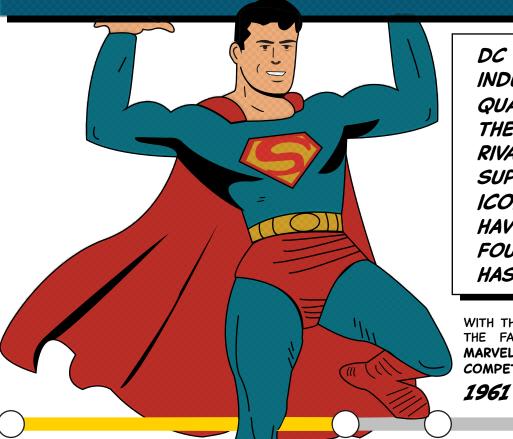
DC COMICS THROUGH THE AGES



DC HAS BEEN A LEADER IN THE COMIC BOOK INDUSTRY FOR OVER 80 YEARS. IN THE FOURTH QUARTER OF 2023, IT CONTROLLED 23.3% OF THE MARKET, SECOND ONLY TO ITS LONGTIME RIVAL, MARVEL. DC'S CHARACTERS, PARTICUALRY SUPERMAN AND BATMAN, HAVE REMAINED ICONS IN POP CULTURE EVEN TO THOSE WHO HAVE NEVER READ A COMIC. FROM THE DAYS OF FOUR-COLOR PRINTING TO NOW, DC COMICS HAS HAD A RICH HISTORY.

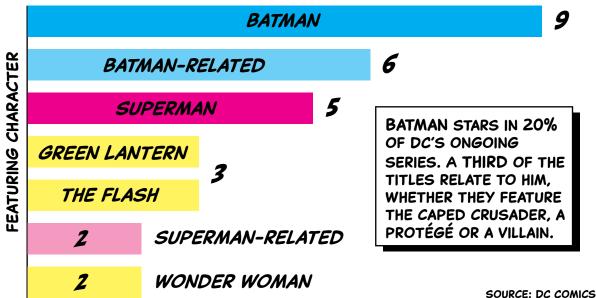
WITH THE CREATION OF THE FANTASTIC FOUR, MARVEL BECAME A REAL COMPETITOR FOR DC.

TTOR FOR DC. MANY SERIES WERE CANCEL

1978

DC INCREASED OUTPUT TO **COMPETE WITH MARVEL** IN THEIR **EXPLOSION** INITIATIVE. AFTER THIS MOVE FAILED, IT BECAME KNOWN AS THE **DC IMPLOSION**. MANY SERIES WERE CANCELED AND WORKERS FIRED.

CHARACTER PROMINENCE



STORYLINES SUCH AS "THE DEATH OF SUPERMAN" CAUSED A BOOM IN SALES.

IS THAT COMICS BECAME COLLECTABLES.

1993

ANOTHER FACTOR IN THE SALES INCREASE

AFTER THE STORY "FLASHPOINT," DC ENDED ALL OF ITS SERIES AND LAUNCHED 52 NEW TITLES, REWRITING ITS CHARACTERS BACKGROUNDS.

2011

NUMBER OF SERIES (OUT OF 45 TOTAL)

1938

"ACTION COMICS" Nº1 INTRODUCED SUPERMAN, MARKING THE BIRTH OF THE SUPERHERO GENRE AND THE GOLDEN AGE OF COMICS.

SOURCE: THE DC COMICS ENCYCLOPEDIA

1956

THE **SILVER AGE** BEGAN WITH THE REINVENTION OF THE FLASH, A GOLDEN AGE HERO. OTHER HEROES WERE REIMAGINED OR CREATED WITH A NEW **SCIENCE FICTION** ANGLE.

1970

THE **BRONZE AGE** WAS A PERIOD WITH A **DARKER, MORE REALISTIC TONE** THAT EXPLORED **SOCIAL ISSUES** SUCH AS POVERTY AND ADDICTION AFTER CONTENT RESTRICTIONS WERE LIFTED.

1985

THE STORY EVENT "CRISIS ON INFINITE EARTHS" REDEFINED THE UNIVERSE'S HISTORY AND BEGAN THE MODERN AGE.

-*1986*

"BATMAN: THE DARK KNIGHT RETURNS"
BY FRANK MILLER AND "WATCHMEN" BY ALAN
MOORE WITH DAVE GIBBONS POPULARIZED
GRITTY PORTRAYALS OF SUPERHEROES AND
MORALLY COMPLEX CHARACTERS.

2016

THE EVENT "REBIRTH" REINSTATED CHARACTERS' PREVIOUS HISTORIES AFTER THE 2011 REBOOT WAS DEEMED TOO DRASTIC.

HOW WERE COMICS MADE?

THE PROCESS WAS DONE ASSEMBLY-LINE STYLE WITH A WRITER, PENCILLER, LETTERER, INKER AND COLOR SEPARATOR.

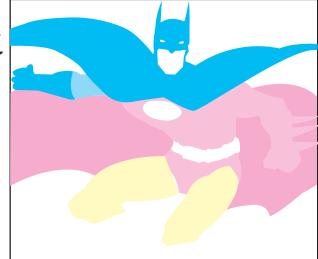
THE WRITER DETAILED THE DIALOGUE AND DESCRIPTIONS OF SETTINGS, ACTIONS AND CHARACTERS.

THE **PENCILLER** SKETCHED BASED OFF THE WRITER'S SCRIPT, AND THE **LETTERER** FILLED IN THE WORDS.

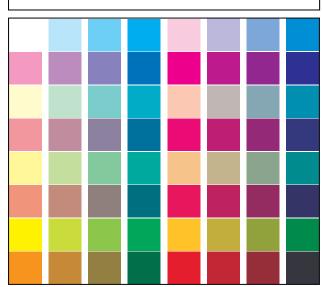
SOURCE: MEDIUM

THE **INKER** TRACED OVER THE SKETCH AND DETERMINED LINE WIDTH, SHADOWS AND OTHER DETAILS.

THE COLORS WERE SEPARATED INTO TONES OF CYAN, MAGENTA AND YELLOW TO CREATE THE PALETTE.



THESE COMBINATIONS ALLOWED FOR 64 SHADES WHEN LAYERED OVER EACH OTHER, USING VARIOUS SATURATIONS.



THE COLORS WERE PLACED OVER THE INKED KEY TO CREATE THE FINAL IMAGE. THIS PRACTICE CONTINUED UNTIL THE SWITCH TO DIGITAL COLORING IN THE '80S.