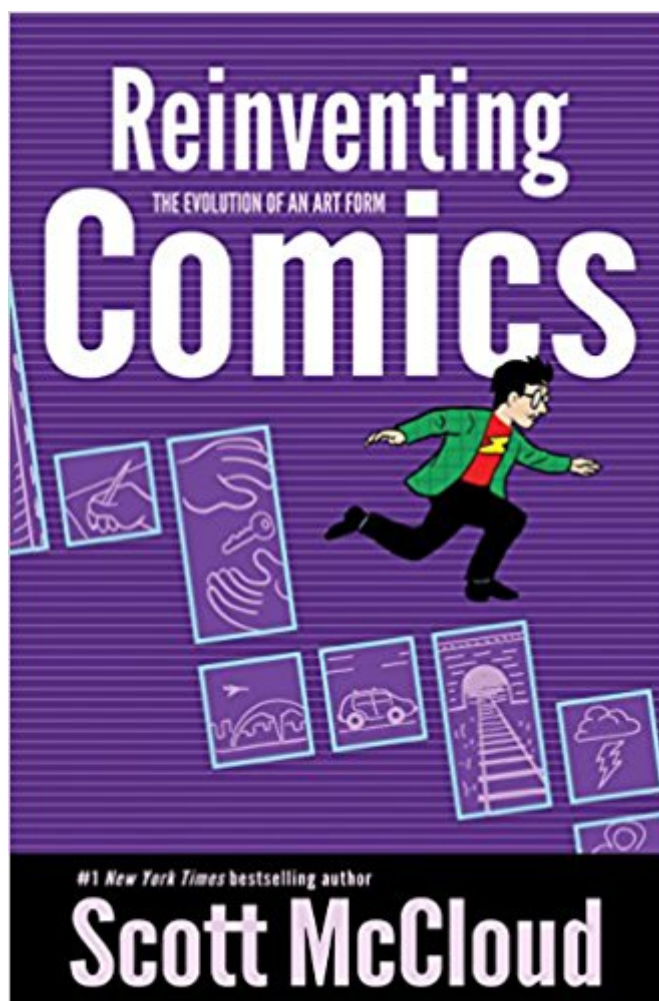


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# Reinventing Comics: The Evolution Of An Art Form



## Synopsis

In 1993, Scott McCloud tore down the wall between high and low culture with the acclaimed international hit *Understanding Comics*, a massive comic book that explored the inner workings of the world's most misunderstood art form. Now, McCloud takes comics to the next level, charting twelve different revolutions in how comics are created, read, and perceived today, and how they're poised to conquer the new millennium. Part One of this fascinating and in-depth book includes: The life of comics as an art form and as literature; The battle for creators' rights; Reinventing the business of comics; The volatile and shifting public perceptions of comics; Sexual and ethnic representation on comics. Then in Part Two, McCloud paints a breathtaking picture of comics' digital revolutions, including: The intricacies of digital production; The exploding world of online delivery; The ultimate challenges of the infinite digital canvas.

## Book Information

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## Customer Reviews

Scott McCloud's *Reinventing Comics*, the sequel to his groundbreaking work *Understanding Comics*, is a study of two revolutions: a failed one and a potential one. His 1993 book was not only a chronicle of the potential breakthrough of comics (which he redefined as "sequential art") into a legitimate art form but a sterling example itself of the medium's astonishing untapped potential. Now, seven years later, he chronicles the failure of the comic book industry to fulfill that promise, but also explores how the movement can be restarted, particularly by utilizing the resources of another spectacularly successful revolution, the Internet. In the first half of *Reinventing Comics*, an elegantly

clean example of comic art in McCloud's trademark bold black-and-white style, the author outlines how hype, speculation, and artistic burnout led to the genre's decline. He then lays out 12 paths toward a new revolution of comics, including creators' rights, industry innovation, public perception, gender balance, and diversity of genre, which are then explored with such innovative intelligence that, as with his earlier work, the conclusions he comes to are fascinating for both artists and nonartists alike. Three of his paths, however, are of particular interest to anyone who wants to know how the Internet will affect both our lives and the livelihoods of future artists. *Understanding Comics*, with its brilliant how-to guide on marrying image and language, has become an indispensable reference for many Web designers. Now McCloud returns the favor by focusing on how the digital revolution will influence production, delivery, and the art form of comics itself. Informative without being pedantic, controversial without being argumentative, and always entertaining, this is both a worthy sequel to the author's brilliant original and a work that opens up the potential for an entirely different direction for sequential art in the realm of cyberspace. --John Longenbaugh

This is an exceptional book (in comic format) of ideas presented as a reader-friendly theoretical lecture. And it may just be the blueprint for the very future of the comics industry. McCloud, author of *Understanding Comics*, a classic exploration of how this unique art form actually works, now uses his impressive insight and admirable clarity to map out "12 revolutions," which, he believes, need to take place for comics to survive and finally be recognized as a legitimate art form. The topics progress from the oldest of comic-related arguments (seeking respect) to the use of computer technology to renew and expand its audience. These brilliantly presented discussions concern comics as literature, comics as art, creators' rights, industry innovation, and public perception, among other topics. McCloud's arguments are strong, factual (he recaps the evolution of the comics industry and the Internet to support his theories), and persuasive. He describes the comic as a "misunderstood, squandered idea...that seems increasingly obscure...[and] small...like an atom...waiting to be split." After reading this treatise, I agree. Strongly recommended for all public and academic libraries. DChris Ryan, New Milford, N.J. -- small...like an atom...waiting to be split." After reading this treatise, I agree. Strongly recommended for all public and academic libraries. DChris Ryan, New Milford, NJ Copyright 2000 Reed Business Information, Inc.

All were books were at explaining comic books to some one that is not versed in comics. However, I opted to try and make a heavily illustrated novel instead.

Comics have always been an under-appreciated art form. Survival, in this day and age of mondo-entertainment, where nary a second is left to find a way to boredom, comics are a dying art. Face it, most of the great ones have moved on, and few there are, who are willing to take their place. Scott McCloud has figured a way out of this dilemma -his ideas on the reinvention of this particular wheel, are the most original that I have heard on the subject. It is obvious that his passion for comics is the only thing that exceeds his zeal. If you are in the world of comics, or have ever considered it, listen to this man -he knows which way is UP!

I have 3 of Scott McCloud's books related to comics and sequential art and they are all top notch quality. He really is good at breaking down ideas and connecting them to just about every aspect of human functions and human history. I enjoy reading comics here and there but after reading this book and the other two I have a new found appreciation for the medium as its helped me all around with my writing.If you enjoy anything related to comics - comic books, graphic novels, comic strips... - then Mr McCloud is the teacher for you. I very very highly recommend his books.

I read Understanding Comics and thought it was genius. McCloud broke down all elements of the creation of comics, and explained them in a funny and interesting way. This book attempted to explain that phenomenon in the context of the burgeoning web. It was a valiant attempt, but seemed dated for me, even at the time of its publication. I guess he couldn't have seen how the web would morph into blogs, video, social sites, animation, apps, etc. Unfortunately, my copy is now gathering dust on the shelf while I pull Understanding Comics down every few months or so to review or show my kids. Think I'll go look at it now.

This book is great in it's exploration of the topic and giving us beautiful new perspective on one of the most under rated and overlooked art forms. However, this book doesn't reach the peak that McCloud reached in his masterpiece "Understanding Comics" simply because of the more technical tone and the more specific relevance. His first book not only expanded minds on the idea of comic art or "sequential art" but he also expanded minds on the world in general and how we as humans express ourselves in life. This newer book expands on comic specific ideas so it loses the broad relevance. Still a must read for anyone who believes in this art form... and we all should.

Another great book from Scott McCloud! If you are a consumer or creator of comics, then this is a book you will likely enjoy!

This is an excellent work but published in 2000 before tablets and smart phones. Time for an updated edition please.

Almost another 5-star book from Scott McCloud, but there are too many typos and simple errors that an editor should have caught in this offering.

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