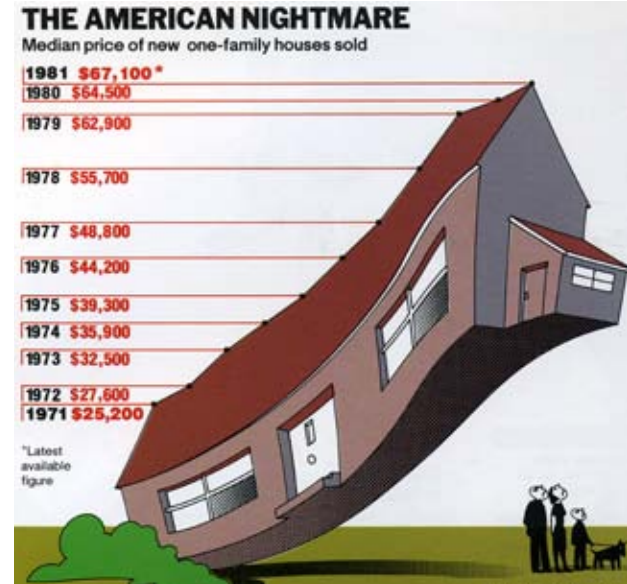
GRAPHIC IMAGE APPLICATION | POSTERS



GAMES, T-SHIRTS



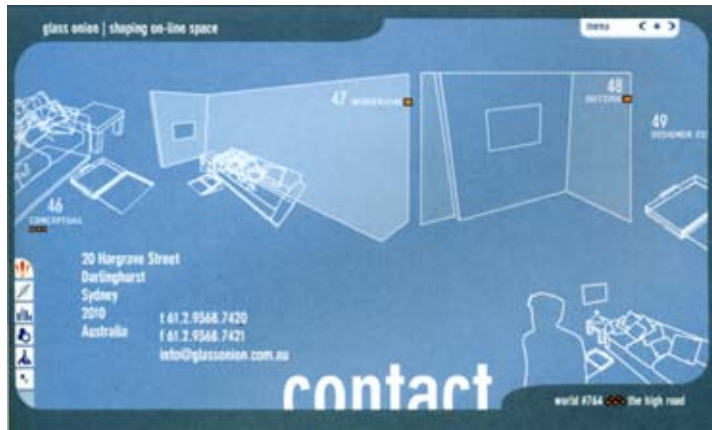
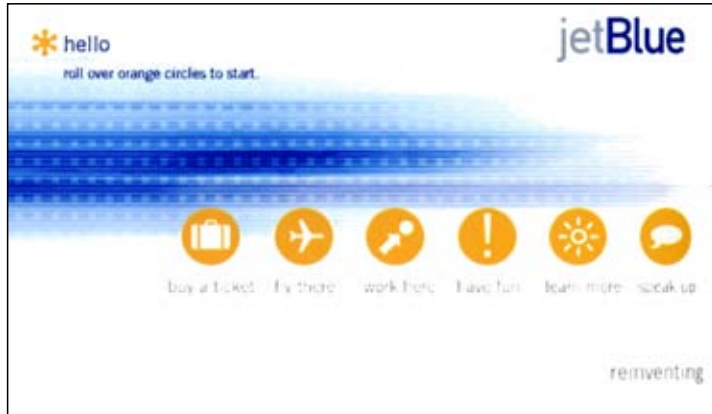
BILLBOARDS, INFO CHARTS













Graphic image approach might be chosen for:

Style — “Graphic Look”
(primarily a hard edge look)

Budget
(limited color)

Appropriateness
(logo, identity)