

white space

Through our experience we've learned that if you want to do something well, you have to know something about it. We would like to share some of what we have learned with you. Our newsletter is where you'll find marketing and visual communications topics related to retaining, communicating with and growing your organization's

Grabbing Attention with Custom Illustration

Alright, so you have an idea or product and now you're ready to start creating marketing materials. That means the hard part is over, right?

To many, the answer is a full and resounding no as questions like these keep haunting their minds:

- **What is the best way to advertise this material?**
- **How can we grab the attention of our audience and express the essential message of our product in a succinct manner?**
- **How can we make our product stand out in the crowd?**

If these queries do seem like an all too familiar quagmire, then you should consider an illustration as a means to express your idea. An illustration will not only enhance your message, it will portray your distinct idea with individuality in a matter of seconds.

Illustrations are "strong, compelling images that connect immediately and viscerally with the reader, that compliment the idea perfectly and are so striking and evocative that they are also powerful stand-alone works of art." (AIGA, 2007) An illustration has the command to relay the vital information of your message to the targeted audience in a matter of seconds. This is best executed when a good illustration is coupled with good design.

You see, this illustration enhances its material by striking the reader immediately and conveying the message of its text before the audience starts to read it. By complimenting the idea perfectly, the illustration has pinpointed its target audience quickly and kept their attention in order to deliver the intended message.

What makes a custom illustration a unique and powerful tool is the fact that it takes life in the mind of the illustrator. This key is pivotal because as soon as the ink touches paper, the illustrator is already giving your idea fresh originality. He/she is not slapping stock images, pictures or clip art to your idea in an attempt to get close to your message. Instead, the illustrator is creating an image that will not only fit your precise visual needs but it will also be created with a natural touch of uniqueness that illustrator can give.

So if you are looking for a custom marketing tool that will enhance your message quickly and with originality, keep in mind the power of illustration.

Reference

AIGA, (2007) Retrieved on May 1, 2007 from <http://www.aiga.org/content.cfm/what-makes-a-good-illustration>