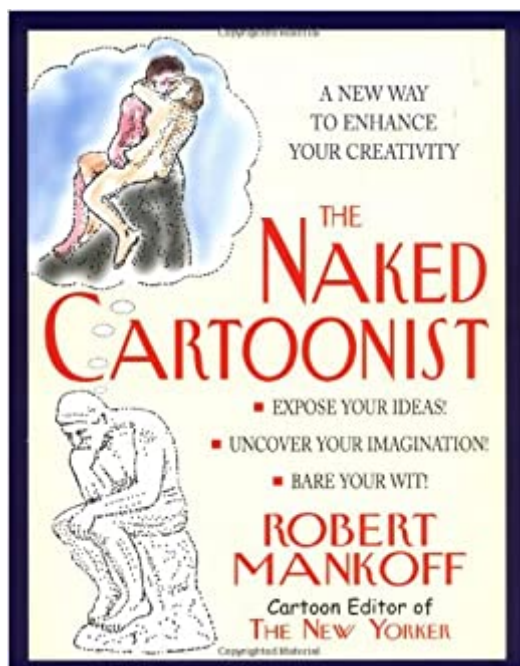


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# The Naked Cartoonist: A New Way To Enhance Your Creativity



## Synopsis

Only people like that buy books like this...or write them."So says Robert Mankoff "and he should know. As cartoon editor of The New Yorker, and one of its most gifted contributors, he spends his life pursuing that elusive thing called creativity, and inspiring it in others. If you've ever wondered where great ideas come from, or yearned to channel your creative energies, or just wanted some pointers on how to get those artistic juices flowing "this book was written for you. Along with some help from his well-known cartoonist friends, Mankoff takes you on an entertaining words-and-pictures journey through the art, craft, and zen of cartooning, along the way providing lots of personal anecdotes about his development as an artist, and about life at the world's most urbane magazine. But you don't have to be an aspiring cartoonist to appreciate The Naked Cartoonist. Mankoff's wisdom, and his practical yet whimsical approach to the creative process, are designed to benefit anyone who has ever stared at a blank piece of paper or canvas and dreamed of transforming it into something truly original (and maybe even commercial). What's so funny? Mankoff knows best. He also knows how you can find your own personal voice and message, how you can learn from the masters of the past, how you can transform a current event into a comic tour-de-force...even how you can incorporate telling lies and taking naps into your daily work routine "and justify it.

## Book Information

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Comic Strips

## Customer Reviews

Cartoon editor of the New Yorker since 1997, Mankoff has a license to be silly. This combination

memoir, how-to, abridged history, manifesto and IQ test (Inanity Quotient) on the art and pseudo-science of gag panel cartooning puts that license to the test-with fine results. Much like Scott McCloud did in *Understanding Comics*, which examined the nature of narrative comics, Mankoff breaks down the creative process of the gag panel, offering a succession of thoughtful (dreams are "analogous to what cartoonists do when they're awake") and generally amusing insights into the craft. There's also a more or less coherent argument about the role of the subconscious mind in cartooning, in which he uses Magritte, a baseball, a tomato and Andy Warhol's soup can to explain it all for us. Still, his explanations aren't nearly as much fun as the cartoons themselves, by Mankoff and by fellow *New Yorker* cartoonists Roz Chast, Mort Gerberg, Jack Zeigler and others. Mankoff can be overly cute, but mostly offers smart, practical and funny ideas about how to make funny cartoons for a living. In fact, Mankoff argues that magazine cartoonists are the most creative people in the world: "If a scientist comes up with one new idea a year, he's a genius. If a cartoonist comes up with only one new idea a day, he's looking for other work." Mankoff offers such minutely and intensely considered examinations of the mechanics of cartooning that for all we know he may be right. Copyright 2002 Reed Business Information, Inc.

In this practical, funny, and easy-to-follow approach to the creative process, the cartoon editor of *The New Yorker* reveals "through the medium of cartooning" the simple secrets to finding your inspiration, honing your wit, getting great ideas, and being more creative every day. **INCLUDES MORE THAN 400 CARTOONS!** "You were born with a gift for laughter and a sense that the world is mad.

I have a short list of favorite books on Creativity, (mainly Gabrielle Rico's *WRITING THE NATURAL WAY* for a practical approach), but just added this one to my list. Mankoff's approach embraces the chaos, insanity and surrealism of how ideas germinate, which can get a bit offputting if you have low tolerance for chaos, insanity and surrealism, but the results are often hilarious - I laughed all through it - and it's filled with lessons about how unpredictable the process can be - a fact that creative people embrace. If you want a sample of his teaching, look up his TED talk *ANATOMY OF A NEW YORKER CARTOON*. It will give you an idea of what he has to offer. My only criticism is that it gets a bit silly at times, but if a wild child can keep me laughing while learning, that's at least as good as a careful adult who clarifies thoroughly with bullet points but doesn't dare to goof around.

I can't believe someone gave Mankoff's marvelous manuscript a lonely one star. Maybe they

haven't got a sense of humor. Maybe that person got up on the wrong side of the bed of nails. Who knows? In all due respect, I think that reviewer got the book, but didn't "GET" the book. You really should read it several times to get the gist, the kernel, the Zeitgeist of what he's giving the reader. I found it very entertaining, amusing, and enlightening. In fact, just today, I wrote a hundred gags based on one concept I gleaned from my second reading of *The Naked Cartoonist*. The first time I read it from cover to cover. Then I decided to read the middle part. Besides that, anytime you can get some clever cartoon creation counseling and exceptional examples from *The King of Cartoons* (I hope he reads this) one should feel privileged. I gave it four stars only because some of the examples were so small, I ruined my eyes trying to read them (A lawsuit is pending). I would have given it 4.5 stars, but the nice folks at Amazon frowned on that. I write a humor blog called *Humorous Interludes*. It contains a lot of "off the wall" material, including a few cartoons now and then, and a weekly *Horror-scope* (No plug intended LOL). I use a lot of the concepts Mr. Mankoff recommends. I'd be lost without thinking out of the box, out of the room, out of the building, and out of this world. The book is a good resource to help gag writers and cartoonists in their pursuit of perfection in their art and/or writing. BTW, you can get it for a darn good price these days. Amen!

Very funny!

I don't know why I didn't get this book a long time ago! Not one page goes by that I don't have a tickle in my tummy. A feast of fun and great for anyone who wants to exercise the right brain. And sharpen their funny bone. Much needed for anyone who wants to step over the line and come at issues from another direction. Loved it!

I won't drone on about this book. I'll lay it out its a nice size book not too big but it is packed with information it could have been stretched into a giant volume but he really puts it all together wall to wall pro tips info and examples. If you are a new cartoonist this book is a must.

Great book to spark creativity for cartooning. Highly recommended.

Cartoonists need constant creativity, Mankoff gives good insight to the creative process.

This was not the book I thought it would be. I was very disappointed and would have returned it but the return postage was too high.

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