

Crafting Multimedia Text



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An excellent supplemental text for traditional Journalism, Business Communications, and Language Arts courses, as well as Multimedia and Web design courses. This unique, exciting text introduces students to effective "new media writing" strategies

and techniques, enabling them to understand how to write and how to display content for websites, slide shows, and other visual presentations. It differentiates between viewers (who see words projected on a computer or projector screen) and readers (who read words on paper). Geared to students and professionals in business, design, education, journalism, language arts and communications, this is a cross-curricular book that can stand alone or serve as a supplemental text.

作者介绍:

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