Health Education Comics Framework

Health Communication

- Goals And Objectives: What can this communication accomplish?
- Audience: Who is this for?
- Context: How, when, and where will your audience get and read the comic?
- Theory: Can theory help shape and focus your comic?
- Message: What is the main message your audience should get from the comic?
- Health Literacy: What does your audience know about this health topic?
- Environmental Scan: What other content exists on this topic?
- Test And Evaluate: Does your audience understand? Did you accomplish your objective?

Comics

- Visual Story: What story are you going to show through visuals? What style?
- Character: Who is the primary character your audience will relate to?
- Text: What is the least amount of text you need to communicate your message?
- Sequence: How can you use panels and page layout to direct attention and control pace?
- Juxtaposition: What information can you communicate through juxtaposition?
- Metaphor: How can metaphors help increase comprehension?

Logistics

- What is the format?
- Does it need to be translated?
- How will it be produced?
- How will it be distributed?
- When is it due?
- What is the budget?
- What is the long-term use?
- Who will own the comic?

Development

- Planning: Before you start…. answer all the questions above!
- Concept: Decide on the big creative idea at the core of your comic.
- Writing: Start with a text script to ensure your story communicates your message.
- Storyboarding: Adapt text to a rough visual layout (sketches, panels, text).
- Pencil: Create complete version with pencil artwork.
- Ink: Create complete version with ink (final) artwork.
- Color: Add color, if you are doing color.
- Lettering: Add text as separate layer to give you options for translation.
- Production: Prepare files for physical printing or digital distribution.