



CREATOR'S

# Resource Handbook

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**“If you don’t start now,  
you never will. You’ll never  
know how much support  
people will give you if you  
don’t start.**

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**BRENT BRISTOL**  
Creator of Ordeal

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# 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, German, 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 independent creator can make comics and reach millions of readers across the world.

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# What is CANVAS?

Your story starts on CANVAS, 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 daily.

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.

Our platform offers you the tools to grow your audience and make money doing what you love.

**Make Comics, Reach Millions.**

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# 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, books, and merchandise. Meaning your work can hit the big (or small) screen, turn into a book, and above all, produce some income.

## WEBTOON's most popular titles began on WEBTOON CANVAS.

### Tower of God

by SIU

GENRE: ACTION

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.  
2020 Anime Adaptation



### 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.

1 Billion Views

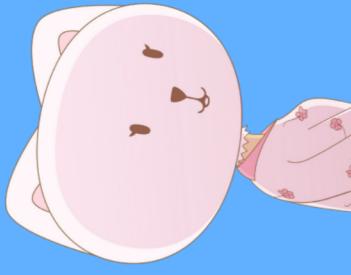


### Everything is Fine

by Mike Birchall

GENRE: HORROR

Sam and Maggie are a normal couple, in a normal house, in a normal neighborhood. There is nothing strange about their heads, their neighbors or their sweet little dog. Everything is Fine.



### 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.

#1 on the New York Times Bestseller List 2021  
Harvey Award Digital Book of the Year Winner



### Boyfriends.

by refrainbow

GENRE: SLICE OF LIFE

A comic about getting yourself a boyfriend... or multiple boyfriends! Four college students begin a polyamorous relationship and navigate the adventure that is their dating life!



# Preparing your story for CANVAS

So, are you ready to share your story on CANVAS? If you're a newbie, this handbook will guide you through a ton of tips as well as resources to make sure your story is as successful as possible.

*Check out this video on how to Grow Your Series on CANVAS [HERE!](#)*

# Before You Publish Checklist



## 1. Series Title

The most successful titles are unique but easy to find. Make sure it's not too long!

## 2. Pick your main genre and sub-genre

ACTION	<input type="checkbox"/> ANIMALS	<input type="checkbox"/> ALL-AGES	<input type="checkbox"/> COMEDY
CRIME/MYSTERY	<input type="checkbox"/> HISTORICAL	<input type="checkbox"/> HEARTWARMING	<input type="checkbox"/> HORROR
INFORMATIVE	<input type="checkbox"/> INSPIRATIONAL	<input type="checkbox"/> POST-APOCALYPTIC	<input type="checkbox"/> ROMANCE
SCHOOL	<input type="checkbox"/> SCI-FI	<input type="checkbox"/> SHORT STORY	<input type="checkbox"/> SLICE OF LIFE
SPORTS	<input type="checkbox"/> SUPERHERO	<input type="checkbox"/> SUPERNATURAL	<input type="checkbox"/> THRILLER
ZOMBIES			

There are a total of 23 different genres you can choose from. Make sure you understand your story and choose the correct genres for it!

## 3. Series Summary

The summary should be 500 characters or less, set the tone, and establish a hook. You can also include your update schedule (i.e. updates every first of the month, or weekly updates on Sunday at this time).

## 4. Series Thumbnails

Showcase the main character(s) and your style. There are two different thumbnails that need to be included when creating your series. When your series is promoted on the app, these thumbnails will be the first thing readers see!

### **SQUARE THUMBNAIL**

*Image size must be 1080x1080. Image must be less than 500KB. Only JPEG, JPEG, and PNG formats are allowed. The file name can only be in English letters and numbers.*

### **VERTICAL THUMBNAIL**

*Image size must be 1080x1920. Image must be less than 700KB. Only JPEG, JPEG, and PNG formats are allowed.*

## PRO-TIP:

*Don't include any text in the thumbnail! Adding text to your thumbnail can distract readers from the art and at times, the text is difficult to read.*

## 5. Episode Thumbnails

Use an image from the episode. Dimensions must be 160px by 151 px, less than 500 KB, and JPEG, JPEG, and PNG formats are allowed. The file name can only be in English letters and numbers.

## 6. Formatting for WEBTOON

An image must be less than 800px wide and 1280px long. The system will automatically slice and reduce image(s) that exceed the maximum dimensions. The maximum file size for all sliced, resized, and unchanged images is 2MB. You can upload up to 20MB, 100 images in total. If you do not want your image to be optimized in any way, please make sure to upload an image within 800x1280px, and within the total file size limit. Only JPEG, JPEG, PNG formats are supported.

## 7. Legible Font

Use the preview feature to optimize your font size for mobile devices. Check out ORIGINALS series for examples of lettering for mobile devices!

## 8. Have at least three episodes ready to publish for your launch!

We recommend launching your series with 3 episodes! Your readers will be able to receive a notification to subscribe to your series after having read three episodes.

## 9. Make sure you have your Creator Profile up to date!

- Interact with your readers and fans through your Creator Profile!
- You can also add links to your social media, website, have a profile picture, and include a short bio!
- More features will continue to be added to Creator Profile!

## 10. Ready to publish on WEBTOON!

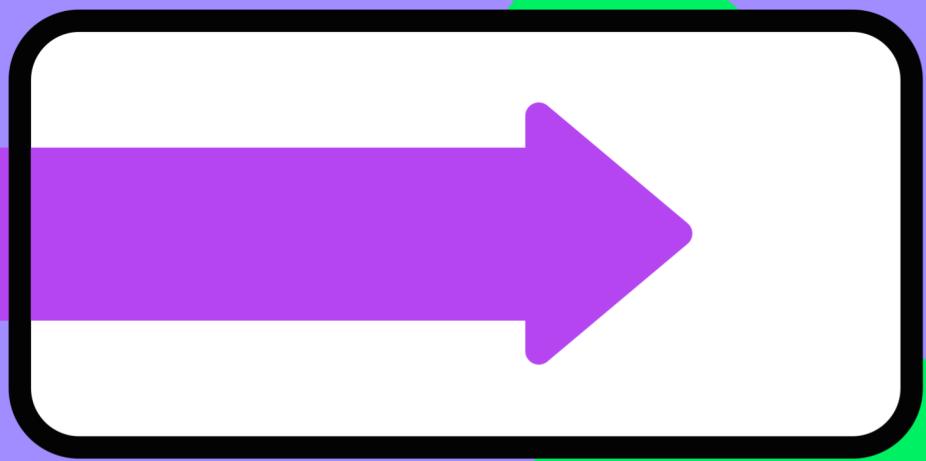
## 01.

# 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!

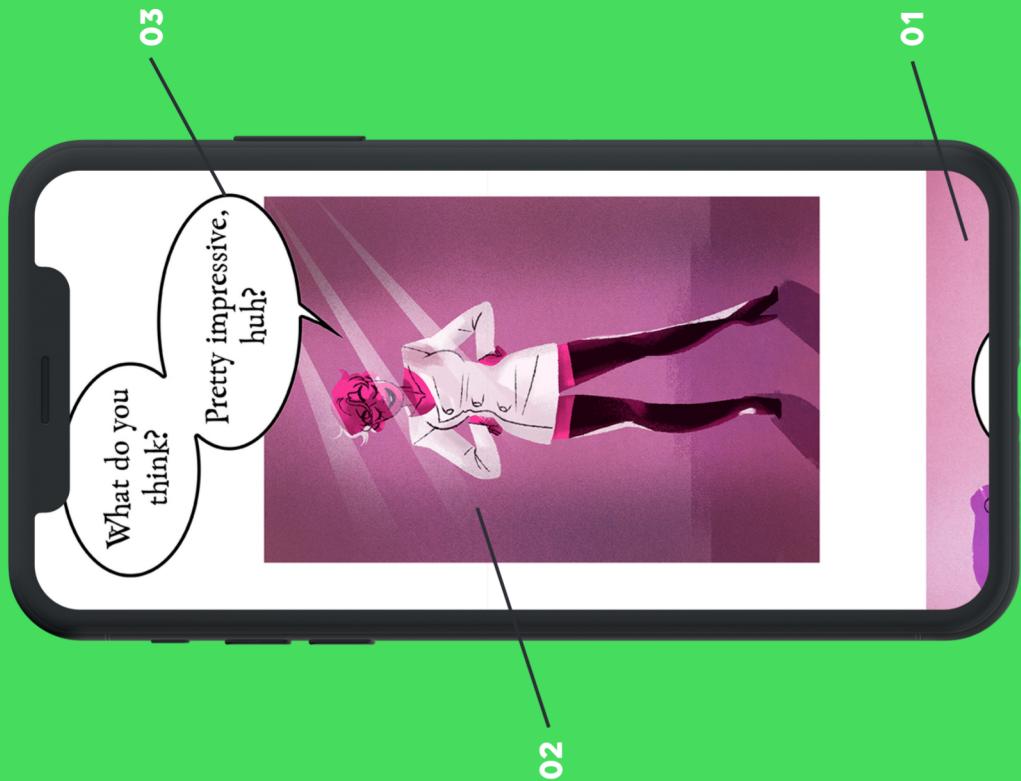
# Basic formatting rules for vertical content

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

**01** People have short attention spans, **keep the reader scrolling.**

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

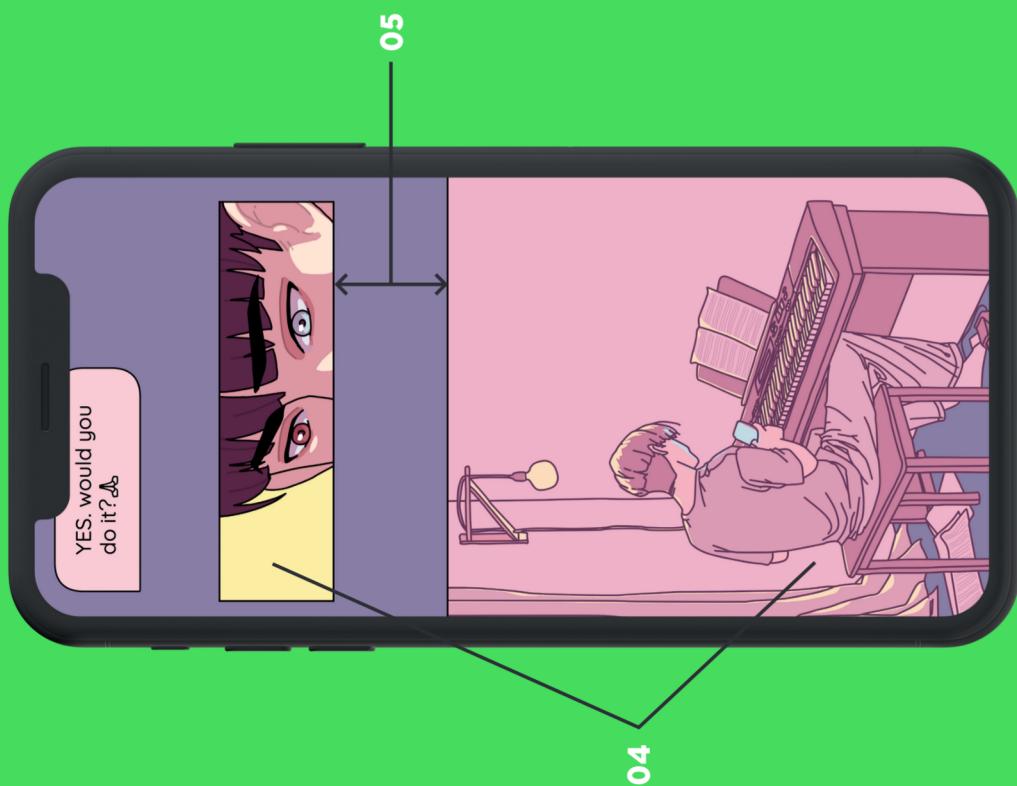
**03** Keep it easy to read, three speech bubbles or less per panel is ideal. As for lettering, keep it to one to two sentences of dialogue per bubble! We also recommend stacking the sentences in a diamond shape.

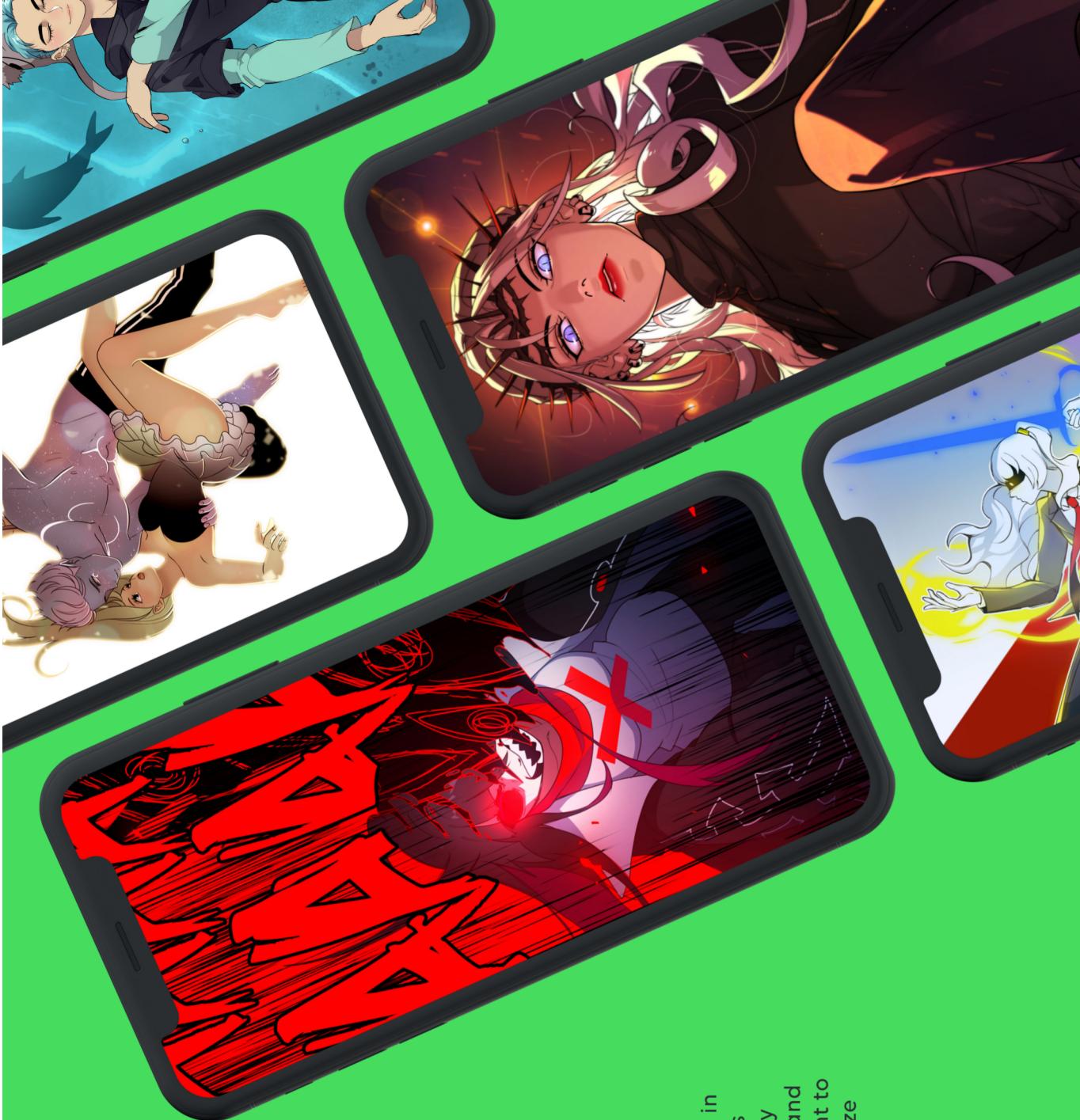


**04** Vary panel width, shape, and size to imply importance and impact.

**05** Panel to panel scenes should have a minimum distance of 200px per panel.

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





Explore and utilize "**impact panels**" in your series! Impact panels are ones that you want your readers to really focus on. They can show emotions and pivotal moments that are important to the series and allow you to maximize the special aspect of the vertical scroll format.

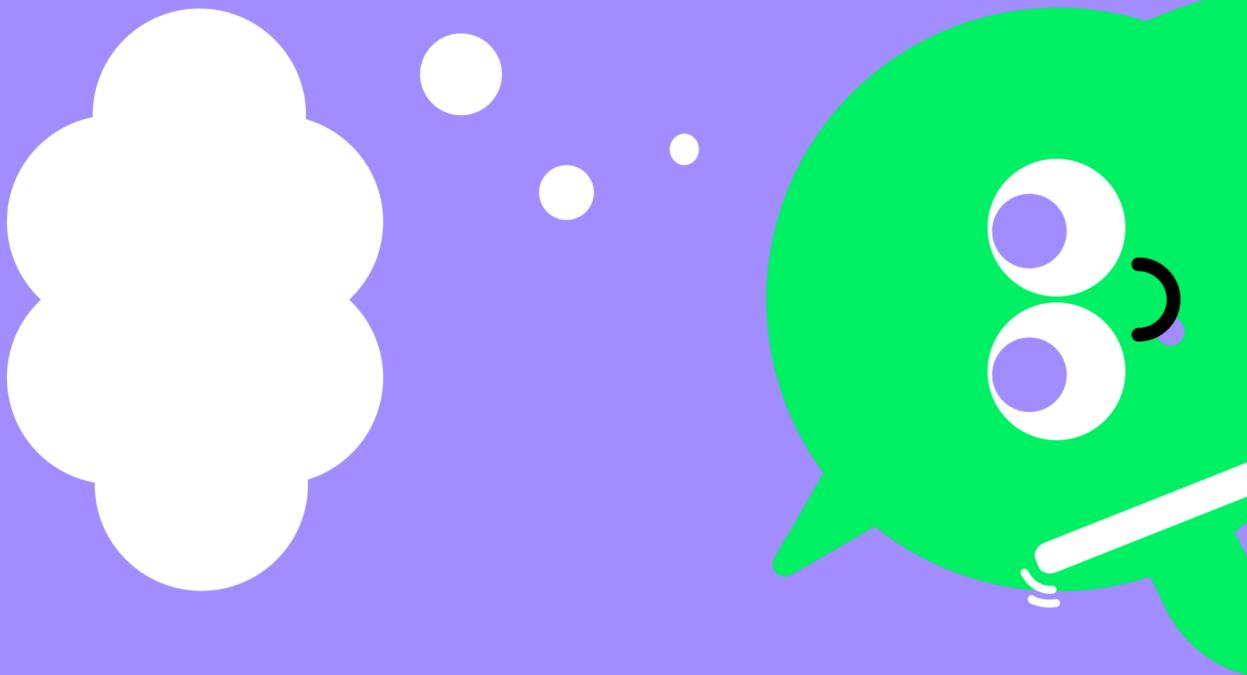
## 07

## 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, and more. 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?

# Character Sheet



Name:	_____	Birthday:	_____
Age:	_____	Height:	_____
Gender:	_____	Race/Ethnicity:	_____
Preferred Pronouns:			

## Character's wants and needs:

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

## 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?*

Age:	_____	Height:	_____	Race/Ethnicity:	_____
Gender:	_____	Preferred Pronouns:			
<b>Describe your character:</b> <i>What is your character's back-story? What is their personality?</i>					
_____ _____ _____ _____ _____ _____ _____ _____					

We recommend filling out a **character sheet** to start understanding who your characters are and how they play a part in your story.

**Check out this video with one of our WEBTOON Editors on how to create a compelling hook, tips on story and world building, and more! Watch the video [HERE!](#)**

## Setting

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

## 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.



*Typically, 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.*

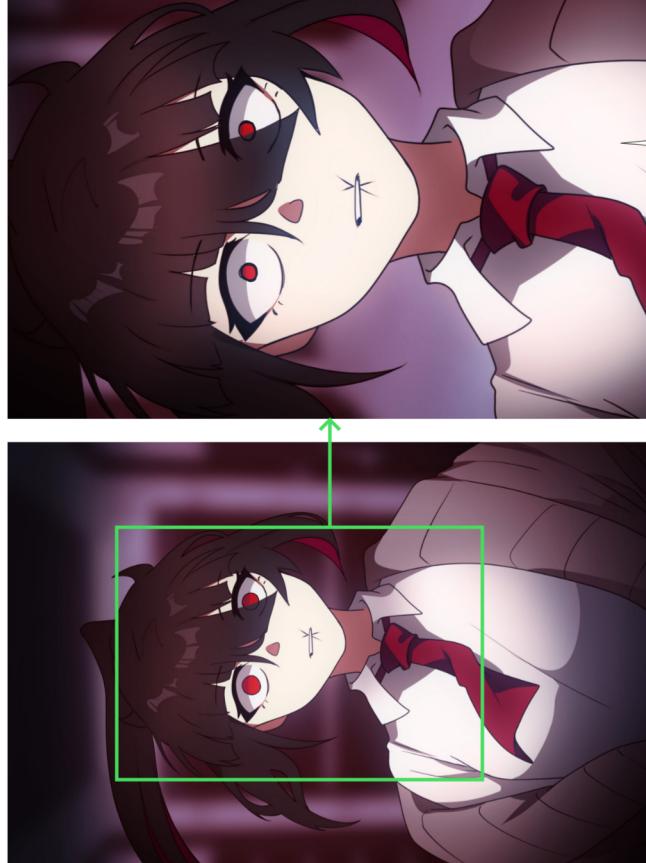
# Tips for new & old creators

## 01

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.

Looking for another example? Check out this live drawing video with **ORIGINALS** creator, GRAVEWEAVER! Watch the video [HERE!](#)



Original panel from Ep. 119 of  
*I'm the Grim Reaper*

Same panel, cropped and  
slightly adjusted



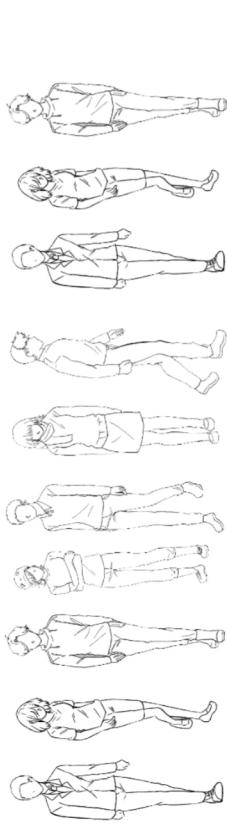
**KYLE'S CONCEPT BRUSHES - FOLIAGE MIX 2**  
by Kyle T. Webster

PHOTOSHOP



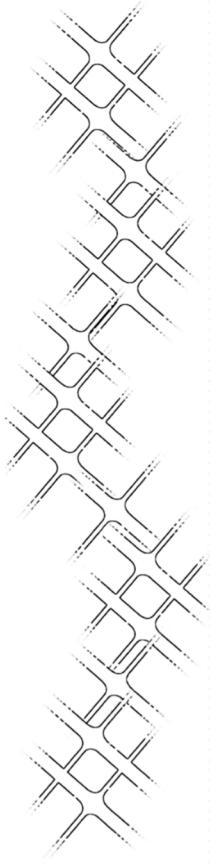
**GARDENIA FLOWER BRUSH**  
by rAN

CLIP STUDIO PAINT



**CROWD BRUSH**  
by 69Michi

CLIP STUDIO PAINT



**KIRATICABRASI 2**  
by Ms.rain

CLIP STUDIO PAINT

**02** 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. There are a ton of free resources for creators online! Don't be afraid to use these resources, you're not "cheating," by using them, you're being efficient!

**03** Simplify your character designs to cut down on drawing time. Use our "Character Design" sheet to get started!

*If you're looking for more tips on how to cut down on drawing time, try an asset sheet! Check out this video with ORIGINALS creator 66 and learn how they make and utilize asset sheets for their characters. Watch the video [HERE!](#)*

# Character Design Sheet



**Character Name**

FULL BODY REFERENCE

**BE CONSISTENT!** Utilize this design sheet to keep your character design consistent throughout your series.

CHARACTER DESIGN DETAILS, EXPRESSIONS, ETC.

CHARACTER NOTES:

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

ETC.

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

ETC.

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

ETC.

CLOTHES

HAIR

Color swatches can be shortcuts for when you color digitally. Some people keep this in the corner of their canvas while coloring their comic.

# Character Design Sheet Sample

**URI** /oooh·ree/



CHARACTER NOTES:  
Uri is experiencing homelessness. She is well-natured, emotional, and hard-working.

CHARACTER NOTES:  
Uri is experiencing homelessness. She is well-natured, emotional, and hard-working.

		CLOTHES
		HAIR
		EYES
		ETC.

## 03.

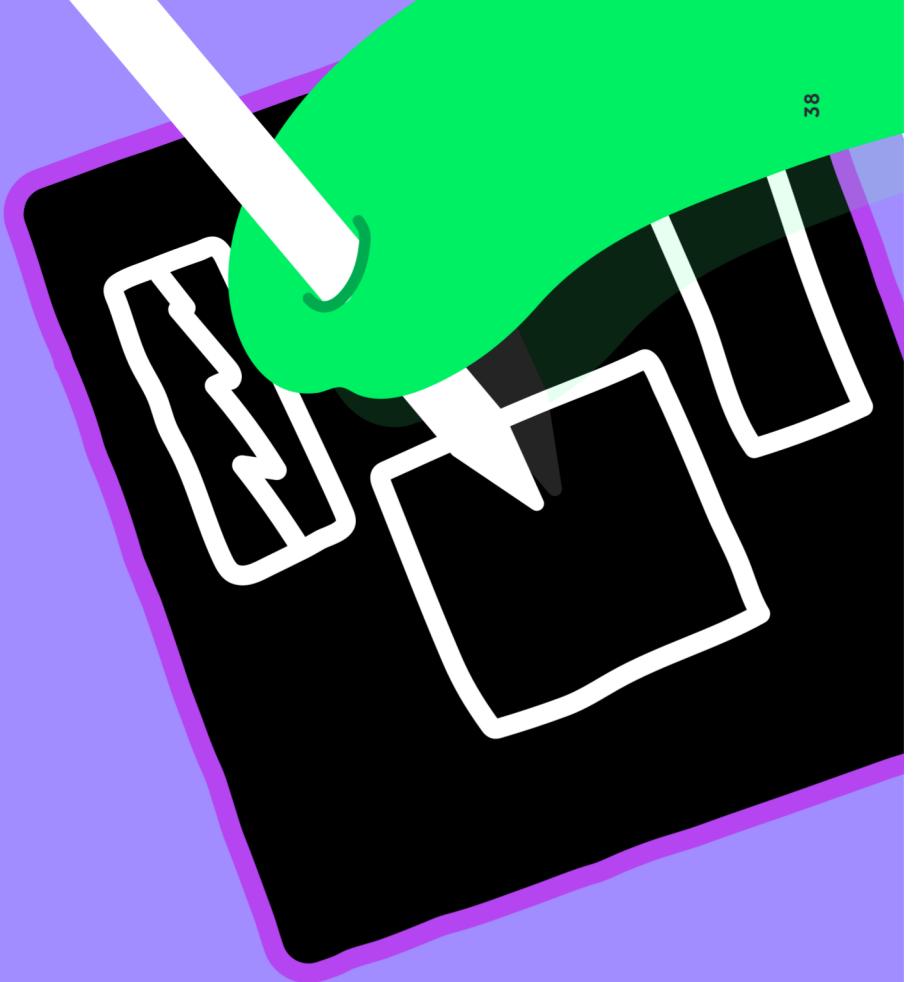
# Production

So, you planned out your story and now you're ready to get to work. Here are some tips for getting started!

## THE MOST COMMON PRODUCTION 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.

- Check out our video, *Color Psychology Behind Marketing and Art: Guide to Reader Immersion!* Watch [HERE!](#)

## 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 you can remind readers to like, subscribe, and leave a comment on your series episodes!





**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



COREL  
PAINTER



CLIP STUDIO  
PAINT



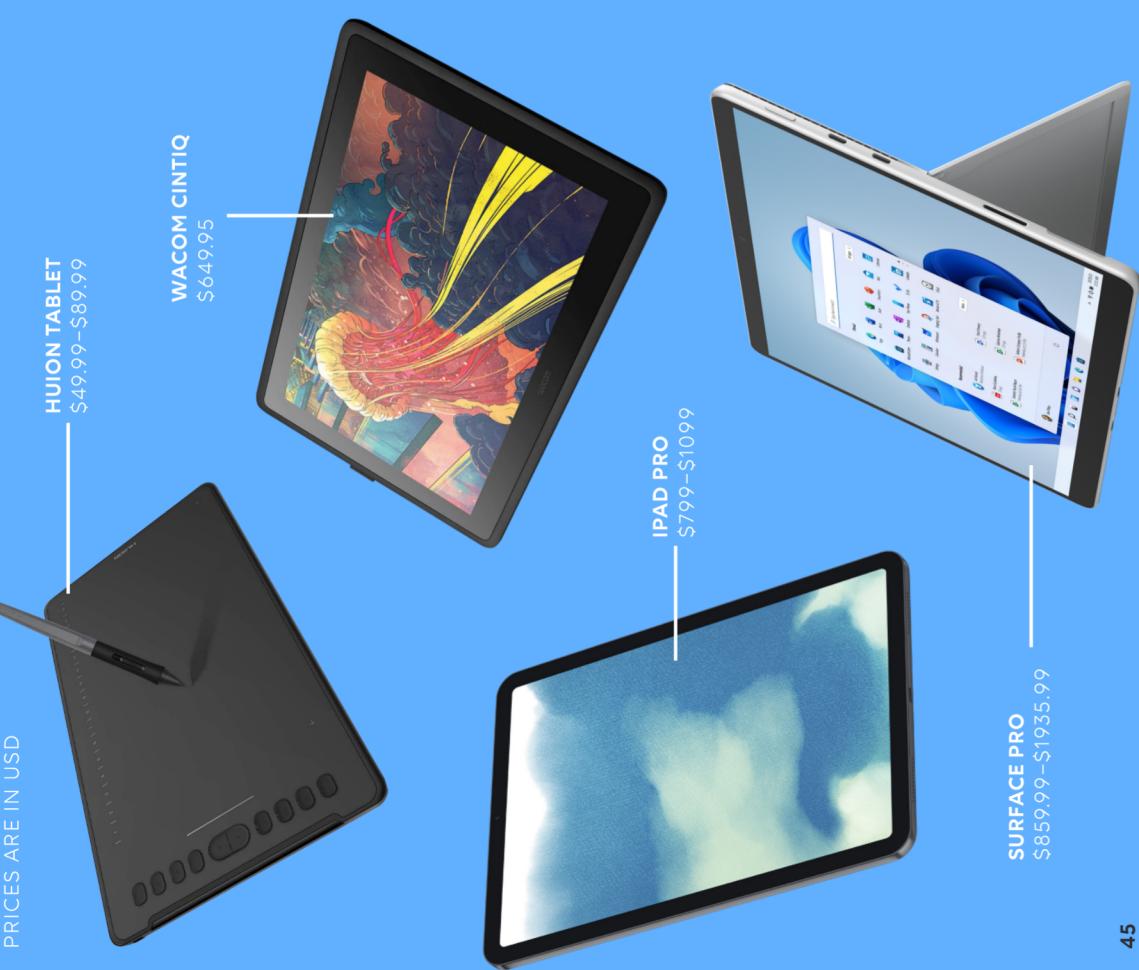
PROCREATE



MEDIBANG  
PAINT

## Tools

PRICES ARE IN USD



...and many more. Make sure to do your research to find out what program and drawing tool works best for you! We also recommend talking to other CANVAS creators and seeing what tips they may have!

- **PRO TIP:** If you're a CANVAS creator, you can join our official Discord server to connect with other artists in the community! Join [HERE](#).

When creating your art digitally, we recommend setting your resolution to be as high as possible to ensure your drawings are clear

“ Sometimes you can’t  
see how good it’s gonna  
be until later... you can’t  
see it at the time, but it’s  
there, and it’s amazing.

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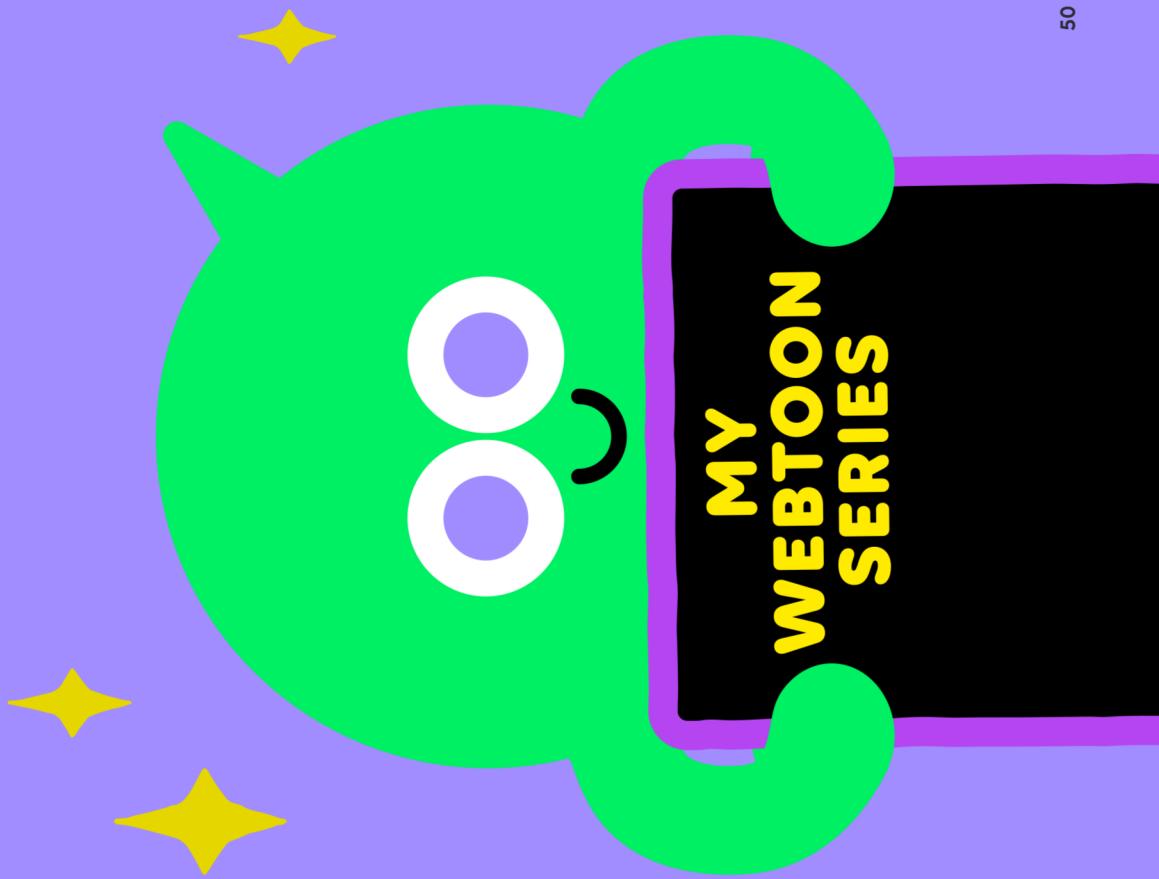
RACHEL SMYTHE  
Creator of Lore Olympus

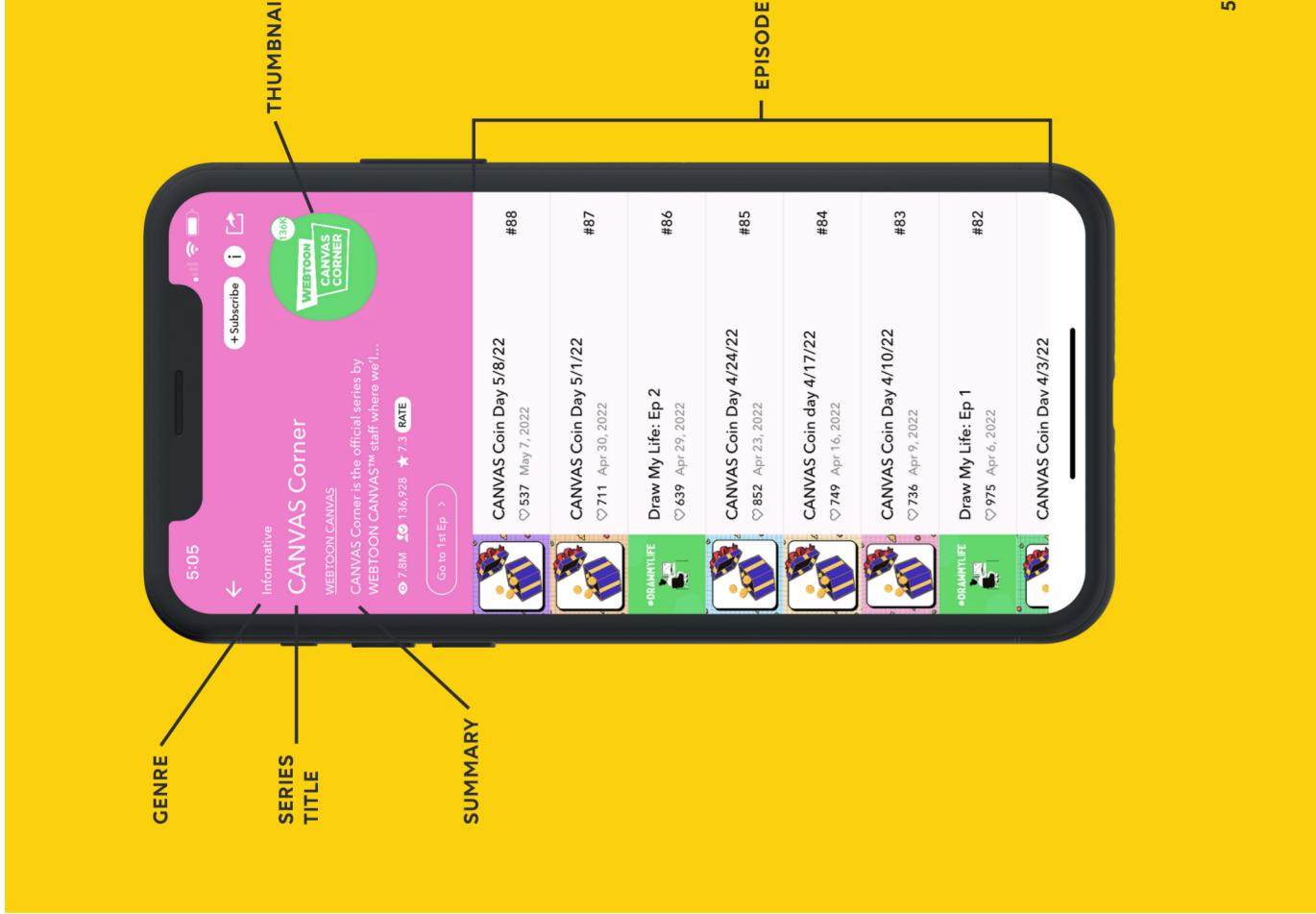
## 04.

# Upload your story to 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**. Our system also makes it easy to upload long images and can automatically optimize and slice your image into multiple images to fit within these dimensions!





Alright! So, you've got your "Before you publish checklist" done, your first three episodes are all ready to be uploaded, it's time to start your story on CANVAS!

**01** When you're ready to upload, click on the "Publish" button on the top right corner of the WEBTOON homepage.



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.

## 02 Series Title and Summary

This is arguably one of the hardest parts of creating a 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 to readers can find your title within CANVAS.

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.

## **03** **Genre**

You can add up to 2 genres per title, the second genre is optional but highly encouraged as it makes it easier for readers to find your series that could be looking for something new 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.

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

Genre 1

Genre 2 (optional)

Select >

Select >

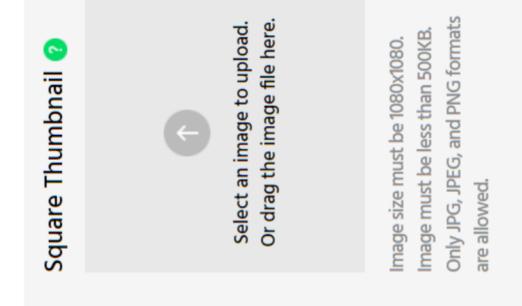
## **04** **Thumbnail**

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.

There are two different types of thumbnails you can upload for your series. There is a square thumbnail as well as a vertical thumbnail.

Vertical Thumbnail



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

Image size must be 1080x1920.  
Image must be less than 500KB.  
Only JPEG, JPEG, and PNG formats  
are allowed.



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

Image size must be 1080x1920.  
Image must be less than 700KB.  
Only JPEG, JPEG, and PNG formats  
are allowed.

## 05 Uploading

When uploading your episode(s), you can set your episode title as well as the thumbnail. This is also where you will upload your image. Remember that the sizing requirements per image are **800PX BY 1280PX**. Our system also makes it easy to upload long images and can automatically optimize and slice your image into multiple images to fit within these dimensions! All uploaded images cannot exceed the **20MB size limit**.

The screenshot shows the 'Episode title' field containing '1' with the note 'Less than 60 characters'. Below it is an 'Upload file' section with '0MB / 20MB' and buttons for 'Select file to upload' and 'Delete All'. A note at the bottom right says 'drag and drop image files'.

You can preview your episode on PC and mobile to ensure that there are no errors or formatting issues. You can also choose to publish this episode later on your dashboard by saving it as a draft.

PRO TIPS ⓘ

[Preview PC](#) [Preview Mobile](#) [Save Draft](#)

For each episode you publish, you can enable or disable comments.

- Additional comment moderation tools include the ability to delete comments on an episode, as well as block a user.

Comments  Enable  Disable

You can also schedule episodes ahead of time!

The screenshot shows a 'Scheduled Episodes' section with '0' scheduled. It has radio buttons for 'Publish' (selected) and 'Schedule for later'. Below is a date/time picker set to '2022-05-05 13:30'. A note at the bottom right says 'The episode will be published at the scheduled time.'

# We can't wait to read your series on CANVAS!

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Once you've reviewed your episode(s), you're ready to share your story with millions of readers globally! Thank you for being a reader on our platform and for sharing your awesome and unique stories with the world!

Don't forget to share your series via other social media platforms such as Instagram or Twitter. Tag us @[webtooncanvas](#) and use #[WEBTOONCANVAS](#)!



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## Still have questions?

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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 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/en/terms/canvasPolicy>

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# What happens if your episode is removed?

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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](mailto: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.

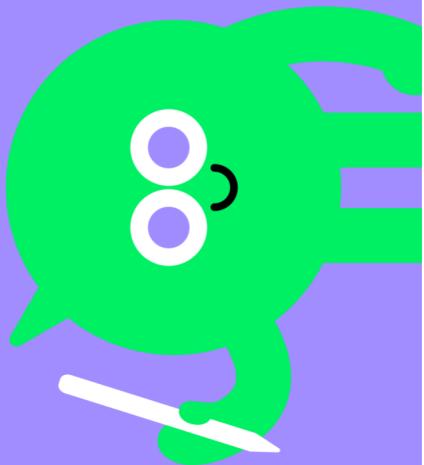
After the necessary edits are made, and you have communicated with us that your episode has been updated, we will review and restore it.

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

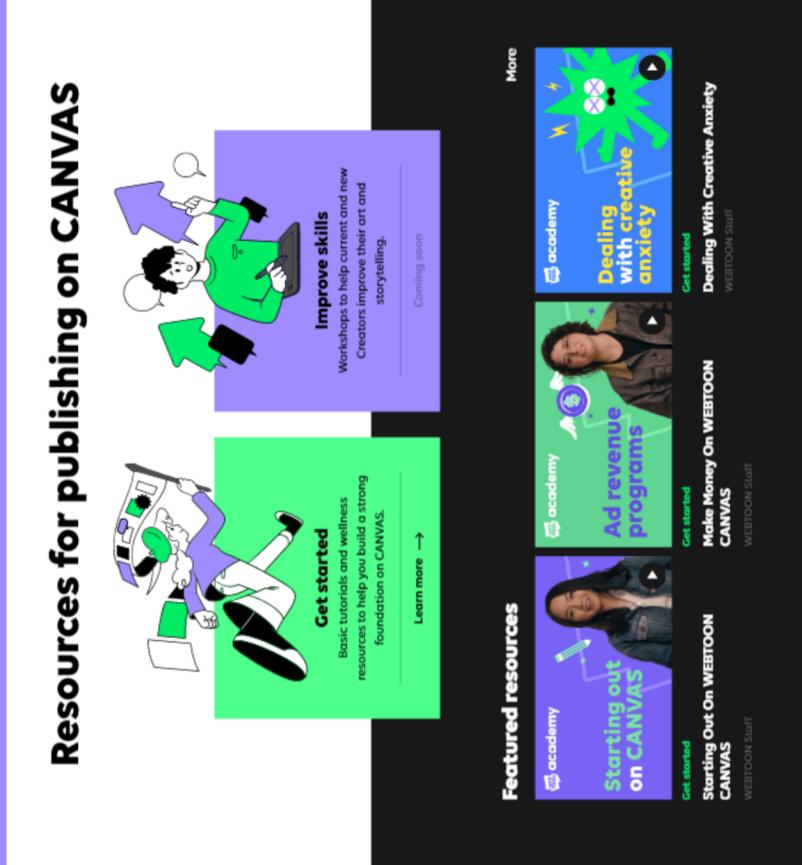
# Guess what? We make **stuff** too!

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

Visit our [WEBTOON Academy page](#) to find countless resources to make your story as successful as possible.



**Resources for publishing on CANVAS**



The screenshot shows a grid of academy resources:

- Improve skills**: Workshops to help current and new Creators improve their art and storytelling. Coming soon.
- Get started**: Basic tutorials and wellness resources to help you build a strong foundation on CANVAS. Learn more →
- Starting out on CANVAS**: Get started with CANVAS. WEBTOON Staff
- Ad revenue programs**: Get started with Ad revenue programs. WEBTOON Staff
- Dealing with creative anxiety**: Get started with Dealing with creative anxiety. WEBTOON Staff
- Make Money On WEBTOON**: Get started with Make Money On WEBTOON. WEBTOON Staff

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**Your story starts  
on CANVAS.**