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EVENT ILLUSTRATION DESIGN

Purpose: Identify the main trends in event illustration design.

Key words: design, illustration, fashion, composition, sketch.

Objectives. Drawing participants in the form of a sketch or portrait instead of photographing them is a highlight at many events today, whether it is a fashion show or an informal corporate meeting. This trend has led to the emergence of a new trend in art as an events illustration. In essence, the illustration of the event is a design product that has portrait, fashion illustration and advertising characteristics, so for contemporary artists there is a need to identify this trend, which will improve communication between the illustrator and the customer.

Methodology. Visual analysis of illustrations and systematization of their common elements were used as research methods.

Findings. An illustrator is considered to be an artist who makes explanatory drawings for the text [1]. However, today there is another kind of artist who draws fashion illustrations, which are a promo of the conceived project or a stylized image of an existing gown (Fig.1).



Fig. 1. Laura Kay fashion illustration: Ralph Lauren coat

The main task of fashion illustration is to convey the image, which is created with the help of clothes and accessories, and the illustration of the event is designed to convey not only the guest` image, but also the characteristics of his appearance or character [2]. In order to achieve this, the technique of emphasis could be used. It is also important for the artist to follow the tone of the event, which is set in advance. Yet, it could be corporate colours, certain subjects of portraits, etc. (Fig.2-3).



Fig. 2. Tanya Maklashina illustration [3]



Fig. 3. Tanya Maklashina illustration [4]

In addition to the portrait image, the event illustration also indicates the location characteristic elements to further associate the sketch with the scene (Fig.4).



Fig. 4. Tanya Maklashina illustration

Conclusions. The event illustration is a special case of fashion illustration, but this progressive variety of design product also includes features of portrait painting, font design and interior. Event illustrators are in demand in modern society.

References

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