

# Medical Education Interest Group Newsletter

## Medical Illustration: When Art Meets Science

February, 2022



### Notes from Meeting



Thank you to all of those who came to our February 2022 Medical Education Interest Group meeting! This month we welcomed an internationally renowned medical illustrator, Jessica Holland who talked to us about medical illustration. Jessica helped us to realize that the **impacts of medical illustration are all around us** – in textbooks, doctor's office pamphlets, and even those pesky pharmaceutical commercials on the TV! She challenged us to imagine if all those images just went away – suddenly textbooks only had text, lectures nearly devoid of images. It quickly made us all realize that **medical illustrations are vitally important for communicating, telling a story, and helping others to understand concepts.**

Our discussion then turned to what a medical illustrator is - they are artists who visually communicate a scientific message to a specific audience, trained not only in art, but science and technology. This allows medical illustrators to **create artwork with a purpose!** We then discussed the following:

#### Where do medical illustrators work?

Some of the areas discussed were: Universities, hospitals, medical education companies, publishers, pharmaceutical companies, medical device companies, animation companies.



#### Why use a medical illustrator?

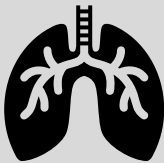
Their scientific training allows them to accurately portray things!

But why not just take a photo? Well, a photo is not always the best learning tool, and an illustration can simplify a complex idea, and provide a customized image to increase the impact of your visual story.



#### Why work with a medical illustrator?

- They can help you to determine what to include/exclude from an image
- They can design an image for a specific audience
- They can determine how to draw the viewers eye to where it should go
- They can exaggerate space/shape to help explain difficult concepts
- They can help your learner visualize



This was an exceptional session where Jess taught us that medical illustrators are there to help get ideas, research findings, and educational lessons visualized!

Science is visual and without an illustration many of us would never be able to learn the things we have learned, let alone teach what we are able to teach.

#### What are medical illustrators all about?

Accuracy  
Clarity  
Aesthetics  
Getting your ideas visualized!

### Upcoming Events

#### Next meeting:

Tuesday, March 8<sup>th</sup>, 2022

1200 – MS Teams

**Dr Caroline Leech**

**Topic: With Well Over 10K Followers, How an Emergency Medicine Consultant and Major Trauma Lead Uses Twitter to Get Professional Conversations Started**

### Quotes of the Month:

**“Many times an illustrator detects something the author does not see. Many times the author aids the illustrator in the solution of an artistic problem. Teamwork opens the eyes and enhances the understanding of both collaborators.”**

-History of Medical Illustration

**“Draw what can't be seen, watch what's never been done, and tell thousands about it without saying a word.”**

-Frank Netter, M.D.

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