



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

Lynda Felder

Download now

[Click here](#) if your download doesn't start automatically

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

Lynda Felder

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

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 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 voice

Take 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 out the book's Web site at www.write4web.com.

 [Download Writing for the Web: Creating Compelling Web Conte ...pdf](#)

 [Read Online Writing for the Web: Creating Compelling Web Con ...pdf](#)

Download and Read Free Online Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound Lynda Felder

From reader reviews:

Christopher Slowik:

What do you think of book? It is just for students because they're still students or this for all people in the world, what best subject for that? Just simply you can be answered for that question above. Every person has diverse personality and hobby for each other. Don't to be pressured someone or something that they don't want do that. You must know how great and important the book Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound. All type of book would you see on many options. You can look for the internet solutions or other social media.

Gary Farrell:

Often the book Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound has a lot of information on it. So when you check out this book you can get a lot of advantage. The book was written by the very famous author. Mcdougal makes some research just before write this book. This particular book very easy to read you may get the point easily after perusing this book.

John Sledge:

Reading a book to be new life style in this calendar year; every people loves to read a book. When you go through a book you can get a lot of benefit. When you read textbooks, you can improve your knowledge, mainly because book has a lot of information onto it. The information that you will get depend on what forms of book that you have read. In order to get information about your research, you can read education books, but if you act like you want to entertain yourself read a fiction books, this sort of us novel, comics, and soon. The Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound provide you with a new experience in studying a book.

Lewis Shafer:

In this era globalization it is important to someone to acquire information. The information will make you to definitely understand the condition of the world. The health of the world makes the information quicker to share. You can find a lot of referrals to get information example: internet, newspaper, book, and soon. You will see that now, a lot of publisher in which print many kinds of book. The actual book that recommended for your requirements is Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound this guide consist a lot of the information on the condition of this world now. This kind of book was represented so why is the world has grown up. The words styles that writer use to explain it is easy to understand. The particular writer made some investigation when he makes this book. That's why this book acceptable all of you.

**Download and Read Online Writing for the Web: Creating
Compelling Web Content Using Words, Pictures, and Sound Lynda
Felder #CU9Q7J68YB1**

Read Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound by Lynda Felder for online ebook

Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound by Lynda Felder Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound by Lynda Felder books to read online.

Online Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound by Lynda Felder ebook PDF download

Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound by Lynda Felder Doc

Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound by Lynda Felder Mobipocket

Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound by Lynda Felder EPub