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STORYTELLING

FINDING THE NARRATIVE IN YOUR CONTENT MARKETING

APPROVED
BY THE
COMICS
CODE



KIMOTA
COMICS

THIS BOOK...
I FEEL A
STRANGE
POWER
WHEN I
TOUCH IT...
I FEEL
LIKE I
COULD
CONQUER
THE WORLD
WITH IT!





*WRITING IS NOTHING MORE
THAN A GUIDED DREAM*

JORGE LUIS BORGES



*A TYPEWRITER IS A MEANS
OF TRANSCRIBING THOUGHT,
NOT EXPRESSING IT.*

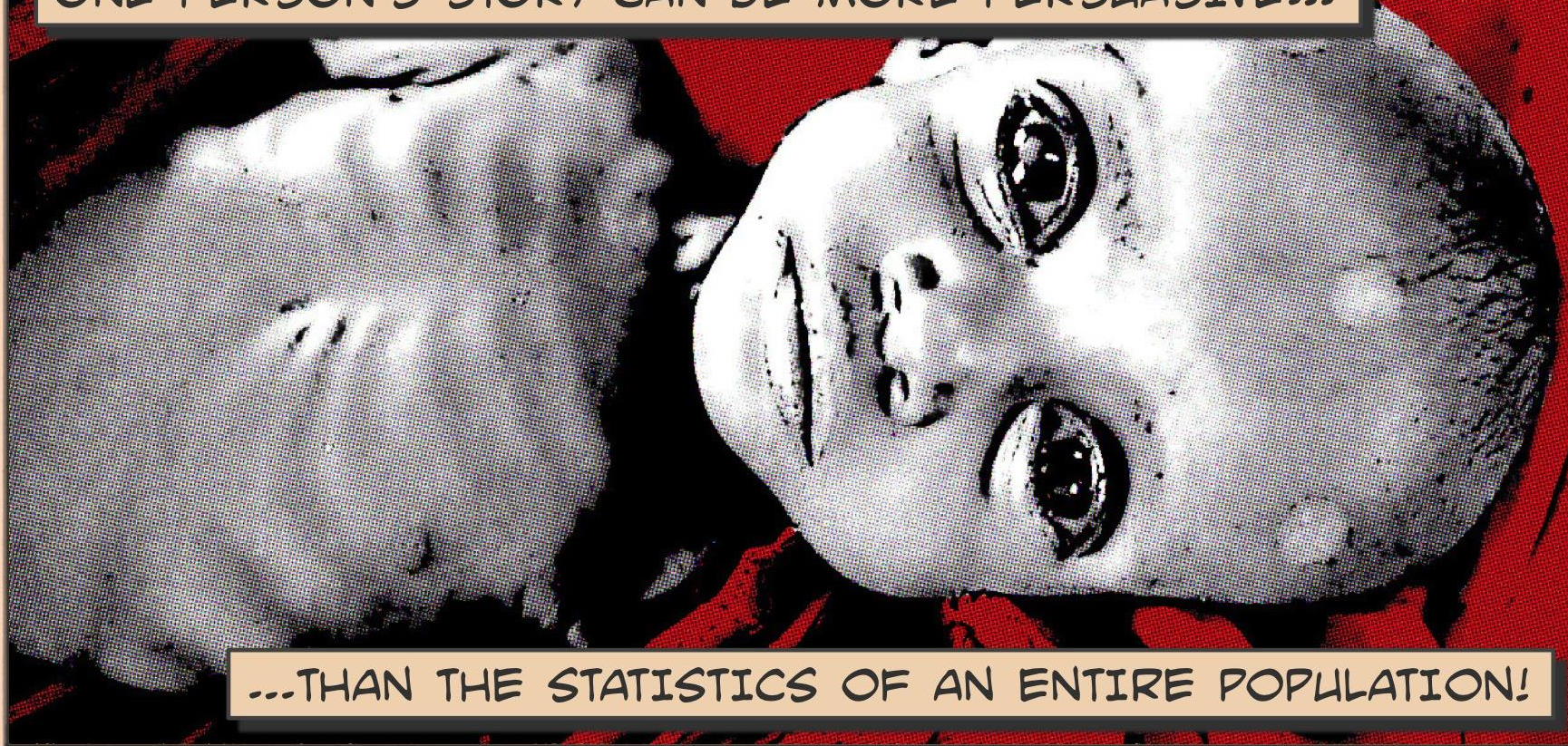
MARSHALL MCLUHAN



Little Red Riding Hood

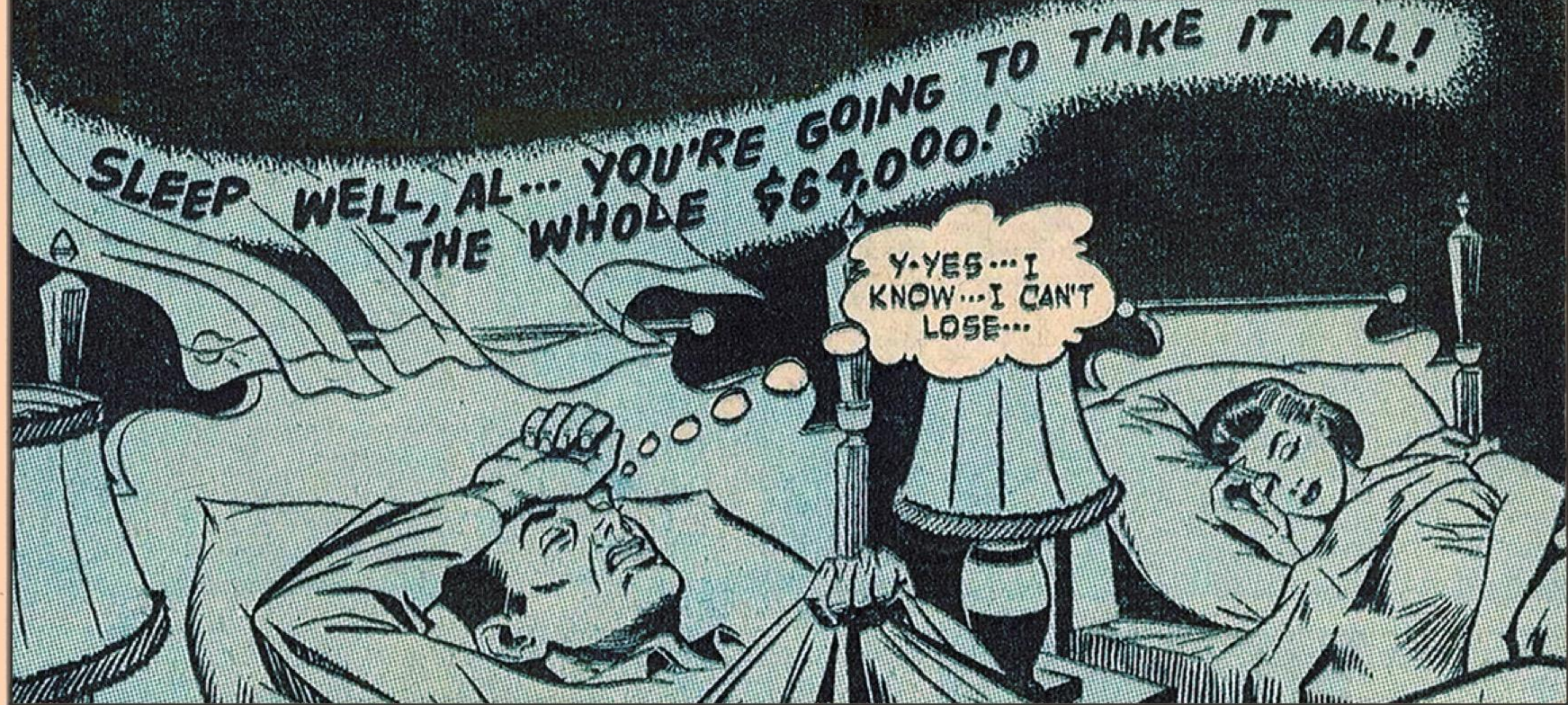
FOR MILLENIA, WE'VE PASSED ON EXPERIENCE THROUGH STORIES

ONE PERSON'S STORY CAN BE MORE PERSUASIVE...



...THAN THE STATISTICS OF AN ENTIRE POPULATION!

WE BELIEVE TALES OF LOTTERY WINNERS MORE THAN STATS



AS YOU KNOW, GENTLEMEN,
MY THEORY IS THAT MATTER AND
ENERGY ARE INTERCHANGEABLE!
IN OTHER WORDS, ONE CAN BE
TURNED INTO THE OTHER!

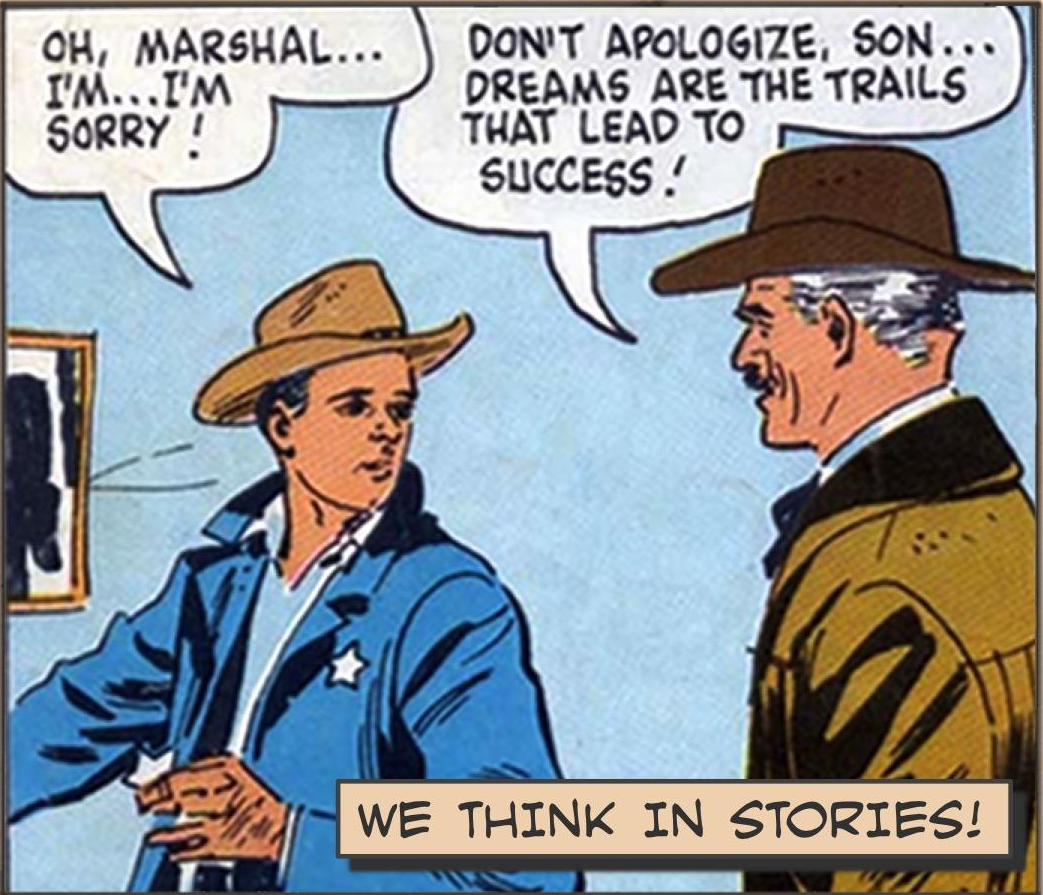


MY PARTICULAR ABILITY DOES
NOT LIE IN MATHEMATICAL
CALCULATION, BUT RATHER IN
*VISUALISING EFFECTS,
POSSIBILITIES AND
CONSEQUENCES.*

EINSTEIN



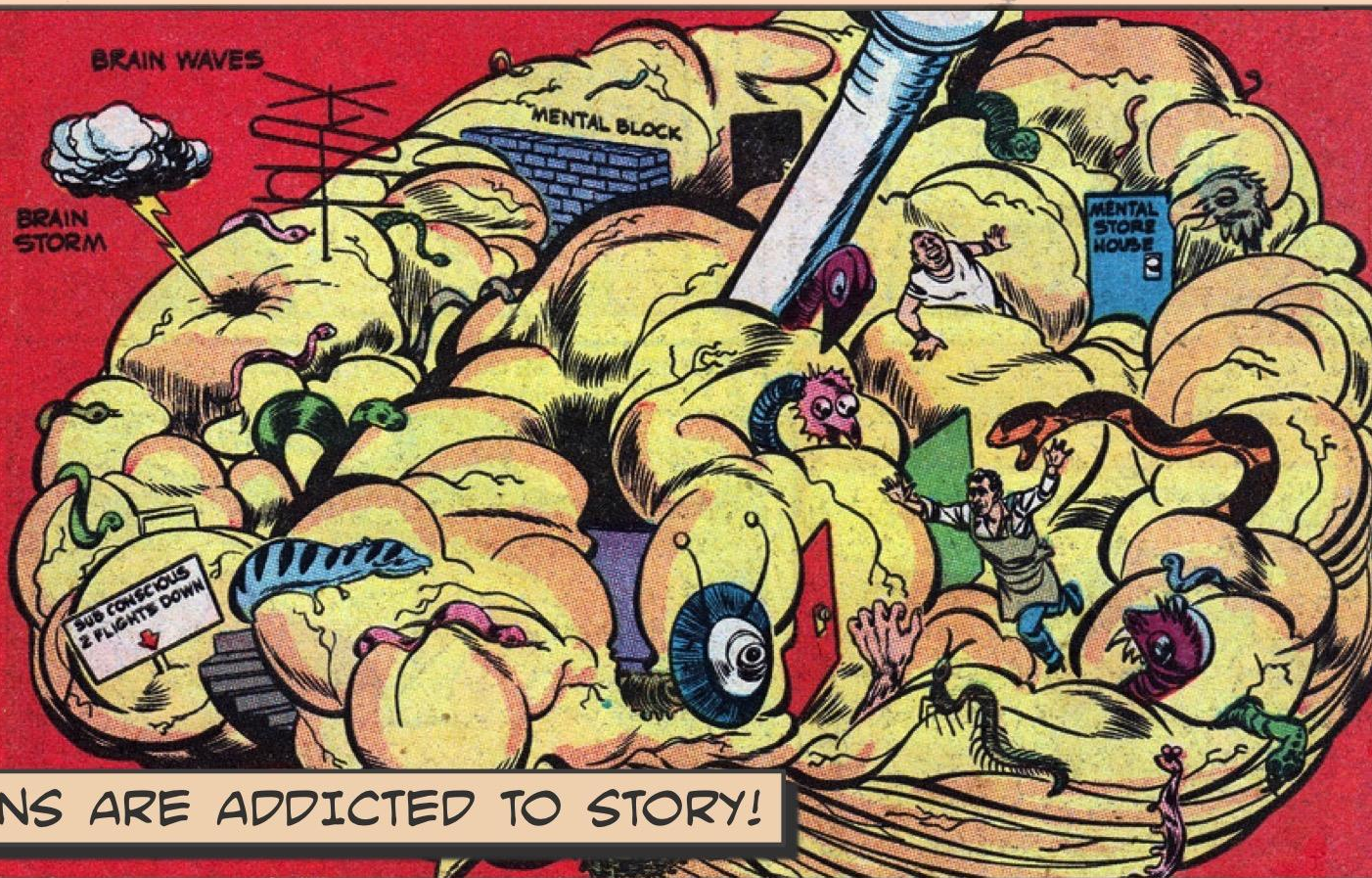
SOMEDAY, I'LL BE WEARING
ONE JUST LIKE THIS!



OH, MARSHAL...
I'M...I'M
SORRY!

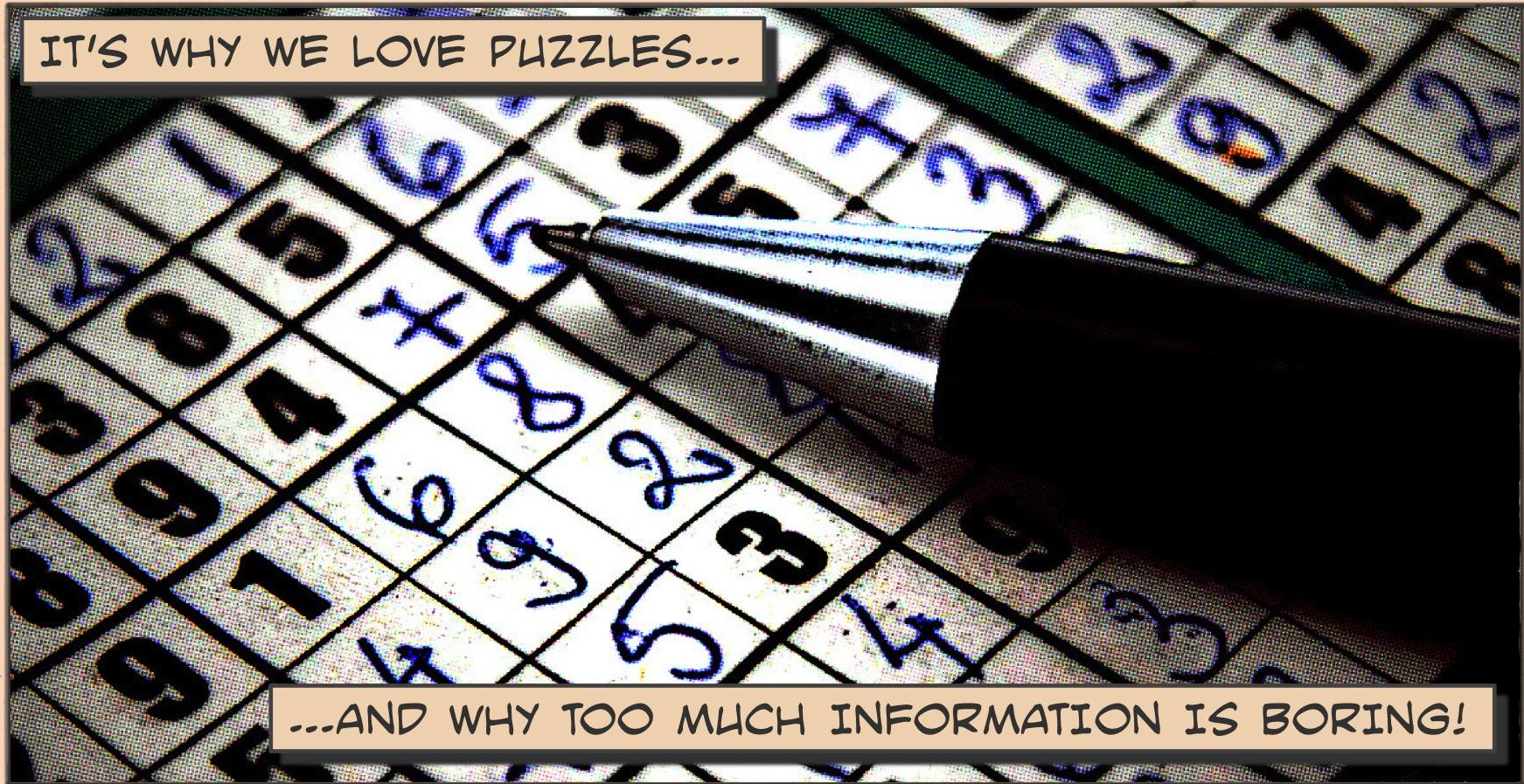
DON'T APOLOGIZE, SON...
DREAMS ARE THE TRAILS
THAT LEAD TO
SUCCESS!

WE THINK IN STORIES!



OUR BRAINS ARE ADDICTED TO STORY!

IT'S WHY WE LOVE PUZZLES...



...AND WHY TOO MUCH INFORMATION IS BORING!



NOW YOU DIE!!

NO!
NO!



EVERY
ACT COMMITTED
TO PAPER BY THE
COMICS ARTIST IS
AIDED AND ABETTED
BY A SILENT
ACCOMPLICE.

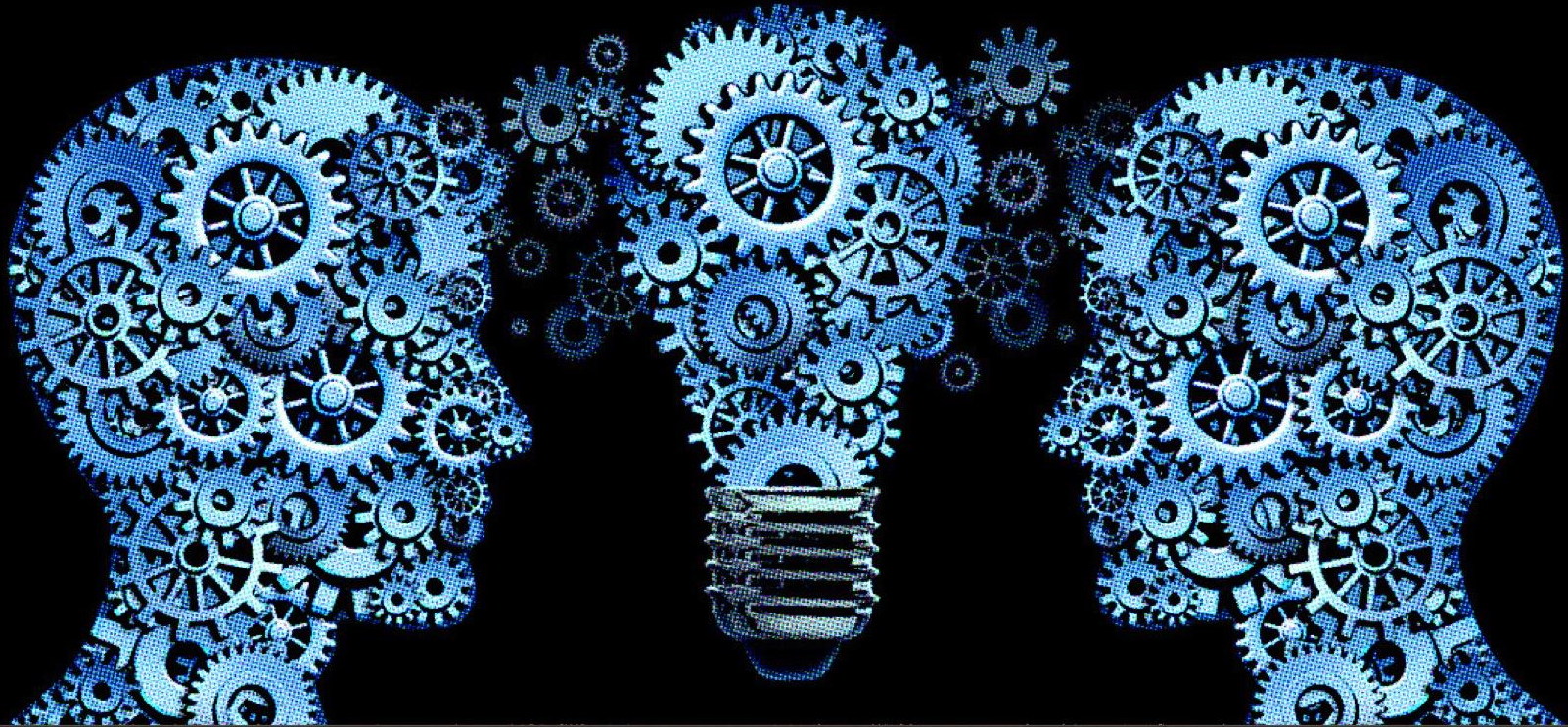


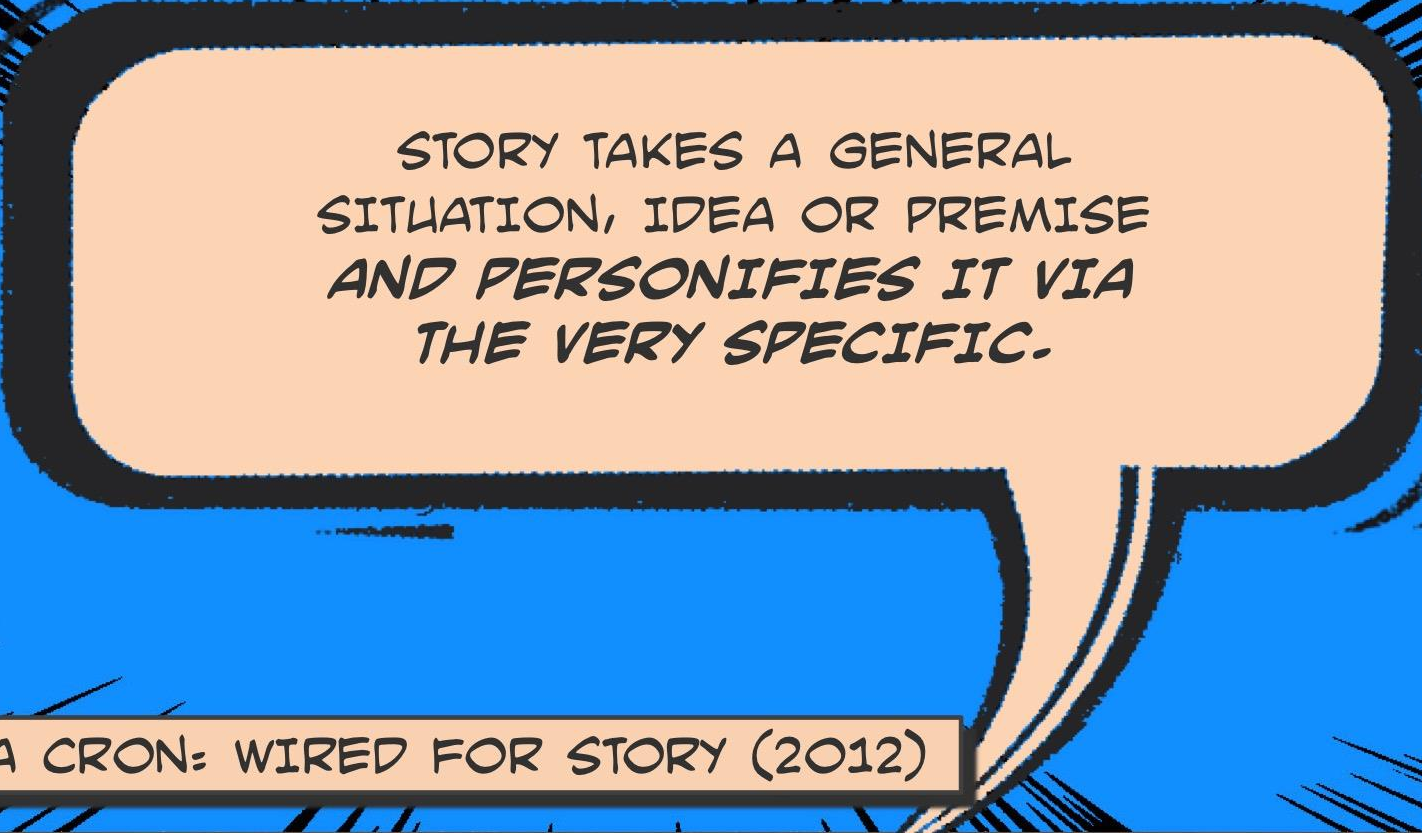
ALL OF YOU
PARTICIPATED
IN THE MURDER.
ALL OF YOU HELD
THE AXE AND
CHOSE YOUR SPOT.



SCOTT MCLEOD: UNDERSTANDING COMICS

STORYTELLING SPEAKS THE LANGUAGE OF THE BRAIN!





STORY TAKES A GENERAL
SITUATION, IDEA OR PREMISE
*AND PERSONIFIES IT VIA
THE VERY SPECIFIC.*

LISA CRON: WIRED FOR STORY (2012)