Review of literature:

The selection of suitable information according to the course outline and the discussion regarding the problems are taken into consideration in the reference literature. Reference literature confers deep knowledge and full understanding and informs the researchers about the problems of the study. (Even though the references of various research studies are about the illustration used in print media in many countries) Though, many countries in the world have the wide information about the Illustration and the facilities of media, there is a lack of information about mediums used in India.

Generally, the references about Creative work have been reviewed in this chapter and various aspects have been taken consideration while taking review. The researcher has taken the reference of the theses that have been submitted previously

Anbazhagan, R. (2007) To tolerate is to bear with patience the existence of others. It is to put up with the newviews and actions of other people. It consists in permitting other persons to express their newviews freely and implement them into activity. Tolerance is essentially a state of mind. For these is the positive action of non-interference in activity of other persons. Tolerance is not in that sense possible among birds and animals. Tolerance can be between one person and another person, as between husband and wife, mother and child among friends. It may be between one individual and group, group and another group, community and community, race and race class and class. There can be toleration in religion-oriented culture; at the same time it is possible for toleration to prevail in entirely secular culture. This shows that religion and culture is quite distinct.

Venkateswaran, D (2010) These are helpful to make scene by scene study of them. They contain vital data such as the name of the story, dialogue writer, important actors and actress. They also depict a historical background in which the play was originally staged. Some of the actors have written their own experiences in the form of autobiographies, which possess contemporary value and authenticity, which a primary source enjoys. Pammal Sambanda Mudaliar was one of the leading playwrights who wrote Nataka Medai Ninaivugal, Enn Suyasaratham and Naan
Kanda Kalaignargal, which provide first hand information. T. K. Shanmugam was a prominent drama actor who wrote Enathu Nataka Vazhkkai, Nataka Kalai and Nataka Sinthanaikal reminiscing his nostalgic experiences. S.V. Sahasranamam, a famous drama actor wrote Thiruppiparkkiraen, which provides valuable information. M. Karunanidhi is a famous story and dialogue writer and is the leader of the D.M.K even today. His Nenjukku Neethi throws light on matters concerning the present study. They all serve as important and valuable primary sources. The Government took some measures to halt performances of plays by passing the Dramatic Performances Act of 1876 and the Madras Dramatic performances Act of 1954. Government Orders pertaining to the dramas.

**V M Joseph, Mathew (2010)** An opinion of creative personnel It is always said that Illustrations are always an artist's impression. What photography can deliver no other medium will do? That does not mean Illustration is always a patchwork. Very careful softly rendered Illustration has proved this. People like Boris went far ahead of this level, added fantasy and glamour into photorealism. No mater Photographic prints gives a picture as it is, but pictures taken in available lights or in a direct day light looks very drab and boring. Professional photographers will not do this mistake; either he adds some more lights or spots into it so that a picture becomes bright, more interesting and lively. They get these type of prints with the help of Negative and positive processes. With this reproduction process, light source and photographic paper are used...and these are expensive processes. Hence they get the photograph converted into dots (DPI) according to the requirement of printable medium or digitally printed.

**Bhayani, Sanjay (2011)** Advertising and strategic media planning in FMCG sector in India. Today everyone uses digital photography where you get images at dirt chip rate; Do not require any negative or positive. Also developing of negative and printing processes are eliminated. Technically 30 megapixel camera give you details like photographic image but while printing it is divided into finer pixels. Hence it is not a real photograph. Indian associations like IIFA.

**Jemes Thomas (2010)** Illustrators too are putting their best of efforts in proving themselves as a good visualizes in terms of ideation, characterization, background styling, storytelling skills etc. Particularly the animation and entertainment industries are facing a huge deficit of illustrators.
According to Mr. Ram Mohan, the father of Indian animation industry, "20000 more Illustrators will be required in the recent future within a short span of 2 years. “ It is very difficult to bridge the gap between demand and supply. This demand shows us an intensity of work force. This world consist of virtual reality; requires working professionals on a different tasks like, understanding of software, trained people with a great aesthetic sense, thinking process, strategic understanding, idea orientation, presentation skills and a understanding of figure drawing. You will find most of these abilities in illustrators.

Shailesh K. (2010) We have only talked about digital illustrations in the previous chapter as a leading career option. We have not discussed as yet anything about possibilities of illustration in Print media, E-magazines, E-news, Digital tablets, Digital apps, Design applications, etc. Illustrators have a great challenge to overcome and huge opportunities to embrace. They have to face a changing technology on day-to-day basis. Information design and Communication design will provide ample scope for illustrative skills. As a simple example, with the help of smart phones, any digital image can be converted into digital illustration.

**Scope of research:** Creative part and creativity at par in Illustration.Let us talk about few examples which lead to the basic need of Language - the most interactive media. Pictograms are supposed to be the early ancestors of Illustration.

Let us find how true this statement is? We know oral and verbal language needed some sign to identify the same thing for two different persons, so that both can accept its identity. i.e.: Sun - a circle with rays.

We cannot forget the creative part of the Illustration. Creative in terms of all the above elements stated above plus Idea plays a major role in the whole process. Each Idea gives you something unique, something better, and something greater than every comparison. Idea and Illustration, Idea plus Illustration, Idea plus Illustrative Idea, Idea plus Illustrative technique, Ideal Illustration and combination of surface, Illustration and utilization of playfulness, Idea plus Exaggeration, Idea and design Illustrative values, Illustration and Innovation, Illustrational expression etc. This will be a huge list of the combination that can be presented.
Definitions of various terms in the Research:
1) An act of clarifying or explaining

2) The state of being clarified or explained

Illustration is a depiction such as drawing painting image, lithograph, or print that is created to elucidate or direct sensual information such as story, poem or an article. Illustration: Any type of picture or decoration used to conjunction with a text to embellish its appearance or to clarify its meaning. Illustration is as old as writing, with both originating in the pictograph.

Limitations of the Research:
With the advent of printing the art of Hand-painted illumination declined as a means of Book Illustration. Definition of any word, thing, phenomenon or happening is a manmade version as defined here-in-above. Definition has neither come from heaven nor is a part of holy Quran, Bible, or Gita that a mortal is not allowed to change a word from it. In fact, definition has to be something that describes everything. Though it is not an essay since definition has to be concise, limited to few words giving precise meaning, again is a perception as what people perceive to understand. Interestingly perception of every person. He is always right for himself. Hence it is obligatory that definition with minimum words must convey the correct meaning through impetuous for right perception. The researchers therefore make an attempt to define Illustration as acceptable to stakeholders from every cross section. Dictionary meaning of an Illustration gives you a very different tone this enters into entirely abstract situation. Hence we are talking about only print media it’s a limitation. Because boundaries are defined with this medium.