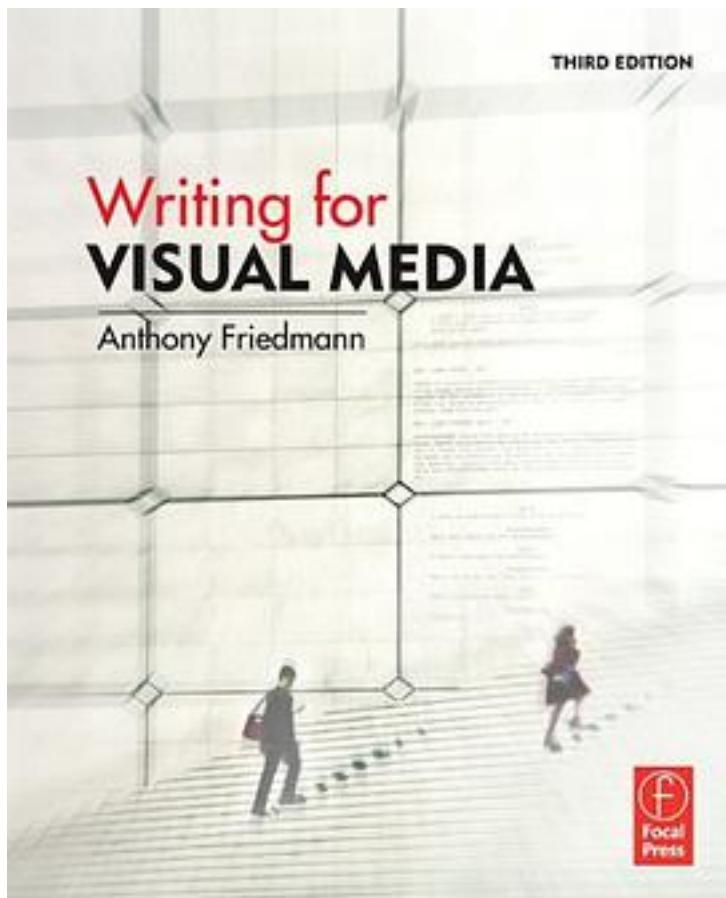


# Writing for Visual Media, Third Edition



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Writing for Visual Media looks at the fundamental problems a writer faces in learning to create content for media that is to be seen rather than read. It takes you from basic concepts to practice through a seven-step method that helps you identify a communications problem, think it through, and find a resolution before beginning to

write. Through successive exercises, Writing for Visual Media helps you acquire the basic skills and confidence you need to write effective films, corporate and training videos, documentaries, web sites, PSAs, TV shows, nonlinear media, and other types of visual narratives. You'll explore your visual imagination and try out your powers of invention. The companion web site enriches the content of the printed book with video, audio, and sample scripts. It includes scripts and the video produced from them; visual demonstrations of concepts; and an interactive, illustrated glossary of terms and concepts. Please visit <http://booksite.focalpress.com/Friedmann>, and follow the registration instructions on the site.

- \* There are no boring subjects, only boring writers. This book shows you how to connect with your audience, no matter what the subject.
- \* Learn to think and write visually for films, PSAs, instructional media, training videos, and many other genres.
- \* Robust companion web site features many scripts; storyboards; video clips of scenes produced from the script examples; and an interactive glossary of camera shots, movements, and transitions. Please visit <http://booksite.focalpress.com/Friedmann>, and follow the instructions for registration on the web site.

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