



From Comics to Screen: The Best Properties for Film & Television

23 Feb 2010, Tues

10.00am – 6.00pm

Toa Payoh Public Library

Organised by:



Supported by:



Join Phil Yeh, a.k.a *The Godfather of The American Graphic Novel*, as we look at adapting graphic novels to film and television.

A wide range of graphic novels exists, covering every genre and style. Here, we will study the fundamentals – the elements that stand out in graphic novels. Most are familiar with the hyperbole and grand standing of super heroes, but that only underscores the importance of genre. We'll show the importance of creating a personality for your main character, the creative process, and the combination of art and writing to get the message across. Why some made it to Hollywood, while some don't.

1

Brief history of the American graphic novel and what common elements creators used to create some of the world's best known characters in comic book and film history.

Drawing from Phil's background as a journalist, artist, and friend to many of the top artists in the 20th century and as one of the first American artists to write, draw, and publish a graphic novel in 1977 for a mainstream audience, gives him unique insights to what will sell commercially and what does not.

Phil will go into the creation of famous characters that the whole world has come to know, and the inspirations and influences on illustrations. We will especially focus on creators who have their original work translated into film or television. We will break down why each of these creations did well on the screen, big or small, and was able to be commercially successful throughout the whole world.

2

The actual creative process in developing characters

As we develop characters, Phil will talk about the main reason why some characters become iconic and last through generations while others fade away. The vast majority of characters created in fiction are sadly forgotten and it is a good idea to understand what makes the successful characters a worldwide success. It doesn't matter on the skills of the artist in creating world class characters, but it does matter on the depth and originality of the characters themselves.



Phil Yeh with artists (from left) Morrie Turner (Wee Pals); Sergio Aragonés (MAD Magazine and Groo); and Charles Schulz (Peanuts)

3

Influences

We'll explore the elements that all creators and artists from a wide variety of fields have in common and their creativity processes.

We'll also discuss classic books, fine art, children's book illustrators and other things that play a very critical role in creating and shaping unique characters and storylines. It is worth noting that many of the world's most popular film directors are in fact well versed in comics and graphic novels and some are even artists themselves like Tim Burton. One should look at who influenced the people that you most admire in order to better understand how these influences played a role in the characters that they created for books and film.

4

Practical ways to turn your ideas into actual TV shows and films

With digital video and the internet and so many ways to launchpad your own graphic novels and scripts to the big or little screen, the time for getting your work out to the public has never been better. We'll explore some of the ideas and ways that more people from around the world can give their own stories a serious chance at a world audience, the many unique ways to market your books and ideas. Marketing and business is very important for any artist in any field to understand.

Phil Yeh is one of the pioneers of the graphic novel art form having published one of the very first graphic novels in the United States in 1977. That book, *Even Cazco Gets the Blues* paved the way for many other publishers and Phil's fellow artists to dive into the form.

Some of the people Phil has known personally include; Jack Kirby (The X-Men, Silver Surfer, Spider-Man), Ray Bradbury (Fahrenheit 451), Kevin Eastman & Peter Laird (The Teenage Mutant Ninja Turtles), Jerry Robinson (creator of the Joker), Jerry Siegel and Joe Shuster (creators of Superman), Matt Groening (The Simpsons), Dave Stevens (The Rocketeer), Bob Burden (The Flaming Carrot and Mysterymen), Jean "Moebius" Giraud (The Incal, Tron), Alfredo Alcalá (inker on Swamp Thing, Batman, Conan and creator of Voltar in the Philippines), and many others.

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Agatha Room @ Toa Payoh Public Library

Course Administration

Registration Fees (please tick one)

- S\$280 per person
 S\$250 per person for early bird registration by 1 February 2010
 S\$250 per person for group registration of 2 & above

Fee is nett and is in Singapore dollars. Includes refreshment & workshop materials

Ways to register

1. Register online by visiting www.bookcouncil.sg
or
2. Complete the form below and fax it to **(65) 6742 9466**.

Cancellation & Substitution

Fees paid are non-refundable but transferable. Requests for cancellation must be made on/before 9 February 2010, after which a cancellation charge of 50% of the full course fee is applicable.

Payment

Payment is required before the workshop commences or within 30 days of receipt of invoice, whichever is earlier. Payment to be made in Singapore Dollars, by cash, cheque or bank draft, payable to "NBDCS" and mailed together with your form to us. Alternatively you may deliver your payment, with your name and contact details attached, immediately after you have faxed/emailed/submitted your online registration.

Mailing Address

National Book Development Council of Singapore
c/o Geylang East Public Library
50 Geylang East Avenue 1
Singapore 389777

Enquiries

Email : clap@bookcouncil.sg
Tel : (65) 6848 8290

Registration

Mr/Mrs/Ms/Dr _____

Organisation: _____

Designation: _____

Address: _____

Tel: _____ Mobile: _____ Fax: _____

Email Address: _____

I am paying by cash/cheque. Bank: _____ Cheque no.: _____

I am sponsored by my company / organisation

I will need a/an: Physical Invoice e-Invoice

Please provide billing details if different from above

Contact Person: _____

Address: _____

Tel: _____ Email Address: _____

Please tick if this is a group registration