



Peyton 2021 - web comic a hook for environmental messages

Goals for the year

Over the year Peyton has been thinking deeply about how people perceive the environment and why lots of people tend to dismiss problems that the environment faces from human activity. She has noticed that people around her only pay attention to things and problems that directly affect them, or if the topic is in the media or on television. Even then they end up forgetting about it quite quickly.

She recently discovered the world of web comics and how it's an easy way to spread creator's stories and messages, particularly through a company called Webtoon. Webtoon has over 55 million monthly active users and more than 1 million comic titles. Some popular titles can even provide creators with money, making that their sole income. Anyone can publish their content on Webtoon Canvas for free.

Peyton has been working up the storyboard and characters for a mini web comic series that will have a sentimental feel to it, following the travels of two spirit-like creatures, as they travel through different terrains.

Biggest success or achievement

The story will reflect on different pressing environmental matters in the world, such as pollution and feral animals, through subtle storytelling. This way Peyton aims to weave a bigger message through the comic without the reader being constantly reminded to 'save the environment'. She plans to have uploaded her first three episodes in scrolling reading comic format by mid-December.

Advice

There is an interesting web comic called Little Trash Mermaid, a really fun and cool story with amazing art, and an even more amazing message behind it created by s0s2. Peyton recommends you check it out, as you will be supporting the creator to raise money by reading it for free.