

Frequently Asked Questions: My Big Comic Idea:

Students say, “I don’t really know a lot about comic books. How can I come up with an idea?”

Most people have not read one single comic book. In fact, this is often no fault of their own and often a failure of the industry to be accessible in reaching more audiences. Perhaps your idea could be something that draws a potential audience you represent into consumption of comic books. Also, not every idea in comic books needs to be in the form of a comic book. Comic book characters are reaching audiences via movies, streaming, theme park attractions, apps, and podcasts, to name a few examples. Characters, such as those featured in the popular show *Walking Dead* on AMC, aren’t even superheroes. Feel free on this project to think ‘outside the box’ just as those that created the superhero genre did in the late 1930’s.

Students ask: “What if no one likes my idea?”

That outcome seems a little unrealistic. The odds are several class members will wish they thought of it first. Regardless, if your idea is not as big a hit as you would like, you will join the prestigious ranks of Stan Lee, Jack Kirby, Joe Simon, and Steve Julius Schwartz who also had ideas that failed in the industry.

Teachers ask, “I don’t know a lot about comic books. How does this project apply to me”?

The learning outcomes of this class are not exclusive to the comic book industry. The outcomes include getting students to deliver new ideas, offering creativity that is not often portrayed in a business school, and reflecting on their own life as creators. Students also consider issues of representation while sharing space with other classmates and developing presenting and pitching skills. Several different vehicles of choice could be used to allow those outcomes and they draw from the arts, business, trades, or other subject matters of which you may have experience. Example: a good way to learn about marketing oneself, working with others in a team, and having your ideas accepted or rejected by others can be found in the recording industry.

Teachers and students Ask: “Stories, such as those depicted in comic books, are fake. Why are we teaching and learning this in a business school?”

Simply put, our students are interacting in a story-filled creative world. For example, “Flo” from Progressive is fake. Business uses creativity and stories to reach audiences every day through advertisements, media interactions, social media, and public relations campaigns to name a few examples. Our students should understand that business, creativity, and story are more connected than we often admit.