

“Role of Illustration in Advertising”

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Abstract

“A picture is worth a thousand words.”

Everyone in the advertising circle is familiar with these astute above-mentioned quotations. Illustrations can persuade, inform and influence action. They can express emotions and convey brand characteristics. An Illustration is a depiction of stories, events, concept or any process. Depending upon any situation illustration may vary and can be stylized, expressive or realistic. The best illustration that conveys the right idea in the most simple & clear manner is an important aspect of a good illustrator. The importance of illustration lies in the fact that it can supplement any amount of writing in lesser lines and drawings. The readers can get better understanding of what has been provided in the context without even reading the theme deeply.

Illustration plays a great role in the field of advertising and promoting any products whereas an illustrator helps in creating and building the image of the products in the eyes of the customers. The illustrator builds the brand image of the products to the right audience in the most attractive and lucrative way. The target Audience gets well attracted to the illustration and not the context as they can get well off more quickly with the pictorial part. Advertising thrives on creativity, and illustration as a visualization media, when brought into the creative problem solving process, can expand the range of conceptual solutions for advertising messages. The illustrator can target a niche market and after studying the actual need of a customer they can influence and enhance the buying purchasing capacity.

The aim of this paper is to develop a conceptual framework regarding the role of illustration in advertising. In present scenario art becomes synonym of advertising, however ideologically both are separated from each other, by the notion of business, carry out their existences intertwined.

Keywords: Art, Story, Concept, Illustration, Value, Culture.

INTRODUCTION:

Brief history:

The history of advertising reaches to the preindustrial age. Preindustrial age indicates the beginning period of written history and approximately the start of the nineteenth century. Up to the industrial revolution, advertising and production remained primarily a local phenomenon. As the time went by and the products became more appealing due to the promotion and the design they had, advertising emphasis shifted from the product features to brand image or personality.

The main aim of an advertisement is to illuminate the want- satisfying features of the product in terms of the wants and needs of the consumer. In other words, every ad says something peculiar about the product. The idea can sometimes be communicated solely through the use of copy. It is often the case, however, that an illustration helps the copy and headline communicate the essential idea.

Kleppner, for example, says headlines and illustrations frequently act together and mutually reinforce each other in telling the story of the advertisement. He emphasizes the importance of the illustration:

"The purpose of an illustration is to convey an idea. The only ideas eligible for use in an advertisement are those that help to express the message the advertisement is trying to convey." (Kleppner, pp. 111-112)

Sandage and Fryburger also print out that the headline and the illustration work in conceit to filter out the best prospects for the product and promise the readers a further benefit.

"Without an illustration in a print ad the full burden of attracting the prospects' attention and getting them to read the copy rests on the headline. In modern advertising such ads are scarce. In most cases the illustration is the dominant element and the headline serves as a caption to add meaning to the picture. In any event, picture, headline, and body text should be interrelated parts and should work together to communicate a unified message." (Sandage and Fryburger, p. 315)

According to Sandage and Fryburger, it is not enough that the illustration merely attracts the attention of the reader. It must also be relevant to the product and relevant to the potential consumers. (Sandage and Fryburger, p. 342)

In another popular advertising textbook, Wright and Warner emphasize the importance of illustrations:

"A well conceived illustration, however, does more than just increase initial reader attention. It amplifies and speeds up each step in the communication process; it helps shape the tone or atmosphere of the entire advertisement, and it conveys abstract concepts...which are next to impossible to deliver quickly and clearly with the written word." (Wright and Warner, p. 327)

Turning to the evaluation of advertising illustrations, they say:

"The advertiser, however, cannot measure the value of an illustration in the abstract; he must consider it only as a specific visual contribution to his message... ..The first criterion to apply to an illustration for an advertisement, then, is relevancy... ..To say that the first qualification for an advertising illustration is relevancy simply means that it should have a traceable and significant connection with the idea the advertisement attempts to deliver." (Wright and Warner, p. 335).

Dunn echoes the importance of the illustration in the advertisement.

"We expect the illustrations in an advertisement to contribute to its effectiveness are one or more of the following ways:

- (1) Communicate a relevant idea quickly -3- and effectively;
- (2) Attract the attention of the desired audience;
- (3) Interest the audience in the headlines and copy;
- (4) Communicate an idea that might be impossible or even offensive to say in words; and
- (5) Help make the advertisement more believable." (Dunn, pp. 339-340).

But to use illustration for the sake of just having pictures in advertisement is also not right. Then what useful selling is achieved through it? Why illustrators are hired for it? What useful selling purpose it serves?

OBJECTIVES:

The several objectives of illustrations in advertising:

1. To conceptualize the product; a showcase.
2. To pictorialize its utility, its convenience; depicting the story of the usefulness of the product.
3. The desire of owning the product either by knowing the utility or by the beauty and appearance of the product.
4. To establish in the minds of customers that it is superior to other product.

5. To create that impelling desire on the part of the prospect to read the advertising message, which is inherent in all art. Art embellishment is to advertising what stage scenery and costumes are to drama.
6. To make acquaint people with the packages and physical appearance.

Why Use Illustration for Advertising:

Advertising thrives on creativity and illustration as visualization media. In today's competitive era, where there is cut-throat competition, illustration is something which can give life in a dead body, can fill colors in colorless pictures.

Pictorial Advantages: It can picture and communicate concepts that just texts cannot do.

Stylistic Capability: Through the use of stylization an illustration can convey exaggeration, attitude, emotion, expression, and personality. Through artistic methods, it can convey a stylistic uniqueness of products.

The strength of illustration lies in its ability to convey the abstract, the conceptual and the impalpable. Illustration has the capacity to inform the viewer and it can incorporate many infographics such as maps, diagrams, statistics and symbols. For this reason, illustration can make an image much easier to understand, breaking the conventional rules of representation. Examples of this would be a flight safety card, road signage or the instructions for your flat pack-shelving unit.

The average consumer isn't going to spend more than a minute reading or staring at an advertisement they see on a webpage or on a billboard. The average time a person spends on an ad outside is 1.7 seconds, and 15 seconds on the Internet. The Internet has transformed us into fast browsers who skim through articles and quickly glance at product advertisements they see every day. Our attention span has drastically decreased since the Internet came into play and because of that, ads now have to get their point across quickly through something that is pleasing as well as amusing to the eye. Aesthetically creative ads will get a prospective customer engaged in whatever they are selling or saying.

In our society we are bombarded every day with ads for everything under the sun. On average, we see 3,000 ads daily. Because of this we subconsciously ignore them unless we see something we like. Some ads don't necessarily want to sell you anything, they rather raise awareness; but the same formula goes for them as well.

Hagtvedt and Patrick assert that visual images and illustration are characterized by two key components: 1) content (what is depicted) and 2) manner (how it is depicted). These authors present a theoretical framework to understand the impact that visual images have on persuasion. This dual process model proposes that when the content of an image is salient, the image is processed analytically as a product-relevant illustration, but when the manner is salient, the image is processed heuristically as an aesthetic stimulus.

For instance, one might imagine two individuals looking at an ad for a beach resort in which the visual image in the ad is a painting of a woman on a beach. One individual looks at this image and sees a woman on the beach, while the other individual looks at the image and sees a painting. In other words, these two individuals look at the same image but focus on two different components of it. The first focuses on the content of the image (what is depicted) while the other focuses on the manner (how it is depicted).

Co-ordination between an illustration and text is also pivotal. There should be a proper sync between these two. Excessive texts and crowded or dense illustrations can create confusion among customers, which may hamper the image of the product. The texts used should have clarity and it should give relevant information about the product to a customer. The right illustration can connect emotionally with the customers. An appropriate image can lead to more engagement by the target audience. The audience connect themselves emotionally that they tend the purchase the products repeatedly, which enhance the revenue generation of the company. Advertising usually illustrates the lifestyles, relationships, personalities, values & cultures of any product.

Importance of Illustration in Advertising:

Illustrations are included in advertising layouts in order to communicate a concept or two to the audience. These effective pictorial images direct the viewer's eye to the advertisement and capture his/her attention.

Usually, the drawing is designed to convey a commercial, political, or ideological objective. Advertising can be seen nearly everywhere in modern day life and takes the form of many different things including billboards, television commercials, flyers, posters, direct-mail kits, web banners, wall paintings, bus stop benches, and many others. Before the popularity and feasibility of photographic reproduction, promotions depended on illustration as the means of reinforcing the ad's message.

Because of the fact that good illustrations gain quick attraction and get positioned in the minds of the spectator quickly, more and more authors are now including accurate illustrations to accompany their writings. Illustrations are now days mainly used in children's books and magazines as the colorful & beautiful illustrations leave a big impact on the children. But the quality and accuracy of the illustrations are very much important for providing the expected impact to the writing. If poor illustrations are included to the texts, it will not produce the same result that you required. The best illustration that can convey the right idea in the most simple and clear manner is the most important aspect of any illustration. With the help of drawings and images, you can enhance the idea of any piece of writing whether for depicting a story in a children's book or for providing a learning material for medical writing.

The benefit of illustration lies in the fact that it can complement any writing clearly in lesser lines or drawings. The readers get a better understanding of what is provided in the context and they need not even have to read the content. Illustration plays a great role in advertising or promoting products for a company wherein the illustrator creates the images of the products to the right audience in the most attractive way. The viewers will get attracted to the illustration more than the contents and people who are impatient of reading the advertisement can easily get to know about the product and its features through the illustrations provided with it.

A professional illustrator knows very well to add the realistic touch to a matter in the most simple and accurate way. Medical illustrations help patients and other readers to understand the illustration easily if at all the contents is not digestible to them.

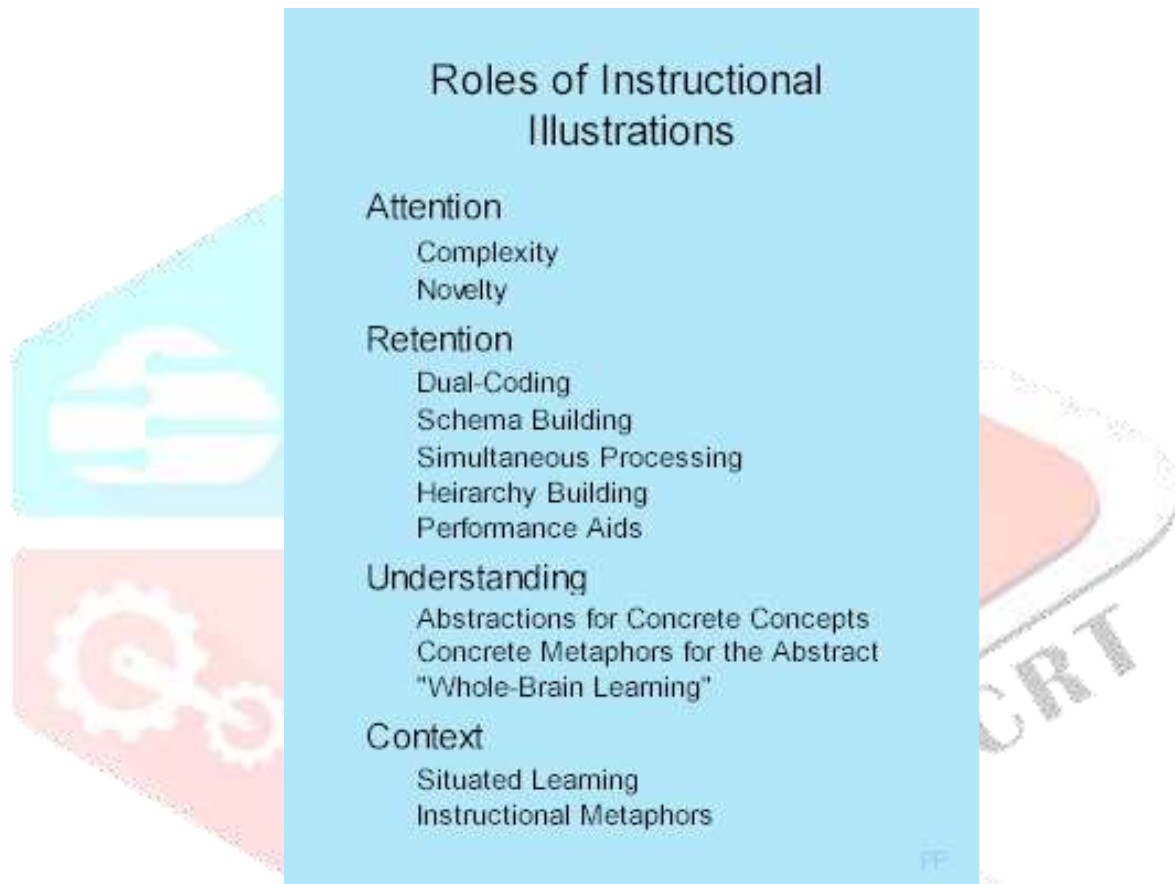
One of the more useful ways of approaching instructional illustrations is by examining their functions (Duchastel, 1978). In this discussion, we will examine how illustrations can attract attention, aid retention, enhance understanding, or create context

- **Attention:** According to cognitive theory, only a small fraction of all sensory stimuli that reach the brain actually make it to the working memory, a process known as selective perception (Gagné, 1985). Considering the limitations of working memory, it is easy to understand why such a process is necessary. Using illustrations can help because they can be complex to the senses, and because they can provide novelty in the probably more plentiful stream of spoken words or written text.
- **Complexity:** Complexity draws and holds attention (Fleming &Levie, 1978). Illustrations, because they can display varieties and interrelationships of lines, shapes, colors, spaces, and text, tend to be more complex to the senses than lectures or text alone, and so they will stand out to the learner.
- **Novelty:** Anything that is originally novel and attention getting can become monotonous with overuse.

- **Retention:** Retention usually refers to keeping information available in the long-term memory, but the ability to retain needed information in working memory is equally important to learning and performance.

Long-Term Retention

One of the basic ways that illustrations aid retention relates to the well-researched (but not undebated) dual-coding theory of memory (Paivio, 1971). This theory proposes that information is stored in long-term memory both as verbal propositions and as mental images. It suggests that when information is presented verbally and visually it has a better chance of being remembered.



Understanding the importance of illustration in advertising through examples:

The children's books featured on the Power of Pictures have been chosen because of the quality of the illustrations they contain and the ways in which the illustrations work with the text to create meaning for the reader. Children will need time and opportunities to enjoy and respond to the pictures and to talk together about what the illustrations contribute to their understanding of the text.

Responding to illustration-

In the best picture books illustration and text work closely together to create meanings. Children are naturally drawn to the illustrations in a picture book and are frequently far more observant than an adult reader. Children's interest in images and their ability to read them can be developed through carefully planned interventions with an emphasis on talk.

Discussions about illustrations can include all children and help to make a written text more accessible. Time spent focusing on illustration can contribute to children's ability to read for meaning, express their ideas and respond to the texts they encounter.

Gallery Walk

A gallery walk allows children to walk the story of a picture book. The illustration spreads without text are displayed in sequence around the classroom or larger hall space and the children walk individually or in groups around the room building their own picture of the narrative through the illustration. Children can discuss their different interpretations of the story by discussing the images, working out what is happening and possible motivations of the characters. They can also empathize with different characters and situations by drawing on personal experiences.

Illustrating Characters

Illustrating characters alongside an illustrator or enabling adult gives children a starting point into the process of how to bring characters to life through illustration. Children who are less confident to begin this process can see where starting points are, the shapes that are used to build up characters and how detail such as proportion, facial expression, clothing and props can add layers of understanding about character and emotion.

Drawing characters focuses attention on them: how they look; what they say; how they behave. To build their ideas of what a character is like, children have to refer to the text. They can also be encouraged to draw on the language of the text in making annotations around the drawings.

Illustrating own Characters and settings-

Giving children the time to illustrate their own characters as part of their idea development focuses attention on them: how they look; what they say; how they behave. When first creating a character, children will need lots of time to explore and experiment, trying out different ideas in a range of media. They can then talk about which ideas work best for them and which characters they feel speak their story.

To build their ideas of what a character is like, children may have to create and re-create them in different ways. It is important to give children time to experiment with proportion, facial expression, clothing and props to give their intended reader further clues about the characters they create.

Throughout this process children's thoughts will be focused intently on the character, enabling descriptive language and narrative ideas to develop, readying them for the writing process.

Visualization

Asking children to picture or visualize their ideas is a powerful way of encouraging them to move into a fictional world. Children can be asked to picture the scene in their mind's eye or walk round it in their imaginations. Finally they can bring it to life recreating it in drawing, painting or other media.

Illustrating story settings or key events prompt children to imagine what a scene looks like, or visualise it from a particular viewpoint. Like drama, it enables children to enter the world of the story and provides support for writing.

A good advertisement will draw a prospective customer's attention towards the product. That is what every business really wants, aside from viewer actually purchasing their product.

1. Band Aid: Hulk :

This ad is a brilliant example of how a simple idea illustrated beautifully can easily bring their customer's attention towards their product. Band Aid is showing just how flexible its fabric is in this ad. This amusing ad shows that this band-aid does not even snap on the finger of The Hulk who is at the center of this image. It works because it's simple and it shows you all that is needed and nothing more, it's flexible, so buy it



2. Internet Date:

The theme of this ad is internet dating. The art direction and illustration in this ad is fantastic, it gives us two separate pictures that are each on a different spectrum and blends them together through a common value which in this case is the internet. The idea is once again simple and not too complicated, and it gets its point across that the Internet is sometimes dangerous so protect you.



Understanding: The ability of illustrations to make the abstract more concrete, and to make the concrete more abstract. Calling upon alternative, under-utilized mental skills.

Illustrations in advertisements use unique visual effects. These effects make an ad more interesting so it can attract the most viewers possible. Effective images are those that command attention and communicate some feeling to an audience.

According to Feldman (1987), there are different visual elements. The main elements were lines, shapes, forms, texture, color, value, size, and shape. These basic elements of visual design help improve the image's composition and effectiveness. To create effective images, it is necessary to understand the way people respond to various kinds of visuals. Elements of visual design affect peoples' emotions, making images more effective. A successful image depends upon a multitude of things that are combined. It includes timing, lighting, color, composition, and the viewers' sensitivity to the communication. Elements of design are starting points, the building blocks, of creating an image. In conclusion, the elements of design provide a framework in which to evaluate images and their effectiveness.

Conclusion:

Various researches have been conducted previously in the context of illustrations found in advertising. Few works have been done in reference beforehand. Doing fieldwork on this topic (the role of illustration in the field of advertising) aids in offering a valid and working outline for a theoretical framework. As an illustrator, he creates drawings in pencil, marker, paint and dyes, using virtually every medium to illustrate effectively in black and white or in colour for books, magazines, newspaper, advertisements including most forms of advertising and graphic communications. The study was beneficial in providing valuable and rich insight into the subject matter. With the use of the facts & findings, a proposed conceptual framework was developed for future researches to use and build upon. The study provides some useful insights for practitioners in the field of art & illustrations. The conclusion shows that illustration has an important role to play in advertisement effectiveness. Images can convey complex concepts in a brief manner, and visual elements can improve understanding and stimulate various feelings and outlooks. Images and texts, when in harmony, work well together.

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