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MODERN POSSIBILITIES OF ILLUSTRATION AND ITS IMPACT ON THE SOCIAL ENVIRONMENT

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Abstract: The article examines the present prospects in the field of illustration. Explored the tendencies of the traditional and digital approaches in visual communication. Studied how the technique combines with the concept and expresses the content. Considered the influence of the art of illustration on society and culture.
Keywords: illustration, graphic design, perception, representation, artist-illustrator.

An illustration (from the Latin "illustro" - to illuminate, enlighten) is a picture, graph or diagram that clarifies an idea with an example. Images can tell a story on their own, or they can accompany text and provide context. Illustration is both an art and a craft. The line between graphic design and artistic practice can be very thin. On the one hand, an illustrator is an artist who reassembles the world through the lens of his own perception. On the other hand, illustration is about designing and solving specific problems.

Illustration thrives in both the digital and real world. Modern illustration is becoming multidimensional and interactive. Its main function is to become a "trigger" for the brain, namely to catch attention, surprise and give a new experience. Let us look at the areas of application of illustration using specific examples.

Illustration in publishing. Illustration as a genre began its development precisely thanks to the mass production of books and newspapers. Magazines, newspapers, brochures, albums compete for attention through striking visual design. Periodicals select and combine all the tools to express their ideas and sentiments. Typography and images are intertwined to capture and hold the viewer's attention, arousing emotions and intellect. The variety of materials, color rendering methods and printing techniques allow to create printed products not only for the mass reader, but also for premium niches.

Particular attention should be paid to children's books, because children's perception is different from that of an adult - the colors and plot can be very detailed, rich and appear in close connection with the details in the text in order to more fully reveal the world of the story. Pictures can make reading more emotional and teach you to gain a broader understanding of what is happening. The illustrations sometimes have a realistic look, but the most interesting ones are stylized. This mainly depends on the plot of the book, the age of the reader, the wishes and capabilities of the authors. However, it is desirable that the design be stylish and holistic, because, most often, it is from the first books that the development of the reader's taste begins.

Musical products also use graphic language to find their fans. Album covers become identification beacons for music lovers, and on tangible media, they become collectibles.

Illustration for websites and applications. There is an opinion that printed publications are fading into oblivion, and the bulk of information is consumed from digital books, blogs and programs. The digital first approach means focusing on materials that are not published in print at all, but are sold and distributed online. Regardless of technology, human attention is subject to visual hierarchy. It takes some time to read and understand the text. Moreover, visual information penetrates instantly and answers the questions of who, what, where and how faster than all other types of information. For example, in the simplest page, consisting of a title, a text block and an image, the eye is primarily

directed to the image. Its attractiveness, semantic correspondence are assessed, and if interest arises, wandering attention is replaced by voluntary attention.

The purpose of illustration is to influence the audience. Many online resources use original illustrations in a unique style. If we are talking about a specific object or person, of course, photography does a better job. However, when we are talking about processes and states, even a very simply drawn but successful image will complement the text much more effectively. Visual content can dominate text, especially if it is a catalog, gallery or promotional page. Imagery, color and typography need to be in harmony with the overall idea.

A good illustration does not duplicate the text, but creates additional meaning using graphic methods. The more visual, bright and unexpected the image, the higher the chances that it will be useful and memorable.

Illustration in advertising. Businesses need to talk about themselves and communicate. What a brand looks like is the tip of the marketing iceberg. The corporate style is implemented after market research, business analysis and translation of ideas into text and imagery. Branding is about creating experiences for people. There is a wide range of means of figurative expression, but only those that establish a connection between the product/service and needs/desires work.

A logo is a common use of imagery and visual metaphors. It consists of symbols (image) and name (lettering). Together they form a single associative complex, which should be easily applied and read from all the attributes that surround the brand.

Packaging is a fertile field for illustration. Product photography most often does not reflect the actual features and benefits. Thoughtful design goes to the heart of the target audience, presents content and difference, promises a new experience and strives to evoke affect.

The quantity and quality of goods and services is increasing, and with it rising the competition. In modern society, it is no longer enough to simply consume - ideology and context increase the joy of sensations and involvement in a particular product.

Conceptual illustration. These are illustrations for games, animation, fantasy and other similar projects. The essence of concept art is that the artist embodies several interpretations (concepts) of an object and develops them.

Artists sketch and then add dimension, color and space. The drawing of elements can be very detailed and picturesque, and sometimes the idea is more important than the technique. Subjects for visualization can be objects - a character, environment, artifacts, and scenes.

Comics and manga can also be considered concept art, because the coolest graphic novels eventually become animation. With the help of drawing, you can recreate a plot with precise details and make any fiction believable and existing. A skilled artist creates the illusion of dynamics and depth on a flat and motionless sheet.

Animation is a rather labor-intensive skill to master, but the result is worth all the effort. Objects and backgrounds come into motion after sketching a storyboard. Such sketches of sequential scenes are also used for films shooting.

Fashion illustration. Fashion illustration is a fairly independent type of art and design, because it is both a discovery of the future and a rethinking of the current fashion world.

If a photo captures finished objects, an illustration allows seeing non-existent or conceptual models. The compositions involve people in certain poses and there are traditions in the proportion of faces and bodies. The main focus is given on clothing and accessories, cosmetics and jewelry; much attention is paid to conveying the texture of materials.

Fashion designers mostly use such traditional materials, as ink and watercolor, and

art markers, which allow creating flexible and light portraits. Images are also created using digital graphics and collage. History relates to contemporary trends, analyzes their relationships, and develops personal preferences and focuses of interest.

Illustration and data analysis. A strong scientific illustration conveys meaning faster using graphic language - shape, line, color, composition. Often such visualization is adjacent to tables and infographics. Designers use a scientific approach to research and analytics. This means that information is conveyed as accurately as possible, and non-essentials are omitted.

Data visualization began with statistics and geography. Scientists wanted to demonstrate their discoveries, but for a person to see means to understand. The amount of information is growing unimaginably; the usual charts and line graphs no longer convey the message fully. Since the early 2010s, data science has been considered one of the most attractive, highly paid and promising professions, and with it information design and scientific communication are developing.

As viewers, we can switch and perceive two conventional levels of a picture: real (filling, signs, specifics, and correspondence to objects in the world, texture and structure) and ideological (character, emotions, meaning, abstract, atmosphere, internal). Sometimes they are opposed to each other, and sometimes it is almost impossible to separate them, but it is in the joint work of technology and meaning that the magic happens.

An illustration is called a visual metaphor, and it sensually influences perception, directing it, conveying a state, a moment. The mood that the illustration conveys is very important. It can be playful, but at the same time talk about difficult topics. Together with text, illustration can produce synergy, complementing and mutually reinforcing each other's content. When "read" correctly, an illustration can convey not only volume, movement, interactions, but also the author's attitude.

Meanings in illustration are combined in a variety of ways - by placing in an unusual environment and changing the angle of view, provoking, intriguing, stopping time and showing interactions.

What is important is not the way the illustration is executed, but how the technique combines with the concept and conveys the desired content and mood. This means that when choosing a material, artist should first focus on convenience, practicality and pleasure from the process. In the artistic community there is a term "traditional materials", which is, living, physically existing materials. Tactility, tangible scale, the feel of tools and the ability to make mistakes often "work" and something new is born from them. In the digital age, all physical drawings must undergo changes in Photoshop after being photographed or scanned. Graphic editors make it possible to correct mistakes, add color or details. Many people see the point in immediately creating digital images, without the material part. Working on a computer means unlimited layers, the possibility of endless editing and versions. The lack of weight and thickness in digital works requires a specific perception of space.

Imitations of traditional instruments are sometimes indistinguishable even by professionals. In order to draw well on a computer, one must also be able to apply the laws of composition, light and shade, perspective, etc. The works of many artists on a computer and on paper are very similar to each other. In general, it is still the same right color in the right place; only the base is a canvas with a certain number of pixels and their resolution.

Advantages of working digitally are working with layers, their properties and overlays, work history and the ability to save different versions, brush effects, blurs and varied lines, availability of palettes and a huge number of shades, combination with textures and photos, an abundance of filters and effects. However, at the beginning of the

journey, such a variety of tools can become an obstacle to achieving the integrity of the work. Therefore, traditional techniques, with their natural limitations, provide a better understanding of the author's approach to expression.

There is ongoing debate about whether illustration should be categorized as fine art, applied art, or even decorative art. However, looking at the many illustrative masterpieces created over the centuries, there is no doubt that this art form occupies its rightful place among other types of fine arts.

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