



MISUNDERSTANDING COMICS

Your guide to everything wrong with comic book art.

Scott McCloud's *Understanding Comics* was a landmark book in the comics world for establishing the potential of visual arts to convey beauty, drama, and transcendent meaning.

But comic book readers didn't want beauty – they wanted buff gladiators with laser guns the size of a filing cabinet, sex kittens with impossible figures drawn by unskilled artists, an army of hacks hoping to sell a million issues of pre-bagged, individually-numbered holofoil special editions to drooling fanboys before anyone noticed they were bankrupting their own medium. Join us as we turn a jaundiced eye toward all that is wrong with the "invisible art".

You won't understand comics until you *misunderstand* them!

Chapters

- **The History of Comics** – Why comics and "fine" art ain't so different.
- **Misunderstanding Art** – How your skill and talent are holding you back.
- **How to Misunderstand Characters** – How to create compelling characters, and do you even need to?
- **Storytelling** – We distill ideas from the top names in comics, reducing a lifetime of innovation to a punchline.
- **Web Comics & Self-Publishing** – When no one else will print your web comic about a zombie robot pirate ninja who loves bacon.
- **Manga & Everything Wrong with Japan** – It's not all school girl uniforms and tentacle rape. Just most of it.
- **Intellectual Comics** – Feign intellectualism with bigger words and smaller fonts.
- **Comic Book Collectors & Other Fanboys** – The people who pay your salary and how to exploit them.
- **Making Good Money with Bad Ideas** – Take this book, for example.

All this in 88 pages of black-and-white-hot fury!

Who would do such a thing?!

Tim Heiderich is a TV writer and creator of the web series *Assignment: Unexplained*, the animated series *Emergency 411*, and longtime fan of comic books and comic art, both good and bad. *Misunderstanding Comics* is co-written and illustrated by **Mike Rosen**, the writer/illustrator behind the satirical adaptation of *The Malleus Maleficarum: the Medieval Guide to Hunting Witches*.

For more info, email info@misunderstandingcomics.com

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