



See What I Mean: How to Use Comics to Communicate Ideas

Kevin Cheng

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Comics are a unique way to communicate, using both image and text to effectively demonstrate time, function, and emotion. Just as vividly as they convey the feats of superheroes, comics tell stories of your users and your products. Comics can provide your organization with an exciting and effective alternative to slogging through requirements documents and long reports. In *See What I Mean*, Kevin Cheng, OK/Cancel founder/cartoonist and founder of Off Panel Productions, will teach you how you can use comics as a powerful communication tool without trained illustrators.

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