

PUBLISHERS
WEEKLY
PRESENTS

BY SCOTT
MCLOUD
WITH
BOB LAPPAN
LETTERING

COMICS



and the Visual Revolution



Besides being a cheerful reminder of our youth, comics are a serious economic and intellectual force that circulates millions of books and serials each year. So we asked comics artist Scott McCloud, author of *Understanding Comics* (Kitchen Sink Press, 1993), to take a closer look at both the medium and the marketplace and explain it all to us and to do so in the unique visual language of the comics page itself.

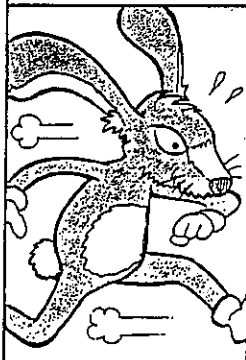
THE WORD
"COMICS"
HAS LONG BEEN
ASSOCIATED WITH
CHILDREN...



...SUPERHEROES...



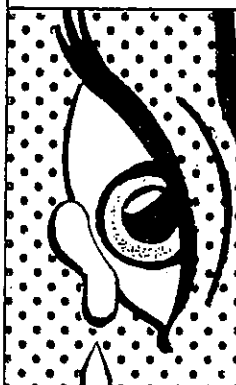
... "FUNNY
ANIMALS"...



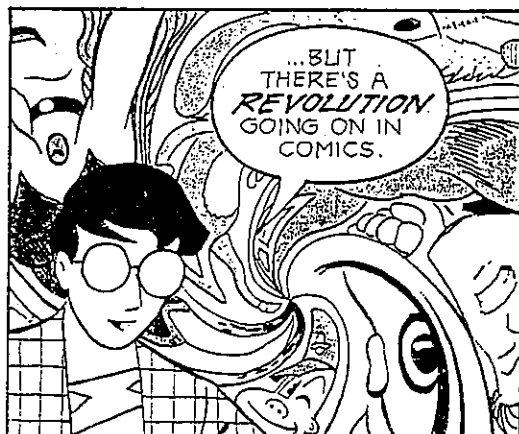
... ADOLESCENT
MALE FANTASY...



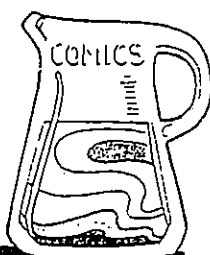
... BIG DOTS...



...BUT
THERE'S A
REVOLUTION
GOING ON IN
COMICS.



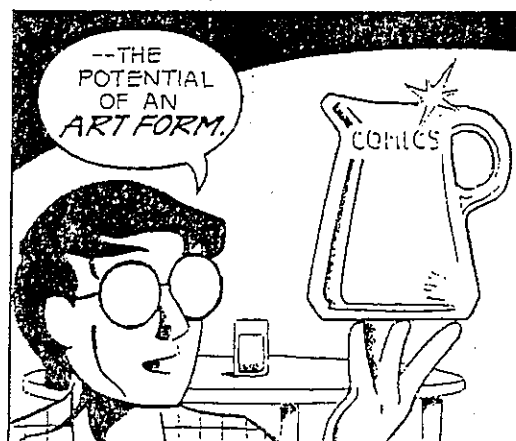
COMICS IS
A VESSEL
WHICH CAN
HOLD ANY
NUMBER OF
IDEAS
AND
IMAGES.

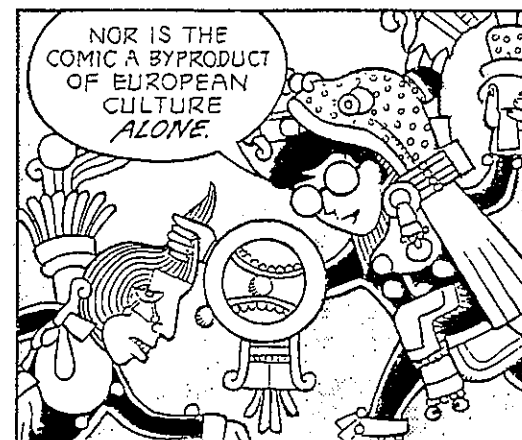
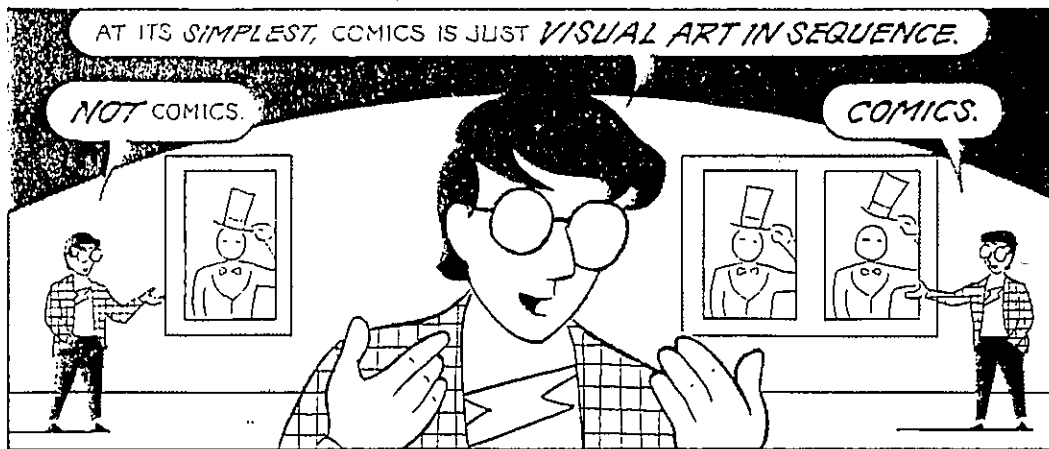


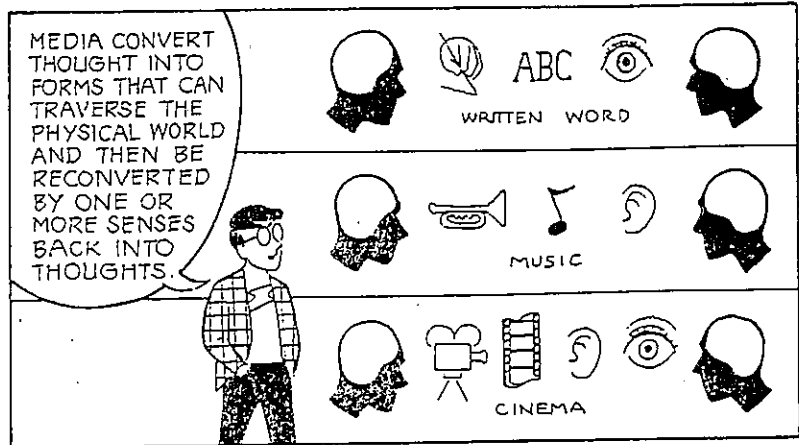
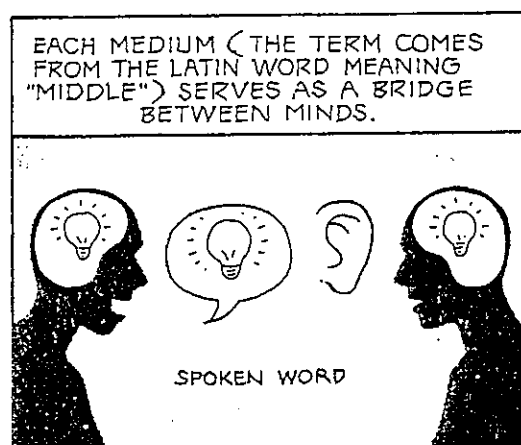
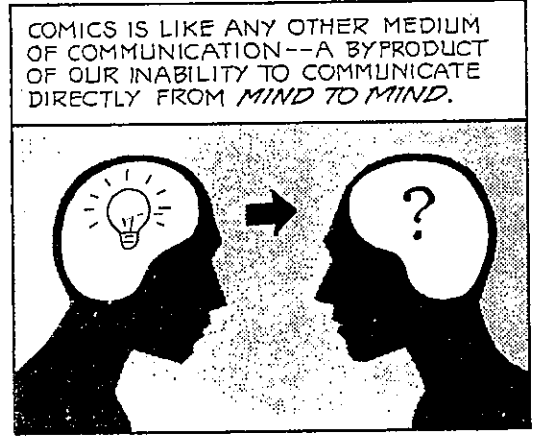
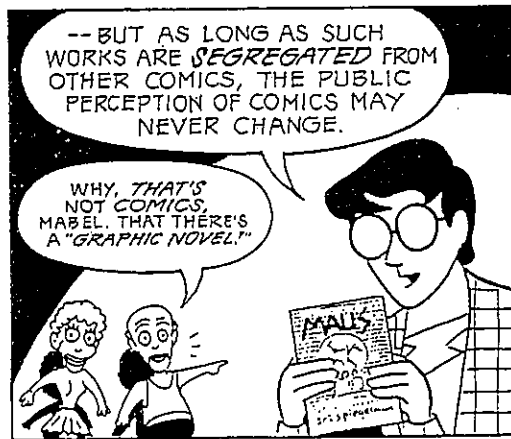
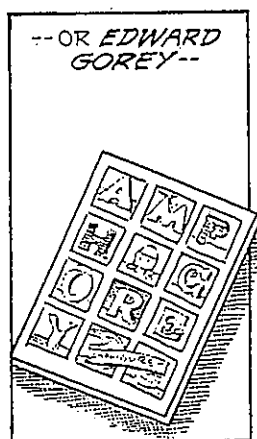
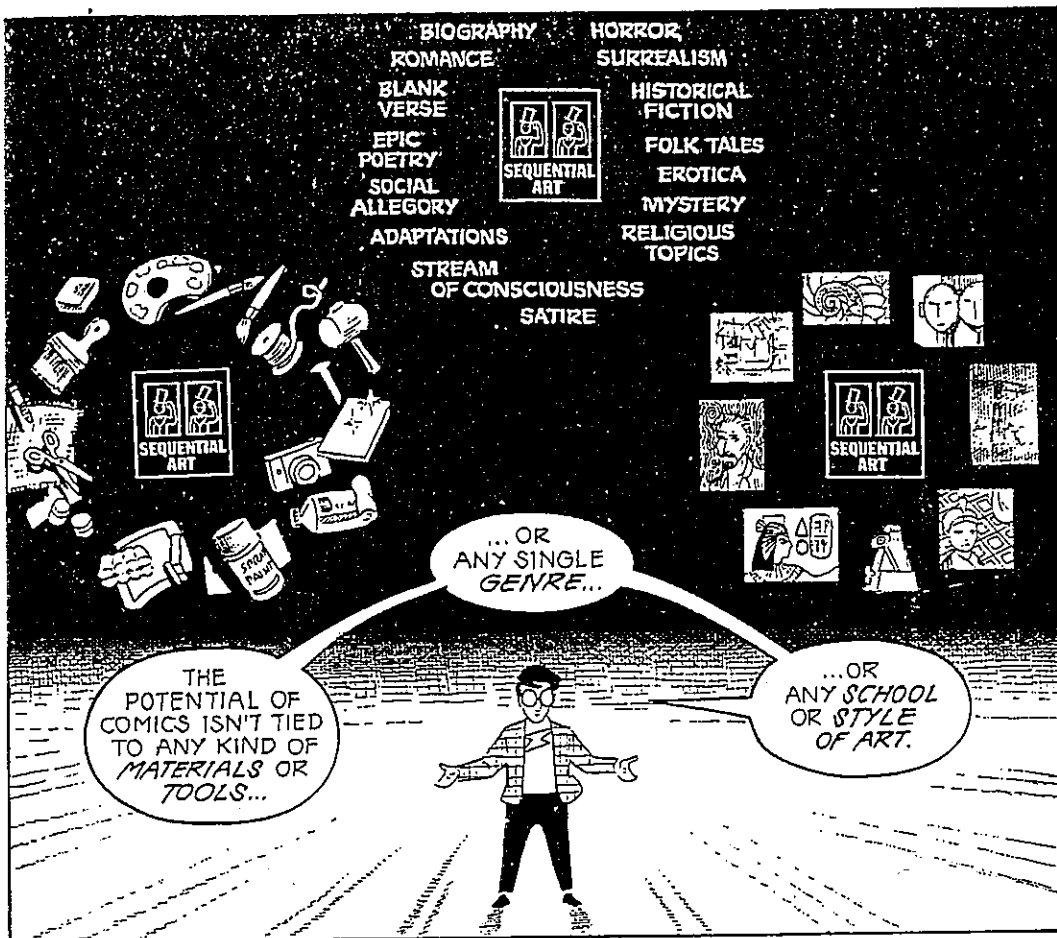
SEPARATE COMICS
FROM ITS OFTEN
DISREPUTABLE
CONTENTS AND
WE CAN BEGIN
TO GAUGE--

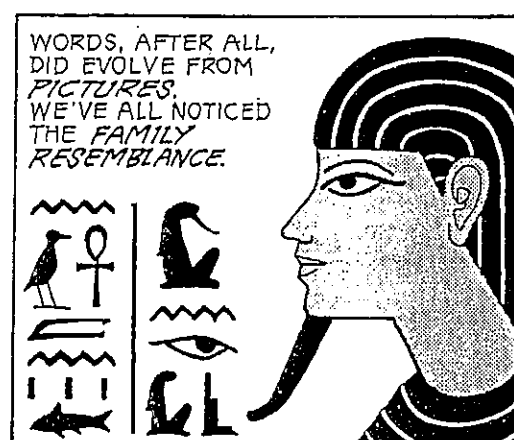
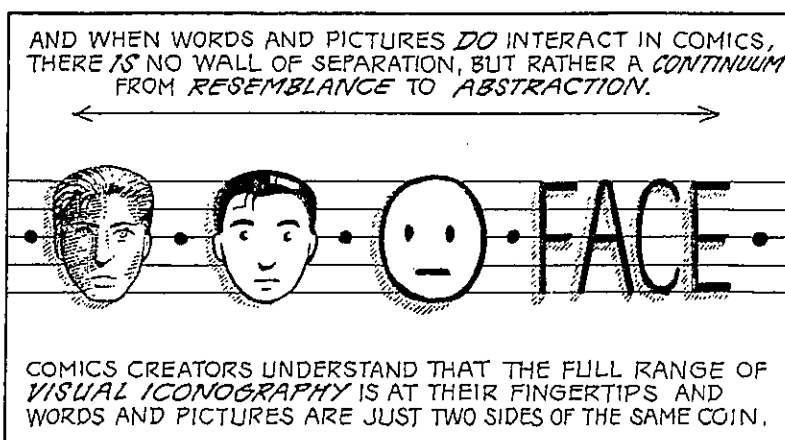
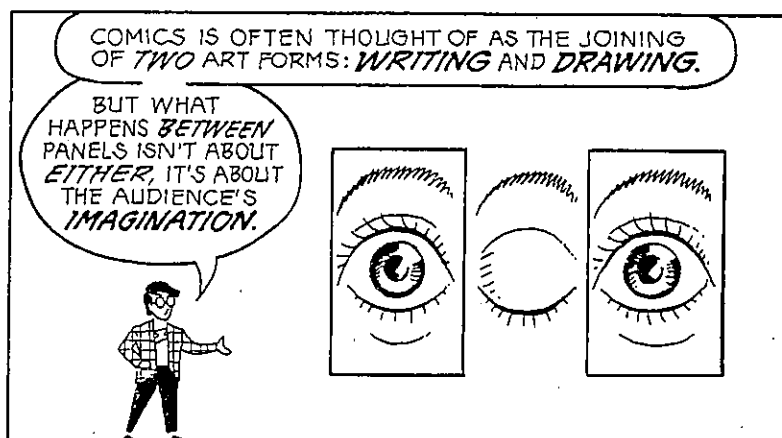
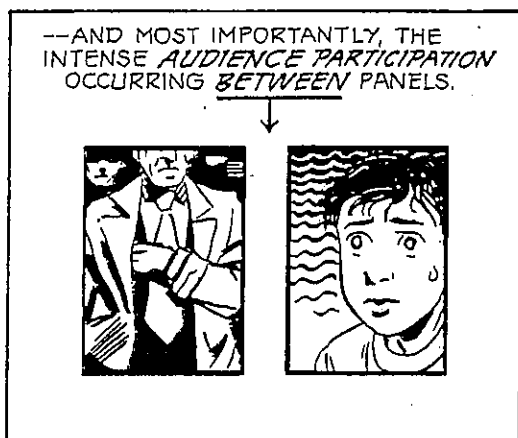
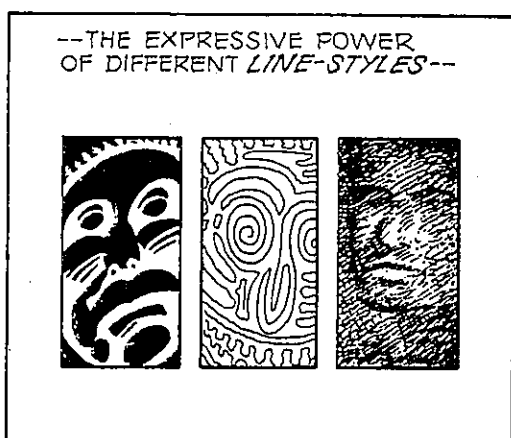
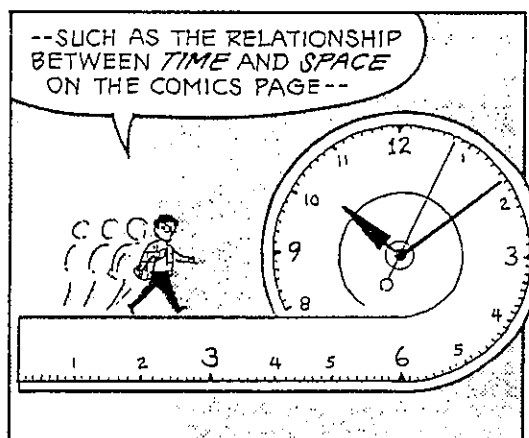
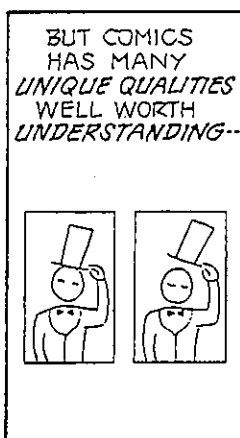
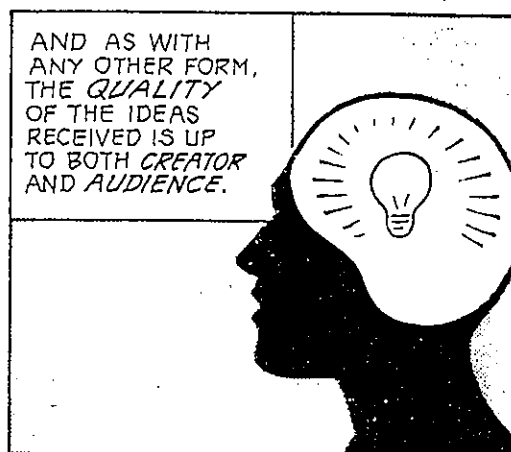
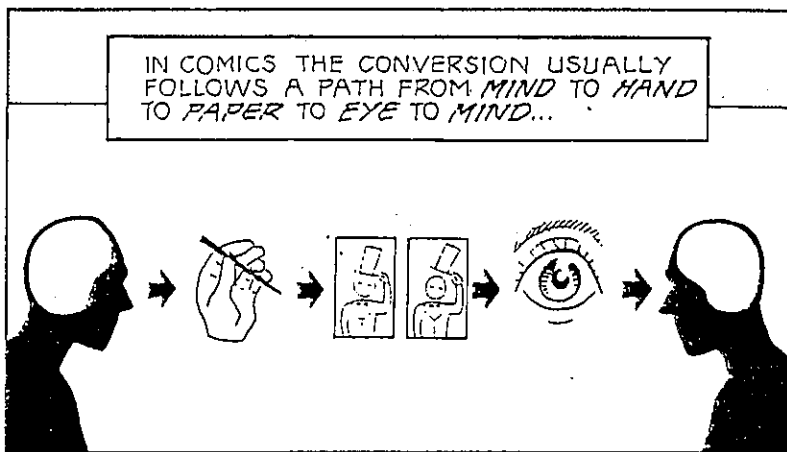


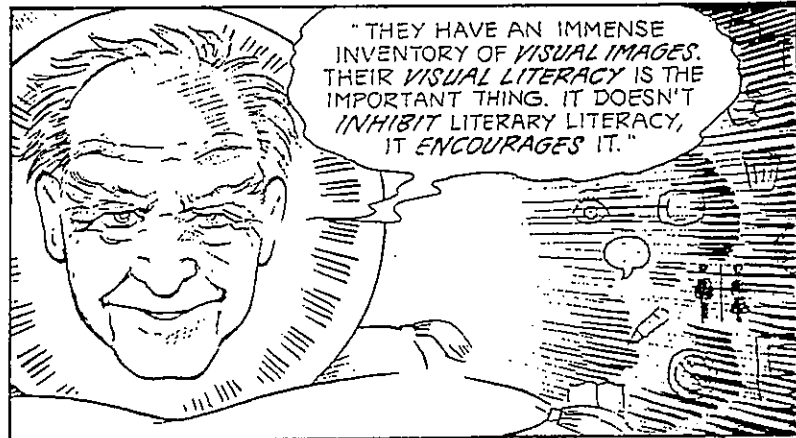
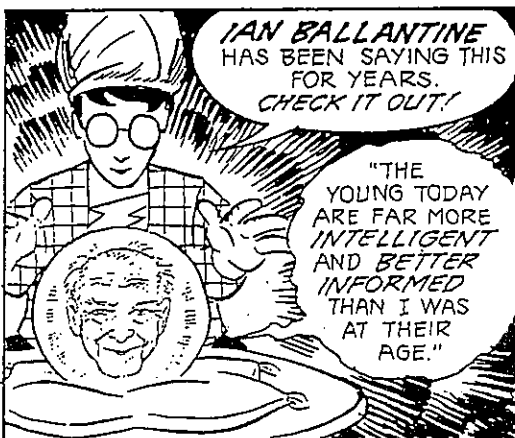
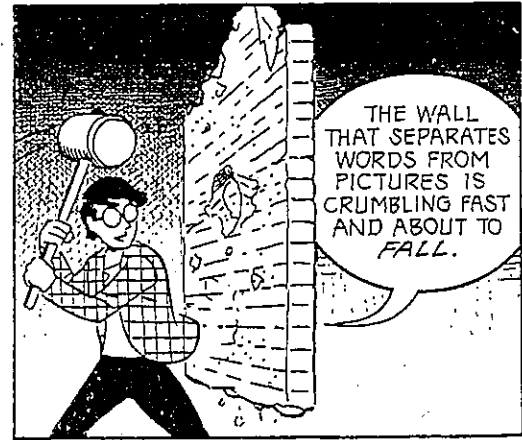
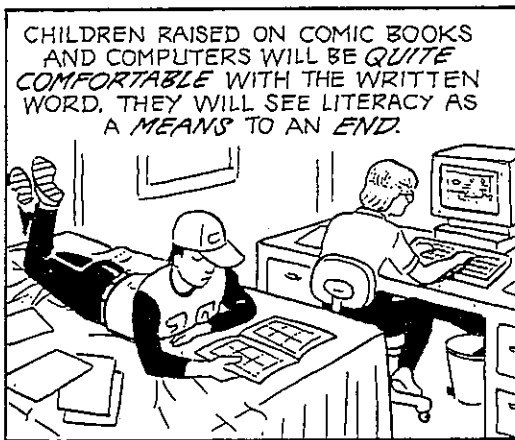
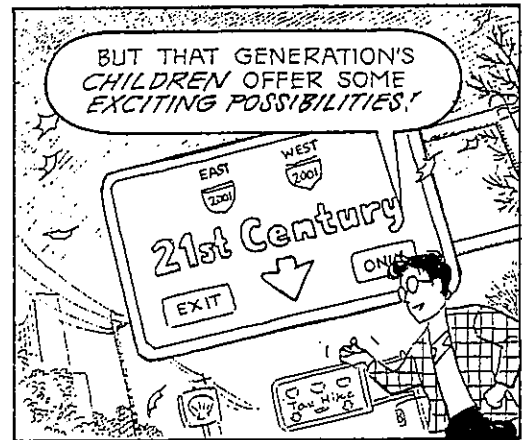
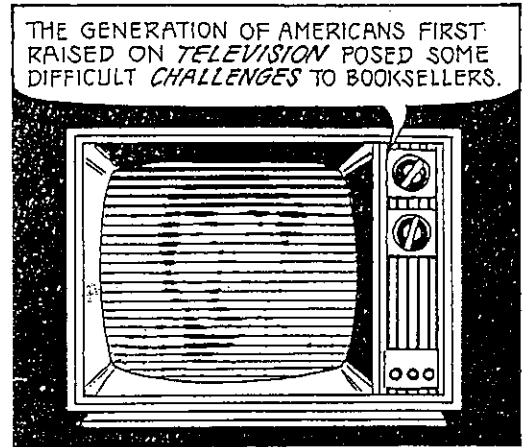
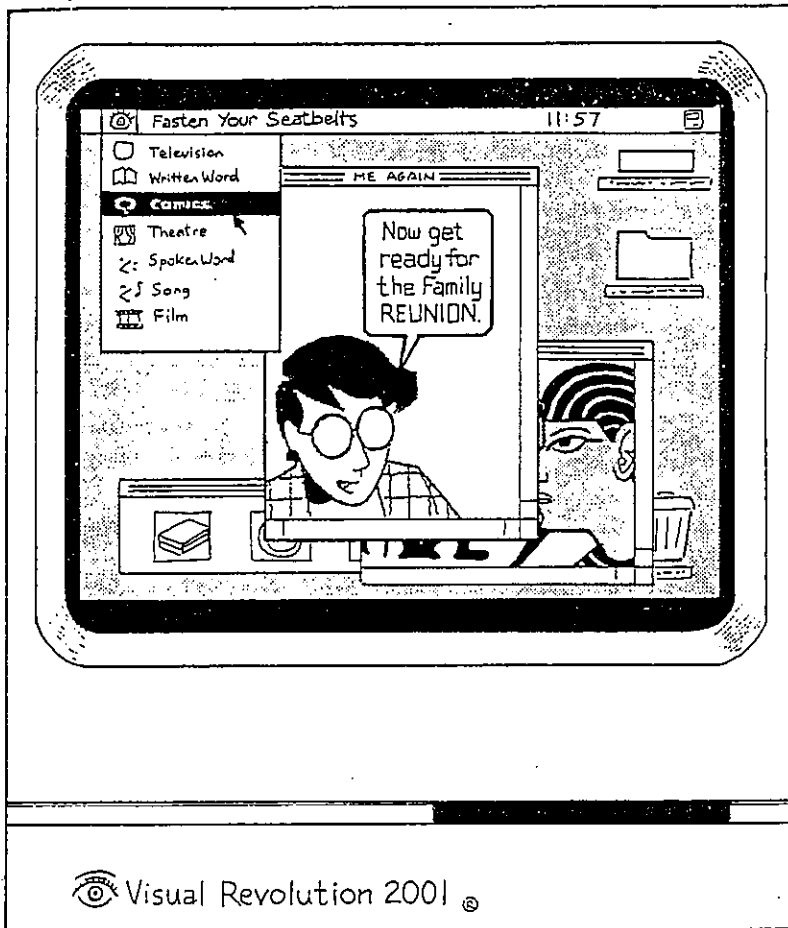
--THE
POTENTIAL
OF AN
ART FORM.

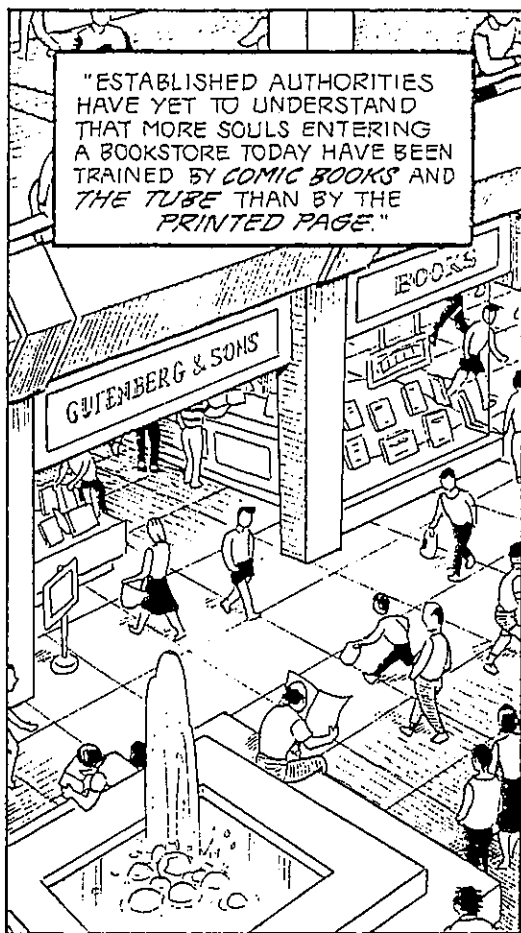




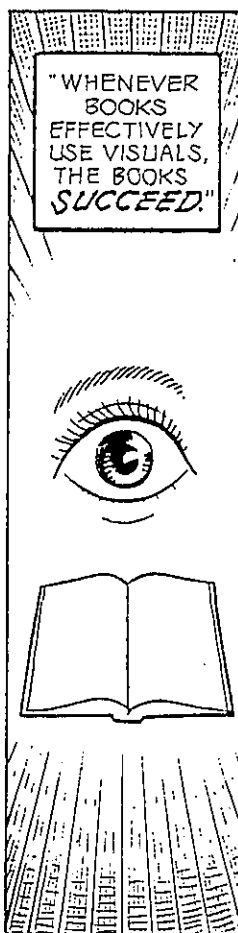




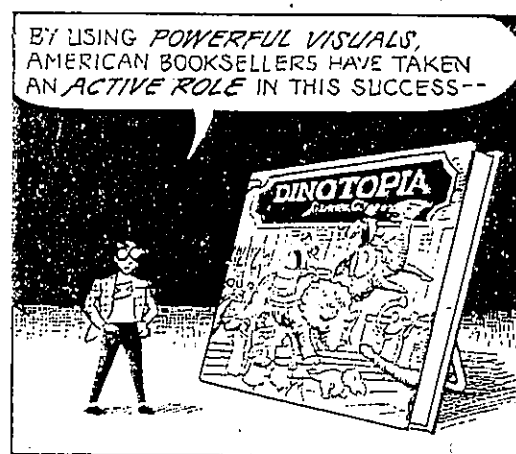




"ESTABLISHED AUTHORITIES HAVE YET TO UNDERSTAND THAT MORE SOULS ENTERING A BOOKSTORE TODAY HAVE BEEN TRAINED BY *COMIC BOOKS* AND *THE TUBE* THAN BY THE *PRINTED PAGE*."



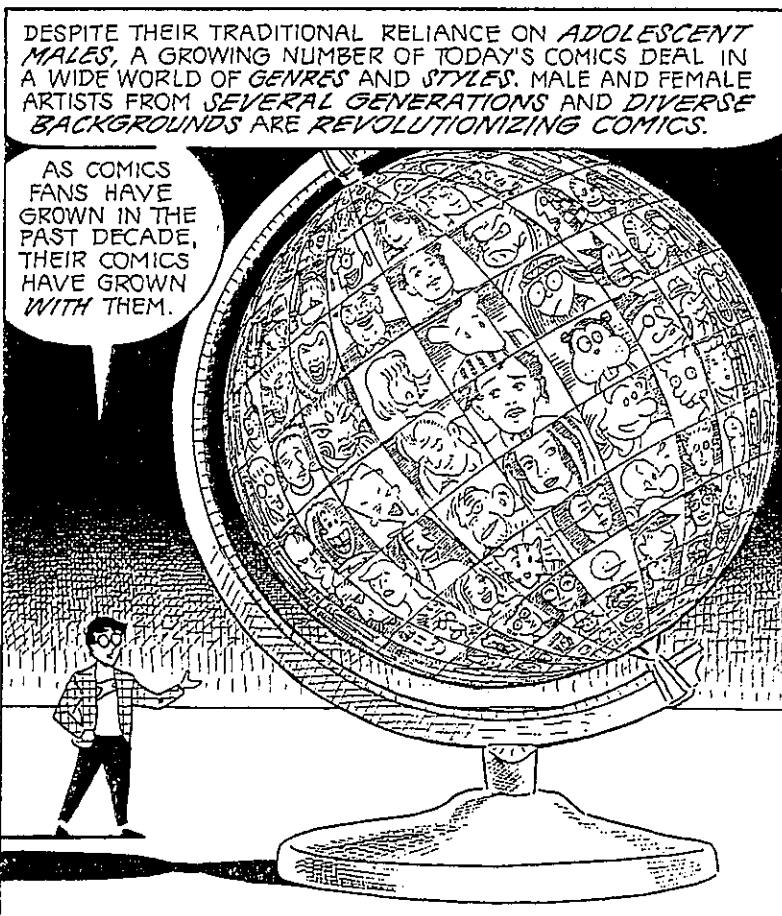
"WHENEVER BOOKS EFFECTIVELY USE VISUALS, THE BOOKS *SUCCEED*."



BY USING *POWERFUL VISUALS*, AMERICAN BOOKSELLERS HAVE TAKEN AN *ACTIVE ROLE* IN THIS SUCCESS--



--WHILE THE VISUAL REVOLUTION HAS BROUGHT COMICS RETAILERS *EXPLOSIVE INDUSTRY GROWTH*.



DESPITE THEIR TRADITIONAL RELIANCE ON *ADOLESCENT MALES*, A GROWING NUMBER OF TODAY'S COMICS DEAL IN A WIDE WORLD OF *GENRES* AND *STYLES*. MALE AND FEMALE ARTISTS FROM *SEVERAL GENERATIONS* AND *DIVERSE BACKGROUNDS* ARE *REVOLUTIONIZING COMICS*.

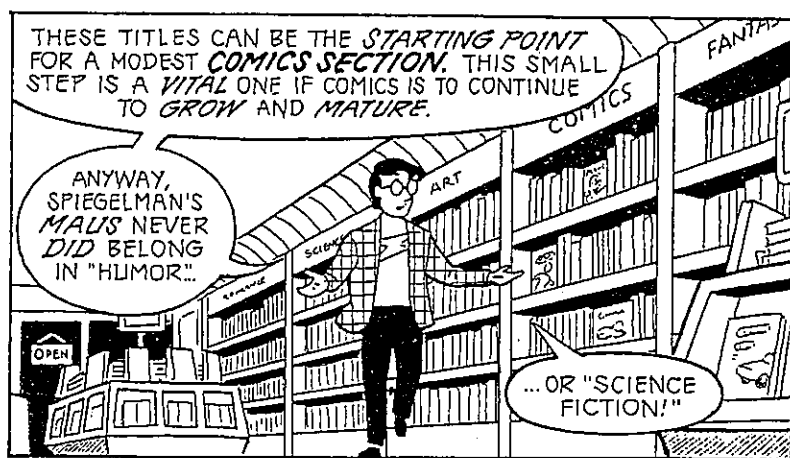
AS COMICS FANS HAVE GROWN IN THE PAST DECADE, THEIR COMICS HAVE GROWN WITH THEM.



AS THE MODERN COMIC BOOK ENTERS *ADULTHOOD*, IT'S THIS *NEW BREED* OF COMIC THAT CAN SERVE AS A *FOUNDATION* FOR A *VAST AND LOYAL CUSTOMER BASE*...

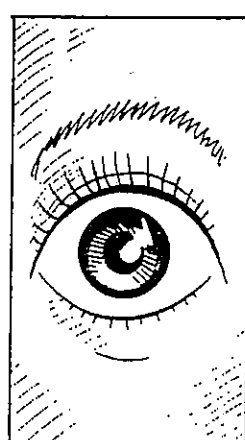
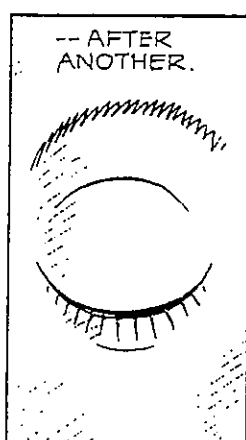
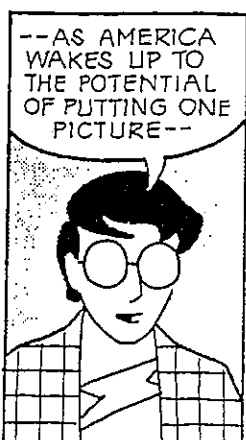
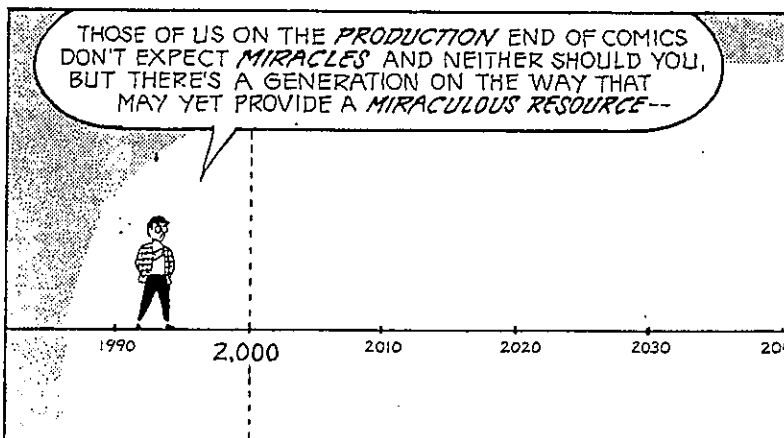
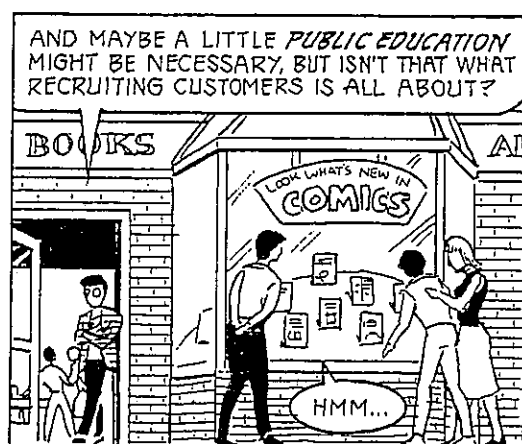
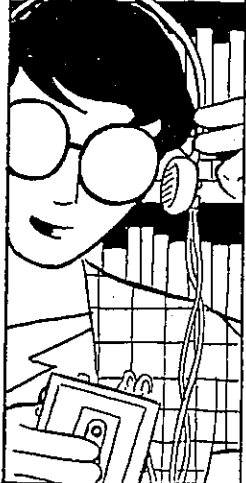


...A BASE NOT DRAWN FROM *FLEETING TRENDS* OR *SHALLOW SPECULATION* BUT FROM THE MOST ENDURING STRENGTH OF THE BOOKSELLER--
THE JOY OF READING.



LIKE *AUDIO BOOKS*, COMICS HAVE A STRONG LINK TO *TRADITIONAL BOOKS*, BUT ARE A *DISTINCT* AND *SEPARATE* FORM OF COMMUNICATION, NEEDING *SPECIAL ATTENTION*.

COMICS



SCOTT MCCLOUD IS THE AUTHOR/ARTIST OF *UNDERSTANDING COMICS* FROM KITCHEN SINK PRESS (FORMERLY TUNDRA) NOW AVAILABLE AT FINER *BOOK STORES* EVERYWHERE.

