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Website Outline

Home Page:

“It’s Manga and Rhetoric Design!”

“A MUST READ: May 3, 2018”

Manga: What is it?  
  
​All over the world, you will see a little book that has an interesting cover to what is considered the “front”. However, in Japanese culture, what American’s consider the “front” of a book is actually the back of the comic book. This is the same for the “back” which is actually the front for all manga created. In Japan, a text is read from right to left unlike America and many other countries who read left to right. Each panel created is read right to left however the text is read left to right for American translated copies of all manga. With the term “manga”, it refers to both comics and cartooning in Japan ([Wikipedia](https://en.wikipedia.org/wiki/Manga)).  
  
Within the United States, many believe that comics are for kids and is appropriate for all ages to read. This is true for manga as well. With the manga that publishes in Japan and the U.S. “the kiddie stuff tends not to be as simple-minded as the American versions… it will sometimes depict death --- while the U.S. (on children’s TV) seems determined to run away from such realities of life” ([Rei](http://www.mit.edu/~rei/Expl.html)). Manga also focuses more on the daily lives of its characters than U.S. comics doing the opposite ([Rei](http://www.mit.edu/~rei/Expl.html)). With Japanese manga, the style of it is unique only to Japan while it is also easy to distinguish it from any other style, such as the comics from America.

With manga, it is published in a magazine that has other series in it. Each magazine gives a series 20 pages to use and the magazine itself can range from 200 to 900 pages (Art of Drawing Manga) Manga can also be published in a volume that contains a few chapters or on a website dedicated to reading Manga as well.

Rhetoric: What is it?  
  
When creating a text, there needs to be a purpose that persuades an audience. Rhetoric is defined in Chapter 2 of [Writer/Designer: A Guide to Making Multimodal Projects](https://www.amazon.com/Writer-Designer-Making-Multimodal-Projects/dp/1457600455) as "the study of making texts that effectively persuade an audience toward change" . Rhetoric itself, can also be "commonly understood as the art of persuasion or effect-oriented communication" (“[Design Rhetoric: Studying the Effects of Designed Objects](http://proxy.ulib.csuohio.edu:2050/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=edsjsr&AN=edsjsr.26206098&site=eds-live&scope=site)”)  
  
Within Rhetoric, there is Rhetoric Design. In Chapter 2 of [Writer/Designer: A Guide to Making Multimodal Projects](https://www.amazon.com/Writer-Designer-Making-Multimodal-Projects/dp/1457600455), it states that design choices support the author's rhetorical situation. Within the choices to be made, there are five key design concepts to be considered: emphasis, contrast, organization, alignment, and proximity. Each of these are important when creating a multimodal project.   
  
Rhetoric Design or Design Rhetoric "addresses the effects of artifacts and especially the techniques by which they can be generated and controlled in the design process" (“[Design Rhetoric: Studying the Effects of Designed Objects](http://proxy.ulib.csuohio.edu:2050/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=edsjsr&AN=edsjsr.26206098&site=eds-live&scope=site)”) It also could be defined as " the attempt to explain - in terms of the concepts and strategies known from rhetorical theory and practice- how and by which formal means designed things influence us" (“[Design Rhetoric: Studying the Effects of Designed Objects](http://proxy.ulib.csuohio.edu:2050/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=edsjsr&AN=edsjsr.26206098&site=eds-live&scope=site)”).

Information Page:

Origins of Manga

Dating back to the 6th century, the earliest origins of manga were found in illustrations from China while also being introduced a century later in Japan. As the years went by, illustrations were created using different techniques and styles that stray a far from how manga is created today. Manga itself wasn’t created until the 19th century where a series of events helped Japanese artists get into contact with Western creators, which opened up doors for the creation of manga in the future centuries. Charles Wirgmann was one of the people who influenced manga in Japan. He was a British journalist for the *Illustrated London* and established himself in Japan. Wirgmann launched his own publication of a monthly magazine that was fashioned after British humor, *The Japan Punch*. It was intended for foreigners who lived in Yokohama. Until 1887, it was an active published magazine in Japan and had about 22 issues published.

\*Art of Drawing Manga\*

([Princeton: Graphic Arts Collection](https://graphicarts.princeton.edu/2014/10/16/the-japan-punch/))

In the late 19th century, manga was heavily influenced by foreigners who traveled to Japan for various reasons. Georges Bigot traveled from France to Japan to “teach modern art at the school for Army officials” (Art of Drawing Manga) in 1882. Years later (1887), he published his own magazine, Tobae (the name honor’s the famous priest Toba who was the author of the *Choju-Giga* in the 11th century). The nature of the magazine was a satirical publication which triggered change in Japanese artists view of behavior toward power. (Art of Drawing Manga)

([Georges Bigot](https://en.wikipedia.org/wiki/Georges_Ferdinand_Bigot))

 An important figure for the creation of manga is Rakuten Kitazawa, who was “one of the first and best-known artists of true manga”.\*  His time in the United States (where he was studying painting) helped with the creation of the first manga that had steady characters, *Tagosaku to Mokube Tokyo Kenbutsu*or *The Journey of Tagosaku and Mokube to Tokyo*. Along with the creation of his own manga, Kitazawa is also attribtuted to the first Japanese comic magazine, *Tokyo Puck* (1905).  
   
Kitazawa’s influence of comics made it possible for manga to be introduced in Japan and it was “developed along the same lines as Western comics, that is by focusing on political and social criticism” \*  
  
\*Art of Drawing Manga

[Wikimedia Commons](https://commons.wikimedia.org/wiki/File:Tagosaku_to_Mokube_no_Tokyo_Kenbutsu.jpg)

During the 20th century, manga began to develop more and expand in different ways. Manga, such as “Dango Kushiuke Man yu” or “Chronicles of the Dango Kushiuke Journey” by Shigeo Miyao in the 1920’s, helped develop into what it is today. Manga also began to have specific genres made, such as the appearance of “*kinshin manga* and *katey manga*, of familiar or everyday life flavor, and *kodomo manga*, for children”\*. The manga *Spido Taro*“became one of the most revolutionary series for the design of manga”\*. Through other events, such as World War II, manga has been shaped into what it is today. Other contributing events that shaped manga were the first female manga artist, Machiko Hasegawa and the Postwar Boom for the creation of more manga, etc.\*  
  
From the 20th century to today, manga has become an important cultural phenomenon for the Japanese and all international readers. Today's Manga has different genre's such as Action, Comedy, Drama, Magic, Supernatural and many more. It also has different styles: Shoujo, Shounen, etc. The most popular genre is Slice of Life where a manga shows a representation of everyday experiences for different characters.  
  
\*Art of Drawing Manga ​

Manga and Rhetoric Desgin:

Within Manga, there is a clear, obvious connection to how manga is made and to something called the Rhetorical Situation that's used in Rhetoric within writing.

Each of these ideas are used to create a manga to give fans a story and characters they would enjoy along with loving and relating to. To understand how these ideas relate to manga, the examples of Shoujo and Shounen manga styles will help show the different styles using the Fives Modes of Communication and different design choices within Rhetoric Design.\*  
  
\* Chapter 1 and 2 of “Writer/Designer: A Guide to Making Multimodal Projects”.

When making a scene, an artist has to consider five design choices: Emphasis, Contrast, Organization, Alignment and Proximity\*. Each one helps create a manga and ​is important within the drawing style of manga but also can be differently in all of them too.   
  
\*Chapter 2 of “Writer/Designer: A Guide to Making Multimodal Projects."

* (Definition of Emphasis)

Within any manga, certain emotions are stressed, to give emphasis to what is happening in the scene, outside of what is said by the characters. Contrast is also used to help give specific emphasis to something said by a character.   
  
An example of this is in “Horimiya”, a manga created by Daisuke Hagiwara, who is the artist and HERO who creates the story and is an implied author\*. This manga is about a high school girl who hides a different side of who she is as a person. Another student in her class also hides the other side of who he is as well. They cross paths and find out about each other’s different side and share an adventure in their daily lives as different people during their high school years.\*   
                  
\*[Horimiya; MyAnimeList](https://myanimelist.net/manga/42451/Horimiya?q=ho)  
  
In the beginning of the manga, the two characters (Hori and Yuki) greet each other in the morning. In the second scene, the character on the right (Yuki) asks the character on the left (Hori) to copy her notes for English class. In a different font, the character, Yuki, says “WAAHH!” as she comes near Hori. The character Hori has a shocked face and in the same font as before with Yuki states “HUH!?” then goes into her dialogue\*. Things outside from the text are happening in the background of this manga and any other as well. This helps readers see the emotions happening within the situation in the panels.   
  
\*[HERO and Hagiwara, 3  
  
​](https://www.mangareader.net/horimiya/1/3)

(Picture of Actual Scene from the Manga)

* (Definition of Contrast)

Contrast "plays a large role in emphasis, in that the most contrasted often appears to be the most emphasized.”\* Within the idea of contrast: color, size, placement, shape and content are a part of it.

Contrast is used in to help distinguish between lines but also with all manga. This is because, when published in any form, manga is in the colors’ white, gray and black. This includes the shading of certain area’s and line thickness, which helps the manga and emphasizing certain scenes while contrasting them from each other. ​

A manga that uses contrast more than “Horimiya” is “To the Abandoned Scared Beasts”. Created by Maybe, who is the artist and writer along with an implied author, the manga is about a past civil war between the North and South where the people of the North create super-soldiers who are monsters and called Incarnates. These beasts are in need of help to become peaceful and live in the society or be hunted down and killed\*  
  
\*[Katsute Kami Datta Kemono-tachi e; MyAnimeList](https://myanimelist.net/manga/72117/Katsute_Kami_Datta_Kemono-tachi_e?q=To%20the%20Abando)  
  
On pages 7-11 of the manga, a teenage girl enters a bar saloon, looking for someone\*. The teenage girl spot’s the man who she is looking for and declares that she is has found her target and will pay for what he did to her father\*\*. She then pulls out what seems to be a rifle and begins shooting him then falls back from the after effect of the rifle\*\*\*. Within these few pages, all emphasis is given to showing the effects of shooting gun and the after effect when the teenage girl fires the rifle by using words (in Japanese) and such.   
  
\*Maybe [7](http://www.mangahere.cc/manga/katsute_kami_datta_kemonotachi_e/c001/7.html)-[8](http://www.mangahere.cc/manga/katsute_kami_datta_kemonotachi_e/c001/8.html)  
\*\* Maybe [9](http://www.mangahere.cc/manga/katsute_kami_datta_kemonotachi_e/c001/9.html)  
\*\*\* Maybe [10](http://www.mangahere.cc/manga/katsute_kami_datta_kemonotachi_e/c001/10.html)-[11](http://www.mangahere.cc/manga/katsute_kami_datta_kemonotachi_e/c001/11.html)

(Pictures from Manga: To the Abandoned Sacred Beasts)

* (Definition of Alignment)

Along with Contrast, the alignment of manga is crucial to how the story is presented. As stated in the about Manga section, it is read as a text/image from right to left along with each panel being read from right to left with the text read left to right for American copies of manga.   
  
Alignment is defined as “how things lineup”.\* Manga heavily relies on the alignment of the panels for the story to flow smoothly. This is especially true for when something within a panel is given emphasis in which there is different contrast in size that “demonstrates coherence through a single alignment”\* When looking at any manga, alignment is carefully used in every aspect.  
  
​\*Chapter 2 of “[Writer/Designer: A Guide to Making Multimodal Projects](https://www.amazon.com/Writer-Designer-Making-Multimodal-Projects/dp/1457600455)."

* (Definiton of Proximity)

​Within any manga, all panels are close to each other due to page sizes but also the design of the traditional manga as well. In Chapter 2 of [*Writer/Designer: A Guide to Making Multimodal Projects*](https://www.amazon.com/Writer-Designer-Making-Multimodal-Projects/dp/1457600455), Proximity means “closeness in space” in which with manga being a visual text that refers to “the use of images and other characteristics that reads can see”.

Proximity and visual mode play hand in hand when it comes to how manga is colored, the lay out of it, designed stylistically, size of characters (and other things), and the perspective within the manga to attract attention from either a potential or current reader\*.   
  
​\*Chapter 2 of “[Writer/Designer: A Guide to Making Multimodal Projects](https://www.amazon.com/Writer-Designer-Making-Multimodal-Projects/dp/1457600455)."

When drawing a character within any manga, an artist must consider many things. In some pages of a manga, the setting can take up an entire page. Scale references come into play in which heights vary based on the setting. This includes poses a character may do to "portray an emotion through body language".\* Some characters bodies may not be fully shown in a panel and the pose will be emphasized on what is shown.​  
  
​\*[Top Ten Essentials: Christopher Hart’s Draw Manga Now!](https://www.amazon.com/Top-Ten-Essentials-Christopher-Harts/dp/0385345445/ref=tmm_pap_swatch_0?_encoding=UTF8&qid=&sr=&dpID=618a3uzWpBL&preST=_SX258_BO1,204,203,200_QL70_&dpSrc=detail)

Ranging from 0 to 5' 11" (180 cm), someone who is 5' 3" tall would have an average desk measuring about 2' 4" (or 70 cm) and be the same height as the standing person's upper thighs.\*  
  
​\*[Drawing Manga: People and Poses](https://www.amazon.com/Drawing-Manga-People-Poses-Hirata/dp/1440337292)

"When sitting down, a person becomes 11 3/4"  (or 30 cm) shorter."\*  
  
\*[Drawing Manga: People and Poses](https://www.amazon.com/Drawing-Manga-People-Poses-Hirata/dp/1440337292)

An artist must also consider other things such as Dimensions of People, Perspective (Eye Level), Angels (Low and High), and a lot more when creating a character within a manga.

(Defintion of Organization)

In the creation of a manga, an artist creates a page filled with 3-4 panels. The artists must consider the organization of each panel in contrast to everything said before. With each design choice, how it is organized into a coherent story is all depended up each choice described by Arola, Ball and Sheppard in Chapter 2 of [*Writer/Designer: A Guide to Making Multimodal Projects*](https://www.amazon.com/Writer-Designer-Making-Multimodal-Projects/dp/1457600455) working together. This all starts with how the manga is organized. In the chapter, it's stated that organization is “the way in which elements are arranged to form a coherent unit for functioning whole”\*. With manga, this includes the arrangement of people, buildings, background, and other elements that much be considered before other design choices. For any manga, all the Modes of Communication and Design Choices stated within [*Writer/Designer: A Guide to Making Multimodal Projects*](https://www.amazon.com/Writer-Designer-Making-Multimodal-Projects/dp/1457600455) highly depend on how a manga artist organizes the story itself, leading to everything else.   
  
\*Chapter 2 of [Writer/Designer: A Guide to Making Multimodal Projects](https://www.amazon.com/Writer-Designer-Making-Multimodal-Projects/dp/1457600455)

Along with artists and writers, manga wouldn’t be possible without the different Modes of Communication and Design Choices created. Any manga is an example of how much artists and writers rely on different design choices to help create their wild and unique ideas into a coherent story. Manga is not just a cartoon or comic, it is an experience for readers each time one is held in your hands and read, bringing your mind into an alternative universe. Manga is that important to a lot of readers in this way with its uniqueness within the style of it.