



Scriptwriting for High-Impact Videos: Imaginative approaches to delivering factual information, Second Edition

John Morley

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Whether you're just starting out or firmly entrenched in the field of informational video, you'll find this exciting new edition a scriptwriter's bible filled with stimulating examples and thought-provoking questions to unleash your creativity. You'll learn how to turn ideas into high-impact scripts-for corporate, medical, religious educational, and government videos. You'll be given a systematic, step-by-step approach to the creative process that you can adapt to virtually any situation. And you'll be shown proven techniques for communicating visually and writing for the ear, seven essential strategies for improving any video, plus guidelines for involving content experts and decision makers in the process while still maintaining creative control. Also inside: Numerous examples and ideas to spark your imagination, including project proposals, creative treatments, research and interview questions, techniques for using drama and humor, and a complete list of creative approaches you can adapt to your next script.

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