

Cartoons

Powerful Medium in Digital Age

by Dan Youra

Cartoons are fast, visual, compact, compatible, attractive, textable, accessible, universal, recurring, addictive, animated, humorous, entertaining, educational, insightful, inspirational, political, memorable, branded, commercial, and famous

1. **Visual** - universal language
2. **Fast** - message in seconds
3. **Compact** - self contained
4. **Compatible** - across devices
5. **Attractive** - eyeball magnet
6. **Textable** - easy to share
7. **Accessible** - literacy not required
8. **Universal** - translation not required
9. **Recurring** - encourage return visits
10. **Addictive** - habit forming
11. **Animated** - motion pictures
12. **Humorous** - crack a smile
13. **Entertaining** - elicit joy
14. **Educational** - life enhancing
15. **Insightful** - aha moment
16. **Inspirational** - enlightening
17. **Political** - power broker
18. **Memorable** - long lasting
19. **Branded** - recognizable
20. **Commercial** - make money
21. **Famous** - widely known

Dan Youra is a cartoonist and caricature artist, who specializes in political cartoons, which can be viewed at Utoons.com, TrumpToon.com, and YouraCartoon.com. He is the author of "The Art of Editorial Cartoons and Caricatures."