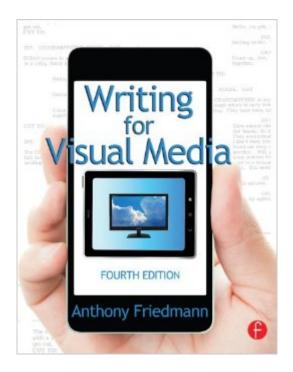
The book was found

Writing For Visual Media





Synopsis

This updated edition of Writing for Visual Media will enable you to understand the nature of visual writing that lies behind the content of all visual media. This unique kind of writing must communicate to audiences through content producers, since audiences donâ [™]t read the script. Most media content provides a solution to a communication problem, which the writer must learn to analyze and solve before writing the script. The Fourth Edition strengthens the method for creating content and writing in the correct language and established format for each visual medium, including commercial communication such as ads and PSAs, corporate communications, and training. An extended investigation into dramatic theory and how entertainment narrative works is illustrated by examples and detailed analysis of scenes, scripts and storylines, saving you designed to save writers from typical pitfalls and releasing your creative powers of invention. Writing for Visual Media will help you to develop an improved foundation for understanding interactive media and writing for non-linear content, while gaining the tools to effectively connect with your audience like a professional.Purchase of this book includes access to the companion website, Â which provides: Sample scripts and video clips of those produced scriptsAn interactive glossary of camera shots, movements, and transitionsStoryboards, scripts, screenplays, and links to industry resourceInstructor materials such as PowerPoint lecture slides, a sample syllabus, and a test bank.Visit the site at www.routledgetextbooks.com/textbooks/9780415815857Å

Book Information

File Size: 8576 KB Print Length: 472 pages Simultaneous Device Usage: Up to 4 simultaneous devices, per publisher limits Publisher: Focal Press; 4 edition (April 16, 2014) Publication Date: April 16, 2014 Sold by:Â Digital Services LLC Language: English ASIN: B00JQFBVQ2 Text-to-Speech: Enabled X-Ray: Not Enabled Word Wise: Enabled Lending: Not Enabled Enhanced Typesetting: Enabled Best Sellers Rank: #354,606 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #30 in Kindle Store > Kindle eBooks > Humor & Entertainment > Television > Screenwriting #140 in Kindle Store > Kindle eBooks > Humor & Entertainment > Movies & Video > Screenwriting #151 in Books > Humor & Entertainment > Movies > Screenplays

Customer Reviews

As others have pointed out, this book is a textbook, not a how-to guide. I make a lot of videos for my business so was hoping to learn something practical. The content is presented as a broad overview, which might be helpful for a course with extensive supplements. And as others noted, it's written academically rather than practically. Therefore it's hard to know who's the target audience; I can't imagine reading a book on this topic for theory. The section on visual writing offers a good example. The author explains what will be obvious to most readers. He refers to an AOL ad explaining spam by comparing two sandwiches, "one protected from spam and one smothered in ketchup, mayonnaise and relish, making it inedible" (p 91). That isn't the best example and surely newer ones are available. And most people can grasp the cliche of a picture vs a thousand words. Finding the right picture to fit a concept is an art that would be hard to teach. In a box on the page, the author defines an "objective correlative," in which an image can stand for a meaning "that is understood visually." As a former academic myself, I think this concept would be helpful to someone writing an academic paper, but not to a potential script writer. I'll just focus on two areas that I'm most familiar with - copywriting and websites. The author presents some material that's guite judgmental. For instance, on page 106, he refers to romantic attraction. (He uses words that would get this review banned!) He attempts to explain why suggestive images work, saying, "these illogical assumptions of transference are repeated over and over again...Don't ask me to explain why so many audiences ... fall for the flawed logic of this deduction.

Writing for Visual Media is just that. Itâ [™]s a comprehensive textbook. It begins by defining problems and solving communications problems using visual media. From there is tackles movies, TV shows, video games, documentaries, mobile media, and corporate communications to name a few.I write scripts for corporate communications, social media, and occasionally television commercials. While there are a plethora of books on screenwriting and some on playwriting, I have never really found a book that explains how to write effective corporate messages visually. Typically my task is to take memos or bullet points and turn those into a cohesive script aimed at a narrow audience. This book dedicates Chapter 6 to that task and I will use this review to explain that

approach. This will give you an idea of how the whole book is formatted and give you specifics in a subgenre (corporate video) that is probably what you will do if you get a job in the video production field. As with most textbooks the history of the medium is a good portion of the lead-in to each chapter. For instance, the student might be surprised to learn that far more corporate video is created each year than broadcast video. When I began making corporate video in the 1990s we delivered the material on VHS tapes. In 2001 we bought our first DVD burner. By 2009 we were distributing files for playback via stream, or media player. The book talks about all of these formats to give you a background. A lot of what the book talks about we have been doing in an instinctual way. For instance it explains the importance of Formative Evaluation and Summative Evaluation when devising the message for a training video. We have never used those terms but we do those tasks.

Download to continue reading...

Writing : Novel Writing Mastery, Proven And Simple Techniques To Outline-, Structure- And Write A Successful Novel ! - novel writing, writing fiction, writing skills - The Visual Story: Creating the Visual Structure of Film, TV and Digital Media Youdunit Whodunit!: How To Write Mystery, Thriller and Suspense Books (Writing Skills, Writing Fiction, Writing Instruction, Writing a Book) Writing for Visual Media Non Fiction Writing Templates: 44 Tips to Create Your Own Non Fiction Book (Writing Templates, Writing Non Fiction, Kindle Publishing) Fiction Writing Templates: 30 Tips to Create Your Own Fiction Book (Writing Templates, Fiction Writing, Kindle Publishing) Love Writing - How to Make Money Writing Romantic or Erotic Fiction (Secrets to Success Writing Series Book 5) No Bullshit Social Media: The All-Business, No-Hype Guide to Social Media Marketing Social Media Metrics: How to Measure and Optimize Your Marketing Investment (New Rules Social Media Series) Windows Vista®: Home Entertainment with Windows® Media Center and Xbox 360™: With Windows Media Center and Xbox 360 (EPG-Other) Social Media Free Tools: 2016 Edition - Social Media Marketing Tools to Turbocharge Your Brand for Free on Facebook, LinkedIn, Twitter, YouTube & Every Other Network Known to Man Instagram: Master Instagram Marketing -Instagram Advertising, Small Business & Branding (Social Media, Social Media Marketing, Instagram, Branding, Small Business, Facebook, Instagram Marketing) The Associated Press Stylebook and Briefing on Media Law 2011 (Associated Press Stylebook & Briefing on Media Law) Media Control, Second Edition: The Spectacular Achievements of Propaganda (Open Media Series) Introduction to Windows® and Graphics Programming with Visual C++®: (with Companion Media Pack): 2nd Edition Introduction to Windows® and Graphics Programming with Visual C++®:(with Companion Media Pack) An Introduction to Programming Using Visual Basic 2012(w/Visual Studio

2012 Express Edition DVD) (9th Edition) Expert Visual C++/CLI: .NET for Visual C++ Programmers (Expert's Voice in .NET) Visual Basic: Crash Course - The Ultimate Beginner's Course to Learning Visual Basic Programming in Under 12 Hours Controlar AutoCAD con AutoLISP/Visual LISP (Experto AutoCAD con Visual LISP nÂ^o 2) (Spanish Edition)

<u>Dmca</u>