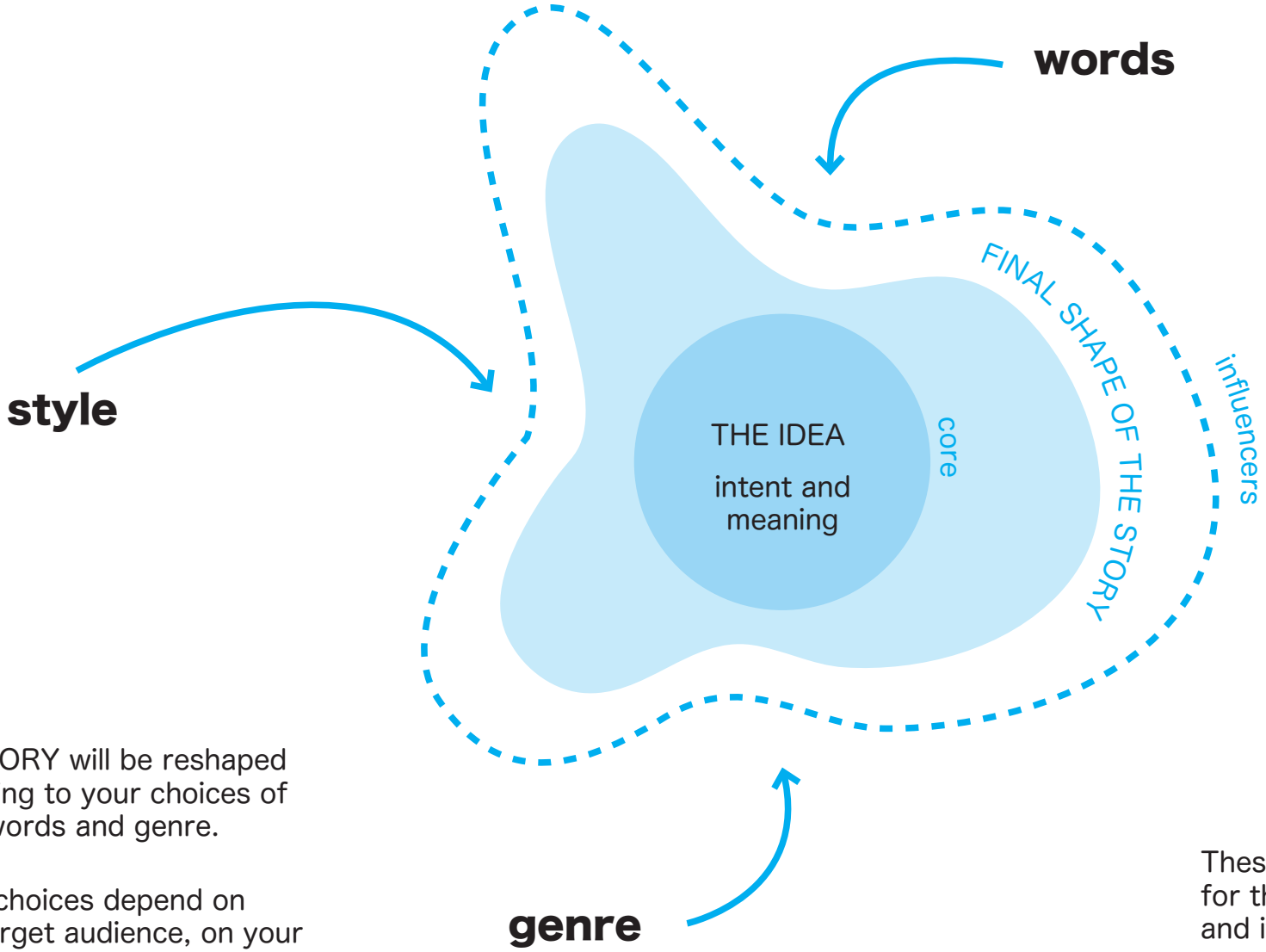
STYLE, GENRE AND WORDS

How your choices impact the story?



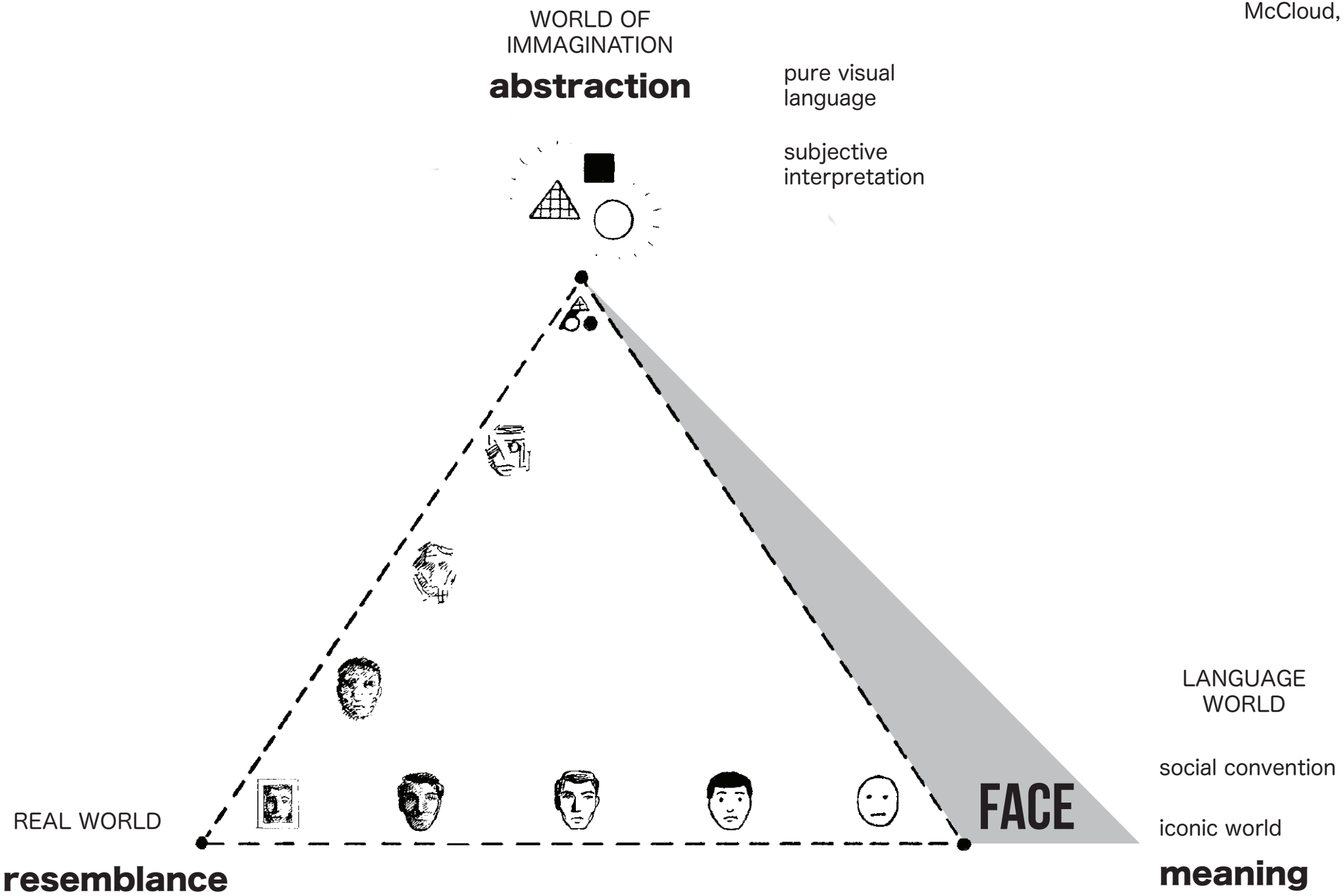
The STORY will be reshaped according to your choices of style, words and genre.

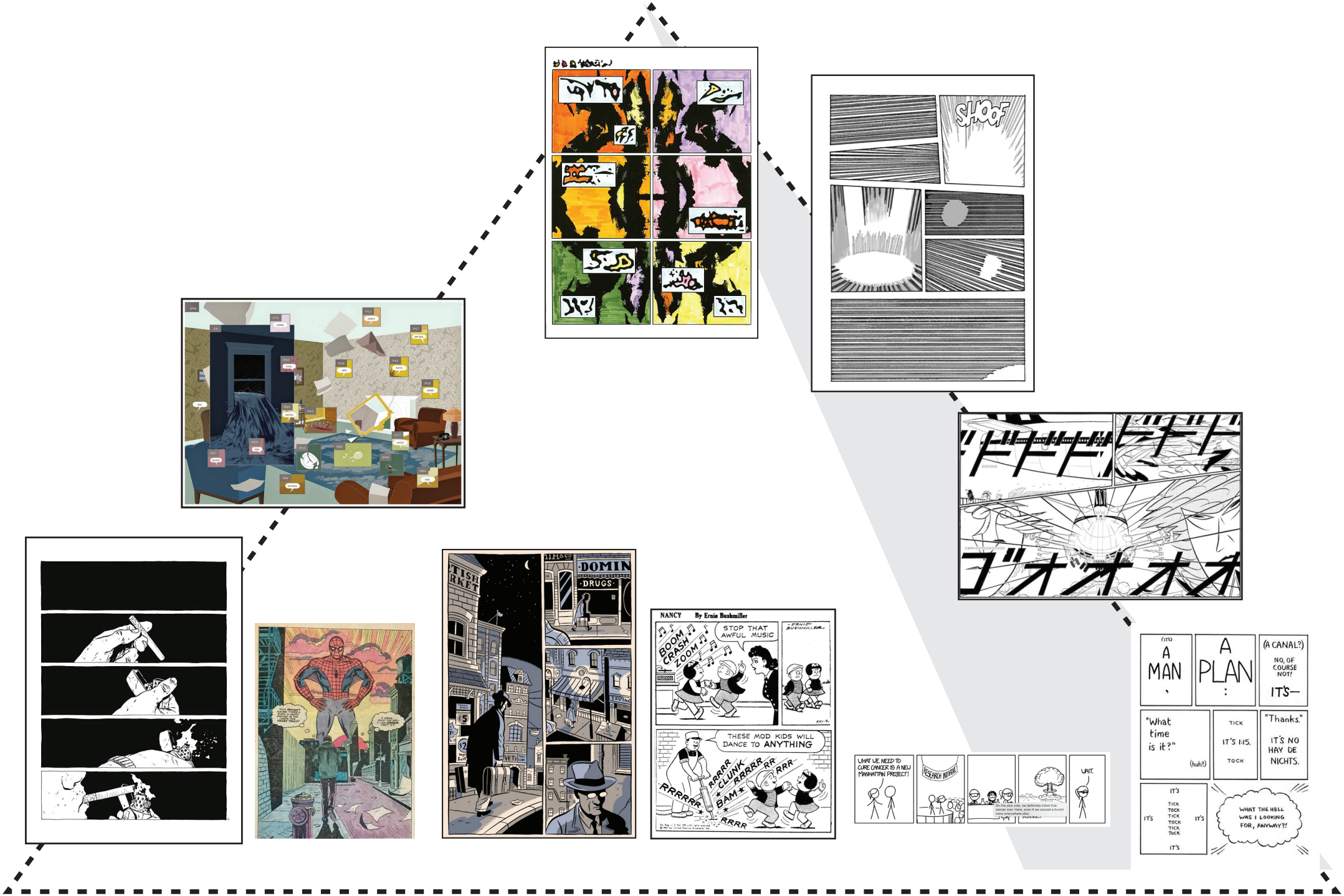
These choices depend on your target audience, on your communication skills and of course, on your view of the world.

These decisions will be crucial for the CLARITY of the story and its IMPACT on the reader

These must be consistent with the core of the story

McCloud, 2011



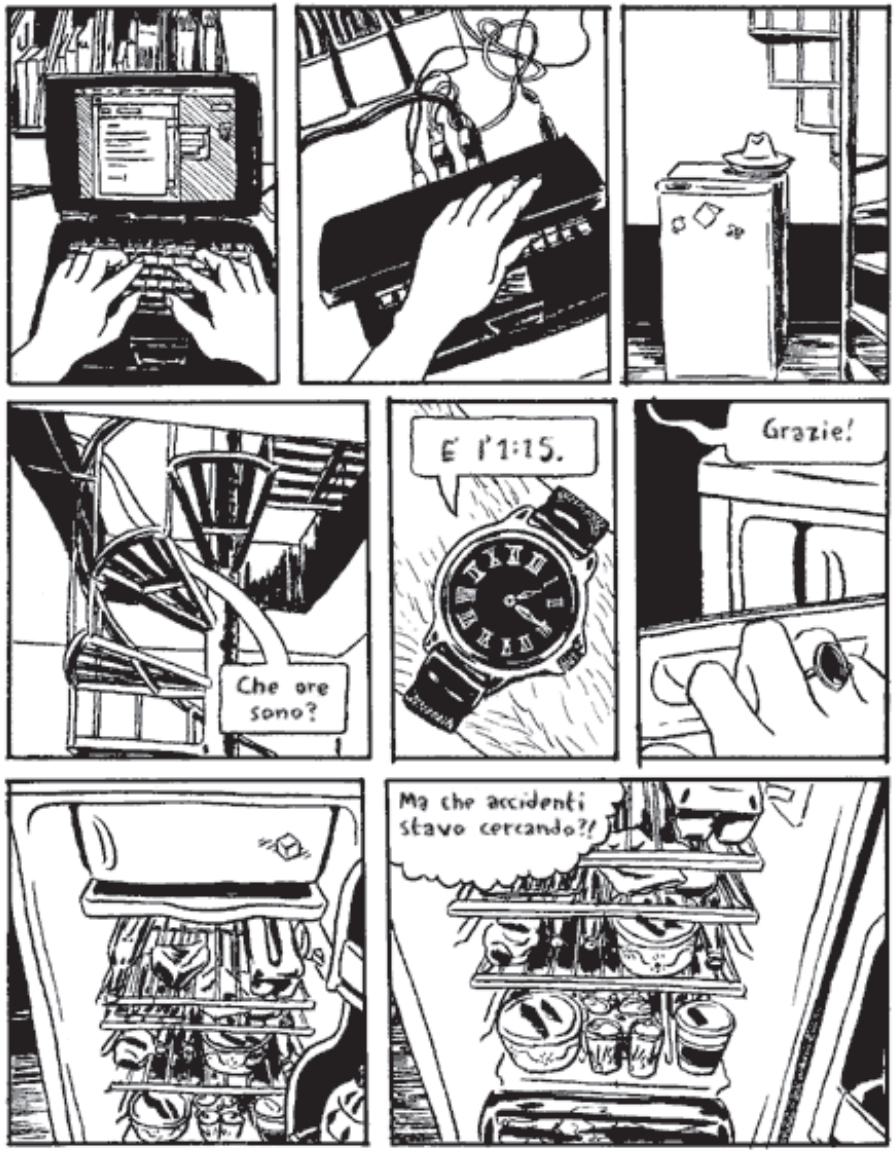

SHOOF
ゴオオオオ
NANCY By Ernie Bushmiller
BOOM CRASH ZOOM
STOP THAT AWFUL MUSIC
THESE MOD KIDS WILL DANCE TO ANYTHING
RRRRR CLUNK RRRRR RR RRR
BAM
RRRRRR
RRRR
WHAT WE NEED TO CURE CANCER IS A NEW MANHATTAN PROJECT!
RESEARCH INTAKE
WAIT.
(IT'S) A MAN ,
A PLAN :
(A CANAL?) NO, OF COURSE NOT! IT'S—
"What time is it?" (huh?)
TICK IT'S 1:15. TOCK
"Thanks." IT'S NO HAY DE NICHTS.
IT'S TICK TOCK TICK TOCK TICK TOCK IT'S IT'S IT'S
WHAT THE HELL WAS I LOOKING FOR, ANYWAY?!

STYLE, GENRE AND WORDS

template

99 Ways to Tell a Story:
Exercises in Style (2005)
Matt Madden

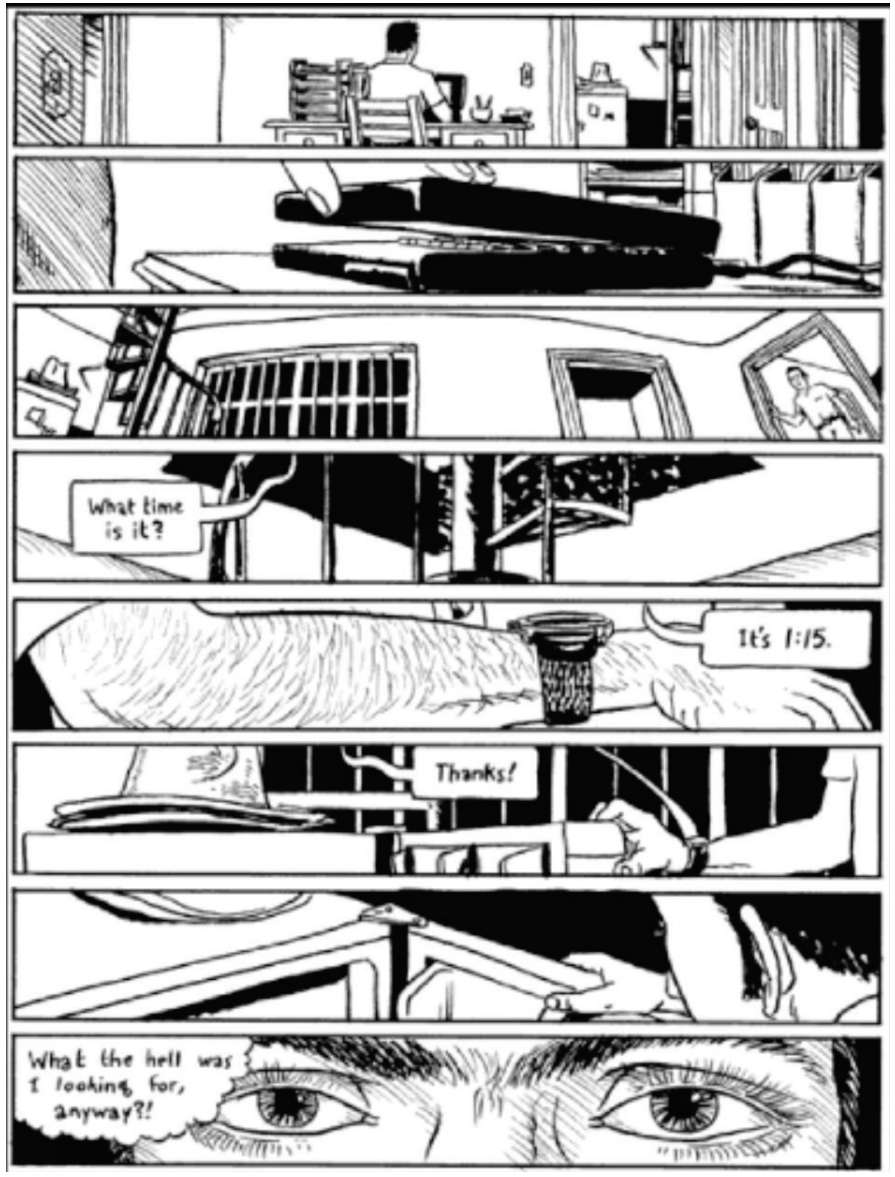
FRAMING _ POV



charachter pov

splash page

FRAMING_TIME



GENRE

Strip

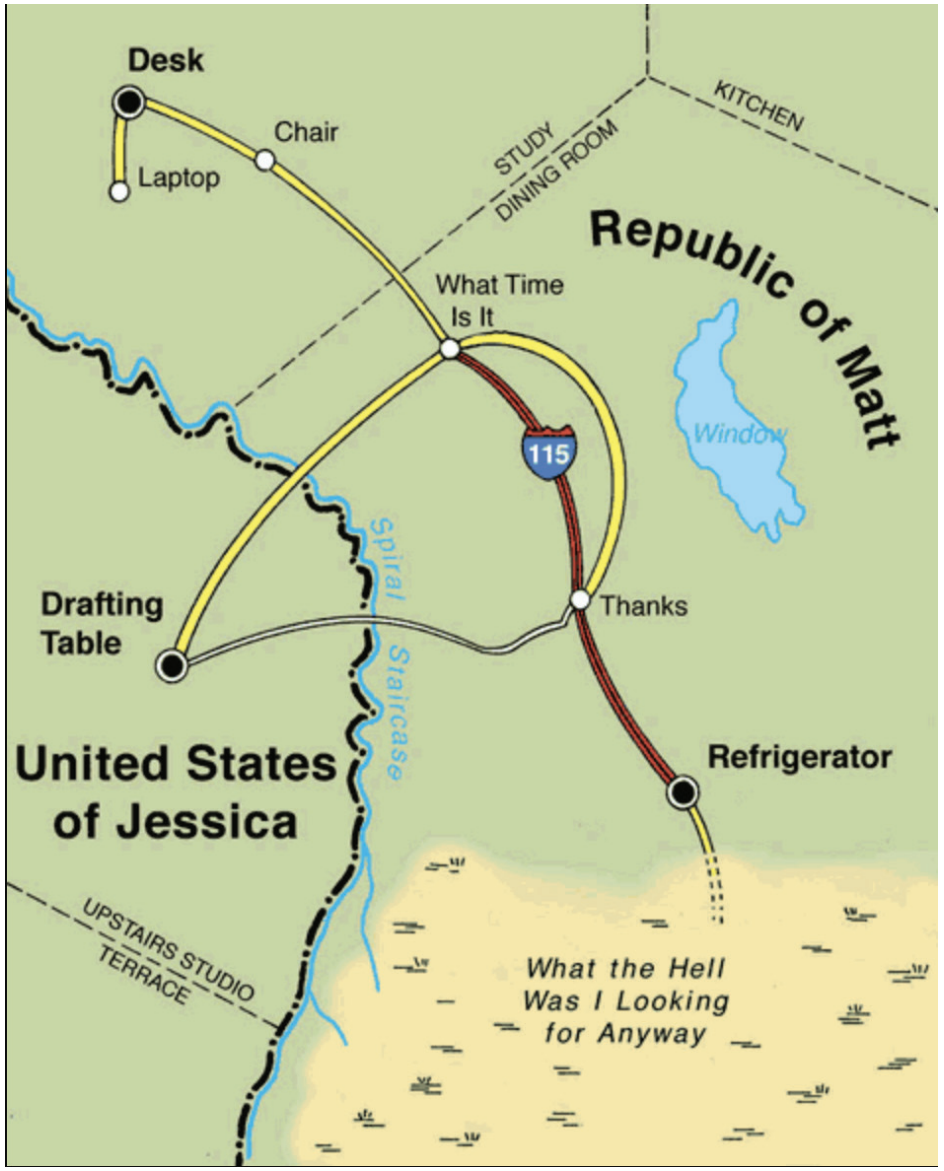
manga

GENRE_INTERPRETATION

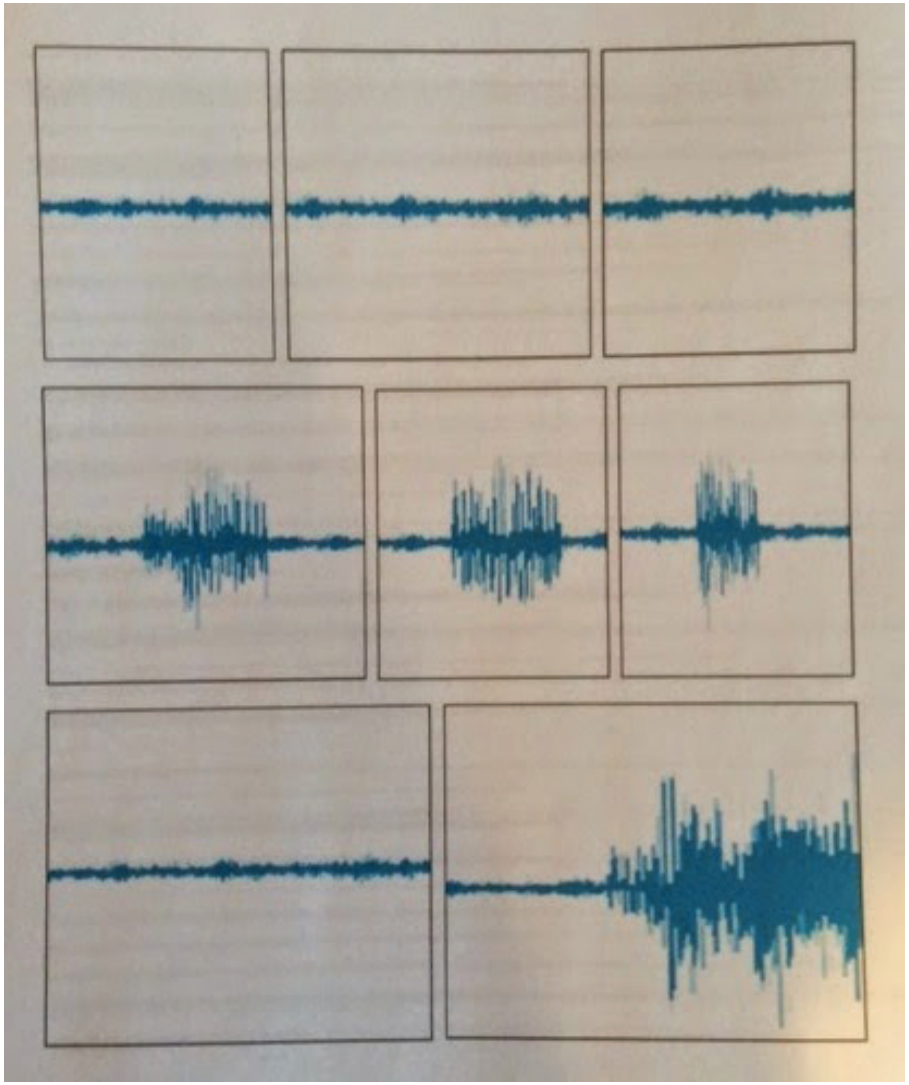
Elementary

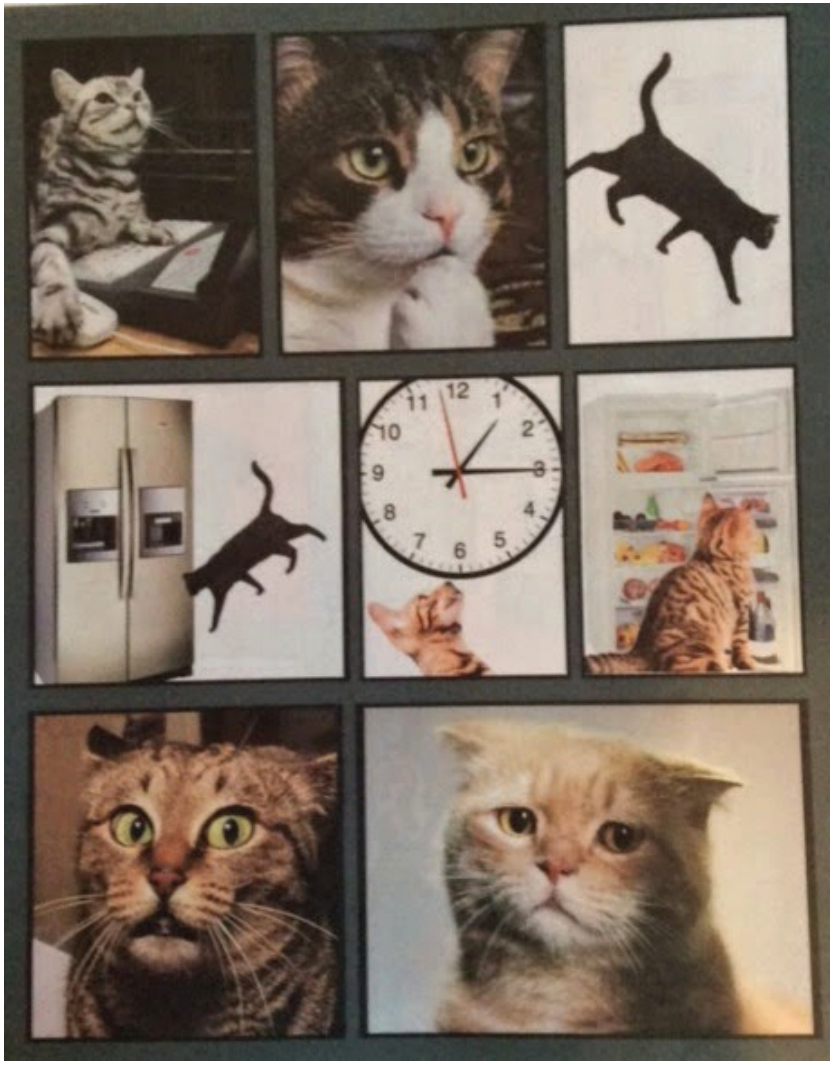
Creepshow

mixed LANGUAGE



mixed LANGUAGE

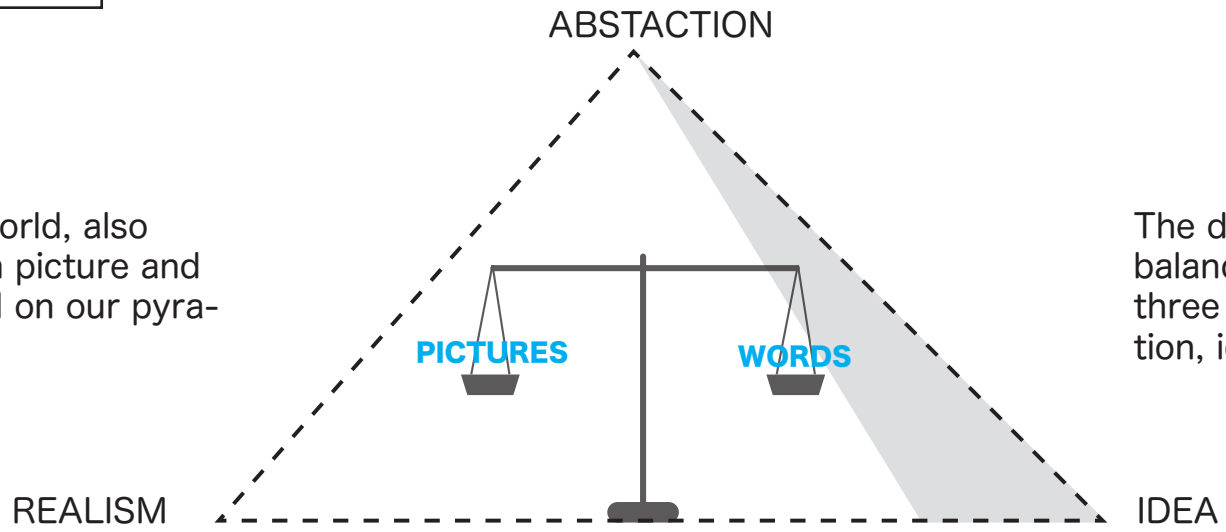




FOCUS ON WORDS

PLACING WORDS

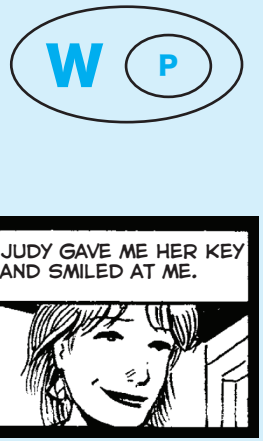
Like the figurative world, also the balance between picture and words can be placed on our pyramid of sense.



The different combinations of this balance can be placed along our three keypoints: realism, abstraction, idea.

RECAP: MCCLOUD IMAGES/WORDS CATHEGORIZATION

WORD-SPECIFIC



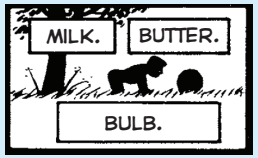
PICTURE-SPECIFIC

DUO-SPECIFIC

INTERSECTING

INTERDIPENDENT

PARALLEL



MONTAGE

FOCUS ON WORDS

Use of words in a comic depends on many factors. Timing, style, intent of the story, experimentation...

MIND YOR WORDS!

There isn't a wrong way to mix images and words. But there are several bits of advice

KEEP YOUR WORD COUNT UNDER CONTROL

don't use more than 35 words for each balloon (*show, don't tell* rules)

USE A VARIETY OF COMBINATIONS BETWEEN WORDS AND IMAGES

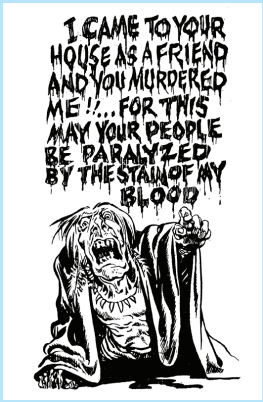
don't let your reader become used to the style, keep your reader engaged

STAY FOCUSED ON THE STORY

don't let words or images take over the idea, remenber words and images are the tools, not the core

USE ALL THE GRAPHIC ELEMENTS TO SET THE RIGHT PLACE AND RELEVANCE FOR YOUR WORDS

remember you can use sound graphically

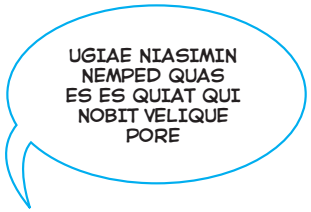


WORDS_LINGO

Word balloon:

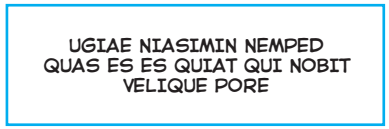
You can use different shapes for different characters or moods

BALOON



A bordered shape containing dialogue, usually with a tail that points to the speaker.

CAPTION



A tool often used for narration, transitional text (“Meanwhile...”), or off-panel dialogue like “voice-over”

THOUGHT BALLOON

Lettering:

You can use different weight or shapes for different characters or moods

BOLD LETTERING

used to emphasize words

LARGE LETTERS

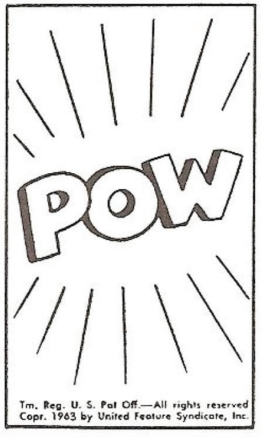
in dialogue represent shouting

SMALL DIALOGUE

dotted border and small lettering’s weight stands for whispering

Sound effects (SFX):

Stylized lettering that represents noises within a scene.
Most SFX are floating letters, and sometimes they're an integral part of the imagery



Borders:

The lines that enclose panels, balloons, and captions. Various styles and line weights can be used to evoke different effects or moods.