Introduction

“A wisely chosen illustration is almost essential to fasten the truth upon the ordinary mind, and no teacher can afford to neglect this part of his preparation.”

Mumbai (India), 1980’ a very important city and the most happening commercial place in India, for Creators and Art lovers. Faced many ups and downfalls. Once, it had only 2 computerised typesetting houses in entire city...providing crucial lifeline to printing and publishing houses as well as all Commercial artists and Illustrators. Today, every building at the nook and corner of the city houses minimum hundred computers, working day and night. But, the moot question is, ‘has this technological tool really empowered creativity?’

In fact, when it comes to one form of art, i.e. illustration, computers have taken the real juice out of the process of creativity. Students are keen on finding shortcuts to their illustration using processes of scanning and editing on computers itself. The real expression of pencil on paper is somehow lost in the entire process.

Problem of the Research:
A critical review of the impact of technology on creative expressions in Illustration, with a special emphasis on print media.

Narration of Research Problem:
Review of various types of Illustration, Pictorial presentation right from the history of art which starts with Geographical evidences, Biological manuals, botanical representations, Industrial revolution, Fashion and Textile journals, ancient and latest commercial value posters to digital explanations have evolved with time. Illustration has its own impact on a society time to time is different, there is a period wise difference in volume and control of illustration, utility values have verity in itself. We find mediums used are different according to the task, visibility aspect of the medium have been utilized some time very wisely. A durability and shelf value of the media also plays a very important roll while implementation. We find the power of Illustration, in each of the subjective but inspirational meaning to it. We can divide the evolution period of Illustration into major six parts for our convenience so that we understand function of an Illustration better.