

ICON9

The Illustration Conference, Austin, Texas

July 6-9, 2016

“The national illustration conference, [ICON](#), is committed to providing a forum for an ongoing dialogue that serves the illustration, design, publishing, advertising, and academic communities. Its purpose is to provide a platform for the most influential illustrators and industry leaders to address, in a timely manner, the most pervasive issues facing the profession. ICON remains the only national conference specifically for illustrators and the graphic arts community providing an unprecedented forum for the creativity, inspiration and drive that captivates the profession.”

Adobe iPad apps workshop

by Syd Weiler (maker of [JennyLeClue.com](#)) – in an Adobe residency

Adobe Capture – use to capture things to use in other apps, ie. Colour swatches from the environment, drawings, objects

Capture and make patterns

Illustrator draw – change drawings to stamps, can colourize outlines

Adobe Comp – composite for print, set up on ipad and export to *Indesign* – seamless

Spark post – for posting video, etc. to social media

Spark page – create a one page website – hosted by *Behance*

Illustration History

by Jaleen Grove et. al

In the process of creating a collaborative illustration history text

Embedded with critical thinking, ie. Pin-ups

International in scope

Attempts to reconcile different voices

Critical visual literacy

<http://historyofillustration.org>

Drawing the Other - Illustration and representation

Sabrina Scott looked at 7 years of the award winners of American Illustration Annual 3000 images

She categorized them by people

And found this boundary driven process valuable

White men 55-65%

White women 32%

Nude women 40%

Black men – only dead or in sports

White men was the default

Drawing women as legs only

No images of disability

ICON9

The Illustration Conference, Austin, Texas

July 6-9, 2016

The Illustrator as Entrepreneur

- Requires an entrepreneurial mindset
- Not freelance, rather new pond/new fish/new bait
- embrace or even create new markets
- requires a lot of initiative
- actively seek out change

Sites to look at – blurb.com <http://www.societyb.com/> <http://www.zazzle.com/>
<https://www.weddingpaperdivas.com/>

- squarespace.com or wix website and add a shop
- use social media to add fans
- art licensing- you be the licensor or even take on the manufacturing and distribution

Education Online

Skillshare.com

Creativebug.com

With these you can teach a course or some skills and create a fan base and drive people to your site
Or do some destination teaching

Go to trade shows and Artfairs

Ie. <http://www.nationalstationeryshow.com/> and [Surtex show](http://www.surtexshow.com/) both in NYC in May next year

Take into consideration the Millennial Factor

- texting
- confident
- Workplace satisfaction matters
- Believe in flexible work hours
- Willing to risk failing
- Follow your bliss
- 60% consider themselves entrepreneurs

Good entrepreneurial examples

Billy Showell - <https://billyshowell.com/>

[Ianphillipsillustration.com](http://ianphillipsillustration.com)

[SamWolfeConnelly.com](http://samwolfeconnelly.com)

To become an entrepreneur

- Need branding – more than a logo, it is overall what and who you are and represent
- Need market research – focused research, also know your competition
- Have a business plan
- Network to create new markets
- Plan your creative time

ICON9

The Illustration Conference, Austin, Texas

July 6-9, 2016

Inspiration-

Quick and easy design - <https://www.canva.com/>

[Lynda Barry](#)

<http://sitandtell.com/> - The Sit & Tell Project is bringing together storytellers and designer/artists to participate in community-based art project that seeks to connect communities

Innovative Artists

<http://www.344lovesyou.com/>

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

<http://cargocollective.com/ewatson/>

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

Share skills and as a by-product promote your work!

<https://www.skillshare.com/>

10 top skills Employers are looking for in Grads (Forbes Magazine) –

<http://www.forbes.com/sites/susanadams/2014/11/12/the-10-skills-employers-most-want-in-2015-graduates/#390552d619f6>

(Friday morning)

Anita Kunz – what works for her

1. Work hard
2. Nurture your uniqueness
3. Contribute where you can
4. Be kind
5. Work through self doubt
6. Take care of yourself
7. Stay curious
8. Stop trying to be perfect
9. Not working can also yield creativity
10. Remove toxic influences

Transitioning from Zines to Animation

Hellen Jo

-you can gain a lot of exposure through zines

-she was hired based on her personal work

-with zines you need to write, stage, colour, produce

- when you make work for fun, it is more expressive and interesting

-there is also a level of sincerity

-best illustrators are the ones that are out there – they hustle

Use etsy to get to the Cartoon Network

ICON9

The Illustration Conference, Austin, Texas

July 6-9, 2016

Zinesters in Animation

[Jay Howell](#)

[Lisa Hanawalt](#)

[Ben Jones](#)

[Jesse Moynihan](#)

[John Pham](#)

Design for Social Change

Antoinette Carroll - http://www.seechangeconference.org/portfolio_page/antionette-d-carroll/

How/Should we respond?

Art connects humanity and is often the most appropriate response.

Created the Creative Reaction Lab in response to the Ferguson Police murder

Oversaw a 24hour design hackathon

- 12 designers

- 24 hours

- Came up with 60+ ideas

- Landed on 5 projects

 - Their purpose was to build empathy

 - Ideate new approaches

 - Create rapid prototyping

The projects were

1. Cards against brutality
2. Look beyond your fear
3. Vibe switch with a giant chalkboard to challenge stereotypes
4. Connected for Justice
5. The red table project, turning strangers into neighbours

Nautil.us

<http://nautil.us/>

High level science mag that uses a lot of illustration

Publishes 6x year

How does my work get in front of an Art Director?

Referral

From the competition

Inter-webs

From awards

From unique e-mailers or handwritten notes/unique postcards, a zine, a jig saw puzzle

ICON9

The Illustration Conference, Austin, Texas

July 6-9, 2016

Comics Journalism – or Illustrated Journalism – Graphic Journalism – Explainer Comics

Molly Crabapple - <http://mollycrabapple.com/>

Use visualization to document anything you cannot photograph ie. courts. abortion clinic etc.

Illuspress.com

There is a shift in the landscape – this genre is now getting recognition – comics journalism

They are turning work down because it is a really growing field

Photoshop Brushes and how did he get there

Kyle T. Webster – kylebrush.com

1. Accidental expert – work really hard
2. Play + expertise + innovation
3. Be yourself
4. Accept you live in the ‘free world’ (free economy) and change the business model
 - i. Nathan Barry - <http://nathanbarry.com/>
 - ii. Sean McCabe - <http://seanwes.com/about/>
5. Glass bottom boat – know your industry and know your customers
6. Need some luck – try try again + timing + good will

Figure out what you can do with your you-ness!

Mind your own business!

Hand lettering - Jessica Hische - <http://jessicahische.is/>

Wallpaper etc. - Julia Rothman - <http://www.juliarothman.com/#1>
<http://www.also-online.com/>
<http://www.book-by-its-cover.com/about>
<http://www.juliarothman.com/a-bit-of-advice/>

Illustrator/Animator - Melinda Beck - <http://melindabeck.com/>

Kayla E. - Activism and inclusivity

Nat. Brut (quarterly publication) - <http://www.natbrut.com/>

- Responsible art and literature

ICON9

The Illustration Conference, Austin, Texas

July 6-9, 2016

Virtual Reality

How VR works – use [Unity](#) software – one camera for each eye.

VR landscape – stylize so the uncanny valley doesn't feel weird

VR found in – Gaming/Art/Theatre/Themeparks

Tiltbrush – 3D drawing <https://www.tiltbrush.com/>

Collage Art

Poul Lange – <http://www.poullangecollage.com/>

Started with a collage a day – led to a gallery show - led to a piece in Communication Arts Mag – got in front of Art Directors – now gets lots of illustration work

Process

1. Cut out a word and definition and illustrate
2. Aesops fables – insert text into the collage
3. Use a discarded instrument to initiate collage
4. Liquor bottle labels
5. Dried flowers

Alejandro Magallanes Gonzalez

<http://alejandromagallanes.com/>

very interesting engaged artist

Gemma Correll

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

Where do you get your ideas?

-be mindful- notice and take note

Be curious

Look at an idea from every angle

Poke at idea – put it into a different context.

Ask questions