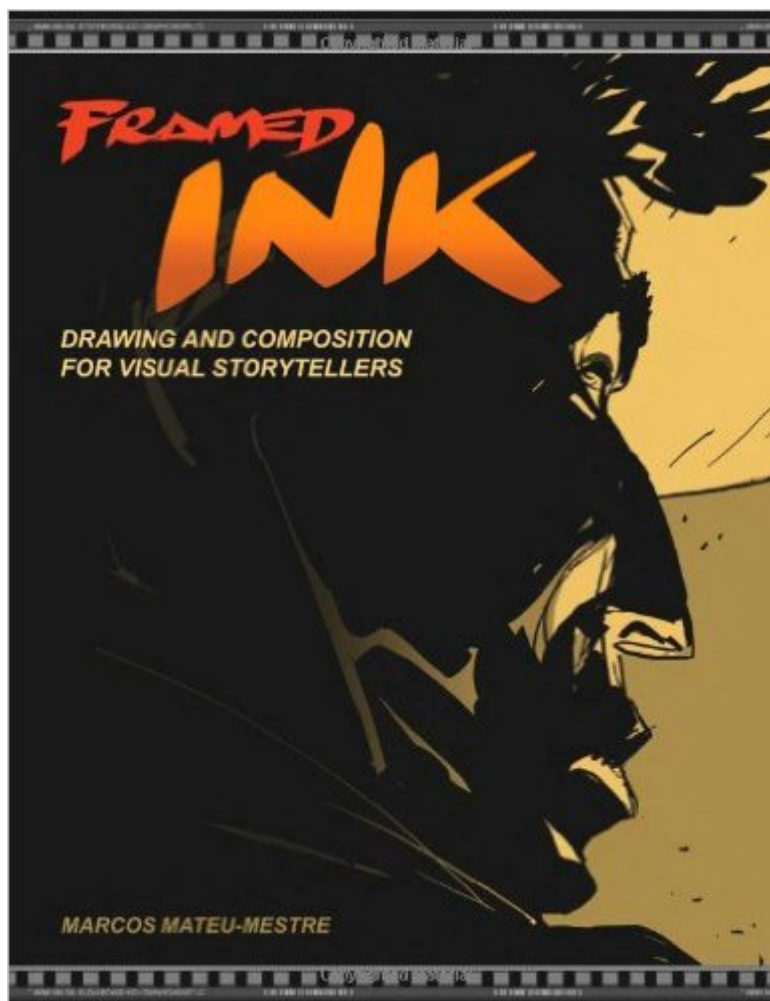


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# Framed Ink: Drawing And Composition For Visual Storytellers



## Synopsis

The ultimate guide to visual storytelling! How to make the audience "feel" the story while they are "reading" the story. Using his experiences from working in the comic book industry, movie studios and teaching, Marcos introduces the reader to a step-by-step system that will create the most successful storyboards and graphics for the best visual communication. After a brief discussion on narrative art, Marcos introduces us to drawing and composing a single image, to composing steady shots to drawing to compose for continuity between all the shots. These lessons are then applied to three diverse story lines - a train accident, a cowboy tale and bikers approaching a mysterious house. In addition to setting up the shots, he also explains and illustrates visual character development, emotive stances and expressions along with development of the environmental setting to fully develop the visual narrative.

## Book Information

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## Customer Reviews

“With Framed Ink, Marcos Mateu distills his twenty-plus year career in feature animation into a clear, practical manual on the language of images. Marcos has a special eye for composition, lighting, and continuity that creates a tangible sense of mood and drama in all of his work.”  
— Jeffrey Katzenberg, Co-founder and CEO DreamWorks Animation  
“There are some people who draw in a way that looks like they load their pens with pure liquified fun. Concept artist Marcos Mateu has a wonderful character of line and a jaunty, casual style that makes it look like the lines danced out and created the image of their own accord. His loose, relaxed application of color, which careens between brilliant lights and rich, atmospheric

darks, just adds to the visual treat. Mateu's drawings have just the right touch of exaggeration to give them extra visual appeal; lines are given an extra spring, forms bent out just a bit, and figures swirled into motion in a way that gives everything a sense of verve and life.

Charley Parker

Spanish born Marcos Mateu-Mestre is a visual concept, traditional animation layout, and graphic novel artist whose film credits include titles such as *Balto*, *The Prince of Egypt*, *Asterix and the Vikings* and *Surf's Up* amongst others. With an extensive experience of twenty years in feature animation, working mainly for Dreamworks and Sony Pictures, he has also been teaching drawing, illustration and visual storytelling techniques for twelve years. His works as a film maker have mostly included both the design and cinematic aspects of film, taking care of frame composition, lighting and visual continuity of many key sequences in some major productions.

Composition never really been a problem area for me, back in high school I was most regarded by peers and teachers as someone who knew her composition. But this book helps bring it to the next level from good to amazing. The illustrations help give the focal point on how your art should be placed upon your canvas. Don't be focused on your linework be focused on placement. It's an informative text with great examples to back up the claims. Recommend to any type of artist, but especially those interested in comics.

Great reference material, I got bookmarks throughout and one of the books I like to skim through periodically.

Interesting and informative. Like the way he explains things.

Finally, finally, FINALLY a great book about comic storytelling flow and composition. Very ingenious concepts. Recommended for any serious comic or graphic novel enthusiast.

Mateu-Mestre's book deserves much more attention than it gets. I think that's because so few artists understand what pictorial composition is and that it, and it alone, creates the mood, the tone of voice and the emotional message of your pictures. This is one of the best books written about this difficult-to-master aspect of professional art.

Awesome book! so much good tips with clear design ideas and short descriptions of the main idea. The art of Marcos Mateu- Mestre is so beautiful and while studying storytelling you also learn and inspired from beautiful lines shapes and characters! The order came to Israel very fast and in very good condition.

A spectacular treatise on the use of visual art as it applies to storytelling. Granted, in my line of work as a cover illustrator, I don't do sequential art, but all the principles apply, and, having read this book, I feel I have a better grasp on how to approach impending jobs already on my plate. This book was highly recommended to me by respected professionals, and I heartily agree and pass my recommendation along. WELL worth adding to one's art book collection.

If you've any interest in learning the craft either for film or sequential art, this is a fantastic guide to beautiful and dynamic style by a master of the form. It is not, however, a how to draw manual. Mateu-Mestre assumes the reader already has a great deal of drawing ability it is instead a guide on how to think critically about visual storytelling, framing and camera movement. Consider it an advanced class but well worth your time if you're a more serious/adept student of the craft. Filmmakers would also, in my opinion benefit a great deal from reading this.

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