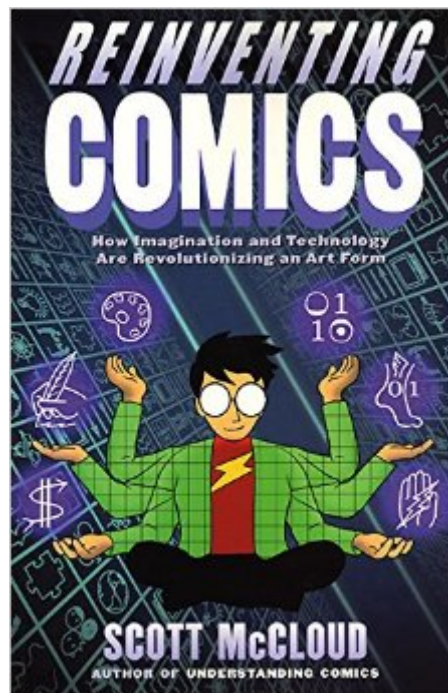# Reinventing Comics: How Imagination And Technology Are Revolutionizing An Art Form

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 worlds 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 literatureThe battle for creators' rightsReinventing the business of comicsThe volatile and shifting public perceptions of comicsSexual and ethnic representation on comicsThen in Part Two, McCloud paints a breathtaking picture of comics' digital revolutions, including:The intricacies of digital productionThe exploding world of online deliveryThe ultimate challenges of the infinite digital canvas

Book Information

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Customer Reviews

Thankfully this book is neither a 'How-To' in digital comics, nor a book praising the wonders of clunky web comics (which I feared when I first heard about it), for Scott McCloud the future of comics is much more about diversity, and a more direct connection between the reader and the author.If you read "Understanding Comics" (if not, you should), you already experienced Scott McCloud's love of sequential art firsthand in his very accessible analysis of the form. Having acknowledged the incredible potential the medium has to offer, "Reinventing Comics" brings us to terms with why we're not quite there yet. This book is not so much about comics themselves, as

about comic books today in America (brief mentions are made to European and Japanese comics, but mostly to make clear what the book is not talking about).McCloud uses his concept of the 'twelve revolutions' to visit the shaping moments of American comic book history, and the current state of the industry. The book abounds with examples of comics that push the medium farther, facing many of the challenges posed (like ethnical diversity, feminine presence, and diverse genres and subject matters), most of which will be familiar to readers of current alternative comic books (Maus, Ghost World, Bone, Love and Rockets, Joe Sacco's works, etc.) The exposition is very clear and enjoyable, even for non comic book readers, which might as well be touched by the passion for the medium shown in every page. A vision is shared by McCloud with the reader, through this book, for a future of exciting possibilities.The future, indeed, is the theme of the second part of the book, in which the eventual marriage of digital technology and comic books is discussed.

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