

CREATORS

**RESOURCE
HANDBOOK**

HANDBOOK CONTENTS

What is WEBTOON?

What is CANVAS?

What are ORIGINALS?

ORIGINALS series found on CANVAS

Preparing your story for CANVAS:

01. The vertical format

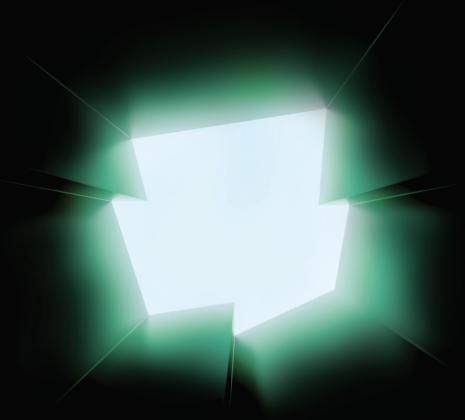
02. Pre-production

03. Production

04. Uploading on CANVAS

Community policy and support

Where to find us



What is WEBTOON?

WEBTOON introduced a new way to create stories for anyone who has a story to tell. We're home to thousands of creator-owned content with unique and diverse visions from all over the world.

Founded by NAVER in 2004, WEBTOON became a cultural phenomenon and pioneered the distribution and consumption of web-based comics in Korea. Now WEBTOON has expanded to provide content in many other languages, such as English, Spanish, French, Japanese, Thai, and Indonesian.

WEBTOON has a massive collection of comics that we call ORIGINALS. These works of art come in all types of genres ranging from romance, horror, comedy, fantasy, and more.

Oh, and did we mention that we started a whole new way for you to create stories? Thanks to our self-publishing platform, CANVAS, any creator can share their stories with millions of readers across the world!

What is CANVAS?

CANVAS is WEBTOON's self-publishing platform, where creators manage everything related to their series.

Posting on CANVAS means that you, as a creator, have all control over all aspects of your story and can use the platform to build a unique audience thanks to the thousands of readers that visit the platform each day.

Creators around the world can use the platform to publish their stories, create and grow their own community, interact with readers and creators alike, and yes, even earn money thanks to our AD revenue sharing program. Who said being an artist wasn't lucrative?



What are ORIGINALS?

WEBTOON ORIGINALS are stories that are developed for our platform.

Creators work with WEBTOON's editorial staff to optimize their content and receive compensation, marketing, and PR support.

WEBTOON also partners with creators exploring development opportunities across film, television, animation, and merchandise. Meaning your work can hit the big (or small) screen, turn into a toy, and above all, produce some income.

ORIGINAL series discovered on CANVAS

unOrdinary

By Uru-chan

Genre: Superhero

Nobody paid much attention to John – just a normal teenager at a high school where the social elite happen to possess unthinkable powers and abilities. But John's got a secret past that threatens to bring down the school's whole social order – and much more.

Lore Olympus

By Rachel Smythe

Genre: Romance

Witness what the gods do... after dark. The friendships and the lies, the gossip and the wild parties, and of course, forbidden love. Because it turns out, the gods aren't so different from us after all, especially when it comes to their problems.



Tower of God

By SIU

Genre: Fantasy

What do you desire? Money and wealth? Honor and pride? Authority and power? Revenge? Or something that transcends them all? Whatever you desire—it's here.



Purple Hyacinth

By Ephemerys
and Sophism

Genre: Mystery

Her ability to detect lies has made her an outstanding officer of the law – despite being haunted by her inability to save the ones she loved from a gruesome fate many years ago.



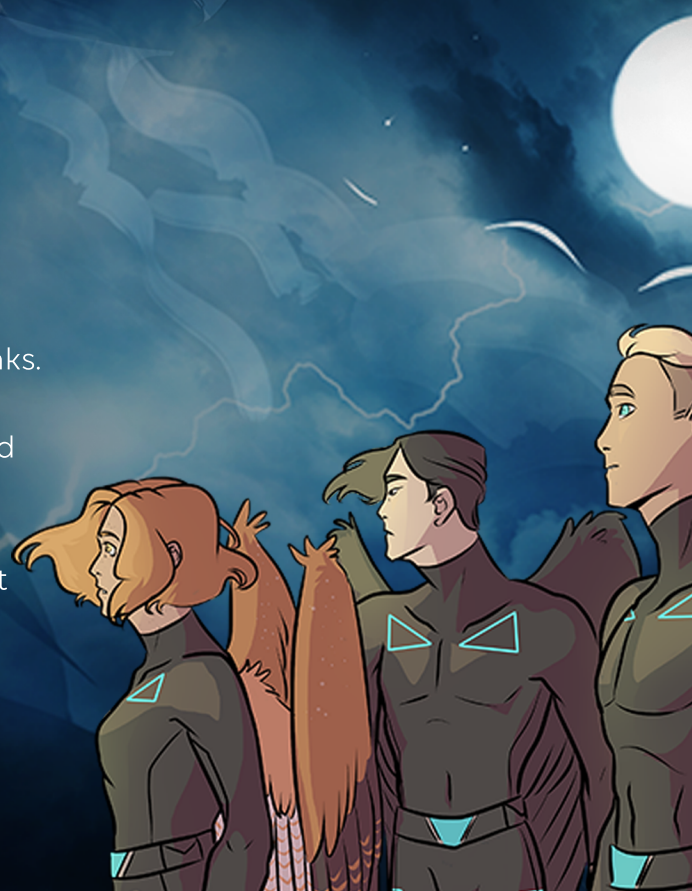
The Croaking

By: Echorise

Genre: Fantasy

The Roost - the world's most prestigious military academy - has never accepted a Crow into its ranks. Until now. However, the conditions surrounding Scra's acce night. Between flight tests, classes, and Murders, Scra, Ky, and Ree must band together to uncover the truth about their utopia and the whispers of a superweapon - "The Croaking" - that are seeping from the cracks.

...And many more!



Preparing your story for CANVAS

So, we've piqued your interest and now you want to share your story using CANVAS. Lucky for you, we have some tips to make sure your story is as successful as possible.



Tip before we start:

Make sure to check out our ["Before you Publish Checklist"](#)

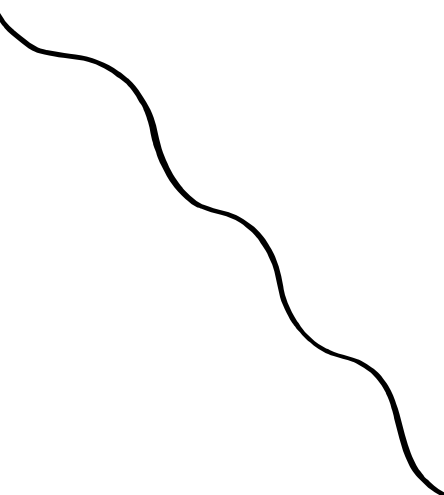
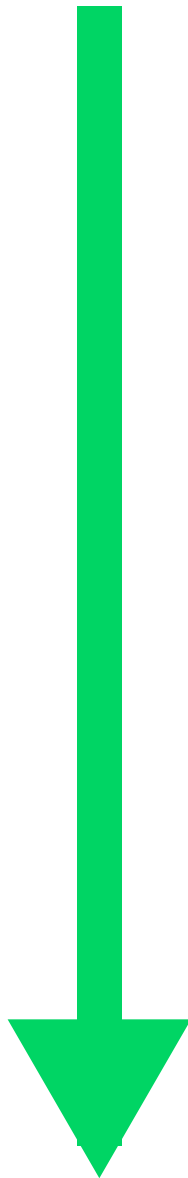
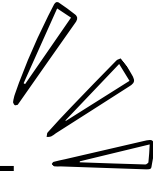
- 1. Series Title** _____
The most successful titles are unique but easy to find.
- 2. Pick your main genre and one sub-genre**


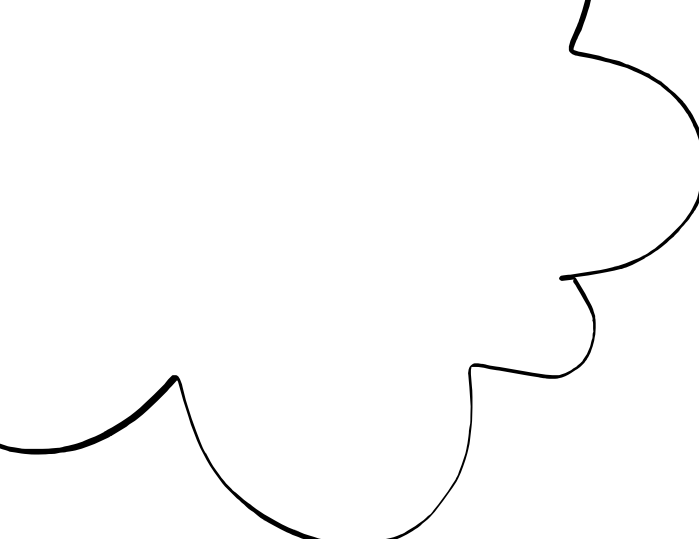
<input type="checkbox"/> DRAMA	<input type="checkbox"/> ROMANCE	<input type="checkbox"/> ACTION	<input type="checkbox"/> SCI-FI	<input type="checkbox"/> THRILLER	<input type="checkbox"/> SCHOOL
<input type="checkbox"/> FANTASY	<input type="checkbox"/> COMEDY	<input type="checkbox"/> SLICE OF LIFE	<input type="checkbox"/> HORROR	<input type="checkbox"/> ANIMALS	<input type="checkbox"/> ALL AGES
- 3. Series Summary**
The summary should be 500 characters or less, set the tone, and establish a hook.
- 4. Series Thumbnail**
Showcase the main character and your style. Dimensions must be 436px by 436px, less than 500KB, and JPG, JPEG and PNG only. The file name can only be in English letters and numbers.
- 5. Episode Thumbnail**
Use an image from the episode. Dimensions must be 160px by 151px, less than 500KB, and JPG, JPEG and PNG only. The file name can only be in English letters and numbers.
- 6. Social Media Promotion**
Promoting yourself on social media will bring in more readers.
- 7. Publishing Schedule**
Include your publishing schedule in your summary; it will help readers know when to come back.
- 8. Formatting for WEBTOON**
An image must be less than 800px wide and 1280px long, JPG, JPEG and PNG format, and up to 2MB in file size. The suggested DPI is 72 or more. The batch of images can be up to 20MB.
- 9. Legible Font**
Check out ORIGINALS series for examples of lettering for mobile devices.
- 10. Ready to publish on WEBTOON!**



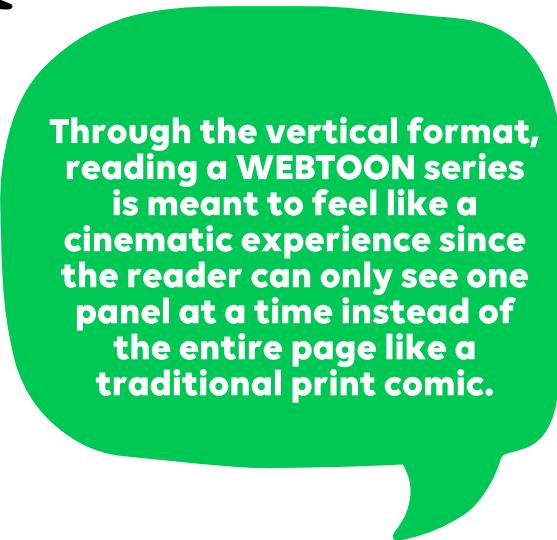
01

**THE VERTICAL
FORMAT**

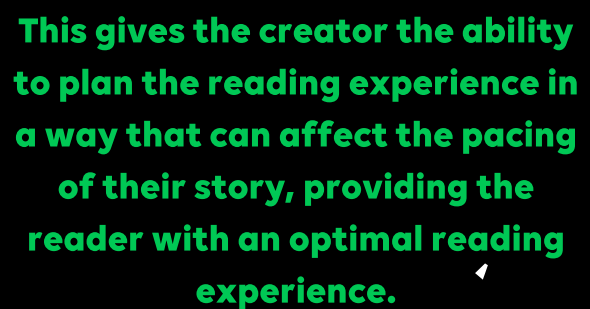




Unlike traditional comics which are meant to be read in a print format, WEBTOON is a mobile-based platform, meaning that the content has been formatted to be read vertically.



Through the vertical format, reading a WEBTOON series is meant to feel like a cinematic experience since the reader can only see one panel at a time instead of the entire page like a traditional print comic.



This gives the creator the ability to plan the reading experience in a way that can affect the pacing of their story, providing the reader with an optimal reading experience.



Most of our users use the WEBTOON APP to read their favorite series on a mobile device instead of a larger screen like a computer.



This means that most likely your story will be read on a small screen. Be sure to check readability on a mobile device when creating your comic to ensure that your font size is large enough to be comfortably read on a smartphone.

The actual sizes of font vary by canvas size, resolution, and the type of font being used. Generally, most creators use a font size between 12px and 30px for standard text.



If your reader is squinting the text is probably too small!

BASIC FORMATTING RULES FOR VERTICAL CONTENT:

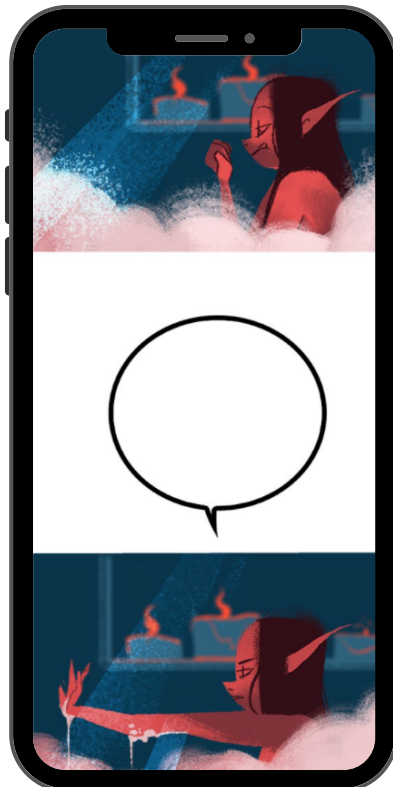
(Remember that rules are meant to be broken, however, our editors have found that these spacing guidelines tend to work well on ORIGINALS)

1

People have short attention spans,
keep the reader scrolling.

Give readers space to appreciate your art,
by including a maximum of
two panels on the screen at
the same time.

2



Keep it easy to read,
three speech bubbles or less
per panel is ideal.

3



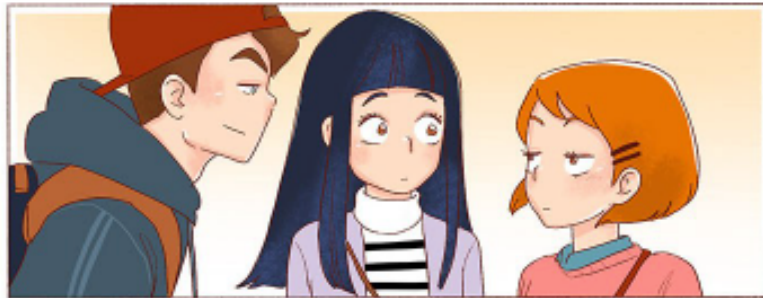
4

Vary panel width, shape and size to imply
importance and impact

5

Panel to panel scenes should have a minimum distance

of 200px per panel



If there is a location or scene transition, allow for 600px to 1000px of space to convey a sense of time passing.

6

02

PRE-PRODUCTION

There's more to creating a series than coming up with a cool idea. When planning out your story, it's essential to plan how you intend to create it. This process is known as pre-production or planning. Within that process are key points like story structure, script, art style, upload schedule, etc. Unsurprisingly, our most successful CANVAS titles are consistent in all of these points.

STORY STRUCTURE AND SCRIPT

CHARACTERS:

Creating believable characters is one of the most important tasks for any creator. When developing a character for your story, consider these parameters in order to have a good understanding of who they are, this will ground the character in your story and make them seem more believable to the viewer:

- What is their role in the story?
- What is this character's intended arc? A character arc is usually the internal journey a character goes through over the course of the story.
- What are their strengths and weaknesses?
- What relationships do they have with other characters in the story?
- What is their motivation?



We recommend filling out a [character sheet](#) to start understanding who your characters are and how they play a part in your story.

NAME: _____

AGE: _____

HEIGHT: _____

RACE/ETHNICITY: _____

GENDER: _____

CHARACTER'S WANTS AND NEEDS:

What motivates the character's decisions? What do they want in the story?

DESCRIBE YOUR CHARACTER:

What is your character's back-story? What is their personality?

SETTING

This is the location of the action which includes time and place (when and where.)



Usually the setting is introduced alongside your characters at the beginning of your story so readers understand the world in which the characters live and the rules with which that world operates.

PLOT

The plot is the actual story. A plot should have a beginning, middle, and end, with a clear conflict and resolution:

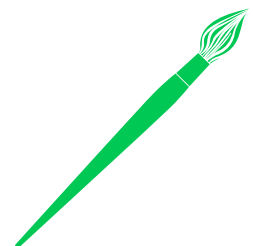
Conflict is usually a problem the plot is intended to resolve, and without conflict, there's no story to tell.



Resolution is the solution to the main conflict of the story. It's important to make sure that resolution feels earned by wrapping up the main story conflict, character arcs, and setting.

ART STYLE

WEBTOON's vertical format is a visual medium, which means that it's important to use an art style that remains consistent throughout your story. We understand that when you're first creating your series you want it to look as good as can be, but we also know that it can be a lot of work to draw all those panels! We recommend that you stick to a style you can keep up with consistently.

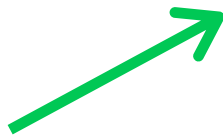
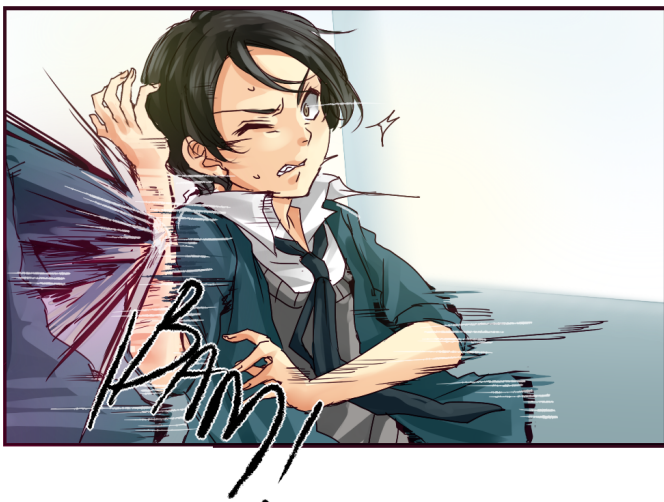


1

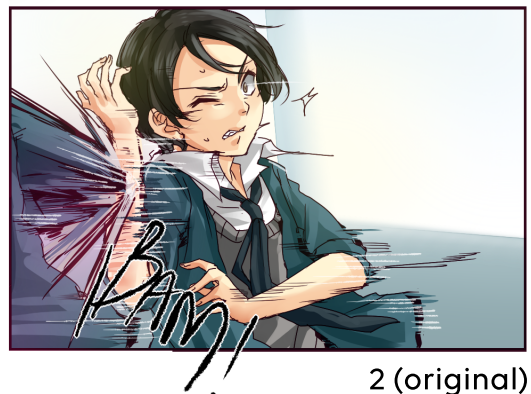
Be smart and above all, efficient, with the way you plan out your panels; you might be able to reuse them in your story.

Reusing assets such as backgrounds, props, and speech bubbles will keep the story moving forward without putting in the extra work while also giving you the ability to focus on the characters. Instead of creating an extreme closeup of your character, perhaps creating a portrait might be more beneficial, as you can expand the drawing to achieve the extreme close up effect, while also having a portrait drawing to use afterward.

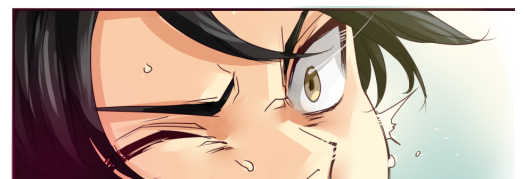
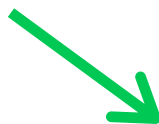
One illustration can be used to create multiple panels



1



2 (original)



3 (modified)

2

Use custom brushes for shading, backgrounds, and texture.

This will ensure that your final drawings look as polished as possible, saving hours on rendering your panels.



3

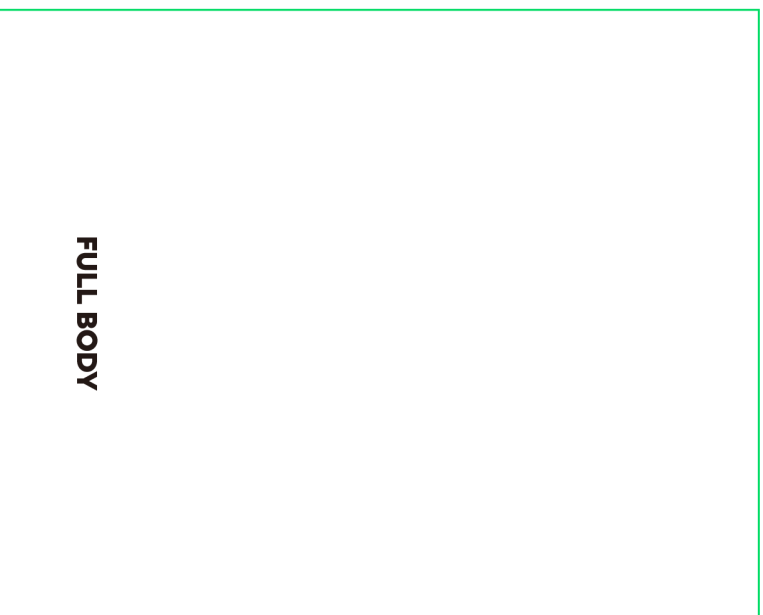
Simplify your character designs to cut down on drawing time.

Use our “Character Design” sheet to get started!

BE CONSISTENT!

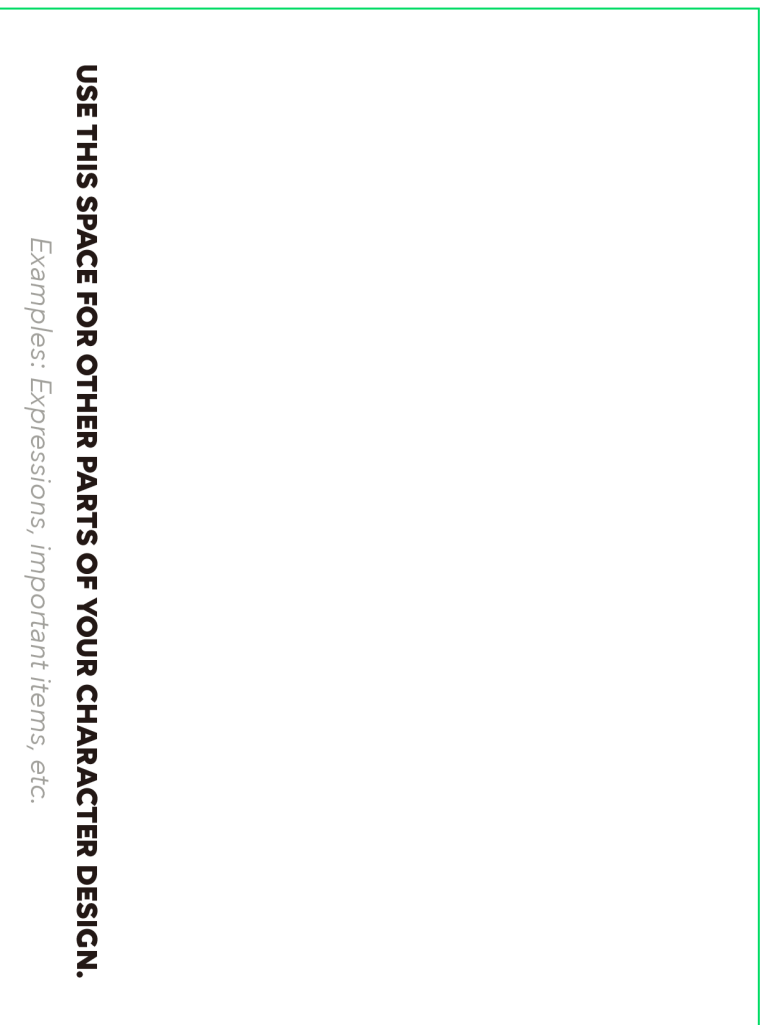
Utilize this design sheet to keep your character design consistent throughout your series.

FULL BODY



USE THIS SPACE FOR OTHER PARTS OF YOUR CHARACTER DESIGN.

Examples: Expressions, important items, etc.



COLOR SWATCHES CAN BE SHORTCUTS FOR WHEN YOU COLOR DIGITALLY.

Some people keep these in the corner of their canvas while coloring their comic.



SKIN



HAIR



CLOTHES



ETC.

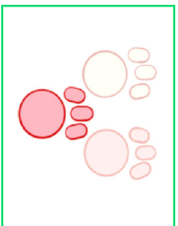
BE CONSISTENT!

Utilize this design sheet to keep your character design consistent throughout your series.

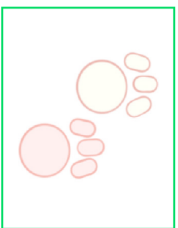


COLOR SWATCHES CAN BE SHORTCUTS FOR WHEN YOU COLOR DIGITALLY.

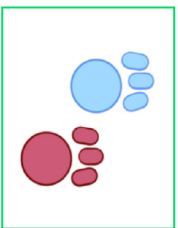
Some people keep these in the corner of their canvas while coloring their comic.



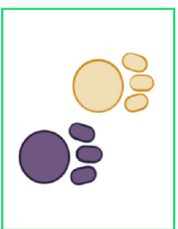
SKIN



HAIR



CLOTHES



ETC.

03

PRODUCTION

So, you planned out your story and now you're ready to get to work. Great! But how do you get started?

THE MOST COMMON STAGES ARE:

Thumbnails

This is when you plan out your panels based on your story.

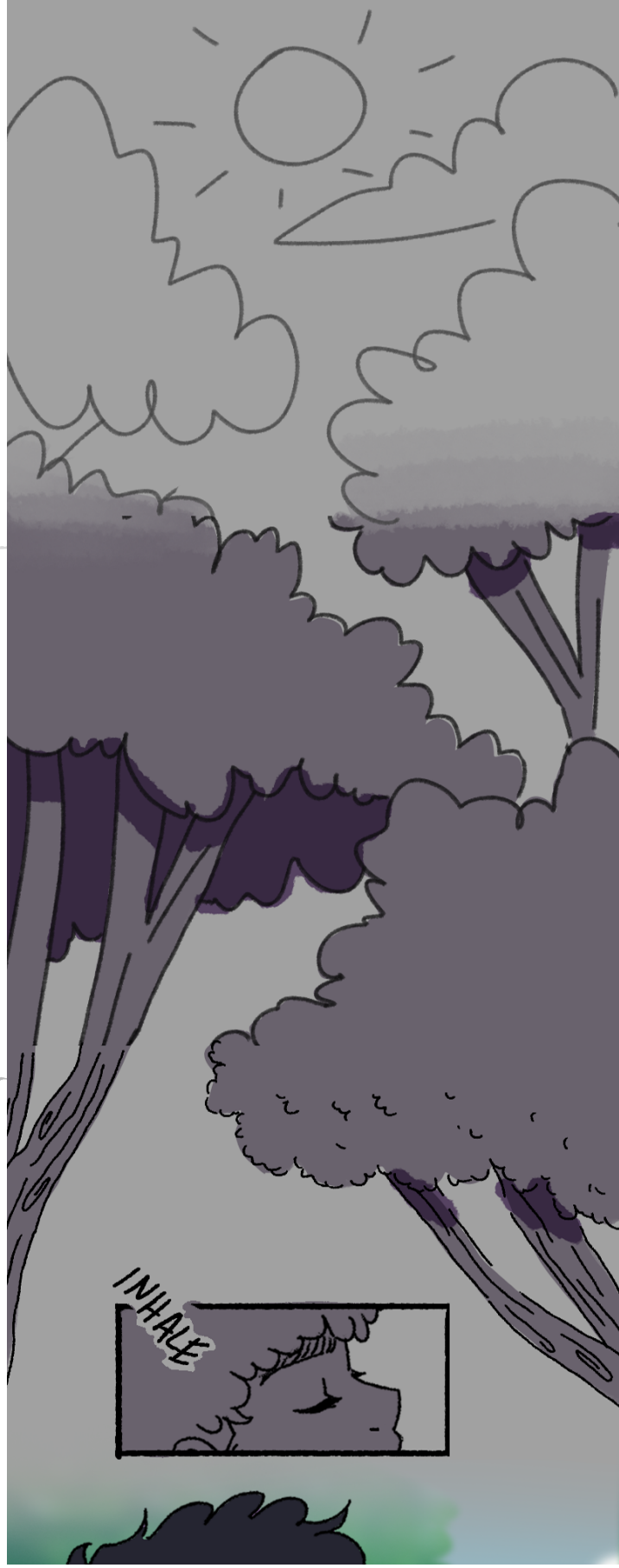
Thumbnails are intended to be very loose, simple drawings that will help you have an understanding of how the episode will be structured.

Sketches

Once you've created your rough thumbnails, you're ready to start sketching your characters and backgrounds, this is also the stage when creators plan out the placement of their speech bubbles.

Inking

The process of cleaning up your lines to create a more polished look.



Coloring

Most of WEBTOON's ORIGINAL titles have some sort of color, however, it isn't required to color your title to upload to CANVAS.

If you do choose to color your series, think about how color can be used to capture the mood of a scene. We recommend researching color theory and how color can represent different emotions, settings, and moods.

Finalizing

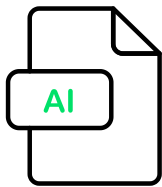
this is when creators add speech bubbles, special effects, lettering, and title cards. Title cards include the series title as well as an end card, where we recommend including your social media handles at the end of an episode so your readers can find you outside of CANVAS. This is a great way to promote your series on other platforms and encourage more people to read your title.





TIP: All titles on the WEBTOON platform are delivered in a digital format. Meaning that they have been created using digital software. Not all creators solely make their art using digital tools, however, they do convert their drawings to digital before uploading on CANVAS.

Creators draw on digital programs using a graphics or drawing tablet. This is a surface intended to be used with a stylus or pen-like device that allows you to draw directly on the digital software of your choosing.



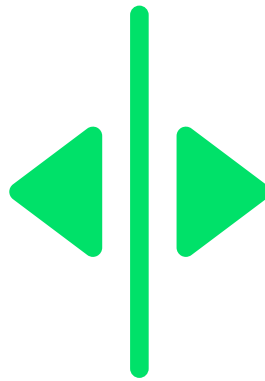
SOFTWARE

- Adobe Photoshop
- Procreate
- Clip Studio Paint
- Corel Painter
- MediBang Paint



TOOLS

- Wacom tablets
- Huion
- Surface pro
- iPad

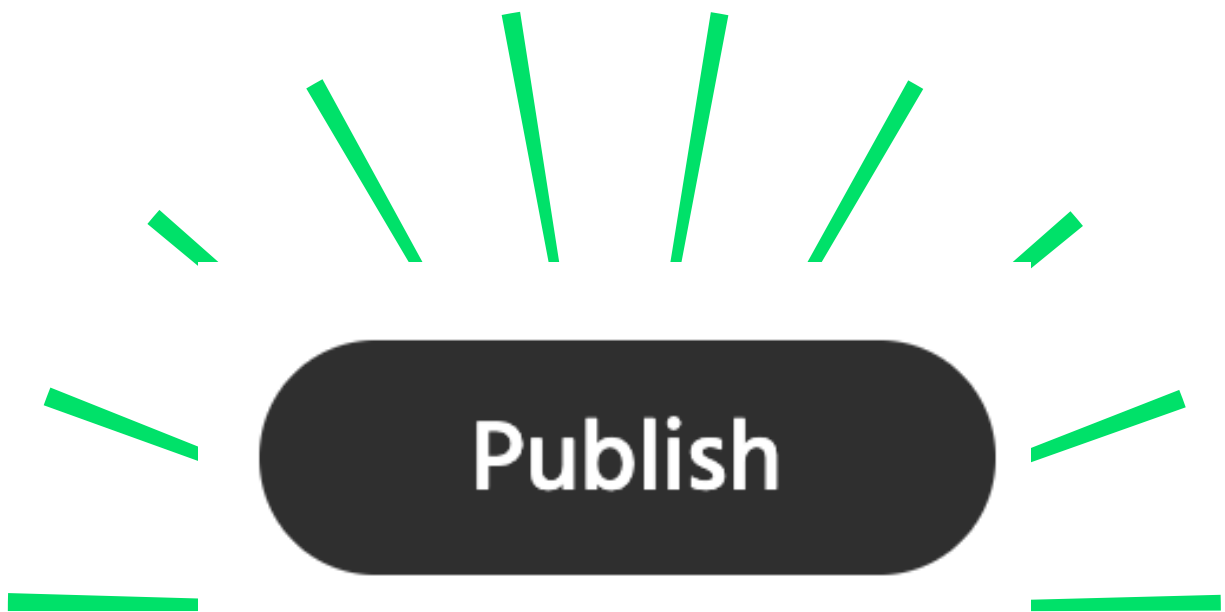


...and many more. Do your research to find out what program and drawing tool works best for you!

When creating your art digitally, we recommend setting your resolution to be as high as possible to ensure your drawings are clear by setting your resolution to 300dpi (dots per inch) or above to avoid a blurry image.

03

**UPLOAD YOUR
STORY ON CANVAS**



When you're uploading on CANVAS, make sure that your comic strip is uploaded in accordance to our sizing guidelines, to ensure that your episodes will load quickly and consistently on the platform.



The sizing requirements per image are

800PX BY 1280PX.

However, most episodes will be much longer than that, meaning that before uploading you must crop or slice your strip to 800px wide and 1280px long images.

THERE ARE RESOURCES ONLINE THAT CAN HELP YOU CROP YOUR STRIP TO THE REQUIRED SIZE SUCH AS CROPPY,

a web-based service to slice your comic strip or, if you use Photoshop to create your episodes, you can use a script created by Mongie, the creator of "Let's Play" that automatically crops your drawings to upload size.

ONCE YOUR STRIP IS SLICED TO SIZE,

you're ready to upload by clicking on the "Publish" button on the top right corner of the WEBTOON homepage.



ORIGINALS

GENRES

POPULAR

CANVAS

Creators 101

Publish



This will take you to the series creation dashboard, where you will select your series genre, type your series title, summary and upload a thumbnail.

SERIES TITLE AND SUMMARY

This is arguably the hardest part of creating your story. The title is the first thing that a reader will see and remember. Ensure that the title best represents your story and is easy to remember so your readers can find your title within CANVAS.



Select an image to upload. Or drag the image file here.

Select

Select

Less than 50 characters

Less than 500 characters

Make sure that it captures the reader's attention to encourage them to start reading while also keeping it under 500 characters.

The summary will show up on your series homepage. It's your chance to give a potential reader a brief idea of the story they are about to read.

GENRE

You can add up to 2 genres per title, the second genre is optional but highly encouraged as it makes it easier to find by readers that could be looking for a new story to read in that genre.

You must set at least one genre for your title. If you're not sure what genre your title might fall into, we recommend reading other titles that might be similar to yours.



Select an image to upload. Or drag the image file here.

Select



Select



Less than 50 characters

The genres you choose should match the intended story, as it will give the reader an expectation of what the story will be like.

Less than 500 characters

THUMBNAIL

This is the cover for your story. Make sure that it's the best representation possible for it, as it could be the deciding factor between a click and a pass.

Creators use their story's main character as the image subject, however, this is a great opportunity to show your creativity and passion for your story.



Select an image to upload. Or drag the image file here.

The recommended size for this image is

436X436

Ensure that the file size stays under 500kb and that it's saved in a JPG, JPEG, or PNG format.

Select



Select



Less than 50 characters

Less than 500 characters

UPLOADING:

When uploading your episode, you can set your episode title as well as the thumbnail. This is also where you will upload your sliced images. All uploaded images cannot exceed the 20MB size limit.

Thumbnail



Recommended size is 160x151.
Image must be less than 500kb.
Only JPG, JPEG, and PNG
formats are allowed. File name
can only be in English letters
and numbers.

Series title

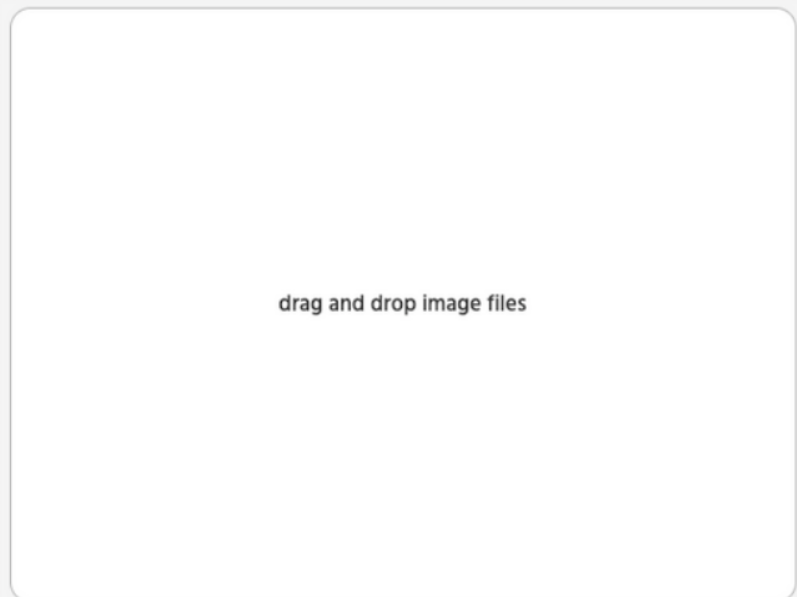
Episode title

1 | Less than 60 characters

Upload file

Select file to upload. Delete All

0MB / 20MB



You can also preview your episode on PC and mobile to ensure that there are no errors or formatting issues.

Preview

PC Mobile

Publish episode

Save Draft

You can choose to publish this episode later on your Dashboard. [Learn More](#)

Once you've reviewed your episode, you're ready to share your story with millions of readers around the world!

WE CANNOT WAIT TO READ YOUR SERIES ON CANVAS!

Thank you for being a reader on our platform and for sharing your awesome and unique stories with the world!



STILL HAVE QUESTIONS?

Here is a brief overview of our
community policy and support
resources so you can get in touch with
us!

WEBTOON IS AN ALL-AGES PLATFORM, WE HAVE CREATED GUIDELINES TO ENSURE ALL USERS HAVE A SAFE READING EXPERIENCE.

KEEP IN MIND

Images that contain nudity or that are intended to be sexually gratifying are not allowed.

Censoring of inappropriate content must be a natural part of the panels/imagery.

The use of clippings or elements within the panel/illustration to censor nudity / sexual content, such as shadows, steam, hair, fog, etc., is recommended.





We also do not allow excessive violence nor graphic content intended to offend readers. This includes brutal and prolonged scenes/acts of violence, gore, or excessive blood.

Finally, WEBTOON respects copyright and our [Terms of Use](#) and [Community Policy](#) prohibits uploading content that violates intellectual property rights.

TO READ MORE ABOUT OUR COMMUNITY POLICIES VISIT:

[HTTPS://WWW.WEBTOONS.COM](https://www.webtoons.com/en/terms/canvaspolicy)
[/EN/TERMS/CANVASPOLICY](https://www.webtoons.com/en/terms/canvaspolicy)

WHAT HAPPENS IF YOUR EPISODE IS REMOVED?

When episodes are removed for violating one of our guidelines, we're here to help you get it back on CANVAS. You will receive an automated email containing a general reason why the episode was flagged or removed. Within the email, you'll find a reference number.

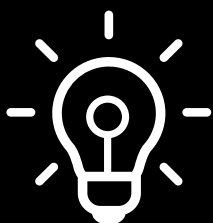
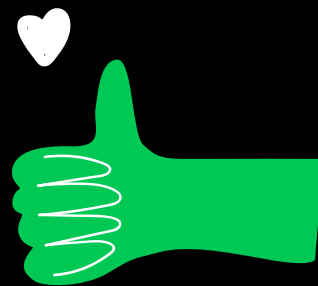
Please send an email (preferably from the email account associated with your series) to the address located within the email and include your reference number—that way it's easier for us to locate the episode and quicker for you to get the feedback you need to get back online.

**Reach out to us at
CREATORSUPPORT@WEBTOON.COM**



Once we have received your email we will help you through the revision process and provide feedback to get your episode in line with our Community Policies and Terms of Service.

After the necessary edits are made, and you have communicated with us that your episode has been updated, we will review it and restore it.



If you are ever unsure about uploading materials that could violate our guidelines, send us your sketches prior to uploading them and will happily review them! We want to support you in your creation journey, plus, it's always better to be safe than sorry.

CREATORS 101

**Guess what? We make stuff
too!**

**We're always working to
create content that will give
you all the information needed
to upload to CANVAS.**



**Still wanna know
more?**

**Visit our [Creators 101](#) page to
find countless resources to
make your story as successful
as possible.**

**Follow us on social
media to get the
latest on all things
WEBTOON and
CANVAS:**



**@WEBTOONOFFICIAL
@WEBTOONCANVAS**



**@WEBTOONOFFICIAL
@WEBTOONCANVAS**



@WEBTOONOFFICIAL



@WEBTOONOFFICIAL



@WEBTOONOFFICIAL



All information in this handbook is presented solely for informational purposes. WEBTOON makes no claims, representations, warranties or guarantees, whether express or implied, as to the features, accuracy, reliability, currentness, suitability, and performance of any of the suggested commercial products, processes, or services, or other information found in this handbook. References to any specific commercial product, process, or service is for the information and convenience of the public, and does not constitute an endorsement, sponsorship, recommendation, or favoring by WEBTOON. The information contained in this Handbook or its use does not create an obligation or constitute a guarantee from WEBTOON.

