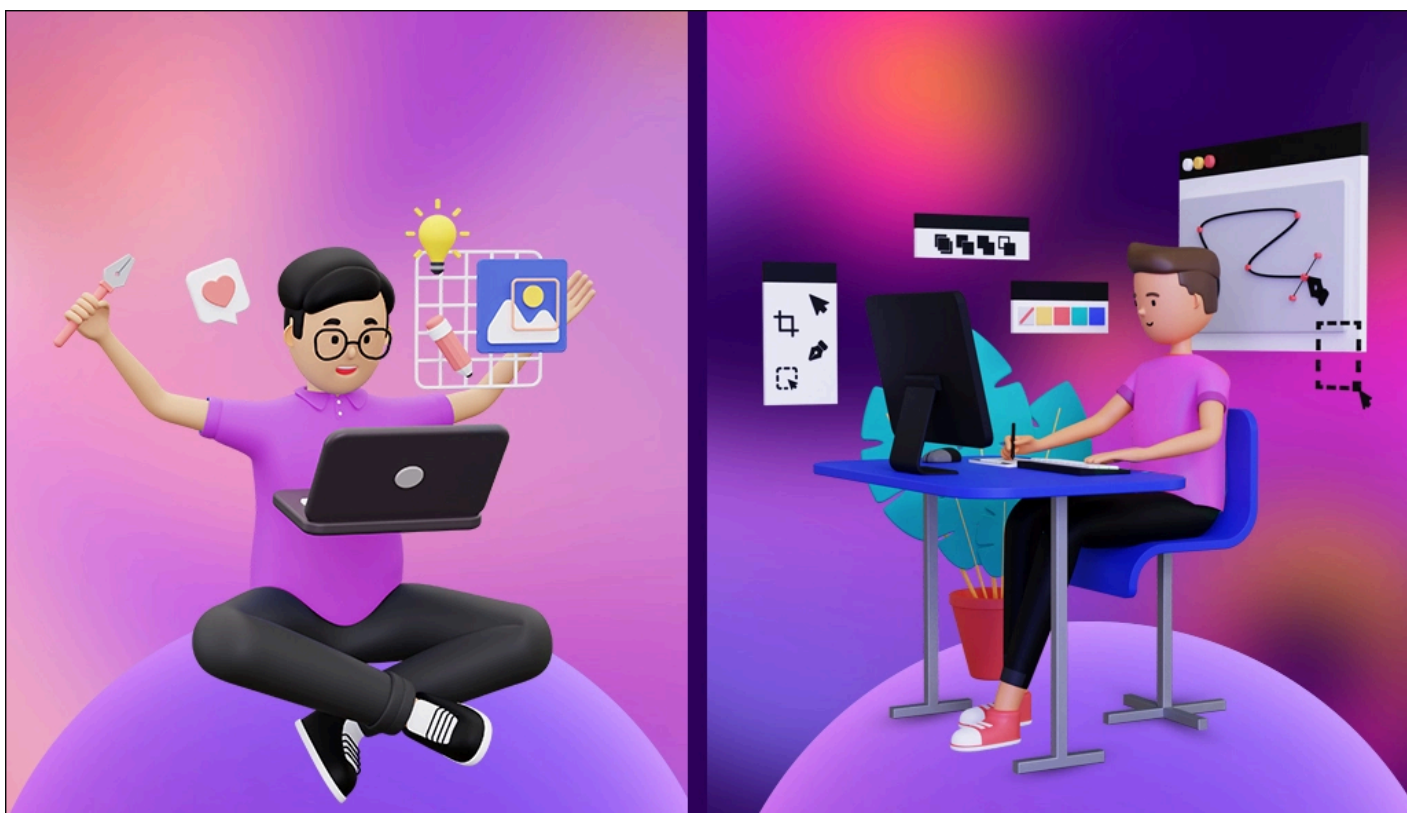




Difference Between an Illustration and a Graphic Design

Art and digital designs are evolving at a quicker pace than you have expected them to evolve. Both these mediums have become more accessible than ever. It leads to confusion among people as they think both are similar, which is not true. Similar is the case with graphic design and illustration, and people who don't know much about these two mediums are confused about how the two mediums differ.



Let me explain the difference between the two mediums through an example. You all have come across advertisements that contain a logo, photo, and some text. Having a logo, photo, and some text ensures that you see a graphic design. However, if you see sketches or an illustration artwork, it means it is an illustration.

Both graphic design and illustration offer visual communications and involve similar skill sets and tools. Although differentiating between the two mediums is difficult, it becomes easier to communicate your idea to the audience when you understand the difference.

Let's discuss these two mediums in detail one by one, and this will help you better understand the difference between the two.

What is an illustration?

An illustration is an explanation of a text. Being an interpretation of a text, it elaborates a concept or process. Usually, illustrations are used with published media forms like magazines, books, posters, video games, animations, films, flyers, and teaching material.

In simple words, an illustration displays the act of drawing or creating visuals to explain an idea. Pictures used in magazines are the best examples of illustrations.

What is the job of an illustrator?

Typically, an illustrator is responsible for creating images. Moreover, the created images need not require any special attention from the viewers for a particular object. The viewers have to understand the illustration as a whole, not just a specific object.

An illustrator has to create the illustration so that the viewers do not get completely distracted by the illustration. The illustrator has to create an illustration so that it becomes a bit noticeable. The images created by illustrators are more original as they create manually hand-drawn or digital art.

Let us discuss graphic design.

What is graphic design?

The graphic design looks somewhat similar to illustration, but it is different. It has to deal with composition, layout organization, images, and text. In simple words, it is the act of projecting and planning ideas and experiences.

Graphic design is an art that mainly focuses on creating images that help grab the direct attention of viewers. Unlike illustration, the focus of the graphic design is to bring the entire focus to the object drawn in the design rather than the image as a whole.

Each element present in a graphic design competes to get the viewer's attention.

What is the job of a graphic designer?

A graphic designer's job is to convey a message to the audience. The graphic designer needs to carefully select the design elements like symbols, images, and typefaces. The design elements need to be selected after understanding the target audience.

A [graphic designer](#) has to make sure that their work should deliver the brand message to the audience, which is the ultimate goal of graphic design.

Difference between Graphic Design and Illustration

Graphic design mainly involves creating marketing materials and logos and revolves around branding. It is used in advertising and marketing to increase sales and build brand recognition, whereas illustrations effectively communicate a particular emotion of an ongoing trend.

Graphic designers don't require drawing skills, but drawing skills are a must for illustrators.

Graphic design and illustration are directly related art forms, and due to the similarity, people confuse one for the other. This article is written to help you better understand the difference between the two mediums.

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