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Clip art: Suggestions for use and a guide to sources

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Clip Art:

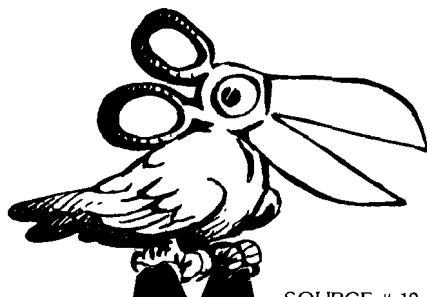
Suggestions for use and a Guide to Sources

Liz Austrom and Ken Haycock

Preparing a guide to sources of "clip art" (reproducible copyright free illustrations) proved to be more of a challenge than we had originally thought. Several sources which continue to be used in libraries and schools had to be removed since our requests for information were returned with no forwarding address and/or they were not listed in *Books in print*. Wherever possible we have included the ISBN (international standard serial number); in many cases these have not been assigned by the publisher/producer however. If the producer is a mainstream publisher *Books in print* was checked, and current addresses and prices have been provided to the extent possible in every case.

Sources are numbered for easy reference since we have provided sample illustrations throughout this issue and indicate the source by entry number. We welcome suggested additions, deletions and changes from readers.

- 1) **A.A. Archbold.** P.O. Box 49657, Los Angeles, CA 90049. — While not as sophisticated or as glossy as some other sources, Archbold's material is inexpensive for schools and libraries. Each work is from 12 to 32 pages and titles include *Black clip art* (\$5), *Book of borders* (\$8), *Book of panels* (\$5), *Borders and decoration* (\$5), *Classified clip book* (\$6), and *People, places and pastimes* (\$8), plus a number of others.



SOURCE # 12

the studio. Edmund Gillon. Peter Smith Publications (6 Lexington Avenue, Magnolia, MA 01930), 1969. 0-8446-0644-8. \$13.50. — A few interesting illustrations, especially for book lists and covers.

- 3) **ArtMaster.** 500 North Claremont Boulevard, Claremont, CA 91711. — The publishers of the *Clip art quarterly* (\$69) offer an incredible variety of clip art folios, ranging in price from \$4 (and up) for individual Art-pak booklets, to \$10 (and up) for theme collections, to \$99 for an entire library collection of over 75 booklets. Offerings are printed on coated stock and range from borders to optical effects, to seasonal items, to specific subjects. A good source.



SOURCE # 3

- 2) **Art nouveau; an anthology of design and illustration from**

- 4) **Borders and beyond.** Sherri Butterworth. Illustrated by

Beverly Armstrong. *The Learning Works* (POB 6187, Santa Barbara, CA 93160), 1985. 48 pages. 0-88160-118-7. — Designs appropriate to elementary students include such items as frogs, robots, dinosaurs, ants, ladybugs, popsicles and teeth. Many have simple enough silhouettes to use for activity cards and all would brighten assignments, worksheets and displays. Some unique borders are rows of roller skates or cupcakes and a striped snake.

- 5) **Bragon the dragon presents primary patters.** Kate Alice Dunaway and Howard Knopf. Illustrated by Jan Renard and Krista Joy Wolter. Good Apple (POD 299, Carthage, 62321-0299), 1982. 48 pages. 0-86653-098-3. — Patterns suited to preschool to grade 3 are grouped around common fall, winter and spring themes.
- 6) **The church clip art book.** Steve Hunt and Dave Adamson. Zondervan Publishing House (1415 Lake Drive SE, Grand Rapids, MI 49506), 1988. 135 pages. 0-310-31591-3. — Illustrations, headlines and borders for creative bulletins, calendars and newsletters. Most are applicable to schools and libraries.



SOURCE #6

- 7) **Clip art supplement.** ALA Graphics (American Library Association, 50 East Huron Street, Chicago, IL 60611), 1985. \$10. — Thirty pages of graphics, headlines and borders printed on adhesive paper for easy pick-up and re-use. Three hole punched.
- 8) **Clip tips.** 23rd edition. Mead Paper (Printing and Writing Paper Division, Courthouse Plaza Northeast, Dayton, OH 45463). — Probably the easiest place to begin, the Mead Paper Company provides a collection of clip art free on request or for a nominal fee (\$5).



SOURCE #9

- 9) **ClipArt & dynamic designs for libraries and media centers.** Judith Gay Matthews, Michael Mancarella and Shirley Lambert. Volume 1: Books and Basics. Libraries Unlimited (P.O. Box 3988, Englewood, CO 80155-3988), 1988. 193 pages. 0-87287-636-5. — Includes both graphic techniques and original clip art specifically for schools and libraries. The clip art is also available for the Apple and Mac computers as *Print shop graphics* (volume 4) listed below.

**People's
Co-op
Bookstore**

**B.C.'s number
one source for
information on
the USSR**

Periodicals, Art,
Children's books, Novels,
Political science.

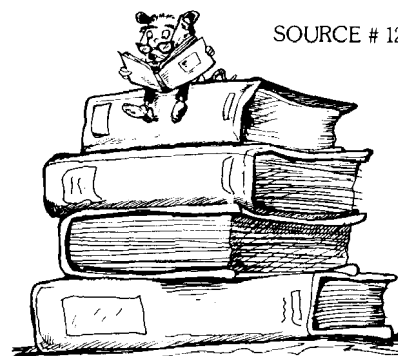
**Scientific & Technical Books
Classical Compact Discs**

1391 COMMERCIAL DRIVE
VAN., B.C. V5L 3X5/253-6442

- 10) **Clipper creative art services.** 12/year. Dynamic Graphics, P.O. Box 416, Peoria, IL 61614. — Large format 24 page "magazine" each month with ready-to-use layouts, design, two-color art, letterheads, styles, other stock graphics. A desk-top library of camera-ready art. Expensive but in the professional league if you sponsor or organize a lot of publications. Write for current prices and a catalog but remember — these are the ones you see in the newspapers and magazines.

- 11) **Copy catalog.** Barry Biggles. Pantheon Books (201 East 50th Street, New York 10022), 1981. \$12.95. 0-394-74900-6. — If you are doing lots of staff public relations, sign and form making, invitations to staff or library club helpers, this spiral bound paperback is most useful.

- 12) **Creative Media Services.** (P.O. Box 5955, Berkeley, CA 94705). — An exceptional source of clip art with several series and titles, including the *CMS Custom clip art* (\$72) with over 375 illustrations for business and education, *Hospital clip art* (\$59), *Phil Frank cartoons* (\$35 for each of three titles, one on "Campus"), and *CMS themed art books* (\$24.95 each) with 50 images in each of 18 books. Write for a catalog.

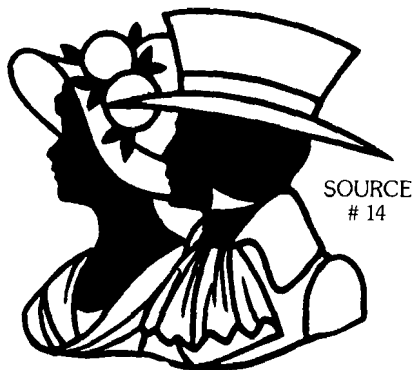


SOURCE #12

- 13) **Dick Sutphen studio.** P.O. Box 628, Scottsdale, AZ 85252. — Request this catalog as a beginning. Fourteen titles included, from cartoons to humorous "uncensored situations". Good quality material. For example, *Attention getting old engravings* (192 pages, \$19.50) offers a sensational selection of engravings, originally published between 1850 and 1920. Many are composites,

combining two or more engravings. A diversity of startling, unusual, bizarre, and humorous subjects. *The early illustrators* (192 pages, \$21.95) includes over 1,000 pen and ink editorial illustrations from 1850 to 1920 classified by subject, such as men, women, children, western, rural, nautical, period dress, architectural and city illustrations and cartoons. Some of Sutphen's titles are also distributed by the Library Educational Institute (see below), Pocket Books and the Valley of the Sun Publishing Company (P.O. Box 38, Malibu, CA 90265).

- 14) **Dover pictorial archive catalog.** Dover Publications, 31 East 2nd Street, Mineola, NY 11501. — The catalog itself is a great source of illustrations as well as a guide to the "world's largest selection of copyright-free art", approximately 275 volumes. Dover produces many books of non-copyrighted art for artists and designers and most are paperback and much less expensive than commercial



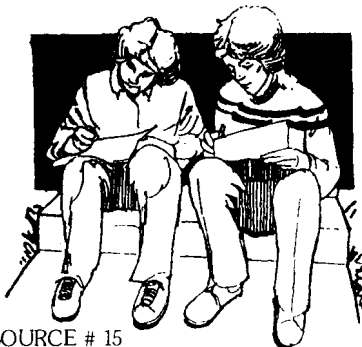
SOURCE # 14

clip art services; Carol Belanger Grafton's popular *Silhouettes and More silhouettes*, for example, include over 600 illustrations each and are \$5.95 and \$4.95 respectively (most of the titles are \$3.50 to \$6). Write for this catalog.

- 15) **Educational Communication Center.** P.O. Box 657, Camp Hill, PA 17011. — The publishers of the *Journal of educational public relations* and *PR lifelines* also produce over 40 volumes of clip art on education, including elementary, secondary, K-12 and special purpose topics.

Each title includes 24 to 87 scenes reproduced in two to three different sizes. Most titles are \$9 but range to

\$22.50. All eight elementary titles are \$74 complete, eight secondary titles \$81 complete, eleven K-12 titles \$127 complete, fourteen special purpose titles \$93 and the complete set \$375. Write for the catalog for further details on individual titles.

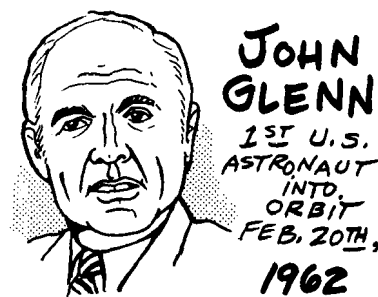


SOURCE # 15

- 16) **Facts on file.** 460 Park Avenue South, New York, NY 10016. — A growing number of titles offer well-organized, thematic sources of copyright free illustrations, charts and maps for educational institutions and libraries. *Charts on file* (0-8160-1727-1, \$145) offers a broad spectrum of charts under such topics as physical science, earth science, life science, numbers, humanities, home economics, health, geography, geology, paleontology, space and "general". Heavy three holed card stock in substantial binders makes this resource and others in the series durable enough for student use. Other titles include *Earth science on file* (a reference and teaching tool), *Life sciences on file* (biology, zoology and botany), *Maps on file* (annual updates also available), *Historical maps on file*, *Science experiments on file* (lessons plus diagrams) and *Timelines on file* (ancient civilizations, royalty, culture, nationalism, etc.). All titles are priced in the same range as *Charts on file* and all are available for reference as well as illustration purposes. Write for a current catalog.

- 17) **Fillers for publications.** 5225 Wilshire Boulevard, Los Angeles, CA 90036. 12/year. — Includes four services for editors: *Fillers* (eight pages of copy per month) \$68 per year; *Cartoons* (six originals, one and two column width) \$68; *Snip snaps* (eight pages of new clip art) \$68; *Fill-ins* (two crosswords and two puzzlers) \$68; any two are \$108, any three \$138; all four \$168. Request the catalog and sample first since

this will fit some situations but not all.



SOURCE # 17

- 18) **Gestetner.** Contact your local Gestetner agent to request their instant art portfolio (recently selling for a reasonable \$12.50), for clear illustrations which reproduce well. Especially good for major holidays, announcements, sports and food.
- 19) **Graphic Products Corporation.** 3601 Edison Place, Rolling Meadows, IL 60008. — The Graphic Source Clip Art Book Library is a series of titles on a wide variety of topics, each containing 32 pages of high quality art work. Prices may vary but are approximately \$12 each — contact the firm for the name of the closest distributor.



SOURCE # 19

- 20) **Graphics II for teacher-librarians.** Gary Bennell, Keith Gibson, Dallas Rivers, Graham Spindler and Alan Wood. Library Association of Australia School Libraries Section (LAA House, 376 Jones Street, Ultimo, NSW 2007), 1986. 31 pages. 0-86804-128-9. \$7. — Both hand-drawn and computer generated illustrations are done in a casual, modern style. A brief section

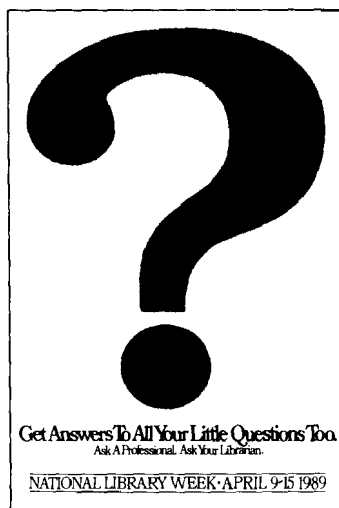
— and for each letter in the alphabet (except “X” and “Y” which share a page) there is an individual page filled with the most decorative humorous, and interesting letters imaginable — with hundreds of decorative borders and design devices (including art nouveau) which have not been seen since they were first published a hundred or more years ago. Most titles are \$24.95. Request a catalog.

- 27) **Library imagination paper.** 4/year Carol Bryan. Carol Bryan Imagines (1000 Byus Drive, Charleston, WV 25311), 1978. — ISSN 0197-5587. \$18 in the U.S.; \$21 elsewhere. Provides clever illustrations, bookmarks, and ideas to help with promotion; both graphics and the ideas are exceptional. Back issues available (\$4.50 each); the whole collection is \$120 and well worth it.



SOURCE # 27

- 28) **Library publicity campaign book.** ALA Graphics (American Library Association, 50 E. Huron Street, Chicago, IL 60611), 1989. Annual. 48 pages. 0-8389-7198-9. \$6. — Ideas for celebrating National Library Week and promoting libraries throughout the year. Includes sample releases and display ideas as well as some clip art.

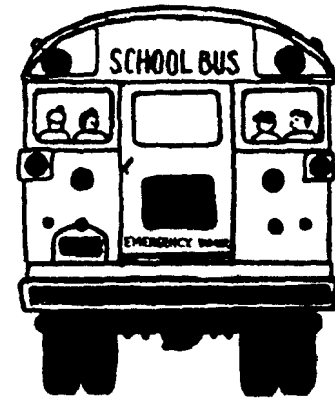


SOURCE # 28

- 29) **Library symbol clip art book.** ALA Graphics (American Library

Association, 50 E. Huron Street, Chicago, IL 60611), 1979. \$5. — A collection of layouts of different sizes for specific printed pieces such as stationery and business cards.

- 30) **Norman H. Ludlow Publisher.** 516 Arnett Boulevard, Rochester, NY 14619. — Intended for the person responsible for “getting out” the newsletter or other small publication, Ludlow’s illustrations are not by professional artists but fit well with small operations. Each book contains several hundred drawings in two sizes with a wide variety of subjects; the introduction to each work contains suggestions for use and a list of contributors. Sample titles include *Faces to tell your story* (Clip book #18, \$24.95), *Family and small group activities* (#7, \$14.95), *Kids and grown-ups doing things* (#8, \$14.95), *Line drawings of everyday people* (#9, \$15.95), *Pictures that speak up and things that bring your words to life* (#17, \$21.95), and *The people and things we live with* (#13, \$18.50).



SOURCE # 30

- 31) **Print shop graphics for libraries** (series). Libraries Unlimited (P.O. Box 3988, Englewood, CO 80155-3988), Volume 1: Print shop graphics for libraries (Apple version 0-931510-17-1; Mac version 0-931510-26-0); Volume 2: Print shop graphics for libraries: perpetual calendars (Apple version 0-87287-606-3; Mac version 0-87287-688-8); Volume 3: Print shop graphics for libraries: books and fonts (Apple version 0-87287-659-4; Mac version 0-87287-689-6), \$21.50 in the U.S. and \$26 elsewhere; Volume 4: Print shop graphics for libraries: dynamic library graphics (Apple version \$24 in the U.S. and \$29 elsewhere, 0-87287-690-X; Mac version \$23.50 in the U.S. and \$28 elsewhere, 0-87287-691-8); Volume 5: Print shop graphics for libraries: states and politics (Apple version \$25 in the U.S. and \$30 elsewhere, 0-87287-726-4). — Each includes a short reference volume (12 - 52 pages) and disk. Volume 4 contains the graphics in *ClipArt & dynamic designs for libraries and media centers* listed above.

- 32) **Quick clips.** Corrine Frisch. ALA Graphics (American Library Association, 50 East Huron Street, Chicago, IL 60611), 1988. 36 pages. \$20. — ALA Clip Art III is the original work of five artists for schools and libraries; three hole punched. Also available for Apple II (\$45), IBM and compatibles (\$45) and the Macintosh (\$55).

- 33) **Snip & snicker: copyright free drawing for schools and libraries.** Sherry Lynn Watson. Central Colorado Library System (#204-3850 Marshall Street, Wheat Ridge, CO 80033). 72 pages. \$26.95. — This title is similar in format and quality to the (now out of print) ALA

perestroika and glasnost

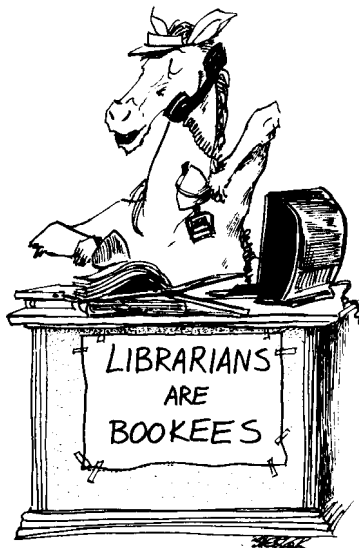
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Ask for free samples and rates

Library clip art book but enlivened by a different sense of humor. Dragons vie with unicorns for the most frequently illustrated but peacocks, hyenas and buzzards are included along with the usual seasonal library objects. Graphics will reproduce, enlarge or reduce well.



SOURCE # 33

- 34) **Youth specialties clip-art book.** Zondervan Publishing House (1415 Lake Drive SE, Grand Rapids, MI 49506), 1985. 119 pages. 0-310-34911-7. \$14.95. — Designed for church groups but modern and upbeat in style these illustrations are a first purchase. Volume Two (1987) is 131 pages. 0-310-39791-X. \$14.95. Over 1000 original pieces in all.



SOURCE # 34

- 35) **Volk clip art.** Harry Volk Art Studio, P.O. Box 347, Washington, IL 61571-0347. — Harry Volk's hundreds of "clip books" remain among the most popular used in schools and libraries. A large number of subjects are included. These highly recommended 5" x 8" collections can be purchased in special art

packages (\$30 and up), in an art file (35 of the most popular in a table-top file for \$160), or by subscription (four per month for a year for approximately \$200). Expensive but you only need to buy one year's issues to keep you going for a long time. Request a current catalog.



SOURCE # 35

A FEW SUGGESTIONS FOR THE USE OF CLIP ART

Copyright-free, reproducible illustrations which are professional in appearance can enhance any printed or visual communication, whether a booklist, bookmark, newsletter or overhead transparency. This quick list of suggestions does not cover the basis of planning a promotion but rather focuses on the use of clip art graphics. We hope that you will use clip art if you haven't already, and will find these suggestions and the sources helpful as a starting point.

The steps are simple: plan your copy, choose the art and put together the sheet(s) to be reproduced, whether photocopied, printed or otherwise duplicated. Here are a few pointers to make it easier:

- unless you have more budget than most, try not to use the original — use a photocopy; the copier can also be used to enlarge and reduce
- invisible or "magic" tape works well to reduce shadows around the scissor "lines"; try not to put it on the art, however
- a "blue pencil" allows you to mark the original without it appearing when

reproduced

- you can overlay one illustration on another by making an overhead of one and put it on the other and then photocopy the result
- add to illustrations with pencils and markers (or even with other illustrations and photographs) to make them more personal and local; use dry transfer lettering to continue the professional look (Formatt, Geotype and Letraset are common brand names) — add the name of your library to graphics for example; you can remove parts of an illustration with scissors and white-out
- make an overhead transparency and blow up the art on a wall or bulletin board; trace the art (or better still, have students do this) and color; this looks great even just using a black marker on brown paper (and you thought those floor to ceiling Roman soldiers took hours of time by a professional artist!) — an opaque projector can also be used
- check out the facilities and services of the local secondary school, district resource center, school board office and public library — any or all of these may have high quality, high speed photocopiers which enlarge and reduce, collections of clip art, printing and duplicating equipment and staff and professional assistance such as graphic artists or technicians — don't you do what someone else can do better for you!

Virtually every newsletter, magazine and professional journal uses copyright-free clip art. Start with a small collection and see what a difference it makes to the quality of your communications with staff, students and the community. **EL**

A NOTE TO READERS

The *EL Book of Lists* is available from *Emergency Librarian*, Department 284, Box C34069, Seattle, WA 98124-1069. Order Volume 15, Number 1 and enclose \$8, which includes postage and handling.



SOURCE # 34