

Medi-Mation was commissioned to produce 6 full color, double-page illustration spreads for Dorling Kindersley's new reference encyclopedia, *Human*. The brief required that the illustrations contained exceptional detail in the look and feel of the pieces and that they stood out from others in the field by the use of advanced 3D modelling and procedural texturing. The published title has garnered rave international reviews.

"I worked with Medi-mation on the Dorling Kindersley book 'Human'. They produced a variety of detailed medical artworks for us, all of which were finished to a very high standard. Their use of colour was great and the textures/translucent quality they created for our Nerve and Blood Cell illustrations were excellent. I very much enjoyed working with them and hope to do so again in the future"

Maxine Lea, Art Editor, Dorling Kindersley



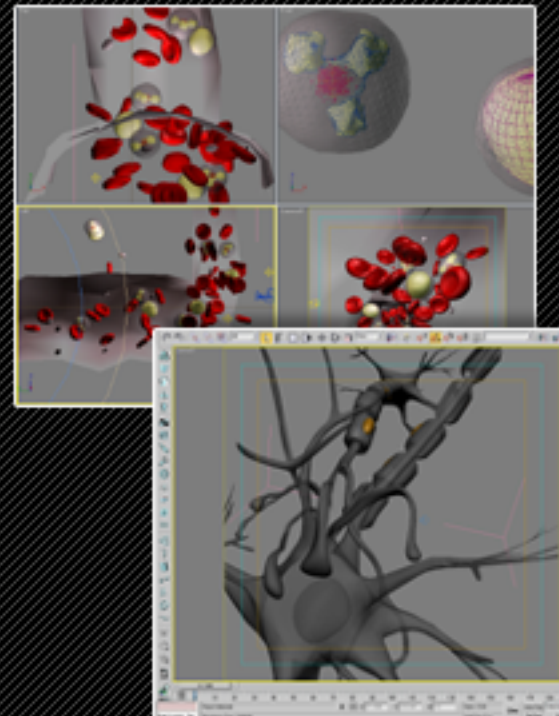
CASE STUDY: **Illustration**
CLIENT: **Dorling Kindersley**
TITLE: **Human**
BRIEF: **6 Illustrations**



REFERENCE SKETCHES



MODELLING & PREVISUALIZATION



FINAL ILLUSTRATIONS

