COMMUNICATION TOOLS WORKSHEET

Book / Comic Book

TYPE OF TOOL: **PUBLISHING**

Goals

- Provide information about a project, program and/or results
- Sensitization, Behavior Change
- Share regulatory/legal information
- Analysis/Experience Capitalization
- Environmental Education, Teaching materials

Targets

- General public, tourists, teachers, children
- Funders, Donors, Institutions
- Partners, Associates, Members
- Researchers, Technical Specialists

Steps for Creating

DESIGN For both the book and the comic book, first decide on the needs, goals, main topics, messages to be addressed, audiences, the amount of information (text, images available, etc.), format (size, number of pages, binding). Make a "Road Map": a simple layout, indicating the chapters, contents page by page. Engage the talents of someone who is very skilled in writing (professional or not). If possible, choose a printer who is eco-friendly (inks, varnish, recycled or eco-managed forest paper, etc.). NB: For a comic book, the designer must first make a storyboard (draft) which is to be approved prior to continuing with the actual drawing along with the color process. Messages should be written and adapted to the target audience, i.e., adult or children.

PRODUCTION Request and schedule adequate time for printing. Proof the PDF draft version before signing off on Print Approval (check spellings, typos, credits, etc.). Also, check the colors before final version is printed (Cromalin, Iris, colorimetric proofs). If possible, choose a printer who is eco-friendly (inks, varnish, recycled or eco-managed forest paper, etc.). Try to make an exact estimation of the number to be printed in the first run because reprinting is costly.

Key points: Use the services of skilled professionals (editor, graphics designer, photographer, writer/artists). Plan for the production and the time it will take to do this, which could be anywhere from several months to a year or more. Have the final document (book/comic book) reviewed by someone outside the organization, who is not involved with the publication to get an independent opinion. Proof the text for typos, comprehension, etc.

Content

Do a mix of text and photos. Offer two ways of reading: with words and visually to break the monotony: Titles, headings, headlines, text boxes, captions, cutlines, quotes, etc. The text language will be determined by the defined objectives and target audience. Include a summary, introduction, preface and possibly, a glossary, index and bibliography. Include contact information for the organization, authors, partners.

MESSAGES

Provide information about a project, program and/or results; Sensitization; Behavior Change; Share regulatory/legal information; Analysis of a situation, Experience Capitalization, Environmental Education. NB: In a comic book most of the messages must be embodied and expressed by the characters.

IMAGES

The images should be of good quality (sharpness, framing, presentation, resolution, etc.). Be sure to check on Copyrights, getting authorization as required prior to publication. Getting prior approval before taking photos of persons, places, even objects, as required. For the Comic Book, choose the designer according to his/her style in the context of compatibility with the production goals and target audience.

Distribution

Think about the distribution costs. Maximize options if shipping a printed version. Explore the different mediums for book distribution today, e.g., for sale or free, or in electronic PDF format. The book/comic book can be distributed during trade shoes, meetings, conferences, exhibitions, seminars, open houses, etc. Think about storage needs/costs especially in the case of large quantities. Be sure to ask about the printer about the size/volume in cartons and pallets.

Indicators

- Number of books/comic books printed and reprinted
- Number distributed vs. the number in stock
- Number sold
- Receipts

Examples

A la découverte de l'environnement côtier et marin en Afrique de l'Ouest

- **UICN/PRCM Educational book of the UICN/PRCM.** (costal and marine environment). See the Examples Tools Worksheet and the document
- **Tiniguena's book on the Bijagós Islands +** the book "Know in Order to Love"
- **"Ndebane the small turtle"**, PRCM-WWF

PRCM EDUCATIONAL BOOK

Context
The Regional Marine and Coastal Partnership for West Africa (PRCM) is a platform consortium comprised of a variety stakeholders whose aim is to coordinate efforts to promote the environmental protection of the coastal areas in West Africa's seven seaboard countries (Mauritania, Senegal, Cape Verde, The Gambia, Guinea Bissau, Guinea and Sierra Leone). This book, entitled, "Discover West Africa's Coastal and Marine Environment" is designed to be an environmental educational tool that provides an overall summary of the region's coastal areas. (Also available in PDF format). It comes with an Educational Guide.

Type of Tool
Publishing

Language
French (also available in Arabic, English, Portuguese)

Technical Characteristics
Book, 84 pages, horizontal format; 4-color printing; also available in PDF format.

Targets
Education Professionals, specifically teachers, workshop facilitators, Youth, Parliamentarians, Elected officials, Media, General Public

Geographic Scope
International

Key Messages
Get informed so that you can become a better advocate for environmental protection and conservation, in particular that of the marine and coastal areas in West Africa's seven seaboard countries.

Usability
● ● ● ●

Use over time
● ● ● ●

Replicability*
● ○ ○ ○

The concept as well as the documentation and capitalization processes are replicable but this would be a complex and long-term project to implement.

A la découverte de l'environnement côtier et marin en Afrique de l'Ouest
Cahier de connaissances

Programme Régional d'Education à l'Environnement

Programme Régional de Conservation de la Zone Côtière et Marine en Afrique de l'Ouest

Goals
- Inform
- Sensitization
- Educate

+
- Provides detailed and accessible descriptions about the coastal areas of West Africa (fauna, flora, activities, etc.) and the dangers threatening them.
- Good balanced use of text, photos and illustrations.
- A major work documenting knowledge capitalization.

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Does not really offer much information in the way of specific actions that could be taken to help promote protection of the coastal areas.

*Replicability: Capacity to be reproduced as is or with few modifications for another organization and/or to be replicated (reprint, copy, etc.)

MAVA FONDATION POUR LA NATURE

FONDS FRANÇAIS POUR L'ENVIRONNEMENT MONDIAL