

# How to make a campaign comic

## Your task:

Think deeply about an injustice – for example, the injustice of climate change affecting the poorest communities around the world the worst, when they have done the least to cause it. Then make a comic to raise awareness of this injustice and inspire people to take action.

## What you need:

- Paper and pen



## Introduction:

“Around 10 per cent of the world population is living in extreme poverty and struggling to fulfil the most basic needs like health, education, and access to water and sanitation...” ([un.org/en/sections/issues-depth/poverty](http://un.org/en/sections/issues-depth/poverty))

Causes of poverty include: war and conflict, unjust global trading systems, pandemics like HIV or coronavirus, lack of access to education or healthcare and, increasingly, the climate crisis.

First, find out more about one of these injustices. Dig deeper! For example, *why* is there lack of education?

Then learn how to draw like a cartoonist, and make a comic to raise awareness of the issue, such as the impact of climate change on the poorest communities around the world.

## Instructions:

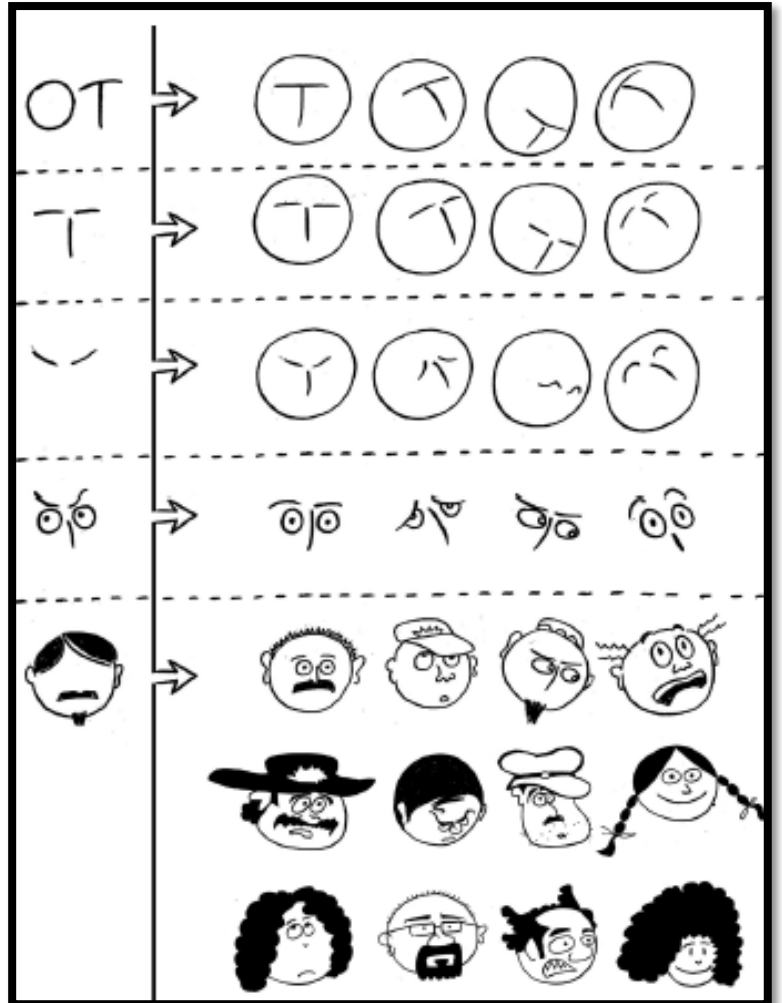
Follow our guide on the next few pages!

## Prompts to get you started!

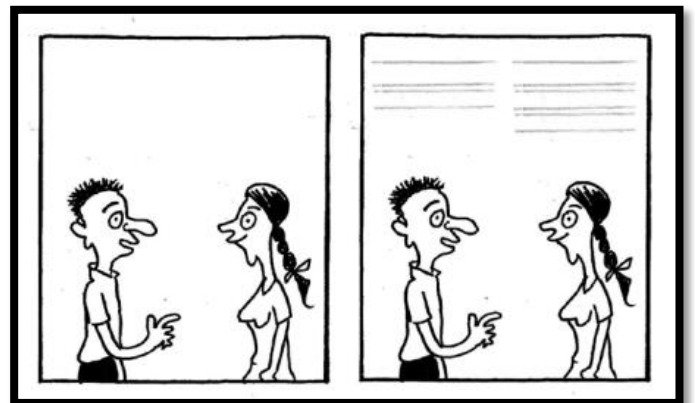
- Which global injustices concern you the most?
- How would you feel if you were living in a poor community in one of the least economically developed countries and were subject to this injustice?
- What would you do?
- What would you want to say to people in more economically developed countries?

## Cartoonists' tips:

- You can draw a face with just the letters O and T.
- Keep the O the same, then change the position of the T to give different expressions.
- Plan the faces of the characters in your story. Add moustaches or hair styles so that each character is recognisable.



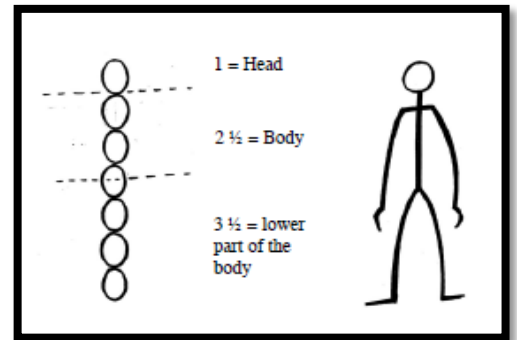
- Draw your characters in the bottom of the panel and their speech in the top.



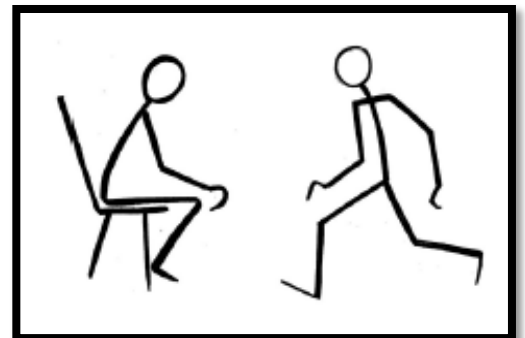
- Use foreground and background features to add detail to the story.



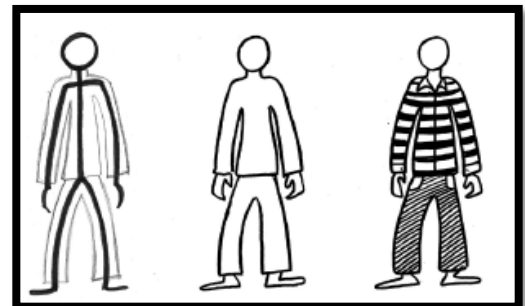
- A body is equivalent to the height of seven heads.



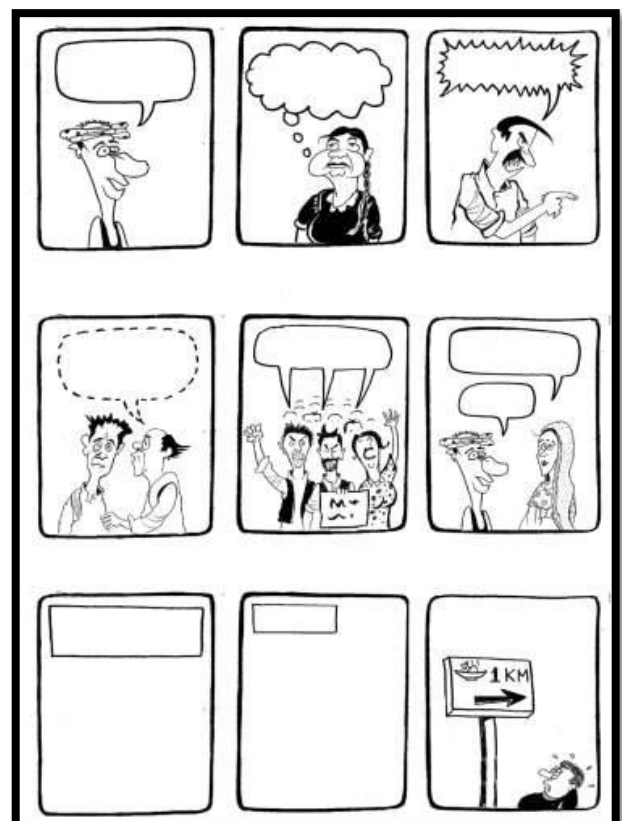
- Try drawing a body in different postures, maybe ask someone to act out the posture so you can draw them.



- Add clothes to make a complete body.
- Try adding distinctive characteristics such as a hat so each character is recognisable.



- Use different types of balloons for:
  - normal speech
  - thinking
  - shouting
  - whispering
  - crowds.
- Put the balloon for the person speaking first at the top of the panel.
- Write in capital letters



# Choosing your story

- It should have a clear message and a target audience, for example, is it aimed at politicians?
- It should have four parts: an introduction, development, a twist and a conclusion.
- It should be between four and nine sentences long.
- Below is an example used to raise awareness of something that happened to a farmer trying to grow crops in Thailand. Can you work out the story? (Answers below).



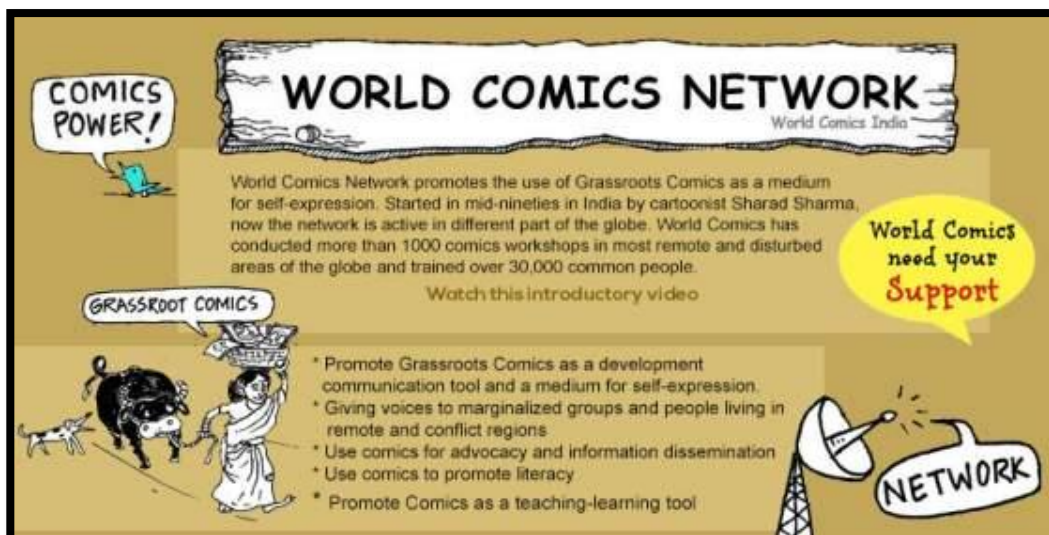
Story and art by Ekkasit, Thailand. Picture credit: [worldcomicsindia.com/youcanuse.html](http://worldcomicsindia.com/youcanuse.html)

**My chemicals:** A farmer thinks that due to bad weather, his crops will not be ready on time. So he uses strong chemicals to accelerate the process. A few days later, due to the chemical spray, all the fish and aquatic animals die. Due to excess of chemicals used, even the stored water gets contaminated and, when he showers, it affects his skin badly.

## Getting your message out there

You need to share your comic to get your message out there! You could:

- hold an exhibition online with some friends
- email a copy to your local MP, so they know you want them to stop climate change – or whatever issue you have illustrated – from pushing people deeper into poverty
- take photos of your comic and share them through social media, tagging @CAFOD
- evaluate the impact of your comic and let us know! You can contact us at [schools@cafod.org.uk](mailto:schools@cafod.org.uk)



We thank World Comics India for allowing us to share and adapt their Grassroots Comics advocacy method.

Find out more about World Comics India and download a detailed comic making guide at [worldcomicsindia.com](http://worldcomicsindia.com)

