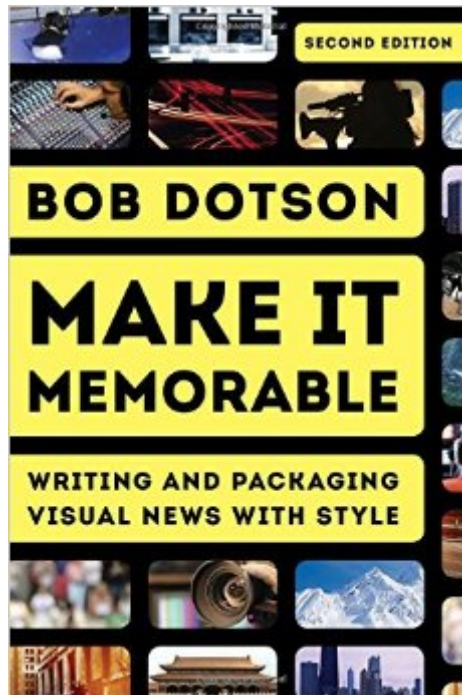


The book was found

Make It Memorable: Writing And Packaging Visual News With Style



Synopsis

“All the cutting edge technology I learned in college—typewriters, film splicers, glue—is now in a museum; the one thing that hasn’t changed is how to tell a visual story.” Bob Dotson *Make It Memorable* provides a distinctly different, hands-on introduction to the craft of visual storytelling. Many texts have been written to help people master the changing technology of journalism; here, Bob Dotson teaches readers how best to tell a story once they do. This second edition of Dotson’s classic book offers dozens of new tips for the digital age and a step-by-step explanation of how to find and create all kinds of visual stories under tight deadlines. In addition to new scripts annotated with behind-the-scenes insights and structural comments, the book includes links to online videos of all the story examples. There is no other text quite like it. Additional videos that can be utilized for class assignments and exercises are available on www.nbclearn.com/makeitmemorable.

Book Information

Paperback: 156 pages

Publisher: Rowman & Littlefield Publishers; 2 edition (October 16, 2015)

Language: English

ISBN-10: 1442256117

ISBN-13: 978-1442256118

Product Dimensions: 6.2 x 0.4 x 9 inches

Shipping Weight: 8.8 ounces (View shipping rates and policies)

Average Customer Review: 3.7 out of 5 stars [See all reviews](#) (3 customer reviews)

Best Sellers Rank: #177,258 in Books (See Top 100 in Books) #34 in [Books > Arts & Photography > Photography & Video > Cinematography](#) #70 in [Books > Arts & Photography > Photography & Video > Photojournalism & Essays > Photojournalism](#) #73 in [Books > Textbooks > Communication & Journalism > Journalism](#)

Customer Reviews

Bob Dotson has been telling the American story for 49 years. How does he do it? Read the book to understand what it takes to make a compelling story using not just lots of cool technology but the gift of storytelling itself. In ancient times, when our ancestors sat around the fire, storytellers were honored members of the tribe. Still today, it’s so important that we share the stories that show our history and humanity. Nobody does that better than Bob Dotson.

The book has been one of the worse books I have ever read regarding media skills. As a professional journalist, I found some of the suggestions in this book more fictional than truth related news gathering.

Thanks goes to Bob Dotson for an incredible must-read for any aspiring journalists, but this edition is also available on Kindle.

[Download to continue reading...](#)

Make It Memorable: Writing and Packaging Visual News with Style Impossible to Ignore: Creating Memorable Content to Influence Decisions: Creating Memorable Content to Influence Decisions Writing: A Guide Revealing The Best Ways To Make Money Writing (Writing, Writing Skills, Writing Prompts Book 1) Simply Good News: Why the Gospel Is News and What Makes It Good The Addiction Formula: A holistic approach to writing captivating, memorable hit songs. With 317 proven commercial techniques and 331 examples. (Holistic Songwriting) History News: The Aztec News History News: The Egyptian News Good News, Bad News Writing Romance: The Top 100 Best Strategies For Writing Romance Stories (How To Write Romance Novels, Romance Writing Skills, Writing Romance Fiction Plots, Publishing Romance Books) Package Design Workbook: The Art and Science of Successful Packaging Structural Packaging: Design Your Own Boxes and 3D Forms Retailing Logistics and Fresh Food Packaging: Managing Change in the Supply Chain Your Executive Image: The Art of Self-Packaging for Men and Women New Structural Packaging GOLD Design Matters: An Essential Primer-Brochures, Logos, Packaging, Portfolios H-Point 2nd Edition: The Fundamentals of Car Design & Packaging Packaging Design: Successful Product Branding From Concept to Shelf Fashion Packaging Design Eyewitness Visual Dictionaries: The Visual Dictionary of the Human Body (DK Visual Dictionaries) Visual Workplace/Visual Thinking: Creating Enterprise Excellence through the Technologies of the Visual Workplace

[Dmca](#)