WHY COMICS FOR KNOWLEDGE TRANSLATION?

Hi, I'm Desi! It's short for "dissemination." I'm going to tell you about my favorite tool: comics! Come on, there's a lot to cover!
They grab and hold your attention.

Comics are novel and that can lead to more discovery! BTW, this is my brother, Data. You won’t always see him but don’t worry, he supports everything I’ll tell you.

People prefer to receive information that is accompanied by images! That makes comics more appealing than standalone text.
THEY'RE ACCESSIBLE

PICTURES TELL A LOT OF THE STORY, AND LESS WORDS MEANS COMICS CAN BE AN UNEXPECTED SHORTCUT TO GET REAPERS WHERE THEY'RE GOING EASIER.

THAT ALSO MEANS THAT COMICS CAN BE MORE ACCESSIBLE FOR PEOPLE WITH DISEASE BURDEN OR LOW LITERACY. HAVING LESS TEXT ALSO MAKES TRANSLATION EASIER!
COMICS SHOW AND TELL

SEEING IMAGES WHILE READING WORDS CAN REINFORCE UNDERSTANDING AND CREATE MORE LASTING MEMORIES.

DUAL CODE PROCESSING CAN LEAD TO MUTUALLY REINFORCED COMPREHENSION AND MORE DURABLE RECALL 3, 4, 5, 6, 7.
THEY ENCOURAGE EMPATHY

I LOVE THAT COMIC!

WHILE READING THIS, YOU’VE BEEN TELLING YOURSELF A STORY. YOU’RE FILLING IN THE MISSING PARTS WITH YOUR IMAGINATION. ONLY YOU WILL READ THIS EXACT STORY 8, 9.

PRESENTING INFORMATION AS A STORY GIVES READERS A CONTEXT TO FRAME THE CONTENT WITHIN 4, 10.
COMICS ARE LAYERED AND COMMUNICATE INTUITIVELY. WITHOUT ANY CUES YOU’VE LEARNED WHAT TO EXPECT IN ITALICS, AND WHAT WILL BE AT THE BOTTOM.

AND USE RICH COMMUNICATION.

YOU KNOW ALL OF THIS BECAUSE YOU’VE UNCONSCIOUSLY LEARNED OUR VISUAL HIERARCHY!
COMICS ARE APPEALING, EASY TO UNDERSTAND, AND REMEMBER. ALL THIS MAKES THEM GREAT FOR PATIENT CENTERED RESEARCH OR EDUCATION... INTERVENTION OR DISSEMINATION.

THEY CAN BE POWERFUL TOOLS

CARTOONS AS INTERVENTION HAVE BEEN SHOWN TO PRODUCE BETTER RESULTS THAN WRITTEN PATIENT EDUCATION ALONE.
YOU’RE PROBABLY THINKING ABOUT YOUR PROJECT, OR MAYBE SOMEONE TO SHARE THIS COMIC WITH...

WE LOVE TO TALK COMICS! SO, DROP US A LINE, OR PASS THIS COMIC ON TO SOMEONE WHO’D APPRECIATE IT.

FOR YOUR PROJECT

EMAIL: silast@uw.edu OR info.comic@pm.me TO SCHEDULE A CHAT.
YOU CAN SEE SOME OF OUR OTHER WORK HERE: comics.tbi.washington.edu
References:

Authorship and Illustration
This comic was written by Silas James and Ayla Jacob, illustrations were provided by David Lasky
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