

(Read free) Cartooning: The art and the business

## Cartooning: The art and the business

*Mort Gerberg*

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**Mort Gerberg : Cartooning: The art and the business** before purchasing it in order to gage whether or not it would be worth my time, and all praised Cartooning: The art and the business:

0 of 0 people found the following review helpful. Great Resource, easy readingBy M. S. PetersThe interviews with the professionals was most helpful. The industry overview and insight along with the personal advice from the cartoonist as to what and how to approach specific areas in the business was snapshot of what makes up a cartoonist that fit me like a glove.Well worth having this book as a resource due to the list of contents listed in the back of the book. IMHOO of 0 people found the following review helpful. Five StarsBy SimplyStickyAwesome! Everything that I thought it would be.0 of 0 people found the following review helpful. Five StarsBy Ed FrascinoExcellent!!!

An expanded and updated edition of The Arbor House Book of Cartooning (1983), acclaimed by both critics and professionals. "A definite help to anyone who would like to be a cartoonist."--Charles M. Schulz.

From Library JournalAccomplished in many phases of cartooning, the prolific Gerberg shares the tricks of his trade in this updated and expanded edition of his Arbor House Book of Cartooning ( LJ 11/15/83). Part 1 is devoted to the familiar magazine or "gag" cartoon, seemingly his first love and a good base for discussion of other cartoon forms. Part 2 covers other earning opportunities, including comic strips, editorial cartoons, spot illustrations, animation, advertising, TV, comic books, greeting cards, and humor books. That he is at home in all these areas is evident in his

anecdotes, advice, and art work and in his choice of work by other big names. Not an elaborate "how to draw" manual; the book's strength is in its historical background and wide-ranging lowdown on materials, marketing, and making contacts--in short, on how things are done by the pros.- William A. Donovan, Chicago P.L. Copyright 1989 Reed Business Information, Inc.