

Getting Graphic

Should I, or Should I not?

Why Companies loss Customers?

- The American Society for Quality Control found that
- 1% die,
- 5% move away
- 7% are lured elsewhere
- 9% go to the competition
- 15% leave due to quality problem
- 63% leave because they feel ignored!

National Endowment for the Arts 2007

- Reading is declining as an activity among teenagers.
- Less than one-third of 13 year olds are daily readers
- The percentage of 17-year-olds who read nothing at all for pleasure has doubled over a 20 year period. Yet the amount they read for school or homework (15 or fewer pages daily for 62% of students) has stayed the same.
- (Full report is available at <http://www.nea.gov/news/news07/TRNR.html>)

What are Graphic Novels

- A **graphic novel** is a type of comic book, usually with a lengthy and complex storyline similar to those of novels, and often aimed at mature audiences. The term also encompasses comic short story anthologies, and in some cases bound collections of previously published comic-book series.
- Graphic novels are typically bound in longer and more durable formats than familiar comic magazines, using the same materials and methods as printed books, and are generally sold in bookstores and specialty comic book shops rather than at newsstands.

History of Graphic Novels

- Will Eisner's *A Contract with God* (1978), one of the first books to describe itself as being a graphic novel.
- Graphic Novels are a fast growing segment of the entertainment industry. There are five television networks that are either dedicated to or carry a major portion of graphic novel based cartoon series and there are new movies, created from graphic novels, being released monthly.

What you may not Know about Graphic Novels

- Manga-Has a rating system to help you determine what is suitable for your collection.
- Graphic novels is a great tool in helping non-readers learn the mechanics of reading through visualization techniques.

Graphic Novel Awards

- Pulitzer Prize winners
- [Maus](#) a.k.a. *Maus: A Survivor's Tale — My Father Bleeds History* by Art Spiegelman (non-fiction; ISBN 0-679-40641-7)
- **Hugo Award winners**
- *Watchmen* by Alan Moore and Dave Gibbons (ISBN 0-930289-23-4)
- **World Fantasy Award winner**
- *Dream Country* contains a story by [Neil Gaiman](#) and Charles Vess that earned this award.

- **Manga** is the Japanese word for comic (sometimes called *komikku* コミック) and print cartoons. In their modern form, manga date from shortly after World War II but have a long, complex history in earlier Japanese art. In Japan, manga are widely read by children and adults of all ages, so that a broad range of subjects and topics occur in manga, including action/adventure, romance, sports and games, historical drama, comedy, science fiction and fantasy, mystery, horror, sexuality, and business and commerce, among others. Since the 1950s, manga have steadily become a major part of the Japanese publishing industry, representing a 481 billion yen market in Japan in 2006 (approximately \$4.4 billion dollars). Manga have also become increasingly popular worldwide. In 2006, the United States manga market was \$175-200 million.

Comics & Graphic in the Classroom

Interest in comics and graphic novels as well as questions about how to use them in the classroom have encouraged the National Association of Comics Art Educators (<http://www.teachingcomics.org>) to gear up for a new initiative to help K-12 teachers and librarians understand and use the texts.

AASL

- Daniel H. Pink “A Whole New Mind”
Development of the “right mind”
Stories are how we remember
Left side brain vs. right side brain

Velcro—Dog

Big picture—to many options

Who Read's Graphic Novels

“One of the things I am very grateful to my father for is that, contrary to conventional educational principles, he allowed me to read comics. I think that is how I developed a love for English and for reading.”

-Bishop Desmond Tutu, Nobel Prize Winner

Fact: The average comic book introduces children to nearly twice as many new words as the average children's book and more than five times as many as the average child-adult conversation.”
(from a 1993 study published in The Journal of Child Language)

Reading Graphic Novels

- **Reading comic books may help to:**
 1. Develop an increased interest in reading.
 2. Increase literacy in the broad sense of the word.
 3. Develop language skills and a rich and varied vocabulary.
 4. Foster interest in a variety of literary genres.
 5. Foster interest in a broad range of topics.
 6. Stimulate a creative imagination.
 7. Develop an appreciation of art.
 8. Develop the ability to discuss and critique art and writing.
 9. Increase understanding of how meaning is found in visual phenomena.
 10. Enhance understanding of popular

Do Comic Books Belong in Libraries?

- <http://ublib.buffalo.edu/libraries/units/lml/comics/pages/>
- **Assist Poor Readers**
Comics and graphic novels are excellent tools for use with children and young adults with poor reading skills.
- **Connect with Visual Learners**
As educators become increasingly aware of the importance of different learning styles, it is clear that comic books can be a powerful tool for reaching visual learners.
- **Develop Strong Language Arts Skills**
Several studies have shown that students who read comic books regularly have better vocabularies and are more likely to read above grade-level.
- **Encourage Unmotivated and "Dormant" Readers**
Teachers often use non-book materials to encourage reading. Comic books are an ideal medium to spark interest, equate reading with enjoyment, and develop the reading habit.
- **Convey Educational Messages**
Government agencies, the military, museums, and other nonprofit organizations have long used [educational comics](#) to reach general audiences.
- **Stimulate Readers to Explore Other Literature**
Many comic book fans become avid book readers. Comics can stimulate interest in all types of fiction (fantasy, sci-fi, historical, etc.) as well as mythology, legends, and nonfiction.
- **Engage Adult Readers**
The average age of American comic book readers is 25. Many readers who were avid fans as teenagers continue reading into adulthood, broadening their taste in comic book genres to reflect more mature interests.

The Appeal of Comic Books

- **Action**
Most comics offer fast-paced action, dramatic conflict, and heroic adventure.
- **Powerful Images**
Pictures can indeed be worth a thousand words, and the very best comics provide dramatic, memorable images with strong emotional appeal.
- **Important Themes**
Many comics address themes important to pre-teens and young adults, including issues of acceptance, nonconformity, prejudice, social injustice, coming of age, triumph over adversity, and personal growth.
- **The Super-Hero as Modern Mythology**
Characters such as Superman, Batman, and Spider-Man represent recognizable cultural icons and in some cases, powerful archetypes.
- Given the remarkable diversity of comics publishing today, individual titles can be found for virtually any reader's tastes and interests.
- **Enjoyment**
Stated in the simplest terms, comic books are fun to read.

Comic Books & Creativity

Comic books hold a special appeal for highly gifted students. Several studies show that fantasy and science fiction are the favorite genres of recreational reading for gifted children and teens. Gifted readers are especially captivated by the believable details of well-crafted imaginary worlds.

Most teen and pre-teen comic book fans have tried their hand at writing and/or drawing their own comics.

Numerous novelists, screenwriters, directors, illustrators, actors, and other creative talents admit to being avid comic book readers as children, and a surprising number continue to read them as adults.

Addressing Librarians' Concerns

- **Concern #1: "Parents and Community Members Will Object to Comics in the Library."**
- **Concern #2: "Comic Books Are Junk Literature, Unsuitable for Libraries."**
- **Concern #3: "Comic Books Portray Violence, Sexism, Anti-Social Behavior, and Other Inappropriate Messages or Themes."**
- **Concern #4: "Comic Books Are Too Fragile a Medium. They Won't Hold Up to the Rigors of Library Use."**
- **Concern #5: "Won't Comic Books Be Stolen from the Library?"**

Concern #1: "Parents and Community Members Will Object to Comics in the Library."

- To an overwhelming degree, library literature indicates this fear is unfounded. School and Public librarians who initiate a comic book collection are pleasantly surprised by the absence of negative feedback from parents, teachers, administrators, or board members.
- In fact, the complete opposite is true. Parents and community members often express delight and enthusiasm when they learn about the comic book collection.
- Comic book collections in libraries can (and do) generate favorable publicity for the library.
- Librarians with comic book collections notice that word-of-mouth about the new service brings new patrons to the library.
- A comic book collection can serve as a focal point for young-adult programming, including guest speakers, discussion groups, and swap meets.
- Nevertheless, librarians must exercise care in selecting comic books and graphic novels which are *age-appropriate* and suitable for their user community, and they must be prepared to address any censorship challenges which might arise.

Concern #2: "Comic Books Are Junk Literature, Unsuitable for Libraries."

As with most aspects of popular culture, the vast majority of comic books represent "light entertainment" at best and "junk reading" at worst. The junk is fairly easy to identify and avoid. More important, there is nothing inherently wrong with light entertainment of good-to-reasonable quality. If librarians objected to this on principle, they wouldn't be purchasing Hardy Boy books, Goosebumps, or similar escapist fare for children and teens.

Kids like comic books. This is, without question, the most compelling reason for libraries to purchase them.

Many comic books and graphic novels represent serious works worthy of serious attention. For every ten titles like *Vampirella* versus *Lady Death*, comic book publishers manage to produce at least one outstanding title, such as *"Maus: A Survivor's Tale."* This is especially true of original graphic novels. Librarians can provide a wonderful service to their young patrons by pointing readers to the best material the comic book industry offers.

Comic books can be an important tool to encourage reading and improve reading skills.

Comic books represent a uniquely American art form and an important aspect of popular culture. Traditionally, libraries have collected, disseminated, and preserved all types of literature. No defensible reasons suggest why comic books should be excluded from this mission.

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Concern #3: "Comic Books Portray Violence, Sexism, Anti-Social Behavior, and Other Inappropriate"

- The majority of currently published comic books, especially traditional super-hero comics, portray positive messages, such as using one's abilities to help others, the value of perseverance, and striving to be the best one can be. Comic book icons such as Superman, Wonder Woman, and Spider-Man provide positive role models for boys and girls alike. For example, Gloria Steinem has written about the impact Wonder Woman had on her and other young girls of her generation.
- Many of today's comic books do present questionable material, including raw language, extreme violence, sexual activity, the objectification of women, and flagrant disrespect for authority, to name a few. As with any collection-building effort, librarians must make an effort to identify comics and graphic novels *appropriate for their user community*.

Concern #4: "Comic Books Are Too Fragile a Medium. They Won't Hold Up to the Rigors of Library Use."

- Modern comic books utilize high-grade paper, inks, and printing methods. The days of newsprint comics are largely gone.
- Shelf-life of library comics can be extended through the use of plastic magazine covers or similar preservation methods.
- In most cases, school and public libraries treat their comic books as a current browsing collection, retaining recent years only, as with other popular periodicals.
- Given their relatively low subscription prices, the cost-per-circulation ratio for comic books is extremely favorable for libraries.
- Librarians with strong reservations about collecting comic books as periodicals should strongly consider collecting trade paperback collections and graphic novels. These offer an eminently suitable format for library use, and often represent the best comic book stories.

Concern #5:

"Won't Comic Books Be Stolen from the Library?"

- By slightly defacing each comic book, libraries effectively eliminate the value of the item as a collectible object. This can be accomplished by stamping the Library's name on the margin or inside cover, by punching a small hole in each cover, or similar means which do not obscure the story and art.
- Experience indicates that most libraries with comic book collections actually realize a net increase in holdings, despite any potential losses from theft and damage. How? By encouraging patrons to donate unwanted comics from home.

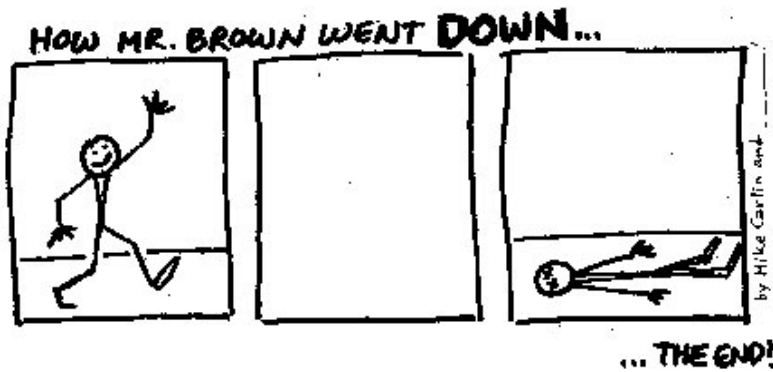
Why Have Graphic Novels in your Media Center?

Yes, they belong

- Kids should have the freedom to read things in which they have an interest
- One reason children fail to read is because so much of children's literature is boring.
- Graphic novels are an exciting alternative
- Reading level and vocabulary are actually very high.

Story Board Panel

THREE PANEL STORY TELLING



Story Board Starter Panels



Links

Websites from ALA

The Comics Get Serious: Graphic Novel Reviews and Other Stuff. By D. Aviva Rothschild.
[<http://www.rationalmagic.com/Comics/Comics.html>].

The Librarian's Guide to Anime and Manga. By Gilles Poitras. [<http://www.koyagi.com/Libguide.html>].

Comic Books for Young Adults: A Guide for Librarians. Ed. by Michael R. Lavin. Recommended Lists:
<http://ublib.buffalo.edu/lml/comics/pages/recommended.html>

Graphic Novels and Books:

http://www.indyworld.com/ic/amazon_catalog.html

- Reviews of Graphic Novels/Diamond bookshelf:
- <http://bookshelf.diamondcomics.com/reviews/>

Bookdepot.com

- Series worth getting: Rave Master, Bizenghast, Tokyo Mew Mew, Vampire Game, Faeries' Landing, PHD: Phantasy Degree, Initial D, Rebirth, Et Cetera, Planet Blood, The Queen's Knight, Peach Girl, Kare Kano, Drag on Ball, Oragon Hunter, Love or Money, Lights Out, Mars, ElfQuest, Dragon Knights, Hyper Rune, EscaflowNE, RG Veda, King Hell, D N Angel, Ragnarok, Cantella

