

Illustration and presentation techniques

There are many different ways in which colour, tone and texture can be applied to drawings to make them appear more realistic. The rendering medium and the style in which it is applied can create different effects on the finished graphic.

Spirit markers

Spirit markers are widely used in design and illustrations, and are particularly well suited to the illustration of technical objects. They can be used to lay down large areas of flat tone and are particularly good at simulating plastic, metal and glass surfaces.

There are two main methods of applying colour from spirit markers to create different textural effects:

- strike through
- blocking in.

The **strike through** technique is often used to produce a very loose style of graphic. It can give the impression of movement or reflections on a glossy surface. It is particularly useful when rendering objects that have a single colour.

The **blocking in** technique is more formal in style and often used on more complex graphics where there are a number of different components and/or colours.

Most graphics rendered using spirit markers require additional detailing with coloured pencils. The use of the marker pen is, in most cases, only the foundation of the graphic. The graphic will then have highlights and shadows added to sharpen the image. The ability to execute this stage effectively adds realism and is a key skill that a graphic artist must possess.

Remember to plan your graphics before starting any work. Any graphics that you intend to render using spirit based markers need to be produced on **bleed-proof** paper. This paper has a special coating on one side that stops the marker pen ink from bleeding from one area to another. It is vital that you use bleed-proof paper if you want to get the best quality finished graphic.

Worked example

A hand-operated sports pump has been designed and the proposal presented to the client.

Four different graphics are shown here to demonstrate the different effects that can be created using spirit markers and coloured pencils. The graphics are similar in style to those you will have to produce in your Thematic Presentation.

Use this section as a guide and apply the techniques demonstrated here to your own illustrations of another product.



