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Writing for Visual Media

Anthony Friedmann

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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 don'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, which provides:

- Sample scripts and video clips of those produced scripts
- An interactive glossary of camera shots, movements, and transitions
- Storyboards, scripts, screenplays, and links to industry resource
- Instructor materials such as PowerPoint lecture slides, a sample syllabus, and a test bank.

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