



The Fundamentals of Illustration

Lawrence Zeegan, Lawrence Zeegan

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After a decade of catching up with technology, modern illustration is digitally literate and full of stylistic attitude. Today's illustrators work across a broad range of traditional skills and software and are much in demand. Recognising illustration as a freelance profession, "The Fundamentals of Illustration" explains best working practices appropriate to all industry sectors, including how to market and promote work effectively. It also includes a useful section on copyright and the legalities of selling work. Accompanied by engaging visuals and examples from the world of professional illustration, "The Fundamentals of Illustration" offers a unique and comprehensive insight into the world of professional illustration.

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