

# PLAN FOR ILLUSTRATION

Illustrations allow us to communicate ideas or information beyond what we can photograph. Planning an approach before hiring an illustrator will help ensure that key objectives are met and the final execution aligns with the University of Waterloo brand.

## CONSIDER

- › **What idea(s) or information will be communicated?**  
Summarize each idea or piece of information to be illustrated with a brief description. Distill each description to the core so the messages are pure and resonant.

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 **Consider how each message aligns with the University of Waterloo Brand Platform.**

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- › **How will your communication be used?**  
Illustrations that are highly impactful in an animated/digital format may not have the same impact in print. Consider all applicable uses and required sizes up-front, so that illustration assets translate well for all applications.
- › **Who is the audience? (e.g. students, alumni, faculty)**  
What style will resonate most with the intended audience?  
Creating an inspirational mood board can set the tone for how you'd like to visually engage your audience.
- › **Are there specific content requirements?**  
Illustrations should be authentic and relatable to your audience. Are there specific icons, tools or landmarks that will add value? Are there specific people groups that need to be represented to make the illustration more relevant?
- › **Can talent within the campus community be utilized?**  
The University of Waterloo is a vibrant and diverse community. If possible, source talented illustrators, artists, and content curators from within relevant faculties, departments, or groups.

## TIP



### **Know the University of Waterloo brand**

The essence of every communication should reflect the University of Waterloo brand promise: To challenge, connect and propel those who challenge, connect and propel our world.

[Learn more](#)

## READY TO START A PROJECT?

Creative Studio can help you source or select a talented illustrator to bring your vision to life. Submit an [online requisition](#).

Use the University of Waterloo [Illustration Guidelines](#) as a set of tools to give your illustrator.

For more information contact: [creative@uwaterloo.ca](mailto:creative@uwaterloo.ca)

[uwaterloo.ca/creative-studio](https://uwaterloo.ca/creative-studio)



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