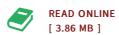# Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound

By Lynda Felder

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 ll 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...

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