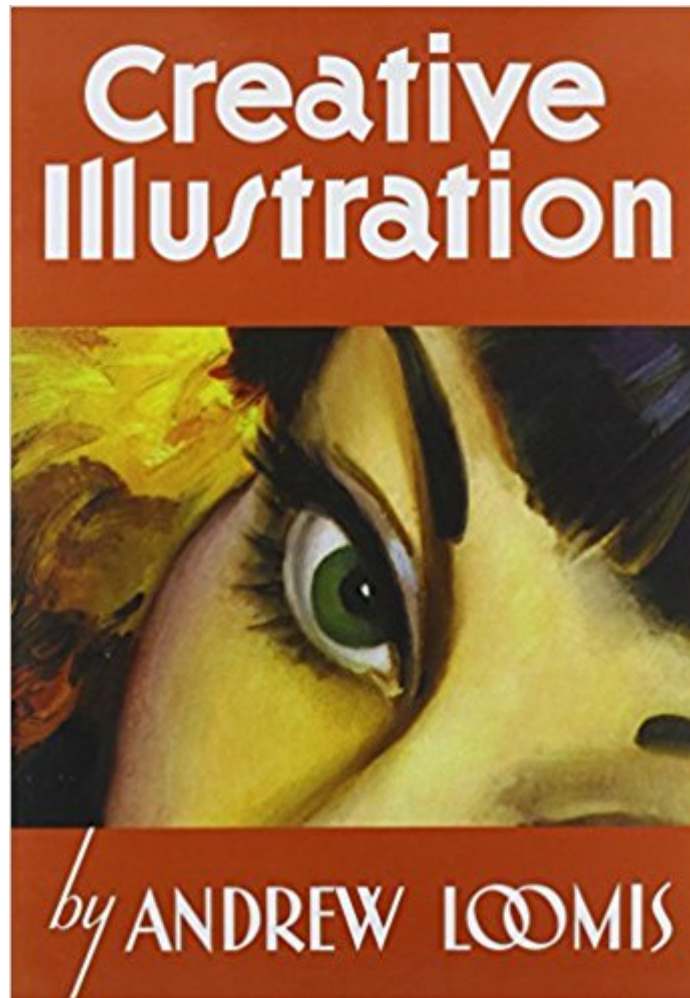




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# Creative Illustration



## Synopsis

During his career as one of America's most sought-after illustrators, Andrew Loomis (1889-1959) taught at the American Academy of Art in Chicago, and in 1939 he codified his lessons in his first manual, *Fun with a Pencil*. Four years later it had already been through six printings, and he followed up over the next two decades with a series of even more successful how-to books that remain the gold standard for artists to this day. *Creative Illustration* is considered Loomis's magnum opus, which was aimed primarily at the professional-level illustrator. Divided into seven sections: Line, Tone, Color, Telling the Story, Creating Ideas, Fields of Illustration, and Experimenting and Studies, this book is filled with instructions, tips, insider experiences, and incredible illustrations.

## Book Information

Hardcover: 300 pages

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## Customer Reviews

“Creative Illustration is a 300 page tome bursting at the seams with essentials of image creation and Andrew Loomis's beautiful work, sage advice and straightforward instruction. Lines and Colors

Andrew Loomis was born in 1892. After studying art, he moved to Chicago where he eventually opened his own studio - working in editorial and advertising for most of the top clients of the time, including Kellogg's, Coca Cola, Lucky Strike and many others. He also became renowned as an art teacher and his instructional books on illustration and art are acclaimed classics in the field. He died in 1959.

This is the fourth book of Andrew Loomis that Titan Books have published. The other three are *Figure Drawing for All It's Worth*, *Drawing the Head and Hands* and *Successful Drawing*. All are wonderful reprints, including this one. This is a huge and thick hardcover at 300 pages. There are seven chapters in the book covering the line, tone, colour, telling the story, creating ideas, fields of illustration and experiment and study. The first few chapters explain more on the drawing techniques while the later chapters are more on visualising and creating art for display ads. This isn't a draw-with-me type of book. You should have basic drawing skills, and using the drawing tips and insights provided, you can understand what makes a good drawing and improve yourself. Commentary is lengthy but clear. The illustrated examples are beautiful and even if some of them are dated, the techniques still remain as relevant today. It's a great book for all who want to get better at drawing. (There are more pictures of the book on my blog. Just visit my profile for the link.)

Great to have these classic Andrew Loomis books available again. I recommend *Successful Drawing*, *Creative Illustration*, *Drawing the Head & Hands* and *Figure Drawing for All It's Worth*. Loomis is a great teacher who gives the most solid lessons in figure construction of any figure drawing book to this very day. The emphasis is on commercial art, but 2D and 3D animators will have much to learn from these books. One request: before you buy, go to [christoatley.com](http://christoatley.com) and order through the link on his website. He is a Disney animator offering lessons galore, and your purchase will help him continue this great service!

Brilliant stuff from Loomis, but keep in mind the subject matter is for the intermediate artist that wants to approach the advanced stage. This book will do little for the beginner. If you are a beginner then take a look at Loomis' *"Figure Drawing for All its Worth"* and *"Successful Drawing"*. This books covers different mediums, compositions. fine tuning of illustration, and color.

All of Andrew Loomis' books are excellent and this is a broad ranging one that will vest the reader with hours of practice and study. Get these basic studies down with practice & understanding and you'll have a good basis for your own creativity even if its with a digital media rather than pencil or brush. Watch the video review as I did and you'll see sections on perspective & composition including what I call visual dynamics or in other words how to use composition to create a basis for the basic "mood" of your work. Is it a soft contemplative work of beauty or a dynamic work exploding with movement & action and hopefully color? The print quality of my copy is excellent so the 1 star

rating listed here I don't understand. If you want to create a beautiful image like Syd Mead does this book will give you the basic knowledge that he learned long ago when artists like Andrew Loomis were working. All the digital or airbrush techniques will not result in an outstanding work unless you have the basics of composition, balance, tonal values etc. done first & this book will give you a great foundation to build your works on. An excellent buy!

I'm still going back to sections of this book, and reading them over and over again. I feel like every time I read this book, I become a better illustrator- rather, a more aware illustrator. If you already consider yourself a professional illustrator, there is still more to be learned- from this book. A lot of the information covered in this book wasn't even taught during my 4 years of art college, or at least not in a way that applies to someone wanting to be an illustrator! Sad to say, I am learning more about illustration from this book than I did in my four years at art school, most of which were filled with classes that had nothing to do with illustration. I wish I would've known about this book starting my freshman year. Nevertheless, I've got it now, and intend on making the most of it. So should you~! :) it's incredible!!

I have a library of books on drawing and painting and I think this is probably the most valuable book I have. It may be an older book but it has helped me immeasurably with color value and tonality. I have had so many aha! moments when reading this book. Other art instruction books have said a lot of the same things but Loomis actually explains why you should do certain things. When something finally makes sense to you, you actually absorb the knowledge and can successfully apply it.

Guy's a genius, a bit disarming how easily drawing comes to him. There is no false or showy advice in this book; he describes very genuinely how he does his work. The book is dated in that his pictures of women are 'girly like' but please don't be put off by this. Just imagine how his drawing would look if refined in today's world.

Andrew Loomis' art books are probably the best on the market. Anyone who wants to study art seriously or develop their technique on the figure, color, form, perspective cannot go wrong with Loomis. His book "Creative Illustrations" is a classic and deals with some of the important elements and skills in art and illustration that are vital to learn and understand such as line, tone, value, color and design. Loomis' approach is easy to understand and he takes the time to really explain what he is teaching. I have three of his books and each one is great! You want to be an artist seriously or are

an artist? Then you should have Loomis books in your library!!! Period!!!!

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