

CONTENTS

Preface, x

SECTION 1

PERSUASION FUNDAMENTALS, 2

1 The Power of Persuasion, 5

- Chapter Goals, 5
- How This Book Is Organized, 7
- Why Is Persuasion Necessary?, 8
- What Is Persuasion?, 10
- What Is Visual Persuasion?, 12
- Define Your Audience, 14
- “Why” Is a Key Question, 15
- The Call to Action, 17
- Key Points, 18
- Practice Persuasion, 18
- Persuasion P-O-V, 19

2 Persuasive Visuals, 23

- Chapter Goals, 23
- Visual Literacy, 25
- The Six Priorities Determine Where the Eye Looks First, 27
- What Makes an Image Compelling, 31
- Visual Composition Basics, 33
 - Changing Camera Angle: Wide vs. Close, 33
 - Changing Camera Position: High, Low, and Eye Level, 35
- Blocking: Placing People and Cameras, 37
 - The 180° Rule, 39
 - Walking Toward the Camera, 40
- Framing and the Rule of Thirds, 41
 - Eye Contact Is Nontrivial, 43
 - Symmetry vs. Balance, 44
 - The Weirdness of Right-Handedness, 46
- Depth of Field, 46
- Does Sex Sell?, 47
- Key Points, 50
- Practice Persuasion, 50
- Persuasion P-O-V, 51

3 Persuasive Writing, 55

- Chapter Goals, 55
- The Right Message Is the First Step, 56
- Images Evoke Stories, 57
- Get Organized with a Workflow, 59
- The Essence of Persuasion, 61
- Start with the Basics: An Elevator Pitch, 62
- Focus, Then Focus Some More, 64
- Write Short, 65
 - Think Like a Poet, 66
 - Meet the “Words of Power”, 68
- See What’s in Front of You!, 69
- Key Points, 70
- Practice Persuasion, 71
- Persuasion P-O-V, 71

4 Persuasive Fonts, 73

- Chapter Goals, 73
- A Quick History of Type, 75
- The Design of Type, 76
- Serif Fonts: The Voice of Tradition, 79
- Sans Serif: The Voice of the Future, 82
- Script Fonts: Handwriting for Computers, 84
- Blackletter: Extreme Script, 85
- Monospace: Return of the Typewriter, 86
- Specialty—Creativity Runs Amok, 88
- Font Techniques, 89
 - Avoid ALL CAPS, 90
 - Use Drop Shadows, 90
 - Kern Title Text, 91
 - Tighten Line Spacing for Titles, 92
 - Avoid Ransom Note Typography, 93
- Choosing the Right Fonts, 93
- Key Points, 94
- Practice Persuasion, 94
- Persuasion P-O-V, 94

5 Persuasive Colors, 97

- Chapter Goals, 97
- A Brief History of Color, 98

- Prehistoric Colors, 99
- Then, Along Comes Isaac Newton, 99
- Color Also Has Temperature, 101
- The Meaning of Color, 102
- A Simple Color Model, 105
- Digital Color Terms, 105
- Grayscale, 108
- Color vs. Contrast, 109
 - What Color Is an Iguana?, 111
 - The Special Case of Skin Color, 112
- How We Measure Color, 113
- Key Points, 117
- Practice Persuasion, 117
- Persuasion P-O-V, 117

SECTION 2

PERSUASIVE STILL IMAGES, 122

6 Persuasive Presentations, 125

- Chapter Goals, 125
- Take a Deep Breath, 126
- Planning Your Presentation, 129
- Backgrounds and Fonts, 130
- Charts, 134
 - Charts Make Your Points Visually, 134
 - Choose the Right Chart for Your Data, 136
- Design Thoughts, 137
- Working with Images, 138
- More Thoughts on Drop Shadows, 139
- A Cool Design Tip, 140
- Transitions: Less Is More. Really., 140
- Media. Gently, Please., 141
- Key Points, 142
- Practice Persuasion, 143
- Persuasion P-O-V, 143

7 Persuasive Photos, 145

- Chapter Goals, 145
- Where Do You Start?, 147
- Plan Your Photo Shoot, 149
- It All Starts with Light, 150
- Dealing with the Sun, 156
- Blocking Talent, 158
- Framing and Composition, 160

- Key Points, 165
- Practice Persuasion, 165
- Persuasion P-O-V, 165

8 Edit and Repair Still Images, 169

- Chapter Goals, 169
- The Ethics of Image Editing, 170
- Getting Started with Photoshop, 171
 - Bitmap Fundamentals, 171
 - Optimize Preferences, 172
 - Explore the Interface, 173
- Getting Started Editing, 174
 - Straighten an Image, 174
 - Scale an Image, 175
 - Crop an Image, 176
 - Save an Image, 178
- Repairing an Image, 179
 - The Spot Healing Brush, 179
 - The Clone Tool, 180
 - The Patch Tool, 181
 - Adjust Image Exposure, 182
 - Adjust Color, 184
 - Color Balance, 186
- Key Points, 187
- Practice Persuasion, 187
- Persuasion P-O-V, 187

9 Create Composite Images, 191

- Chapter Goals, 191
- Creating a New Photoshop Document, 192
- Adding and Formatting Text, 192
- Layers vs. Background, 195
- Scaling Explained, 196
- Manipulating Images Using Free Transform, 197
- Place vs. Open, 198
- Selections Create Magic, 199
- Filters and Effects, 205
- Choosing a Color, 207
- Adding a Background Behind a Layer, 208
- Blend Modes, 209
- One Last Effect, 212
- Key Points, 213
- Practice Persuasion, 214
- Persuasion P-O-V, 215

SECTION 3

PERSUASIVE MOVING IMAGES, 218

10 Video Pre-Production, 221

- Chapter Goals, 221
- Two Key Camera Concepts, 222
- Feel the Rhythm, 223
- Planning a Video, 224
 - Storyboards Are a Tool for Thinking, 224
 - A Workflow Is Essential, 225
- Defining Basic Video Terms, 226
- Media Management, 229
 - Fast, Big Storage Is Essential, 229
 - There's Never Enough Storage, 232
 - Track Your Media, 233
 - A Folder Naming Convention, 234
- Key Points, 235
- Practice Persuasion, 236
- Persuasion P-O-V, 236

11 Create Compelling Content with Interviews, 239

- Chapter Goals, 239
- Planning the Interview, 240
- Conducting an Interview, 242
- The Interview Structure, 244
- Ten Simple Rules to be a Good
 - Interview Guest, 246
- Key Points, 248
- Practice Persuasion, 248
- Persuasion P-O-V, 249

12 Sound Improves the Picture, 251

- Chapter Goals, 251
- Glossary of Audio Terms, 252
 - Creative Audio Terms, 252
 - Audio Workflow Terms, 253
 - Technical Audio Terms, 253
- Picking the Right Gear, 255
 - Microphone Types, 256
 - Picking the Right Cable, 259
 - Analog-to-Digital Converters, 260
 - Mixers and Multichannel Recorders, 261
 - Digital Audio Recording, 262
 - Pop Filters Keep Audio Clean, 265

- Editing Audio, 265
- Mixing Audio, 270
 - Set Audio Levels, 270
 - Add Audio Effects, 273
- Output and Compression, 278
- Key Points, 280
- Practice Persuasion, 281
- Persuasion P-O-V, 281

13 Video Production, 285

- Chapter Goals, 285
- Planning Your Production, 287
 - Help! I Need to Shoot a Video, 287
 - Murphy's Law Rules, 288
- Basic Camera Gear, 288
 - Mobile Devices, 289
 - Video Cameras, 289
 - DSLR Cameras, 290
 - Cinema Cameras, 291
 - Drones, 292
 - Camera Support Gear, 293
 - Tripods, 293
 - Tripod Heads, 293
 - Sliders, 294
 - Gimbals, 294
- Renting: An Alternative to Buying, 294
- Talent Staging, 295
 - Posing, 295
 - Finding the Best Close-Ups, 296
 - Staging Entrances with Impact, 299
- Props: Something for Talent to Work With, 299
- Working with Inexperienced Talent, 300
- Key Points, 301
- Practice Persuasion, 302
- Persuasion P-O-V, 302

14 Video Post-Production, 305

- Chapter Goals, 305
- What Is "Good" Editing?, 306
- Find the Rhythm, 307
- An Editing Workflow, 308
- Define Terms, 309
- Step 1: Plan the Project, 310
- Step 2: Gather the Media, 310

Step 3: Organize the Media, 311	The Playhead and the Mini-Timeline, 350
Import Media, 311	Animating the Text, 352
Configure the Browser, 315	Interim Summary, 354
Favorites and Keywords, 317	Creating a Simple Animated Composite, 354
Step 4: Build the Story, 318	Taking Time to Plan, 355
Review and Mark Clips, 318	Organizing a Project Using Groups, 356
Create a New Project, 319	Creating the Background, 357
Editing, 320	Creating the Mid-Ground, 359
Adjust Audio Levels, 323	Adding Text, 361
Step 5: Organize the Story in the Timeline, 324	Adding Animation, 362
Step 6: Trim the Story, 325	Adding Behaviors, 362
Handles, 325	Adjusting Timing, 363
Trimming, 326	Interim Summary, 364
Step 7: Add Transitions, 327	Adding Media, 364
Step 8: Add Text and Effects, 328	Adding Audio, 364
Add Text, 329	Adding Video, 366
Add Effects, 331	The Last Step: Saving and
Step 9: Create the Final Audio Mix, 338	Exporting Your Work, 368
Step 10: Finalize the Look and Colors, 338	3D Text, 369
Simple Color Correction, 338	Key Points, 373
Color Grading – Create a Look, 339	Practice Persuasion, 374
Step 11: Output the Project, 340	Persuasion P-O-V, 374
Step 12: Archive the Project, 341	
Key Points, 342	16 Advanced Motion: Particles, Paths,
Practice Persuasion, 342	and Perspective
Persuasion P-O-V, 343	Online: www.peachpit.com/visualpersuasion
	Includes handy shortcuts for popular software.
15 Motion Graphics:	Closing Thoughts, 377
Make Things Move, 345	Bibliography, 378
Chapter Goals, 345	Index, 381
Creating Something Simple, 347	
Creating a New Project, 347	
Adding Text, 350	