

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	
Practice Persuasion, 342	
Persuasion P-O-V, 343	
15 Motion Graphics:	
Make Things Move, 345	
Chapter Goals, 345	16 Advanced Motion: Particles, Paths, and Perspective
Creating Something Simple, 347	Online: www.peachpit.com/visualpersuasion
Creating a New Project, 347	Includes handy shortcuts for popular software.
Adding Text, 350	
	Closing Thoughts, 377
	Bibliography, 378
	Index, 381