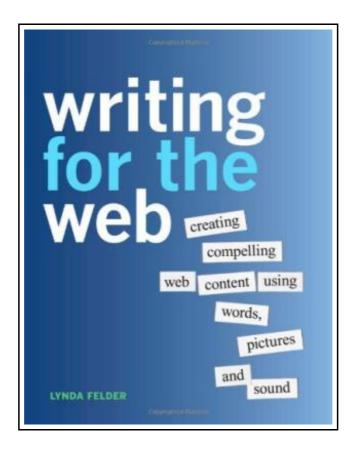
Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound



Filesize: 7.41 MB

Reviews

It is great and fantastic. Better then never, though i am quite late in start reading this one. Your life period will likely be transform once you comprehensive reading this book.

(Blanca Davis)

WRITING FOR THE WEB: CREATING COMPELLING WEB CONTENT USING WORDS, PICTURES, AND SOUND



To get Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound eBook, make sure you click the hyperlink listed below and save the document or get access to other information which might be relevant to WRITING FOR THE WEB: CREATING COMPELLING WEB CONTENT USING WORDS, PICTURES, AND SOUND ebook.

Pearson Education (US), United States, 2011. Paperback. Book Condition: New. 226 x 178 mm. Language: English . Brand New Book. With Writing for the Web, you Il learn everything you need to know to create effective Web content using words, pictures, and sound. Follow along as instructor and writer Lynda Felder combines easy-to-follow guidelines with photographs, lists, and tables to illustrate the key concepts behind writing nonlinear, interactive stories; creating succinct and clear copy; and working compelling images, motion graphics, and sound into your content. Many books offer instruction on how to use software programs to build Web sites, podcasts, and illustrations. But only Writing for the Web explains when and why an author might choose an illustration over a photograph, motion graphics over text, or a slice of Beethoven s Fifth over the sound of a bubbling brook. Focusing on storytelling techniques that work best for digital media, this book describes the essential skills and tools in a Web author's toolbox, including a thorough understanding of grammar and style, a critical eye for photography, and an ear for just the right sound byte for a podcast. This clearly written guide provides a fun and practical approach to Web writing that busy students and writers will be eager to learn and explore. * Uses concise, straight-to-the-point style to illustrate techniques for writing sharp and focused Web copy, coupled with compelling visuals and sound* Focuses on writing practices and guidelines, with exercises and prompts developed and tested by the author* Features clear design, with plenty of pictures and visual elements, and a friendly and knowledgeable voiceTake your learning even further with Lynda s companion book: The Web Writer s Toolkit: 365 prompts, collaborative exercises, games, and challenges for effective online content. For more tips, exercises, and suggestions for teachers, check...

- Read Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound Online
- Download PDF Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound

Related PDFs



[PDF] A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half

Access the link below to download and read "A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half" document.

Save eBook »



[PDF] Writing for the Web

Access the link below to download and read "Writing for the Web" document.

Save eBook »



[PDF] Children's Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]

Access the link below to download and read "Children's Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]" document.

Save eBook »



[PDF] Children's Handwriting Book of Alphabets and Numbers: Over 4,000 Tracing Units for the Beginning Writer

Access the link below to download and read "Children's Handwriting Book of Alphabets and Numbers: Over 4,000 Tracing Units for the Beginning Writer" document.

Save eBook »



[PDF] Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel's System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers

Access the link below to download and read "Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel's System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers" document.

Save eBook »



[PDF] The Frog Tells Her Side of the Story: Hey God, I m Having an Awful Vacation in Egypt Thanks to Moses! (Hardback)

Access the link below to download and read "The Frog Tells Her Side of the Story: Hey God, I m Having an Awful Vacation in Egypt Thanks to Moses! (Hardback)" document.

Save eBook »