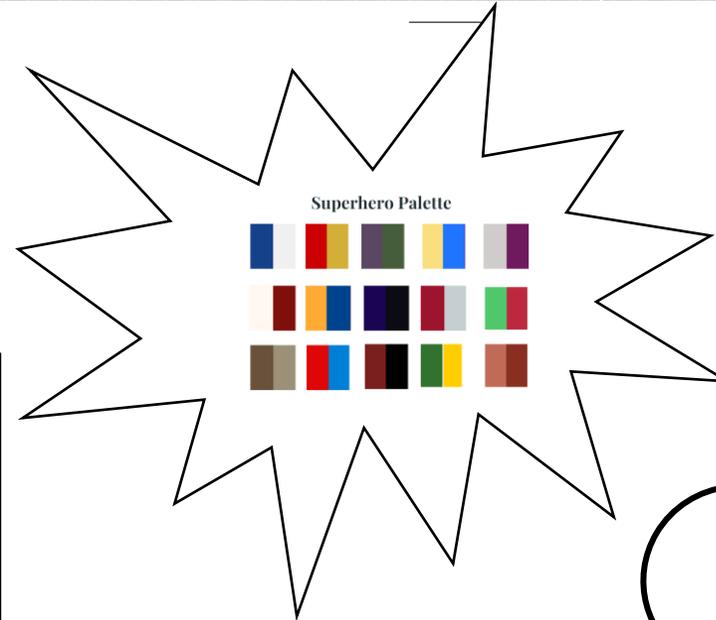


My Favorite Assignment: My Big Comic Book Idea! Student Samples



Trent Deckard
Lecturer of Communication
Kelley School of Business
Indiana University



Marvel Superhero

Makeup Eyeshadow Palette

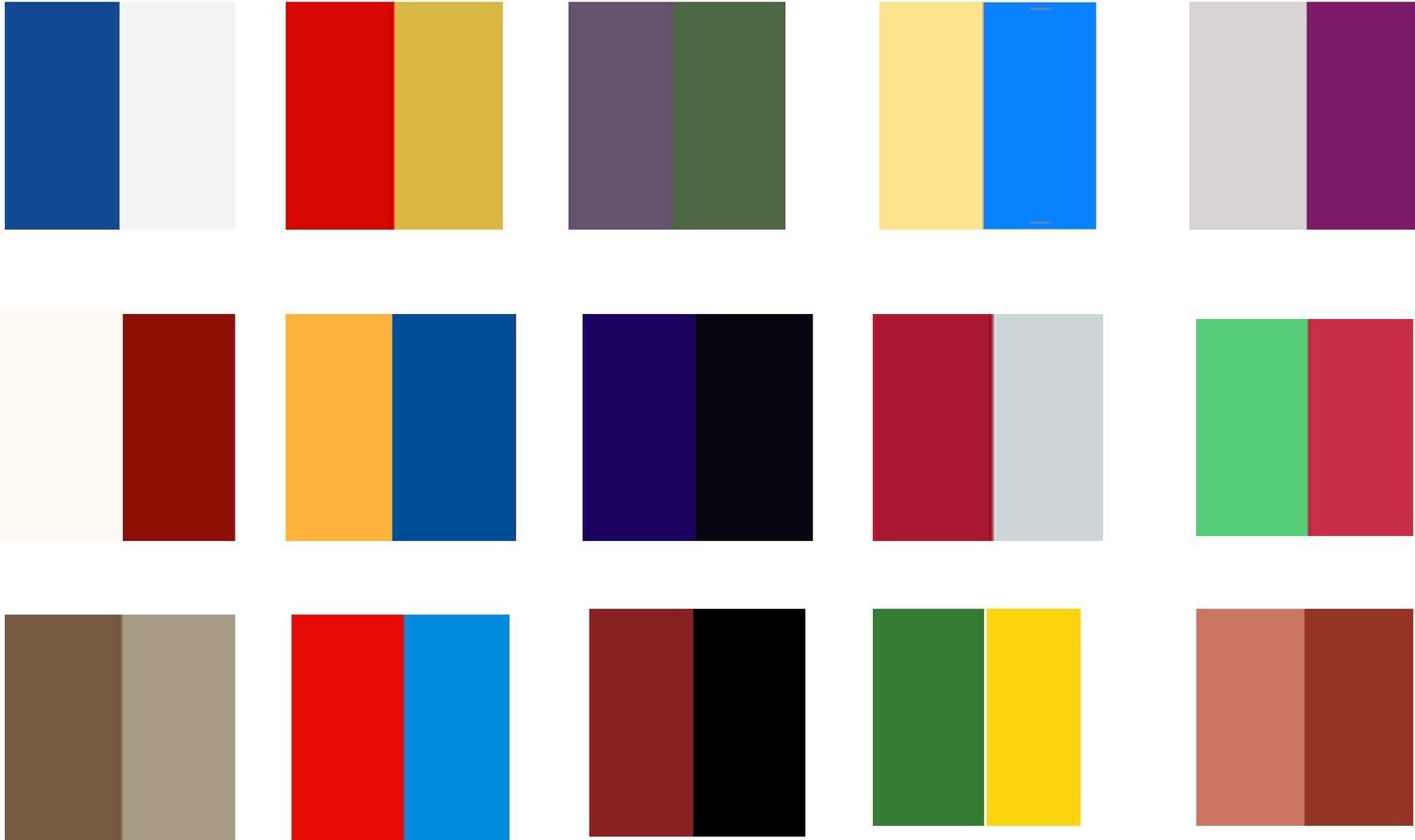


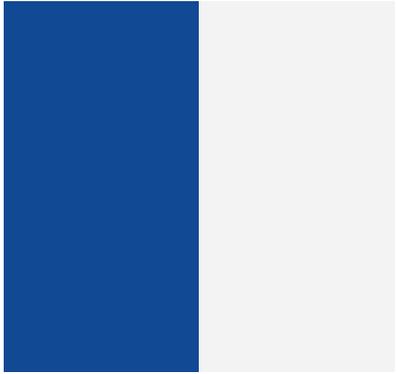
Eyeshadow Palette **includes:**

- 15 different colors based on characters
- Eye shadow brush
- Small Mirror
- Marvel Superhero Stickers

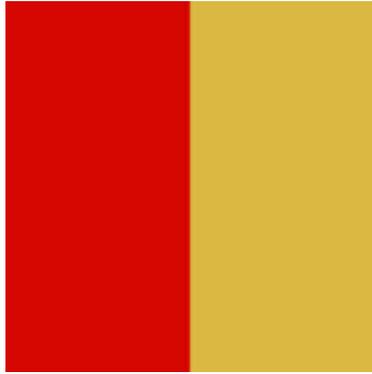


Superhero Palette

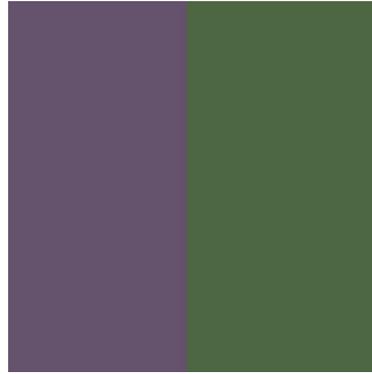




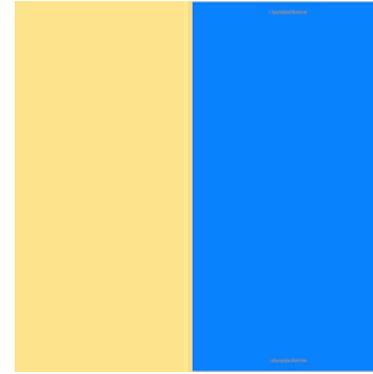
“On Your Left”
Captain America



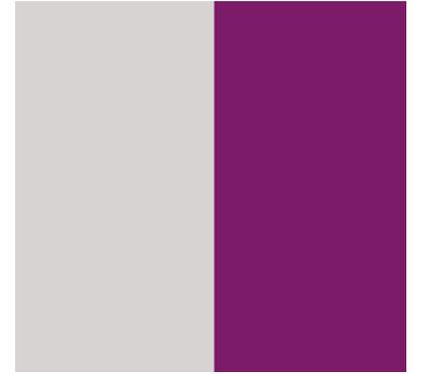
“Love You
3000”
Iron Man



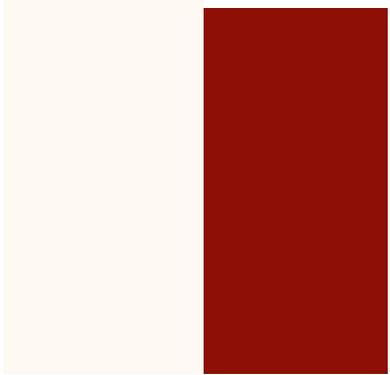
“Hulk Smash”
Hulk



“God of Thunder”
Thor

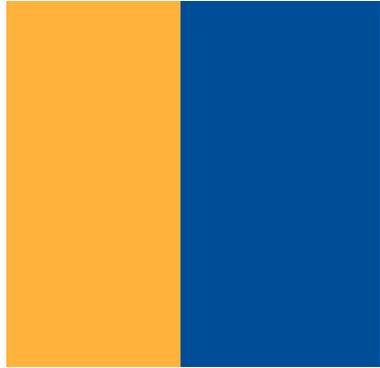


“Never Miss”
Hawkeye



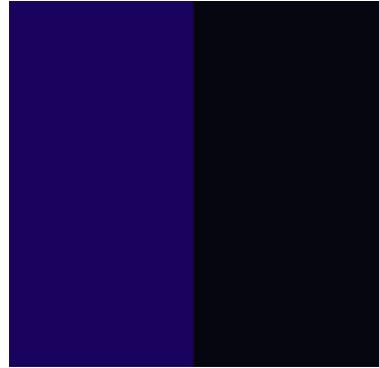
“I Feel You”

Scarlet Witch



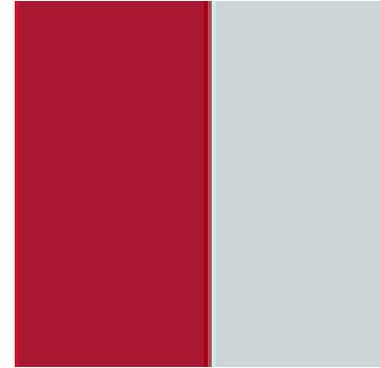
“Sorcery”

DR.Strange



“Wakanda Forever”

Black Panther



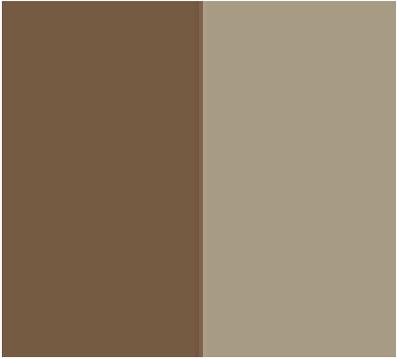
“Quantum Realm”

Ant-Man



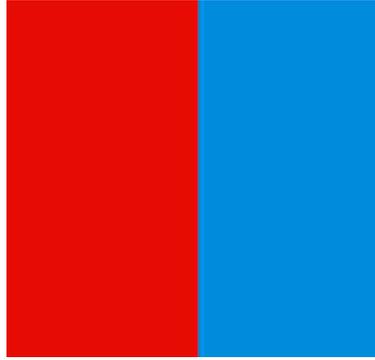
“Healer”

Gamora



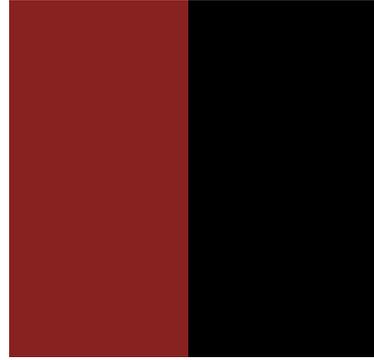
“I am Groot”

Groot



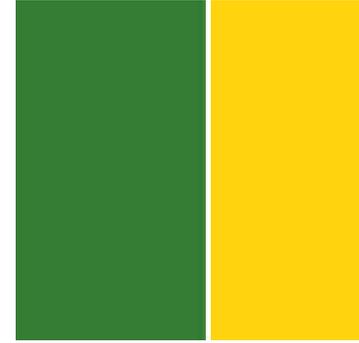
“Spidey Sense”

Spider-Man



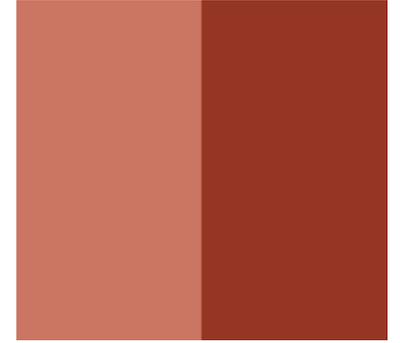
“Natasha”

Black Widow



“Mind Stone”

Vision



“Galactic”

Star-Lord

MARVEL

X

ud

URBAN DECAY

beauty with an edge®



At least a year

Production

Around 2 Weeks

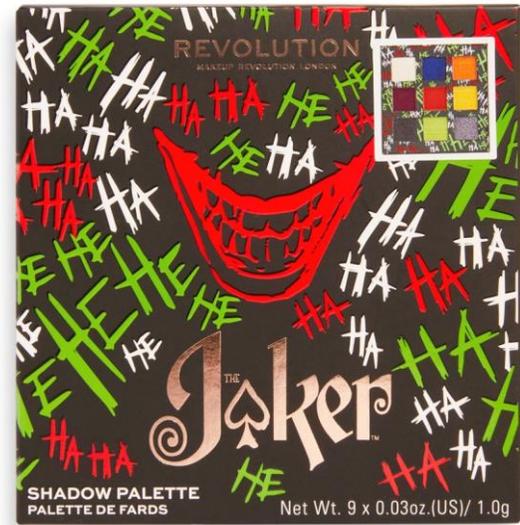
Development

Depends on volume:
usually around a
month once up and
running

Distribution

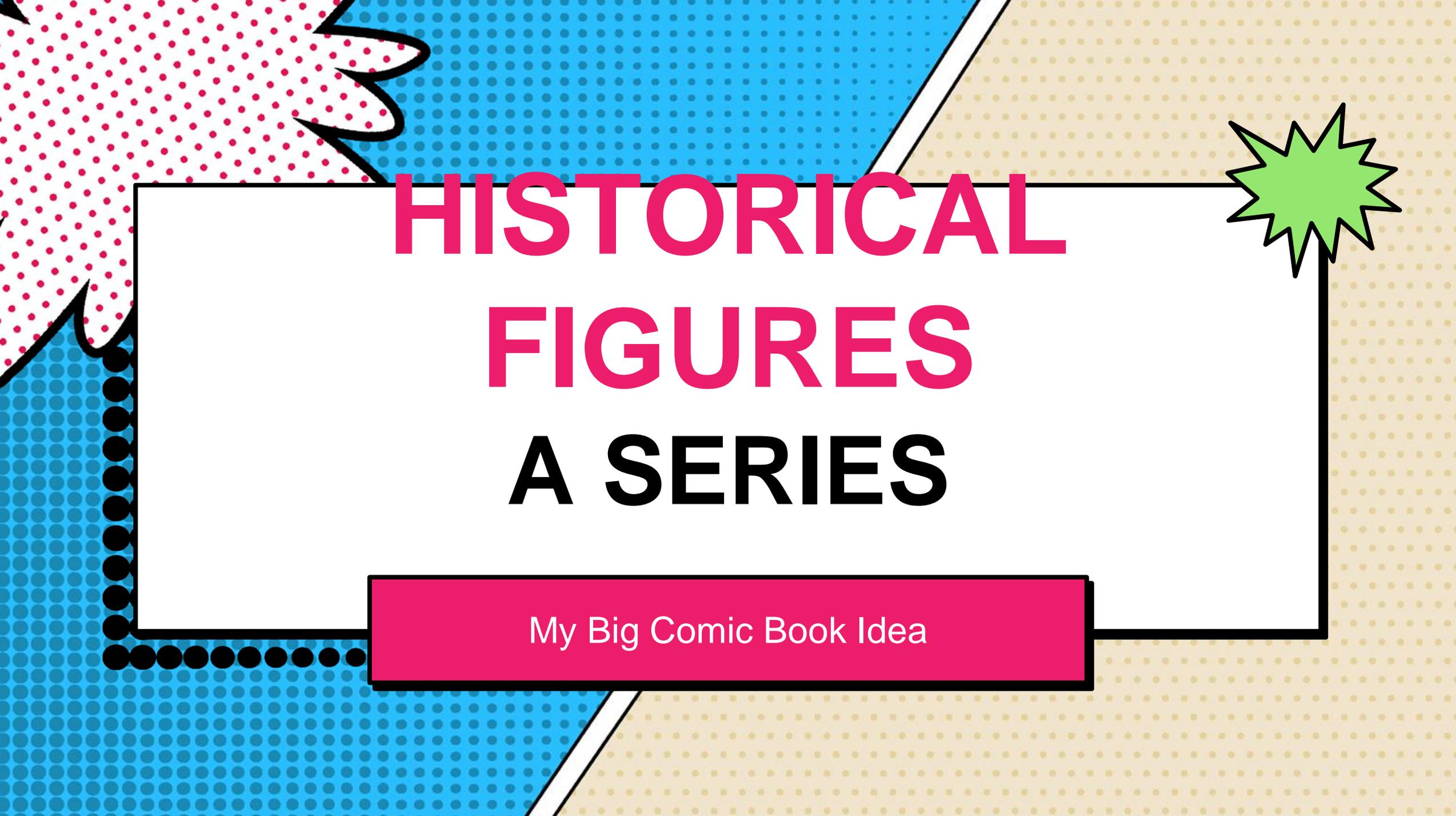


- Sold 30 Million signature eye shadow palettes in the last year
- Signature Palettes have made over 1 billion for the brand



Positives and Negative

- Limited Edition sells well
- Reach a whole new target audience of makeup and marvel fans
- Can be branded as a “collectible” once distribution and production is stopped
- Already lots of eye shadow pallets on the market
- Many Marvel Collaborations, could seem overdone
- Could be hard to manufacture

The background is a comic book style with various polka dot patterns in red, blue, and yellow. A large white speech bubble with a black outline is centered on the page. A green starburst is located in the top right corner of the white area. A pink rectangular box is at the bottom of the white area.

HISTORICAL FIGURES A SERIES

My Big Comic Book Idea

Figures like...



Rosa Parks



Marsha P Johnson



Bayard Rustin



OUR PLAN

WHICH FIGURES

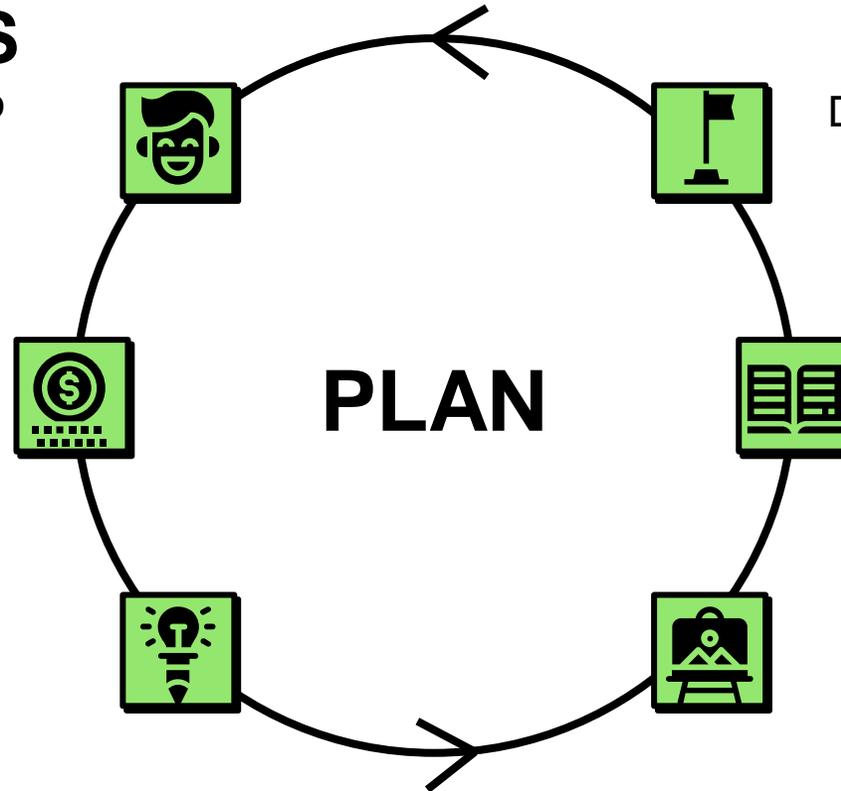
Plan which figures we want to spread awareness about

FUNDING

Crowdfunding- Kickstarter

DESIGN

Design one person and how their story should progress



DISTRIBUTE

Distribute books to backers and to comic book stores

PRINT

Publish the book along with the print and make any edits

ART

Hire artist to make the art for the book

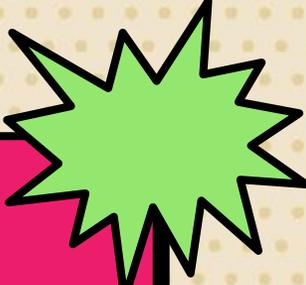
TIMELINE

STEPS	MONT HS	1	2	3	4	5	6	7	8	9	10	11	12
1.DECIDE PERSON													
2.DESIGN THIS PERSON													
3.KICKSTARTER													
4.DEVELOP STORY													
5.CREATE ART													
6.PUBLISH													
7.DISTRIBUTE													
8.FIRST REPORT													

FUNDING (Months 3-5)

CREATE ART (Months 6-9)

RISKS



01

CONTROVERSY

Controversy about the topic and figures in history

02

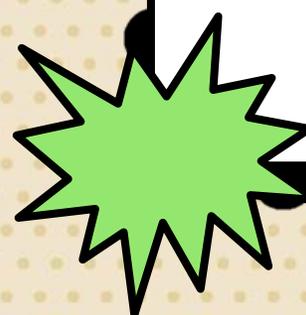
MISINFORMATION

Misinformation present on the internet

03

BANNING

Banning due to the topics discussed





**WEB
TOON**

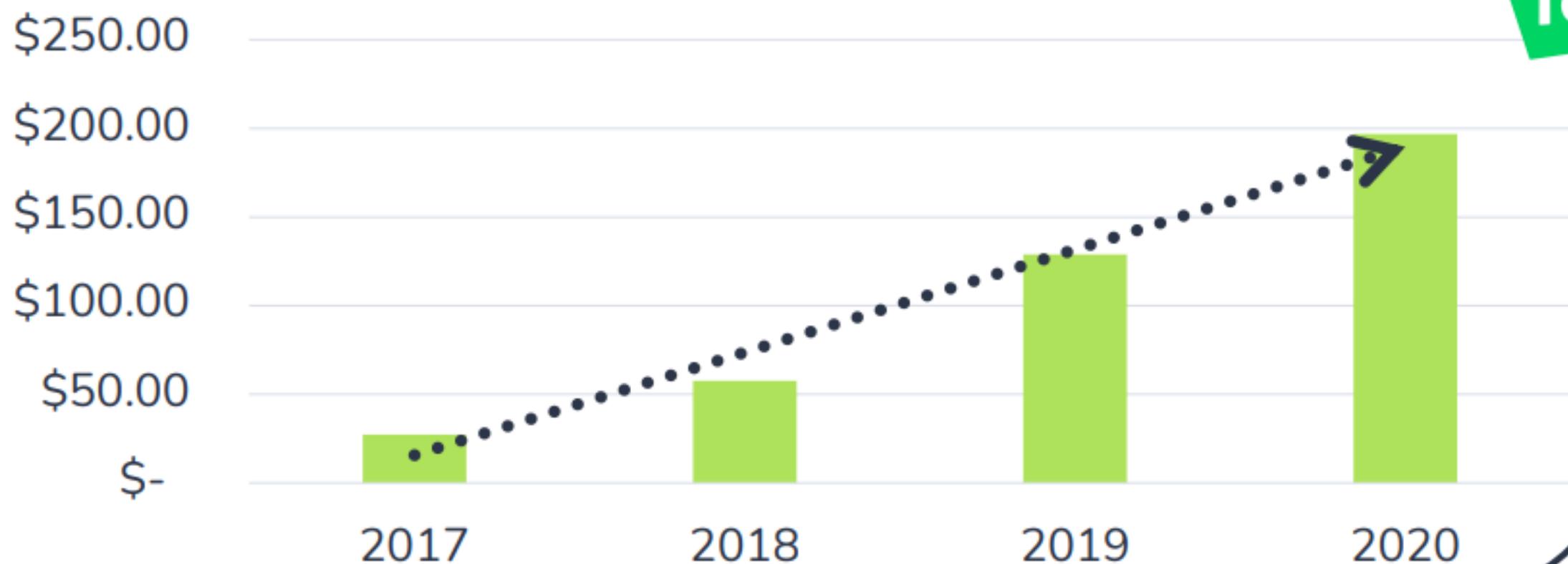
MARVEL X WEBTOON: FIXING THE COLLABORATION

MARVEL

“The biggest problem... is that they don't maximize the artistic style that has made the series on the WEBTOON platform so successful.”



SALES REVENUE OF SOUTH KOREAN NAVER WEBTOON FROM 2017 TO 2020 (IN MILLION USD)



1B 5.5M 9.75 RATE



Or I'll beat the crap out of you!



THANK YOU, MAKKARI!

I THINK YOU'LL FIND MAKKARI ISN'T AS SLOW AS THE PREY YOU'VE BEEN FEEDING ON!

RARRRR!!!

899,118 173,145 7.33 RATE



BLOCK!

36.5M 1M 9.76 RATE



FWOOSH!

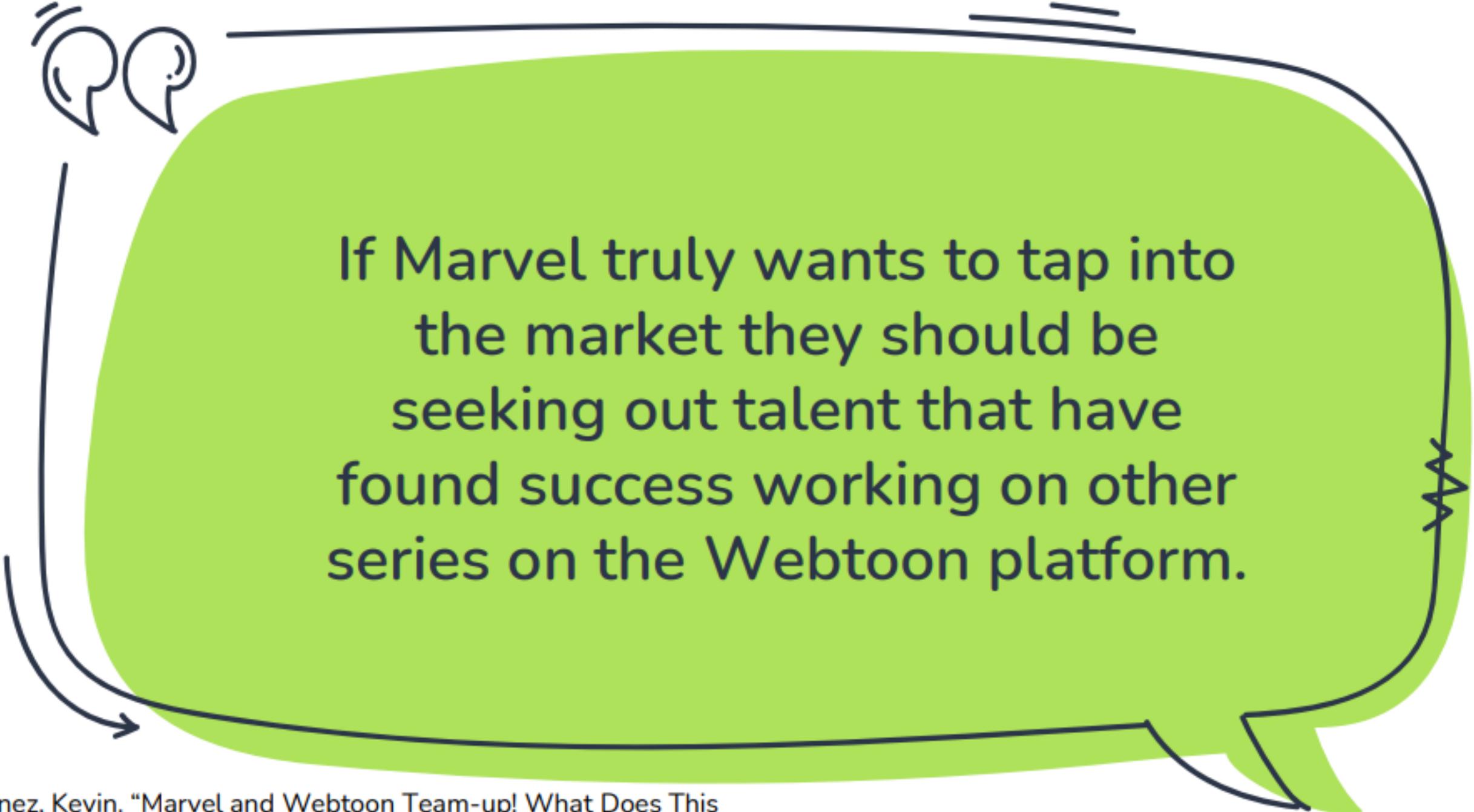
MARVEL UNLIMITED



UNLIMITED

- X “Over 29,000 comics spanning the entire Marvel Universe.”
- X “Start your 7-day free trial, plans as low as \$9.99/month.”





If Marvel truly wants to tap into the market they should be seeking out talent that have found success working on other series on the Webtoon platform.

MARVEL

