



**CAMOSUN COLLEGE**  
**School of Arts & Science**  
**Department of Communications**

**VIST 151-X01**  
**Comics Publishing and Promotion**  
**2020W**

## **COURSE OUTLINE**

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The calendar description is available on the web @ \_\_\_\_\_

Please note: This outline will not be kept indefinitely. It is recommended students keep this outline for their records, especially to assist in transfer credit to post-secondary institutions.

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### **1. Instructor Information**

(a) Instructor	Gareth Gaudin		
(b) Office hours	9:30-11:30 am Mondays		
(c) Location	Y315E		
(d) Phone	250-370-3396	Alternative:	250-516-7329
(e) E-mail	gauding@camosun.ca		
(f) Website	_____		

### **2. Intended Learning Outcomes**

1. Identify and describe the unique publishing challenges posed by the marketplace, both mainstream (comic shops, bookstores) and alternative (comic conventions, festivals, swap-meets).
2. Exercise their Intellectual Property Rights (copyright) for reproduction both here in Canada and in global markets, and negotiate the ownership of original artwork and fees.
3. Establish web presence to attract an audience.
4. Employ crowdfunding strategies to monetize Intellectual Property.
5. Demonstrate basic budgeting and invoicing processes as they relate to the comics industry.
6. Practice professional tabling at live events.
7. Use effective communication skills to engage in panel discussions and solo visual presentations.

### **3. Required Materials**

- (a) Texts: n/a
- (b) Other: pencils, paper, inking pens, and a journal.

## 4. Course Content and Schedule

### Week 1 – January 6

**LECTURE:** Introduction to VIST 151 with overview of learning outcomes and assignments. Who is your instructor? What has he done? Lecture on self-publishing predecessors within the comic book field. Budgeting and creating a budgeting journal. What this means and how it will help you.

**DEMONSTRATION:** Mock Comic Book Convention and introduction to tabling. What supplies do you need to take? Merch, checklists, presentation. Basic budgeting and invoicing processes as they relate to the comics industry. Keeping a journal expressly for your personal comic company.

**CLASSWORK:** First set up of our mock-comic convention and discussion of our jam comic book which we will create together over the next 14 weeks. A jam comic is a comic that is created one panel at a time and passed between different artists.

**HOMEWORK:** Create a budget journal of your own. This will be 10% of your final grade and I want to see it in action by February 10th. It should include dates, income from your cartooning, and all expenses you've incurred in regards to drawing/making comics. I will show what I'm expecting of you in my lecture.

### Week 2 – January 13

**LECTURE:** Harvey Kurtzman and the creation of the graphic novel industry, the Underground Comics movement, and the birth of modern satire. This leads directly into Robert Crumb selling copies of Zap #1 from a baby carriage at Haight-Ashbury during the Summer Of Love. Basics of tabling. Tabling etiquette. Sharing a creative community with the artists sitting around you at conventions. We will discuss commissions, and how you might consider pricing your work.

**DEMONSTRATION:** More Mock Comic Convention tabling in studio. Preparing for Tsukino-Con on the weekend of February 21-23, 2020. Paring your table supplies down to a manageable amount of items.

**CLASSWORK:** Continue work on jam comic.

**HOMEWORK:** Keep writing in your budget journal. Jot down cartoon ideas and any creative thoughts you have during the week. Think about your own comic book. What's the title going to be?

### Week 3 – January 20

**LECTURE:** Zine culture and the self-publishing boom of the 1980s, specifically Chester Brown and Julie Doucet. How artists can go from obscurity to international acclaim using a photocopier and a minimal budget. Working on ideas of artistic self-esteem and self-worth.

**DEMONSTRATION:** Saddle-stitching, perfect binding and cerlox binding. Experimentation in form and presentation.

**CLASSWORK:** Making a blank 16-page saddle-stitched booklet. Folding paper into sellable comics. There will be a long-armed stapler in the classroom.

**HOMEWORK:** Zine creation. It can be blank but it must be folded and stapled.

### Week 4 – January 27

**LECTURE:** Finding an audience through presales and subscriptions. Starting with your friends and family then expanding your readership to strangers. How to grow an audience. Creating buzz. Intellectual Property Rights. Exercising Intellectual Property Rights (copyright) for reproduction both here in Canada and in global markets and negotiating the ownership of original artwork and fees.

DEMONSTRATION: Ways artists in Canada can protect themselves and their intellectual property. Choosing our most prized creations and getting them protected ASAP.

CLASSWORK: Create an 11x17 inch poster advertising yourself and your creations. Your poster is expected to tell a potential audience who you are, what you're making, where it can be found, and when. It's like a concert poster but for your comic book. Advertise its availability at Tsukino-Con or at CCAF or at Legends Comics & Books.

HOMEWORK: Work on your poster (worth 10%; due March 16).

### **Week 5 – February 3**

LECTURE: Business Cards, their importance and how to get your name out there.

DEMONSTRATION: Examples of successful and interesting business cards. We will again be set up at a mock comic book convention and will go over the checklist of needed items. Tsukino-Con is fast approaching for those who will be there.

DEMONSTRATION: Compiling work to get ready for conventions. Introduction to portfolios. How your portfolio has a narrative.

CLASSWORK: Working on jam comic. This will be ready in time for CCAF.

HOMEWORK: Design your business card (worth 10%; due March 23).

### **Week 6 – February 10**

LECTURE: Specialization. Are you an inker, penciller, writer, or all of the above? Gig flyers, posters, and album cover art. How to make a name for yourself using other people's projects. Ideas on how to instigate jobs, find clients, and fill your portfolio with paying work. Getting positive press attention as a form of free advertising.

DEMONSTRATION: Slideshow of examples of this week's topics.

CLASSWORK: Spot illustrations and stock images for your personal file so you have pre-made images at the ready. Final prep for Tsukino-Con. Student sign-up sheet for scheduled tabling times.

HOMEWORK: Work on poster and business card.

### **Week 7 – February 17**

FAMILY DAY and READING WEEK (Tsukino-Con is February 21, 22, and 23)

### **Week 8 – February 24**

LECTURE: Marketing yourself. Choosing and designing a website, and establishing web presence to attract an audience. Branding of your name and art style. Publishing print books and web comics.

DEMONSTRATION: Visiting a selection of cartoonists' websites and comparing pros and cons of each. Buying web addresses and using existing social media to showcase art. Instagram and hashtag tutorial.

CLASSWORK: Designing basic tabling layout for conventions. What did we learn from last weekend's convention? We will all practice setting up tables, selling our wares. Discussing ways to attract potential walk-by customers. Working on name cards (for the front of our tables at conventions). Signup for any student interested in a tabling experience at Legends Comics & Books on Saturday March 7th.

HOMEWORK: Design your name card for convention tabling (worth 5%; due March 30). Quiz next week (worth 10%).

## **Week 9 – March 2**

LECTURE: Merchandising. Setting up at conventions large and small. What you'll need and not need to take. Signing up early for conventions, finding out details about your table area (chairs, power, walls, etc.)  
DEMONSTRATION: Tabling techniques. Starting an email list.

CLASSWORK: Quiz

HOMEWORK: Using a website, a hashtag, or social media, start your comic's web presence (10% of final grade; due April 6). I will be looking at your online work and evaluating you on its clarity, originality, and impact.

## **Week 10 – March 9**

LECTURE: Networking. Self-publishing as a career. Where does it get you and what CAN it get you? Ways to potentially attract clients.

DEMONSTRATION: How we might go about "teaming up" with other artists and creating art that brings new readers to both of you. Symbiotic cartooning.

CLASSWORK: We're playing Pictionary as a class. How to work quickly and economically; getting across the most amount information with the fewest amount of lines.

HOMEWORK: Have poster ready for next week.

## **Week 11 – March 16**

LECTURE: Pitches. How to present your ideas to others in the business. The unique publishing challenges posed by the marketplace, both mainstream (comic shops, bookstores) and alternative (comic conventions, festivals, swap-meets). How a good "elevator pitch" can launch the next chapter of your career.

DEMONSTRATION: Slideshow of experimental mainstream and alternative comics. Examples of famous elevator pitches in comics/film/pop culture.

CLASSWORK: Reading each other's posters. How can we improve our impact? How to have your "elevator pitch" down pat.

HOMEWORK: Write a review of a comic book and submit it to me. Look at how Broken Pencil or The Comics Journal reviews comics and try it yourself. One short review due next week (10% of final grade).

## **Week 12 – March 23**

LECTURE: Submissions. How to submit your work for print. How to package a proposal.

DEMONSTRATION: Putting together a submission package to mainstream and alternative publishers.

CLASSWORK: Tabling practice.

HOMEWORK: Name card due next week.

## **Week 13 – March 30**

LECTURE: Crowdfunding techniques and suggestions to kick-start your projects and get attention. Crowdfunding for your book or preselling them before they come out. The business of freelancing. Taxes, write-offs, cashflow. Your budget journal will help greatly at tax time.

CLASSWORK: We will split up into groups and work on crowdfunding possibilities. We will also have a guest speaker this week to talk about crowdfunding for comics.

HOMEWORK: I will be looking at your hashtags and/or web presence next week. Have something ready online.

### **Week 14 – April 6**

LECTURE: Public speaking. Ways usually introverted cartoonists can overcome shyness/fear in situations where it may forward their career. Effective communication skills to engage in panel discussions and solo visual presentations

Tabling and socializing. Getting ready to meet the public. CCAF (Camosun Comic Arts Festival) setup.

CLASSWORK: One on one interviews. Each student will be asked a few questions in a tabling scenario. CCAF readying. Tabling prep.

## **5. Basis of Student Assessment (Weighting)**

*(Should be directly linked to learning outcomes.)*

(a) Assignment

Budget journal	10%	- Due February 10
Poster	10%	- Due March 16
Business card	10%	- Due March 23
Comic Review	10%	- Due March 23
Name card	5%	- Due March 30
Web presence	10%	- Due April 6

(b) Quizzes

Quiz #1	10%
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(c) Exams

n/a

(d) Other (e.g. Project, Attendance, Group Work)

CCAF presentation	25%
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Class participation	10%
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*To earn credit for class participation, you'll need to: (1) attend class regularly and (2) participate regularly in class discussions and activities.*

## **6. Grading System**

Standard Grading System (GPA)

Competency Based Grading System

## **7. Recommended Materials to Assist Students to Succeed Throughout the Course**

Students with diverse learning styles and needs are welcome at Camosun and in this course. In particular, if you have a mental health concern (i.e. anxiety, depression, ADHD, etc.) or a permanent disability that may require accommodations, please feel free to connect with the Lansdowne Centre for Accessible Learning (CAL) 250-370-3312 or email [accessible@camosun.ca](mailto:accessible@camosun.ca) as soon as possible. The sooner you let us know your needs the quicker we can assist you in achieving your learning goals in this course.

## 8. College Supports, Services and Policies



### Immediate, Urgent, or Emergency Support

If you or someone you know requires immediate, urgent, or emergency support (e.g. illness, injury, thoughts of suicide, sexual assault, etc.), **SEEK HELP**. Resource contacts @

<http://camosun.ca/about/mental-health/emergency.html> or <http://camosun.ca/services/sexual-violence/get-support.html#urgent>

### College Services

Camosun offers a variety of health and academic support services, including counselling, dental, disability resource centre, help centre, learning skills, sexual violence support & education, library, and writing centre. For more information on each of these services, visit the **STUDENT SERVICES** link on the College website at <http://camosun.ca/>

### College Policies

Camosun strives to provide clear, transparent, and easily accessible policies that exemplify the college's commitment to life-changing learning. It is the student's responsibility to become familiar with the content of College policies. Policies are available on the College website at <http://camosun.ca/about/policies/>. Education and academic policies include, but are not limited to, Academic Progress, Admission, Course Withdrawals, Standards for Awarding Credentials, Involuntary Health and Safety Leave of Absence, Prior Learning Assessment, Medical/Compassionate Withdrawal, Sexual Violence and Misconduct, Student Ancillary Fees, Student Appeals, Student Conduct, and Student Penalties and Fines.

## A. GRADING SYSTEMS <http://www.camosun.bc.ca/policies/policies.php>

The following two grading systems are used at Camosun College:

### 1. Standard Grading System (GPA)

Percentage	Grade	Description	Grade Point Equivalency
90-100	A+		9
85-89	A		8
80-84	A-		7
77-79	B+		6
73-76	B		5
70-72	B-		4
65-69	C+		3
60-64	C		2
50-59	D		1
0-49	F	Minimum level has not been achieved.	0

### 2. Competency Based Grading System (Non GPA)

This grading system is based on satisfactory acquisition of defined skills or successful completion of the course learning outcomes

Grade	Description
COM	The student has met the goals, criteria, or competencies established for this course, practicum or field placement.

DST	The student has met and exceeded, above and beyond expectation, the goals, criteria, or competencies established for this course, practicum or field placement.
NC	The student has not met the goals, criteria or competencies established for this course, practicum or field placement.

## B. Temporary Grades

Temporary grades are assigned for specific circumstances and will convert to a final grade according to the grading scheme being used in the course. See Grading Policy at <http://www.camosun.bc.ca/policies/E-1.5.pdf> for information on conversion to final grades, and for additional information on student record and transcript notations.

Temporary Grade	Description
I	<i>Incomplete</i> : A temporary grade assigned when the requirements of a course have not yet been completed due to hardship or extenuating circumstances, such as illness or death in the family.
IP	<i>In progress</i> : A temporary grade assigned for courses that are designed to have an anticipated enrollment that extends beyond one term. No more than two IP grades will be assigned for the same course.
CW	<i>Compulsory Withdrawal</i> : A temporary grade assigned by a Dean when an instructor, after documenting the prescriptive strategies applied and consulting with peers, deems that a student is unsafe to self or others and must be removed from the lab, practicum, worksite, or field placement.