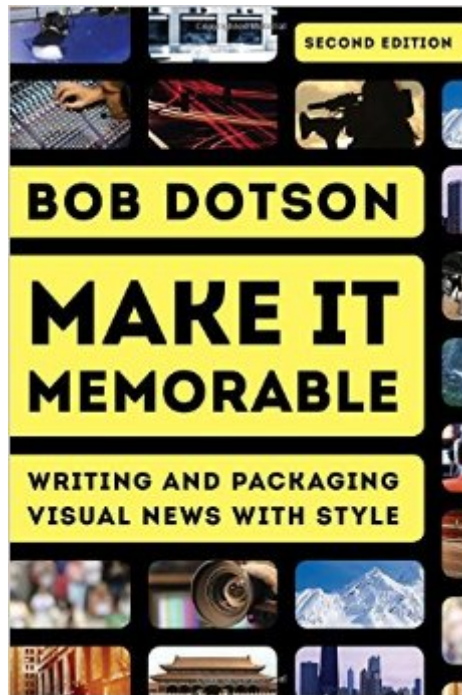


The book was found

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 Simply Good News: Why the Gospel Is News and What Makes It Good The Heart of Autumn Collection: Three Memorable Stories Set Under Autumn's Changing Leaves (Seasons of the Heart Book 1) Writing and Reporting News: A Coaching Method (Mass Communication and Journalism) The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly And the Good News Is...: Lessons and Advice from the Bright Side Tales Of The Marvellous And News Beyond Powerful Radio: A Communicator's Guide to the Internet Age: News, Talk, Information & Personality This Program Is Brought to You By . . . : Distributing Television News Online The Hockey News: Hockey's Greatest Photos: The Bruce Bennett Collection Chesapeake 1880: Steamboats & Oyster Wars: The News Reader, Book 2 HOLLYWOOD SCANDALS: Hollywood Dirt, Hollywood Romance, Hollywood Reporter, Hollywood Stories. The Top Celebrity News Of The Decade 2000-2010 You'll Never Be Younger: A Good News Spirituality for Those Over Sixty Creating HTML 5 Websites and Cloud Business Apps Using LightSwitch In Visual Studio 2013-2015: Create standalone web applications and Office 365 / ... using Visual Studio LightSwitch technology 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) Visual Finance: The One Page Visual Model to Understand Financial Statements and Make Better Business Decisions 2K to 10K: Writing Faster, Writing Better, and Writing More of What You Love How to Write a Song: Lyric and Melody Writing for Beginners: How to Become a Songwriter in 24 Hours or Less! (Songwriting, Writing better lyrics, Writing melodies, Songwriting exercises) Blog Design Basics: Your Must-Know Visual and Branding Style Tips (Blogger Babes Blueprint Book 2) Training and Riding with Cones and Poles: Over 35 Engaging Exercises to Improve Your Horse's Focus and Response to the Aids, While Sharpening Your Timing and Accuracy

[Dmca](#)