THE INS AND OUTS OF WEBCOMICS

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WHAT IS A WEBCOMIC?

A WEBCOMIC IS A COMIC THAT YOU SELF-PUBLISH ONLINE TO YOUR OWN WEBSITE, A HOSTING SITE, OR OTHER SOCIAL MEDIA SITES. THEY ARE USUALLY FREE TO READ AND DON'T TAKE A LOT OF RESOURCES TO CREATE.

THERE'S NO SET STYLE OR GENRE IN WEBCOMICS SO THERE'S INFINITE POSSIBILITIES ON WHAT KIND OF STORY A CREATOR CAN TELL.

WEBCOMICS CAN BE MADE WITH MINIMAL RESOURCES. WHAT YOU USE IS UP TO YOU AND YOUR COMFORT LEVEL. ONE TOOL IS NOT INHERENTLY BETTER THAN THE OTHER, SO IT JUST COMES DOWN TO PREFERENCE. HERE'S SOME TOOLS CREATORS MIGHT USE.

TRADITIONAL ARTISTS USE PENCILS, PENS, INK AND COMIC PAPER TO DRAW THEIR PAGES.

- TACTILE FEEL
- SCREENLESS DISPLAY
- WHOLE COMIC VIEW
- CAN BE MESSY
- TOOLS MIGHT NOT MIX WELL TOGETHER
- ADDER SCANNING AND CLEAN-UP

DIGITAL ARTISTS USE TABLETS, COMPUTERS AND ART PROGRAMS TO MAKE THEIR COMICS.

- INFINITE AMOUNT OF TOOLS/BRUSHES
- NO MESS, NO SCANNING, NO CLEAN-UP
- SHORTCUTS & GUIDES SPEED UP THE PROCESS
- EYE STRAIN FROM SCREEN TIME
- NOT AS PORTABLE
- GLASS SCREEN CAN BE TOO SLIPPERY
There are a few different ways you can be the artist for a comic, each with different levels of writing and workloads. Here's some examples:

**CO-AUTHOR COLLAB**
- Creating the story both you and your co-author want to make
- Shared responsibility and work load
- Bouncing ideas off one another

**CLIENT WORK**
- A writer commissions you to draw the story they want to make
- Not a lot of freedom
- Good practice for figuring out your own comic making process

**DO IT YOURSELF**
- You have complete freedom
- You have to write, thumbnail, script, sketch, ink, clean-up/colour, promote, print all by yourself

Tip: Always be sure you're getting paid accordingly if you're working for or with someone else. Write up or ask for a contract and ensure you're getting fairly compensated for your work.
SETUP

Firstly, you have to think about where you're going to post your pages. Will it be on your own website or on a hosting site like Tapas.io or Webtoons? Are you going to be printing it after spending a few years working on it?

6x9" is the most common size for graphic novels and a good starting point for a size. You can buy comic paper with templates on it, make your own, or use guides on Photoshop or Clip Studio Paint.

Even if you don't think you're going to print, it's a good idea to work in print sizes and then scale your pages down for web viewing.

Scan or start your pages at 6x9 and 300dpi (dots per inch - this is how much information will fit in an image) or work bigger (*more info on pg9).

Resize your image to 900 by 1350 pixels and 72dpi to post in online (this will ensure it's not too big for computer and mobile screens).

Complete the art, lettering and colouring in this size.

Save your large pages and online pages separately in their own folder.

Tip: stay organized and you'll save yourself a lot of time later on if you do decide to print.
PANELS

THIS IS A VERY IMPORTANT PART OF COMICS -

- AND THE PANEL CHOICES YOU MAKE REALLY -

- MAKE A DIFFERENCE -

- TO THE READING EXPERIENCE.

SIMPLE LAYOUTS ARE EASIER TO READ THAN COMPLEX ONES. DON'T MAKE READING A CHORE.

IT'S OKAY TO REUSE LAYOUTS, DON'T FEEL LIKE YOU HAVE TO DO SOMETHING NEW EVERY SINGLE PAGE.

YOU CAN USE GUTTERS TO YOUR ADVANTAGE TO ESTABLISH PACING AND TIME.
ART

THIS IS THE GOOD STUFF,
BUT HOW GOOD DOES IT NEED TO BE?
YOU CAN BE AS SIMPLE OR DETAILED AS YOU'D LIKE BUT
KNOW HOW LONG A PAGE TAKES YOU TO DO BEFORE
YOU DECIDE TO DRAW A 500 PAGE EPIC.

TIME YOURSELF
AND THINK OF YOUR
TIMELINE. IF YOU
ENJOY SPENDING
A LOT OF TIME ON
DETAIL THEN START
WITH A SHORTER STORY.

WILL IT BE IN B&W
OR COLOUR? DOES
COLOUR ADD ANYTHING?
COLOUR DOESN'T MEAN
IT'S A BETTER COMIC.
B&W CAN SAVE
YOU A LOT OF TIME.

WORK SMARTER
NOT HARDER. USE
TOOLS TO YOUR
ADVANTAGE. YOU
CAN SAVE A LOT OF
STRAIN AND TIME BY
USING SHORTCUTS,
SPECIALITY BRUSHES,
AND FILTERS.
Comics are art and words working together to create stories. Dialogue matters just as much as the art does.

Use neat and tidy bubbles, you don’t want to make this a chore for your readers.

You can use weird bubbles to your advantage, experiment, but make sure it’s still easy to read.

So there I was, so young and free and full of joy and happiness as school was out for the summer. I could feel the sun on my skin and the wind in my hair as I shouted with glee while running through the fields that school was done for the year and how happy I was to be free of it for a whole summer. I ran past flowers blooming through the field and the sun on my skin felt so good. I was exhausted, the sky was clear and only a few white, puffy clouds could be seen far in the distance and I wanted to run to them. I felt like I could run forever away from that school. I would run until I could no longer run any more, but it was fine because I was done school for the summer, as I ran I threw my test pages around me with not a care in the world. Even after finding out I got perfect scores on all of them, nothing else mattered besides my freedom from school for the entire summer. Three months of freedom!
POSTING & PROMOTION

POSTING A WEBcomic ONLINE IS THE WHOLE PURPOSE OF A WEBcomic. YOU CAN POST YOUR COMIC ON YOUR OWN WEBSITE, OR ANY NUMBER OF HOSTING SITES.

SET UP A COMIC UPDATE DAY. THIS IS WHERE YOU HAVE A SPECIFIC DAY OF THE WEEK THAT YOU POST YOUR PAGE UP. KEEP IT CONSISTENT SO YOUR READERS CAN ANTICIPATE UPDATES.

TUESDAY

IF YOU CAN'T MAKE AN UPDATE, JUST LET YOUR READERS KNOW

HAVING YOUR OWN WEBSITE GIVES YOU FULL CONTROL OVER THE LOOK, HOW THE PAGES ARE PLACED, AND WHERE ADS ARE. THE SITE IS OWNED BY YOU SO YOU WON'T HAVE TO WORRY ABOUT ANY DRAMATIC CHANGES WITHOUT YOUR CONSENT.

HOSTING SITES LET YOU POST YOUR COMIC FOR FREE, THERE'S A BUILT IN AUDIENCE, AND YOU CAN EARN AD REVENUE. THE DOWNSIDE TO THESE SITES ARE: THEY CAN GO UNDER, CHANGE THE USER INTERFACE, OR BE BOUGHT OUT OVER NIGHT WITH LITTLE OR NO FEEDBACK FROM YOU, THE CREATOR.

REMEMBER YOUR FOLDER WITH YOUR PAGES AT 900PX WIDE AND 72DPI? THOSE ARE THE PAGES YOU'LL WANT TO POST UP ONLINE ON YOUR UPDATE DAY.

THE LAST STEP IS TO TELL YOUR READERS WHEN YOUR PAGE IS UP. POST A PREVIEW OF THE PAGE ON SOCIAL MEDIA LIKE TWITTER AND INSTAGRAM WITH LINKS TO YOUR WEBSITE OR HOSTING SITE. POST REGULARLY AND PEOPLE WILL FIND YOUR COMIC IN NO TIME!

MAKE SURE YOU'RE POSTING YOUR 72DPI PAGES AND NOT YOUR 300DPI PAGES!
IT'S A GOOD IDEA TO HAVE YOUR PAGES PRINT READY FROM THE START, THIS WILL SAVE YOU A LOT OF TIME DOWN THE ROAD.

B&W PAGES SHOULD BE 600dpi, COLOUR PAGES SHOULD BE 300-400dpi

IT'S JUST HARD TO GET USED TO CALLING YOU JEX.

WHAT IF REPRODUCTING MYSELF?

HI, MY NAME IS JEX AND I USE THEY/THEM PRONOUNS.

COLOUR MODES NEED TO BE CHANGED DEPENDING ON IF YOUR POSTING A PAGE ONLINE OR PRINTING. RGB IS FOR IMAGES MEANT TO BE VIEWED ON A WEBPAGE. CMYK IS FOR IMAGES THAT ARE BEING PRINTED.

600dpi

72dpi

DPI (DOTS PER INCH) IS HOW MUCH INFORMATION WILL FIT IN YOUR IMAGE.

BRING YOUR PAGES INTO A PROGRAM LIKE INDESIGN AND MAKE IT INTO A PDF TO SEND TO YOUR PRINTER. TALK TO YOUR PRINTER ABOUT THE SIZES, LAYOUTS AND BLEED THAT THEY'RE LOOKING FOR AND USE THAT AS YOUR GUIDELINE WHEN SETTING UP YOUR .PDF

ACTUALLY...

TIP: COLOUR IS WAY MORE EXPENSIVE THAN B&W. I SAVED $300 BY TAKING OUT JUST THREE COLOURED PAGES FROM MY BOOK GENDER SLICES.
RESOURCES

YOU CAN FIND ME AT

PORTFOLIO: JPAILIK.COM
WEBCOMICS: TOPAZCOMICS.COM
TWITTER/INSTAGRAM: @JEYPAWLIK
EMAIL: JEYPAWLIK@GMAIL.COM

PRINTERS

MARQUISBOOK.COM
SUREPRINTANDDESIGN.CA
GREKOPRINTING.COM
BIT.LY/TPLBOOKPRINTING

RESOURCES

CANADACOMICSOL.ORG
CREATORRESOURCE.ORG
@CREATORRESOURCE
PAPERCATPRESS.COM
@PAPERCATPRESS
WEB-COMIC.COM
BLAMBOT.COM
BIT.LY/HOWTOSAKANA

SCOTT McCLOUD’S BOOKS
"UNDERSTANDING COMICS"
"REINVENTING COMICS"
"MAKING COMICS"

WILL EISNER’S BOOK
"COMICS AND SEQUENTIAL ART"

NAOKI URUSAWA’S DOCUMENTARY
"MANGAEN"

THANK YOU FOR READING, I LOOK FORWARD TO READING YOUR COMIC!