

Draw with me in Procreate: Mid-Century Cookbook Illustration

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Mid-Century Cookbook Illustration: Contemporary Mid-Century Cookbook Illustration - it never becomes dull or old! Do you enjoy drawing with an iPad and love mid-century art like I am? Then you're at the right spot! In this course, we will explore a typical style of art that was popular in the middle of this century: the COOKBOOK ILLUSTRATION style!

Due to the cost of printing in the past, publishers and artists were required to be inventive and aware of the artwork included in cookbooks. The cost of ink was prohibitive; therefore, color images could only be used sparingly. How could you keep the contents of a book appealing and compelling enough to purchase? That's where illustrators became involved: their task was to take exciting and attractive illustrations while considering printing technology's limitations. The result was funny images of household or food items with lots of visual appeals even though, in general, only one other color was employed in addition to black.

In this class, we discuss the following:

- The rules and the characteristics of this style of art.
- Halftones and the purpose for which they were employed
- where can you where inspiration
- How do we gather aspects we would like to incorporate into our artwork
- After that, I'll guide you through the procedure of
- sketching out sketch sketch
- Distributing shades and semitones
- It also adds lines

And don't forget to forget the and lastly to bring your drawing to life.

When you finish the class, you'll be able to create a completed, whimsical illustration of the mid-century cookbook style!



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