



TOP TIP
Keep learning. Many successful illustrators teach at universities part-time: not for the money but because new blood keeps those creative juices flowing.

an agency and, while they to trust you with a big project, s to be done immediately. and then you miss the hey asked you at short ey aren't paying you – there adline then it's crucial you hit you a big project further : unprofessional.



em a by-word for cutting-edge tive industry



SAD

GET THE BEST FROM :



- 21** ● When you convert an object to a symbol, Flash will store it in a library. You can easily build libraries of frequently used objects.
- 22** ● 'Paste in place' is great for accurate fiddling. If an object is obscuring the view, just cut it. When you've done your changes, paste it back into the same place.

23 ● If you're working for the Web use Flash's 'Publish Settings' to alter the quality of imported JPEGs. You can lower file sizes this way.

24 ● Symbols can speed things up. If a page contains copies of the same symbol, alter one symbol and the others will all change too.

25 ● Flash works in RGB, so when it exports to Illustrator the colours swap to CMYK – remember to give yourself time to tweak them.



● Delve deeper into TADO's world at www.tado.co.uk

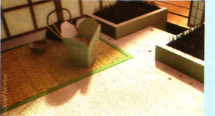
FLASH MAX WEB WIZARDING TEAM TADO REVEAL HOW TO ILLUSTRATE WITH FLASH

Take a trip to the third dimension

"In a few years 3D will be just another tool that designers and artists can use as they see fit," says David Newton of digital design and illustration company Paper Raincoat. Believing that Paper Raincoat's 3D ability gives it an edge over other design companies, David is also of the opinion that "a lot of creative work is starting to converge: photography and design have always run hand-in-hand, illustration mixed heavily with design in the Nineties with the introduction of Photoshop and digital collage, and 3D artists are very comfortable hand-painting textures in a very illustrative fashion."

Working in 3ds max, Photoshop, Illustrator and Painter, Paper Raincoat has a massive bank of skills to draw from, and creates for projects as varied as DVD covers, Web sites, flyers and even 3D visualisations for architecture firms. This breadth of experience leads David to advise young illustrators to "experiment as much as possible". According to the Paper Raincoat philosophy, "a 3D render should be a starting point for a design or illustration. Paint over it, collage in other 3D or photographic elements, or flatten it again and use it as a texture in another 3D work. Add type, graphic elements... whatever works."

You can find out more about what works when 3D and illustration collide by checking out David's site at www.paperraincoat.com, where you can also find out more about the Paper Raincoat way of working.



● 3D is another frontier that illustrators can tackle if they are so inclined, but don't try it just because you feel you have to

your number-one task, as they will most likely come back for more."

But don't forget that getting a stable career off the ground is really only the first step. Every single day should be graced by your continued quest for excellence, whether it be concentrating on your art, your profile or your business. All of that rolled

together is going to determine the measure of your success, so learn to make it all work together and you should be fine. It's worth bearing in mind even if you don't want to make money from your art, because all the different elements that go into your creations are important. Keep refreshing the programs you use, the styles you work in and the types of images you create and your pieces will be all the better for it.

And if you do want to make some money, remember that as long as your work is unique, someone will want to buy it. As Nick Hayes puts it: "Don't rely too much on your machines! The computer is only a tool, like a saw to a carpenter. Make sure that all of your work is drafted by hand beforehand, and use your brain rather than the latest Photoshop plug-in."

And when you've got a spare moment, how about using your brain to ponder on what illustration is really about. One definition would be communicating ideas to people in a visually interesting way. So, instead of getting caught up with trends and deadlines and clever concepts, don't lose sight of the ultimate goal of interesting communication, and your success will be certain. ●



TOP TIP
Find your own space. Get as decent kit as you can afford and find a peaceful place to work. Anything that inspires is good, anything that distracts is bad.

