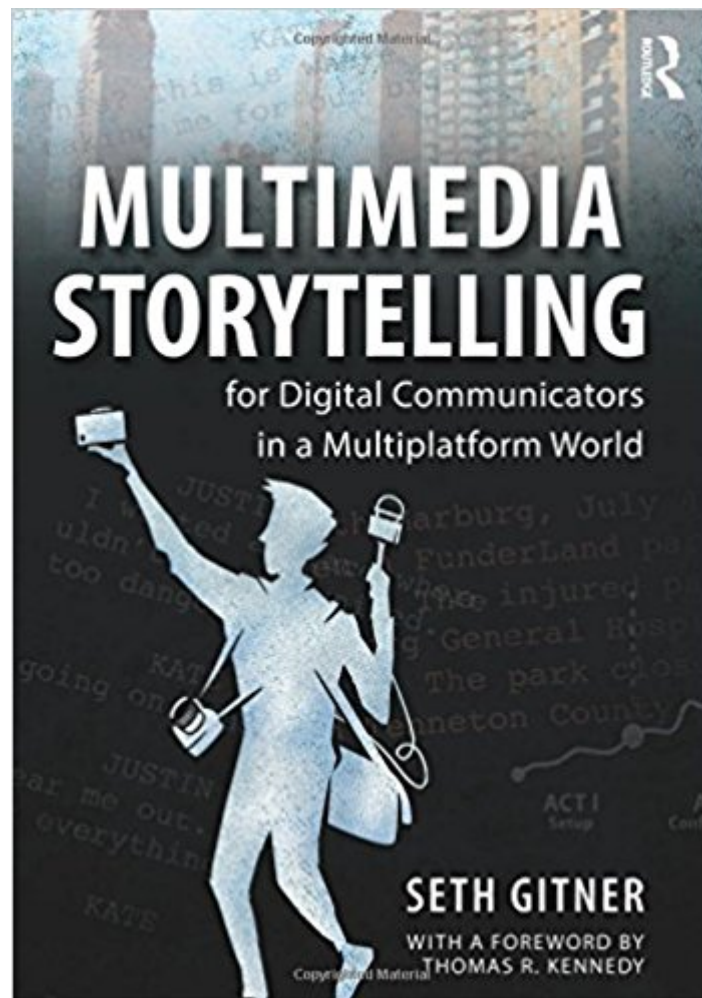




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# Multimedia Storytelling For Digital Communicators In A Multiplatform World



## Synopsis

Multimedia Storytelling for Digital Communicators in a Multiplatform World is a unique guide for all students who need to master visual communication through multiple media and platforms. Every communication field now requires students to be fluent in visual storytelling skill sets, and as the present-day media adapt to a multiplatform world (with ever-increasing delivery systems from desktops to cell phones), students specializing in different forms of communication are discovering the power of merging new multimedia technology with very old and deep-rooted storytelling concepts. Award-winning journalist and multimedia professor Seth Gitner provides students with the tools for successfully realizing this merger, from understanding conflict, characters, and plot development to conducting successful interviews, editing video in post-production, and even sourcing royalty-free music and sound effects. Incorporating how-to's on everything from website and social media optimization to screenwriting, Multimedia Storytelling aims to be a resource for any student who needs to think and create visually, in fields across broadcast and digital journalism, film, photography, advertising, and public relations. The book also includes a range of supplemental material, including wide-ranging skills exercises for each chapter, interviews with seasoned professionals, key terms, and review questions.

## Book Information

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## Customer Reviews

"Seth Gitner has a solid reputation as one of the most creative thinkers and educators in multimedia journalism. He is a driving force behind educating a great many professional and amateur visual

journalists in the language of new media. There is no better guide to lead us into a multiplatform media landscape than Gitner. His text masterfully illuminates the way." —Richard Koci Hernandez, Assistant Professor, University of California, Berkeley "In his textbook, Gitner connects the dots to identify best practices for producing both documentary and entertainment-based web video, and then applies these skills to strategic communications. He does this all with the knowledge of someone deeply rooted in the business he is writing about, using examples from the best in the industry. Students will appreciate both Gitner's experience and his ability to understand the need for change." —Curt Chandler, Senior Lecturer, College of Communications, Penn State "As Seth Gitner writes, 'Multimedia is Storytelling, Not Technology' and this book guides the reader through the important steps to improve their multimedia storytelling in a world where the tools are constantly changing. As news goes more mobile and storytelling in all platforms gets more interactive, the fundamentals stay the same. It is even more important to have your work stand out if you want your brand or story to get noticed as people produce more and more content. "Seth has done a fantastic job co-directing the NPPA's Multimedia Immersion workshop, and this book allows the audience to learn many of those lessons and more without making the trip to Syracuse. Although I recommend doing both. "The book is an excellent resource with a collection of advice and insight from award-winning journalists and legends in the business." —Bethany Swain, Journalism Faculty, University of Maryland, former CNN photojournalist

Seth Gitner is a tenured Associate Professor of Newspaper and Online Journalism & Multimedia Photography and Design at the S.I. Newhouse School of Public Communications at Syracuse University, where he teaches multimedia storytelling, photography and video journalism classes. He has served as Head of the Visual Communication Division for Association for Education in Journalism and Mass Communication (AEJMC), and serves as an elected member of the national board of the National Press Photographers Association. Prior to entering academia, Gitner was an award-winning multimedia editor and photojournalist working for newspapers in Maryland and Virginia.

The author's real world experience as both a journalist and educator really comes through in this book. I would consider it essential for students, educators, and experienced journalists who are learning or re-learning new skills for the digital landscape.

Gitner does an admirable job helping the rookie and veteran photographer and writer understand

the deep complexities of the multimedia narrative in a media savvy world. His examples and style of writing make this text accessible to anyone interested in learning more about using multiple forms of media to tell stories effectively and professionally.

I enjoyed this book immensely, the level of detail was just what I needed. Seth Gitner breaks everything down, this is an A-Z tome of multimedia storytelling and it will be my go to reference for years to come.

Expectations met.

Outstanding - comprehensive while at the same time full of very practical information.

A must read for all Multimedia Storytellers.

The best dictionary for English Majors!

Nice book

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