

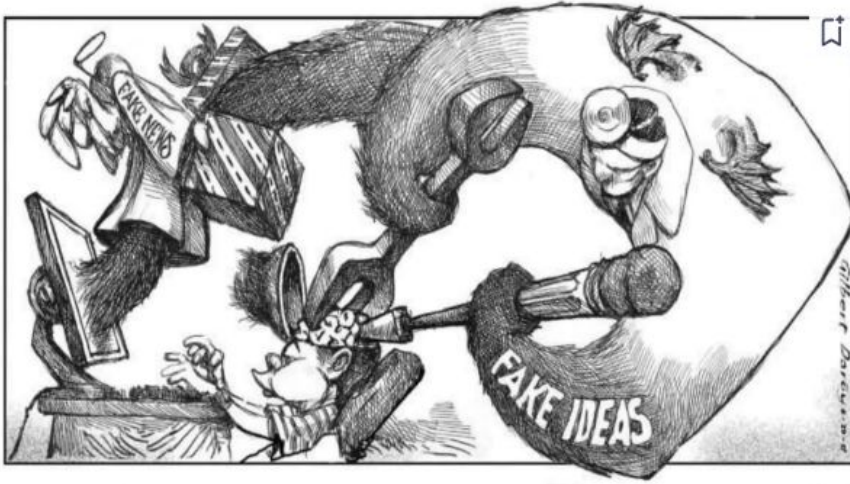
Editorial Cartooning

Jordan T. Ignacio

What is
Editorial Cartooning?

Editorial Cartooning

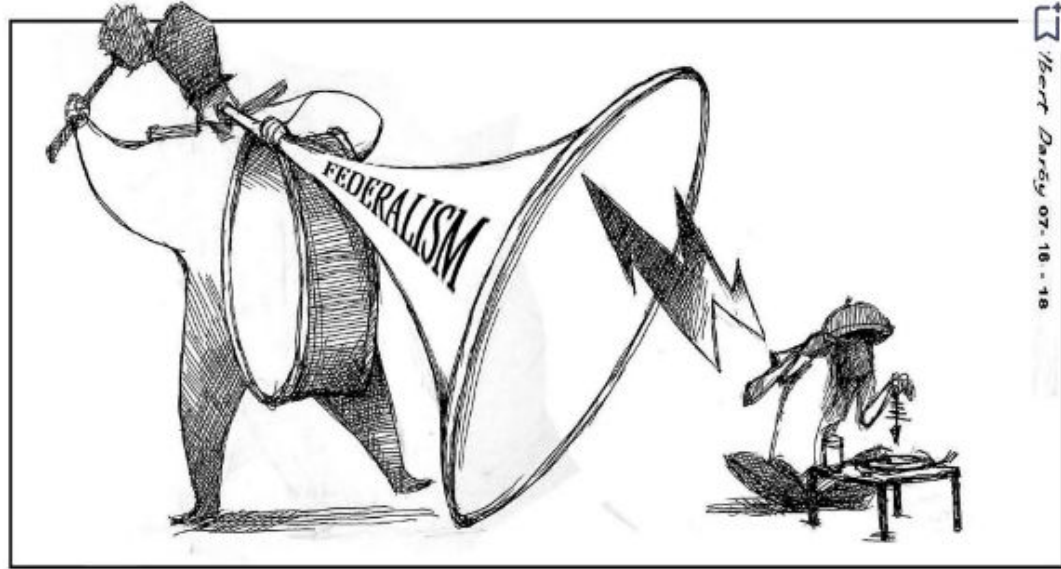
is an illustration containing a commentary that usually relates to current events or personalities.



CARTOONIST

Choose a side

know the **facts** about the
issue and decide on what is
the **truth** you want to
express.



cartoons are
judged based on
three criteria:

Form and Styles
(30%)

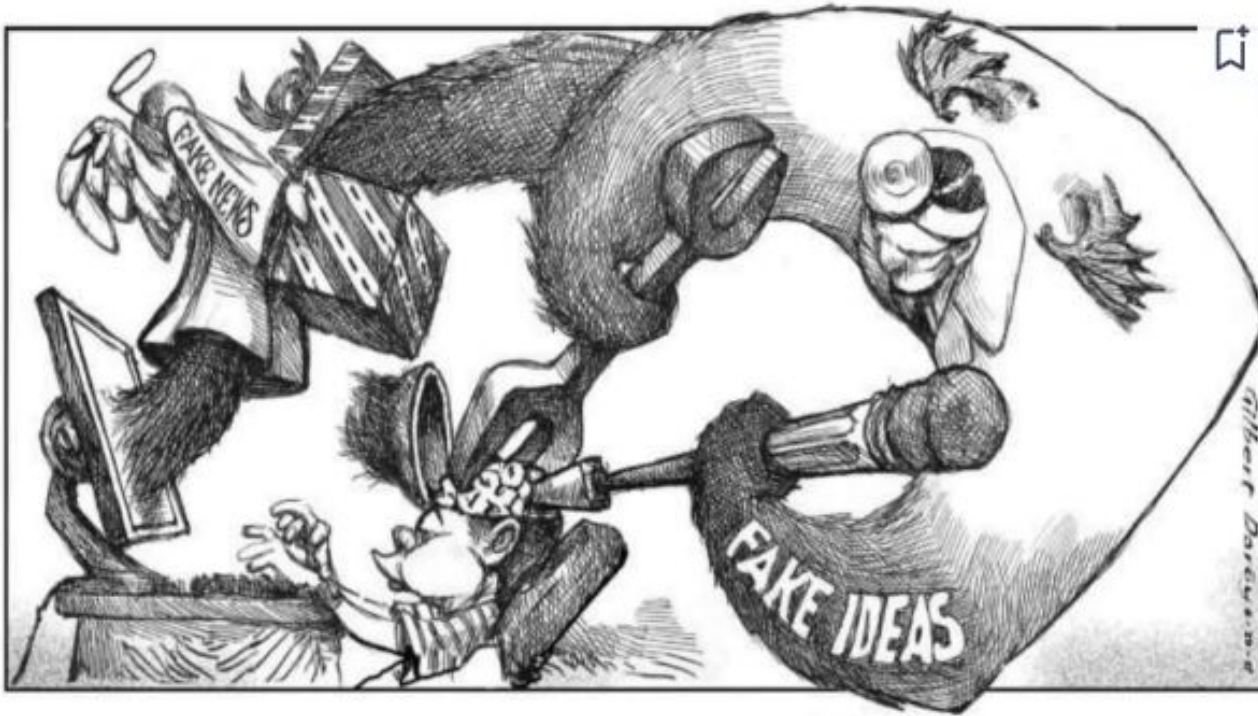
Content(60%)

Ethics(10%)

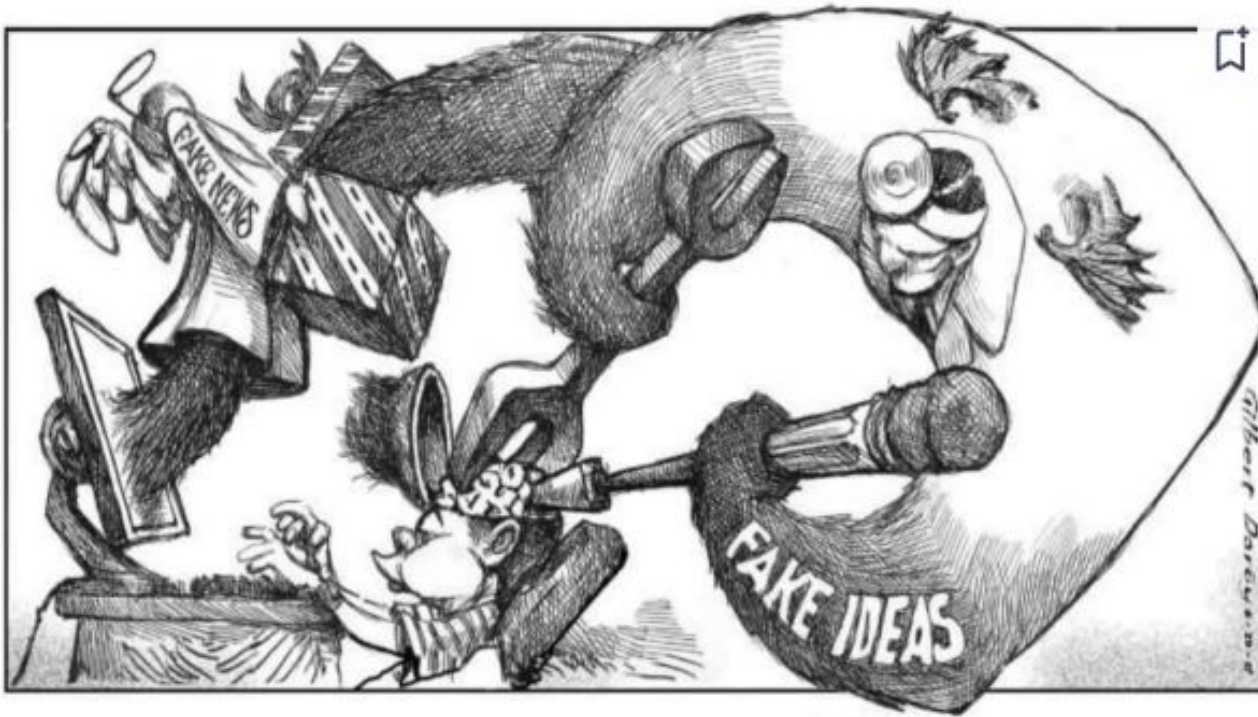


**Form and
Styes (30%)**

Makes use a
minimum
number of
labels



It must show logical use of **various sizes, dimensions & proportions** of images.



It should display attractive use of **shadings** & other techniques.



Content(60%)
present a **clear,**
specific &
humorous
angle on the
issue or topic
given.

Ethics(10%)

Cartoonists must observe ethical & professional standard for print media.
(fairness, relevance, accuracy & balance). He should also observe copyright laws.

Aim before art

focus on getting your **message**
across rather than drawing
a **beautiful cartoon.**



an average drawing
with outstanding
message wins over
an outstanding
drawing with average
message.

Ready your weapon

having the **right**
tools when you
need it makes
drawing **more**
convenient.



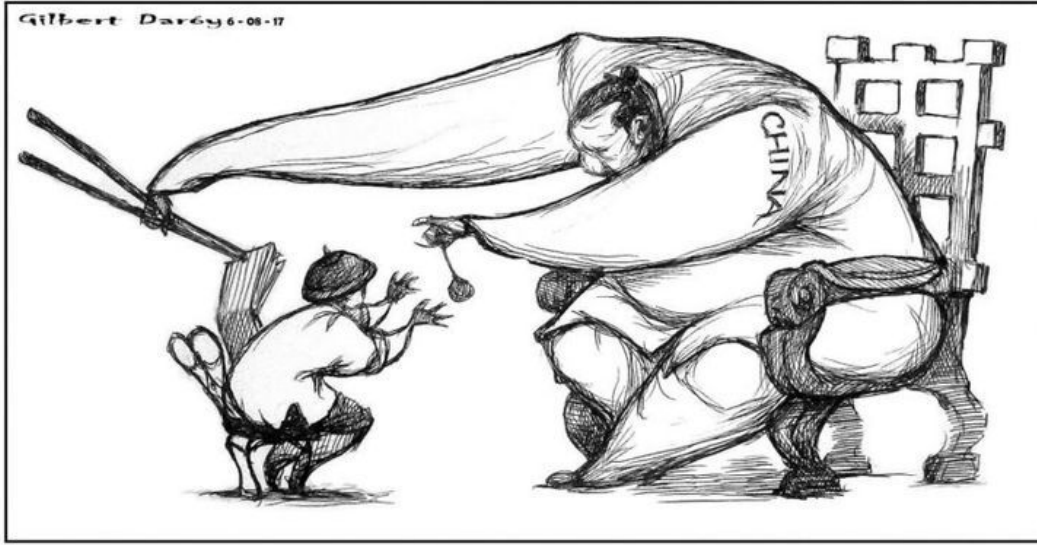
we draw using
no. 2 pencil, a
good eraser,
ruler, your usual
sharpener, and
paper.



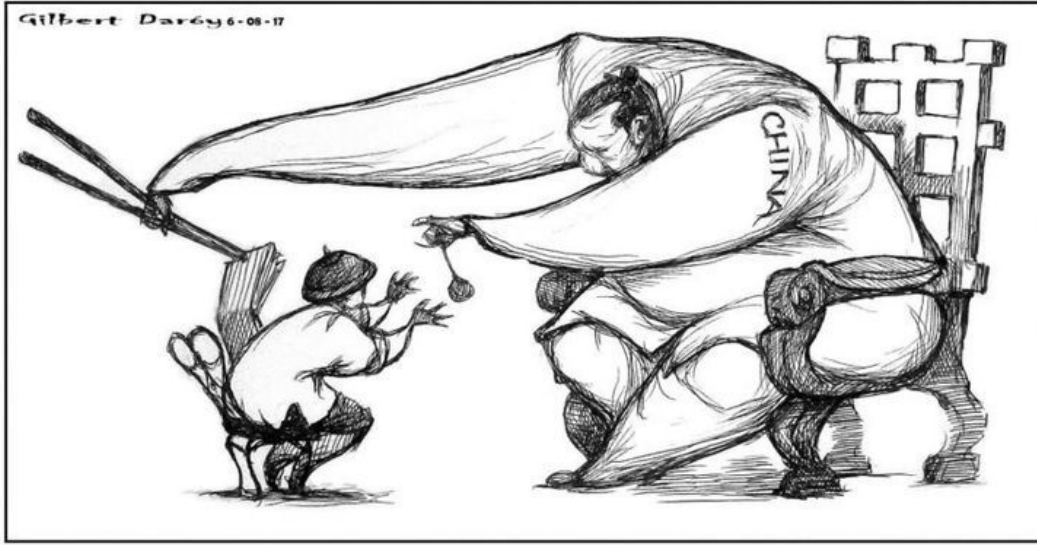
it is **not about**
the tools,
it is about the
one
who holds the
tools.



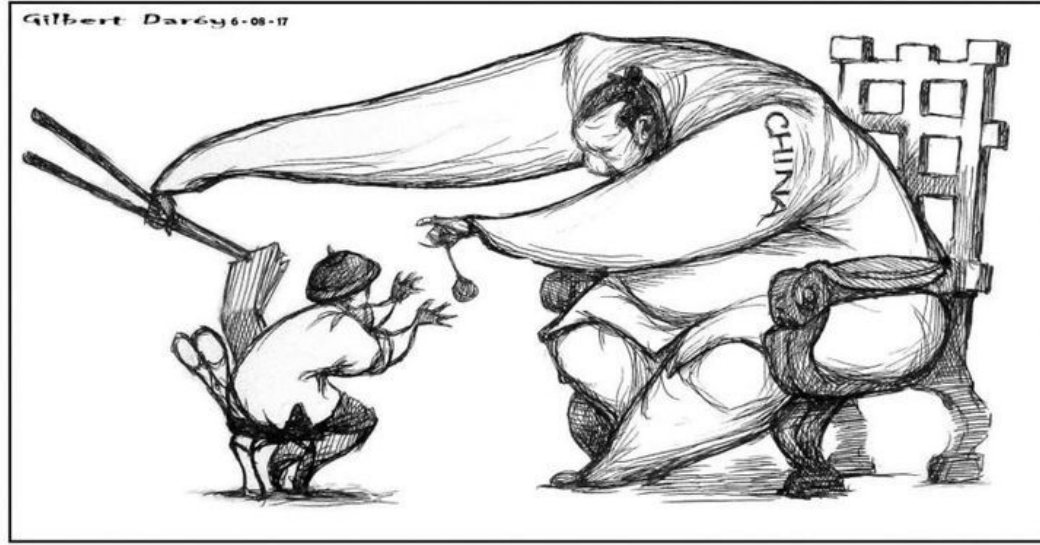
Time management



only **one hour** is allotted to
complete an editorial cartoon
use your time wisely

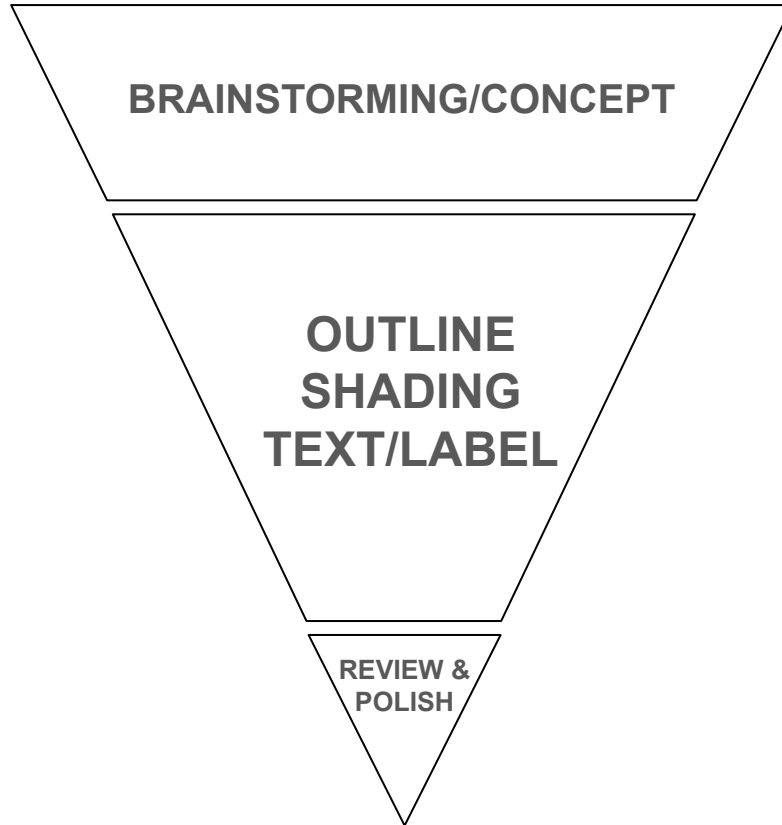


creating a masterpiece takes
time, but it is limited



in creating an editorial
cartoon, **speed** is necessary

ONE HOUR INVERTED PYRAMID



In the first 10 minutes, you should be able to form an **idea**.

In the next 45 minutes, allocate this time to create a **OUTLINE**, **SHADE** and then add **TEXT**.

In the last 5 minutes, **review your work** and **polish**.



**sketch, outline,
then shade**



**sketch, outline,
then shade**



**sketch, outline,
then shade**

Observe composition

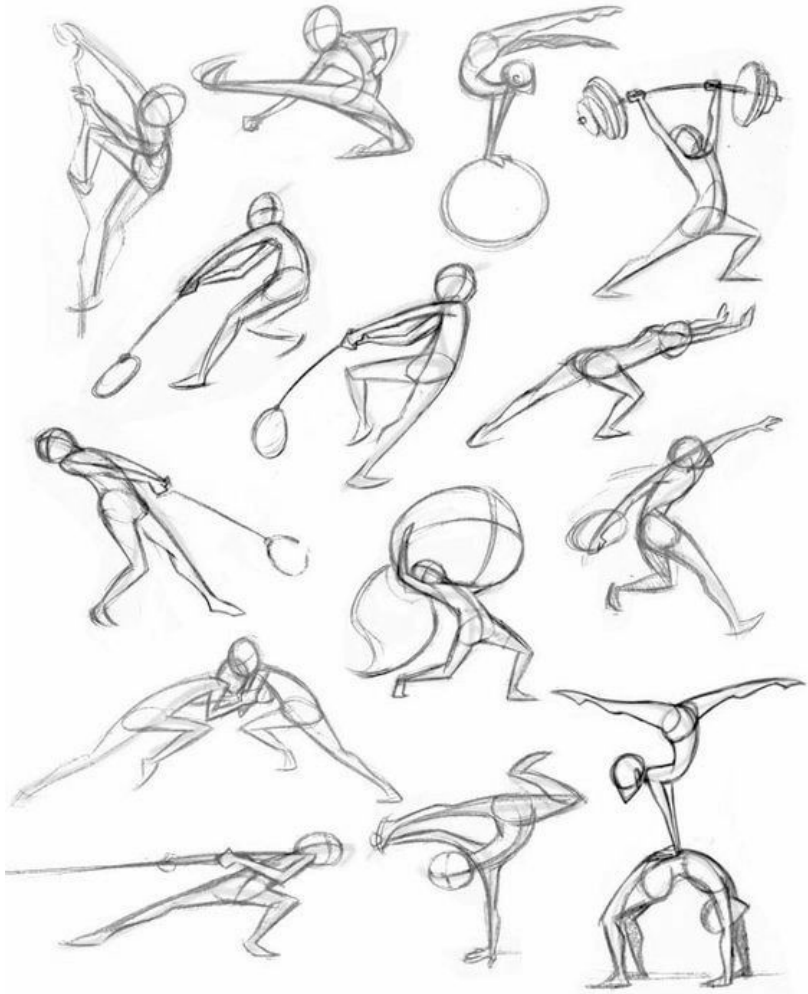
think of what, how, and why
are you drawing



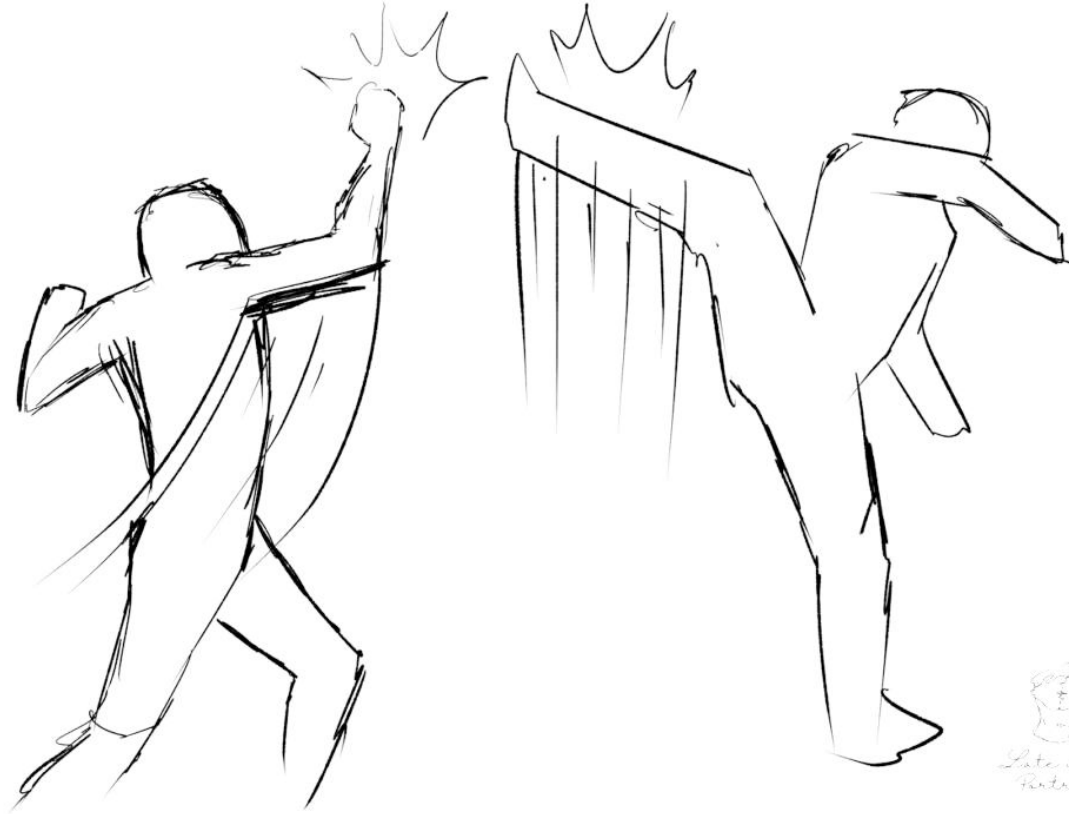
when we draw a cartoon, we
draw the characters in
caricature



emphasize and exaggerate the
identifiable **features**
of a character when drawing

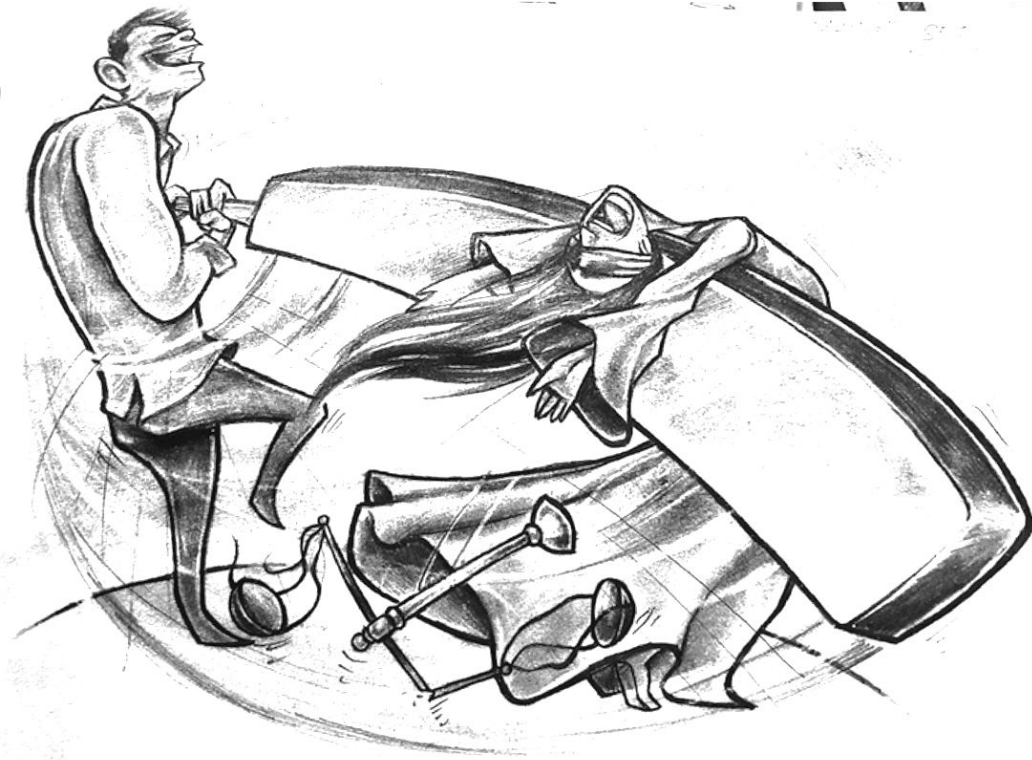


line of action is the
body's **position**
when doing an
action



Action lines
are the
lines/visual
hints of
movements
in the cartoon

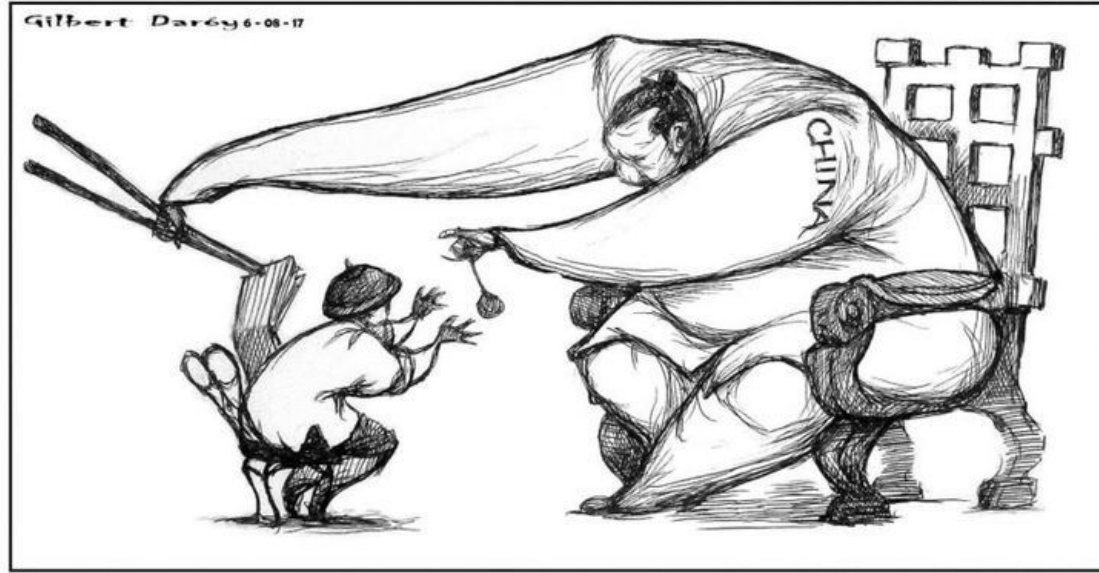




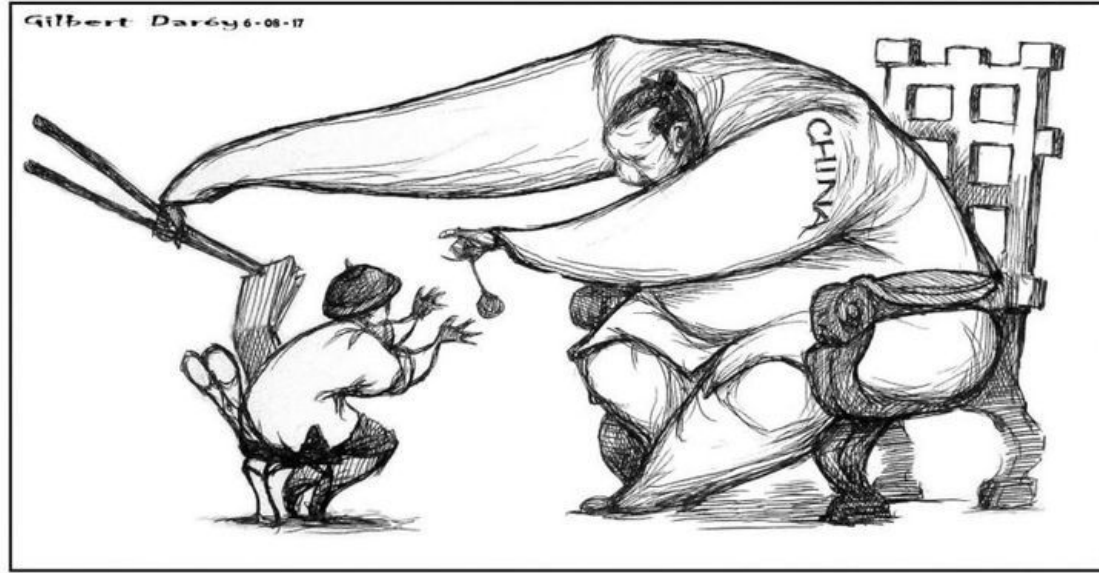
line of action and action
lines make a cartoon **alive**

Offer a story

create a telling cartoon;
an editorial cartoon **speaks** not just
a thousand words



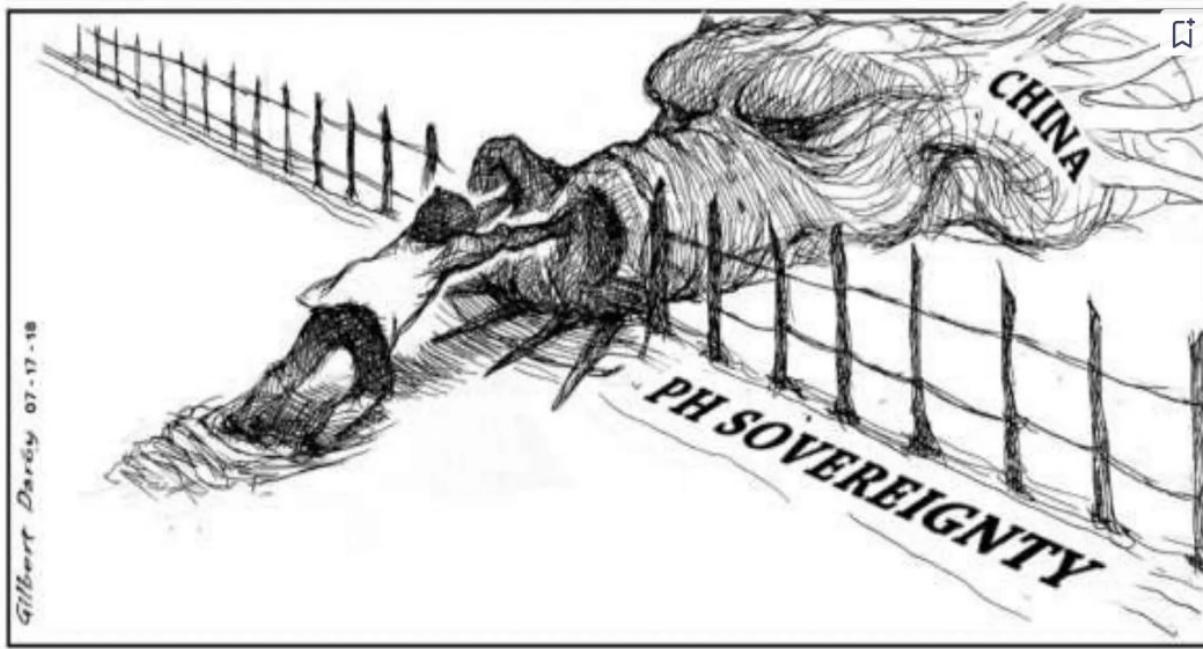
be concise; **don't let** your story
drag by putting to **many**
objects/characters



know your **characters**,
execute your **verb**,
reveal your **story**

Never forget the basics

it can **make** or **break**
your cartoon



cartooning formula, **symbolism**, and the
“**dos and don'ts**” should never be
underestimated or forgotten



incorporate a **universally** recognized **symbol** in close proximity to its reference



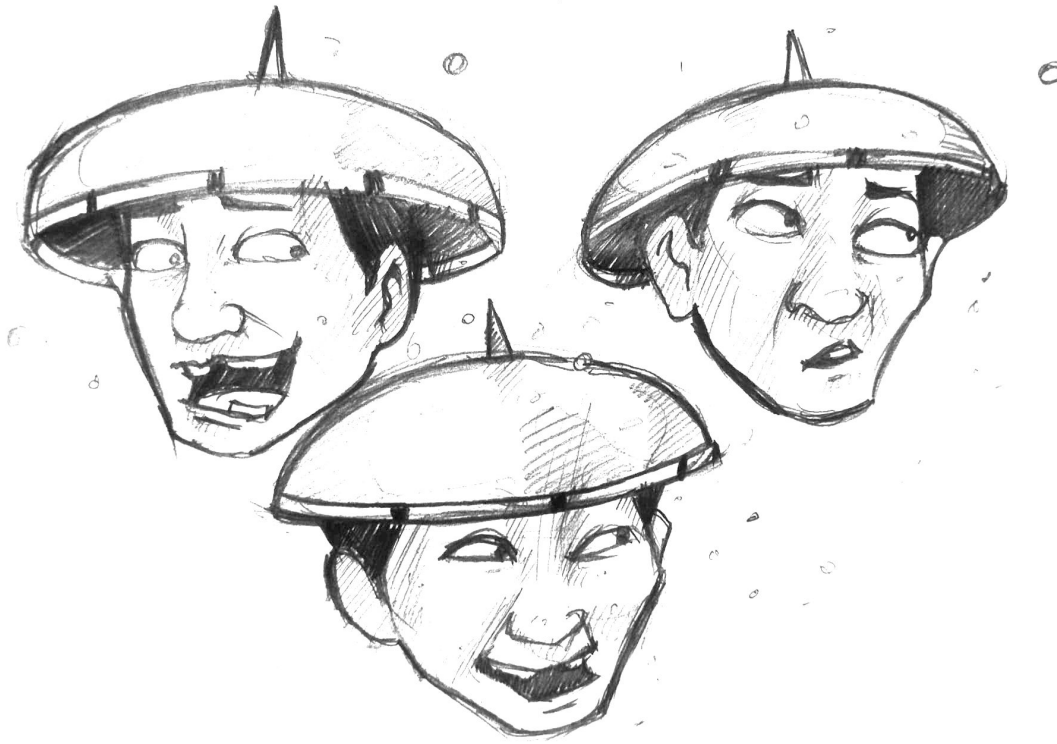
comparison of powers

Include and inspire emotion

emotions should be visible in the
characters and as an art, the cartoon
should solicit emotion from the **viewer**



live characters should
have **life** showing in their faces



live characters should
have **life** showing in their faces

Styles are essential



"conflict" style shows a battle between the characters



“non-conflict”
style shows
agreement
and support
between
characters

HAZING



“stand-alone” shows **resolution**

Tips in Editorial Cartooning

remember these reminders

Read

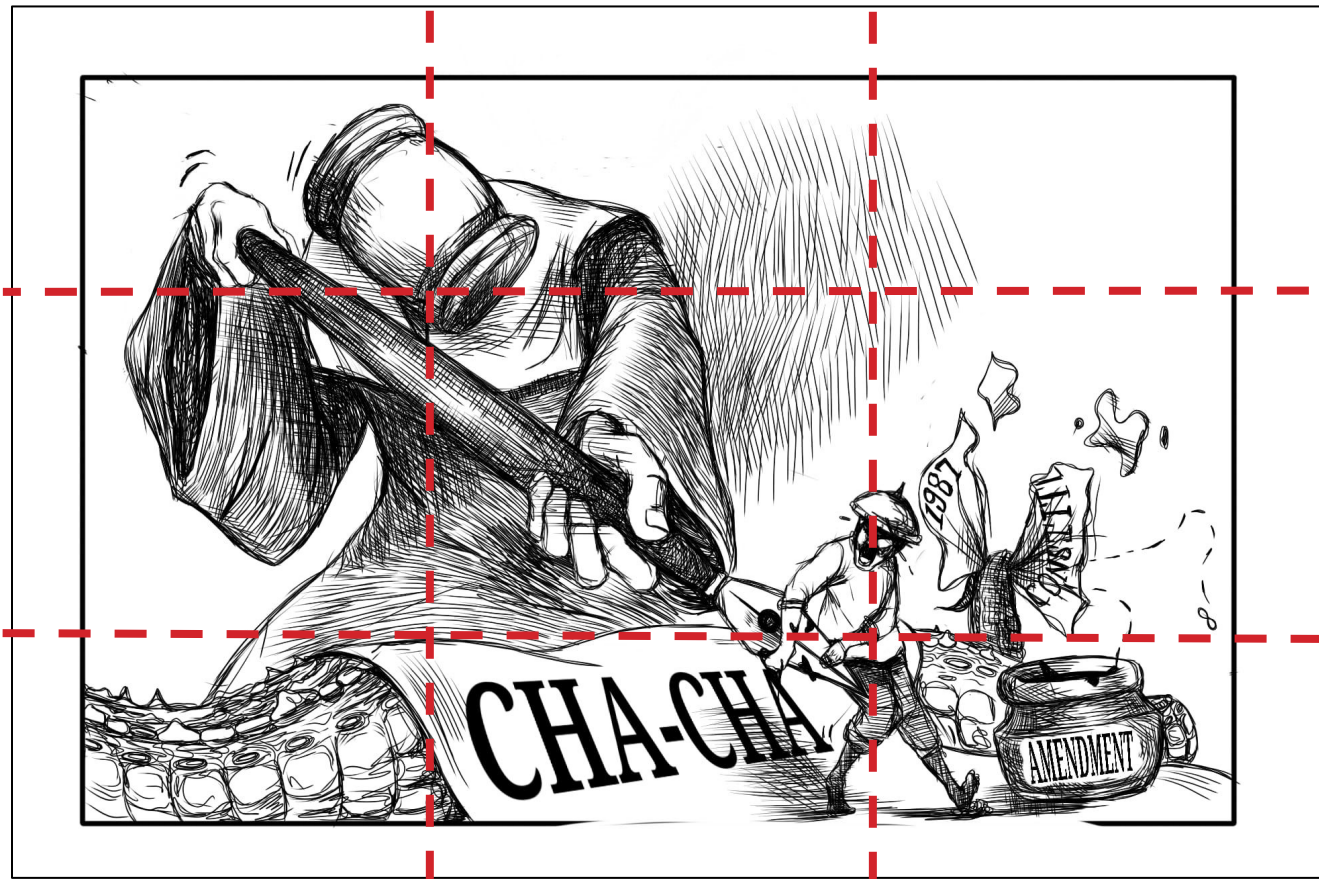
READ

READ

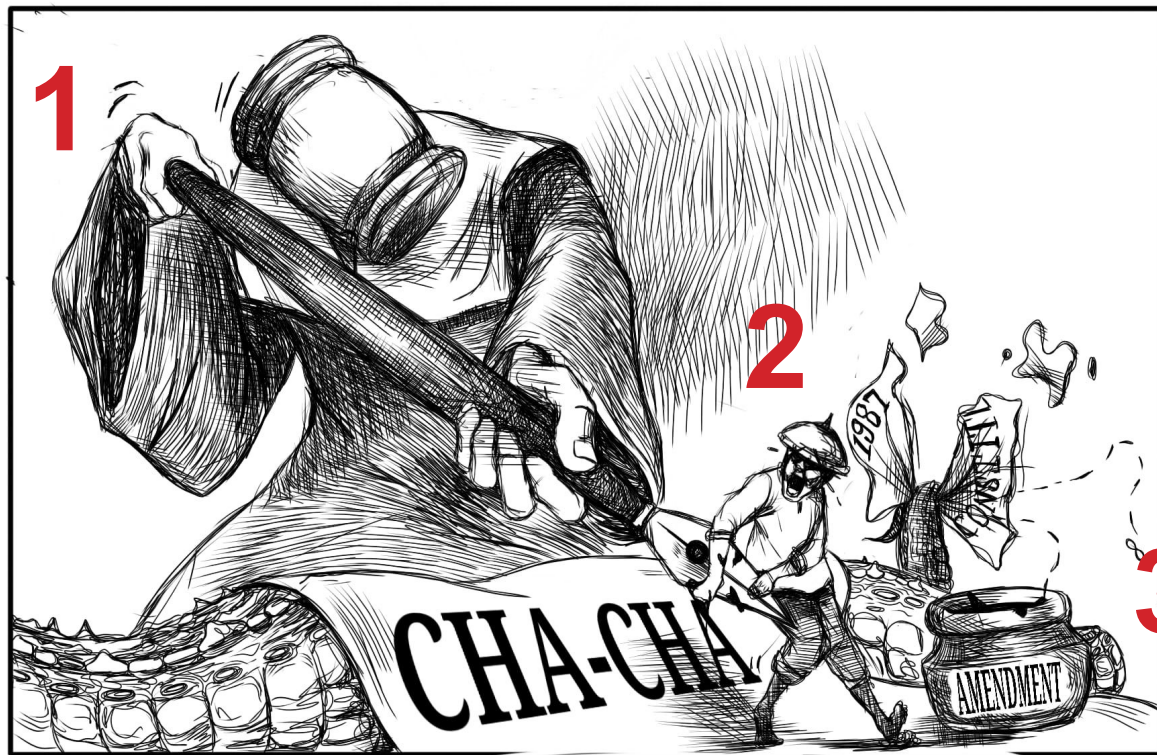
**STAY UPDATED
ON CURRENT ISSUES**



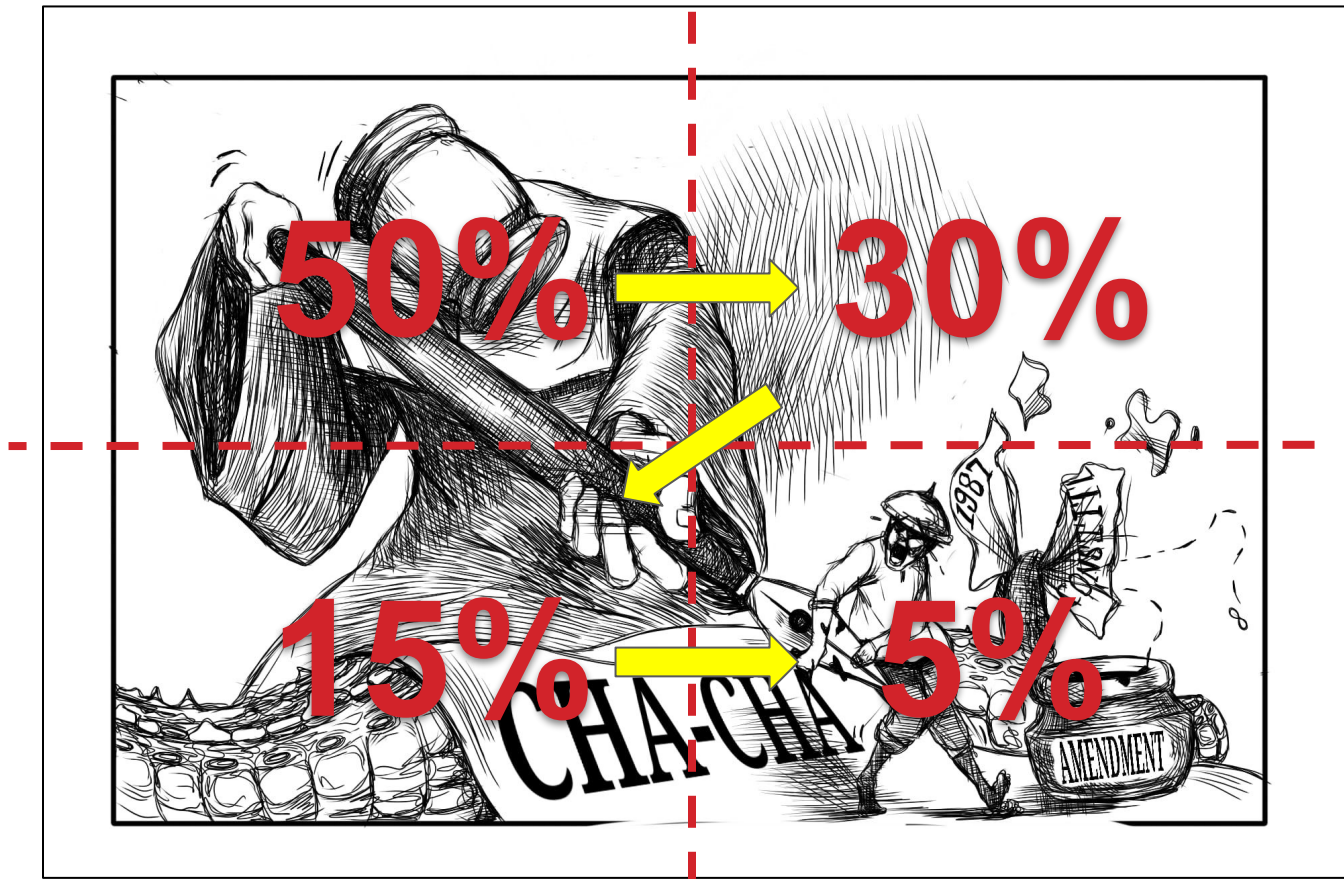
draw **big**



observe the **rule of thirds**



at most **three** characters



Proper use of visual **psychology**



label in **serif**



limit **labels**

CARTOONIST

- C** Choose a side
- A** Aim before art
- R** Ready your weapon
- T** Time management
- O** Observe composition
- O** Offer a story
- N** Never forget the basics
- I** Include and inspire emotion
- S** Style your cartoon
- T** Tips

Reference

EDITORIAL CARTOONING: Knowing & Understanding the Rules of the Game by Ping B. Peralta

Editorial Cartooning | Drawing Out Opinion by Niño Paulo V. Crispe

Cartoonist ZACH

J Paul Laraya

**Thank you and
Goodluck!**