Title:
Comic Books: Our Own Worst Enemy?

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Summary:
A great primer for getting into comic book publishing going over the traps and pitfuls. By 10

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Article Body:
Like most comic publishers I spend quite a bit of time thinking about the state of the industr

I believe most of the problems that we encounter ˆin the industry˜ come from the industry itse

Magazines like Cosmopolitan are fashion magazines, but their audience is the average woman (or

Comic publishers aren´t the only ones to blame, either. Creators themselves are as big a deter

Do you know why a lot of new readers are picking up Manga titles? It´s because they are easier

Comics and comic art have become so inbred the only ones who can stomach them are their sister

The general public will read comics if you can get yourself out of the industry mindset and st

Some places to consider for your books (depending on its target audience) are non-chain book s

Here are some tips for making your books more accessible to general audiences:

1) Market your books outside of comic-specific areas. Figure out who might be interested in yo

2) Get rid of full page bleeds on every page. Don´t be afraid of negative space around your pa

3) Don´t forget the gutters! Overlap panels are interesting from time to time, but gutters hel

4) If you´re going to color your books, don´t go for the over-rendered look that most comics u

5) Think of storytelling. The most important thing in a comic is that you do not lose your aud

6) Don´t have large blocks of text or dialogue in each panel. There´s an old unwritten rule in

7) This one is going to cause any comic collector to cringe: get rid of issue numbers. Or, if

8) Forget the mantra, ˆcomics aren´t just for kids anymore.˜ It´s old, played out and is part

9) Be prepared to get your hands dirty and do some work. Publishing is a business and, at firs

My heresy will end with this statement: the only way to save comics may be to let the comic in

A bit of inspiration for you: Nifty´s main title, the Cadre, sells over 5000 copies per issue

The world is a big, beautiful place full of potential new readers. You just have to venture ou