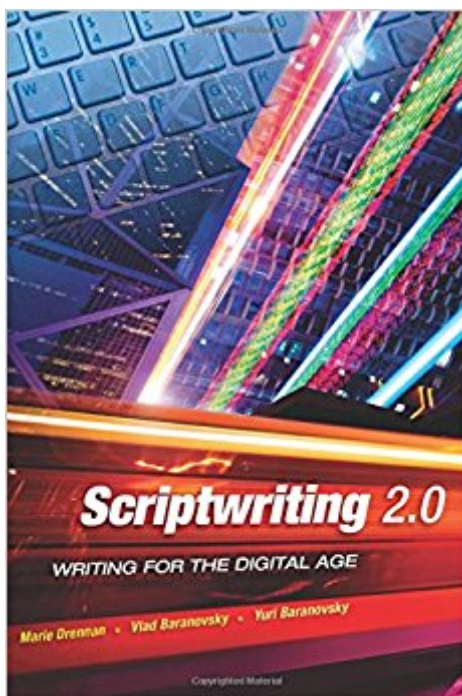The book was found

Scriptwriting 2.0: Writing For The Digital Age

Synopsis

Winner, Best Drama Series, at the 2013 IAWTV awards show in Las Vegas, honoring the best in web television!   Online media is and will continue to be at the forefront of entertainment; this book introduces readers to this new world and helps them create good content for it. It is a compact, practical guide for those who want to explore scriptwriting for the digital age while also learning essential skills and techniques central to new media writing.   Scriptwriting 2.0 contains advice on writing both short- and long-form webisodes as part of a series, as well as standalone pieces. It then goes beyond the writing process to discuss revising, production, promotion and copyright. It is written in a friendly, readable and jargon-free style and includes real-world examples from successful series and a sample script. Readers can access full episodes of the two series discussed at length as well as samples from several other web series. The lead author is an experienced scriptwriting instructor for traditional and web media. Her two co-authors are award-winning creators of multi-season web series who share their real-world professional experiences and insights.

Book Information

Paperback: 192 pages

Publisher: Routledge; 1 edition (December 3, 2012)

Language: English

ISBN-10: 1934432423

ISBN-13: 978-1934432426

Product Dimensions: 0.5 x 6 x 8.8 inches

Shipping Weight: 12 ounces (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars   7 customer reviews

Best Sellers Rank: #687,852 in Books (See Top 100 in Books)   #189 inÂ Books > Humor & Entertainment > Movies > Screenplays   #219 inÂ Books > Textbooks > Computer Science > Artificial Intelligence   #516 inÂ Books > Textbooks > Communication & Journalism > Journalism

Customer Reviews

This book really takes the writer through the process--from the seed of an idea right through production, distribution, and marketing. I am amazed at how much information the authors packed into such a small amount of space --Martie Cook, Emerson CollegeThe book was written by three folk who know from experience what they are talking about, and they clearly want to share that with the reader. I think this is going to be a must-read for any class dealing with episodic writing and the

new media revolution. --Richard Endacott, Johnny Carson School of Theatre and Film, University of Nebraska-LincolnThe important aspect of this book is . . . the blend of traditional story structure skills with heart, soul, conflict, and imagination residing in the discipline required to make the transformation from notions in artists heads to actual practical projects. --Richard Walter, UCLA

Marie Drennan has taught television scriptwriting for ten years; she pioneered the new- media landscape for San Francisco State University's Broadcast and Electronic Communication Arts Department by creating first-time-ever courses in videoblogging and short-format video scriptwriting. Her areas of expertise also include creative writing for interactive media, augmented-reality and hyperfiction-based games, social media and online community-building.   Yuri Baranovsky is one of the founders of Happy Little Guillotine Films, a production company on the forefront of online entertainment. HLG Films is responsible not only for creating one of the first, original web series, the groundbreaking Break a Leg, but also for creating and producing some of the web's biggest branded campaigns, including the Slurpee Unity Tour (Winner of the Pro Campaign of the Year award) and Leap Year--all of which Yuri also directed and co-wrote. Aside from his work at HLG Films, Yuri has also written for several popular web series (Suite 7, Temp Life) and was the Head Writer of the MOJO HD's TV and Internet series, The Circuit. Finally, Yuri is a thrice-published, internationally produced playwright--a fact that he likes to share quietly, in dark places, where theater still matters and the names of Neil Simon, David Ives and Tom Stoppard still inspire reverence. Above all else, Yuri loves telling stories and hopes to continue doing so until he is put on a raft and shot with burning arrows. Vlad Baranovsky never thought any of this would happen to him. Even while majoring in Creative Writing at San Francisco State University, he had fully resigned to using his degree as stylish wall decoration in his future study. Yet, after co-creating/co-writing Break a Leg, with his brother Yuri, Vlad has gone on to co-found Happy Little Guillotine Films and write for a number of successful branded entertainment campaigns, including two seasons of the highly acclaimed series Leap Year. In his spare time, Vlad likes to play music with his wife, discuss the mysteries of the universe with his four-year old-daughter, and talk about himself exclusively in the third person.

As an English teacher, I always appreciate a good book on writing something other than an essay. While the focus of the book is on writing an entire web series (an exciting prospect for any fame-hungry high schooler), there is also helpful information there on writing and formatting a single script--suitable for a week-long class room project. There is even a full script at the end (from Leap

Year season 2, available on Hulu as a visual aid!) to study in class. It s written in an engaging, casual style, with a very personal style. Perfect or a high school or more ophisticated crowd. Highly recommended!

Scriptwriting 2.0: Writing for the Digital Age by Marie Drennan, Yuri Baranovsky and Vlad Baranovsky is a must read for all who are interested in entering the world of web content. Long are the days of just silly cat videos - the web can now be an effective forum to get you work out there. It is your job to make it high quality and push the boundaries of what a web show and the like can look like. These experienced writers guide you in a thoughtful and often humorous way using real life examples on how to create quality online content. It's a fluid and easy read and hope you too will enjoy it!

This book is excellent for telling and showing you everything you need to do to develop a top quality web series, ready for production and sell. You don't need any other book, this one has it all.

AMAZING BOOK, PERFECT!

This book has almost nothing to do with writing for the digital age. A more correct title would be by Scriptwriting 101.The description for this book states that it provides "advice on writing both short- and long-form webisodes as part of a series" when it fact it makes more reference to television sitcoms that web series. InN fact the script provided in the back as an example is in exactly a 30 minute sitcom format, NOT a web series!If you are a beginning screenwriter you would be better served reading "The Screenwriter's Bible." If you are a working writer who wishes to learn how to translate your work to the web...don't waste your time with this.The fact that an entire chapter is wasted on format proves this book was not written as 2.0 but a beginners guide to script writing.FALSE ADVERTISING!Very disappointed.

I'd say about 80% of web shows out there NEED to read this book! Movie making has seriously changed since the days of Clerks and this book knows that. If you want your new web series or movie to stand out and look like something you'd see on TV or the movie screen but don't have a Hollywood budget, this book was made for you.

Pure Brillance! The layout of the book makes it seems as if anyone can write a script! And it's great

to see that they have all been successful! Must read if you are planning on becoming a scriptwriter!

Scriptwriting 2.0: Writing for the Digital Age An Introduction to Writing for Electronic Media: Scriptwriting Essentials Across the Genres The Complete Book of Scriptwriting Writing Mastery: How to Master the Art of Writing & Write 3,000 Words Per Day - Overcoming Writer's Block (Make Money Online, Copywriting, Erotica Writing, ... Writing Mastery, How to Write a Book) Bitcoin Basics: Cryptocurrency, Blockchain And The New Digital Economy (Digital currency, Cryptocurrency, Blockchain, Digital Economy) Photography: Complete Guide to Taking Stunning,Beautiful Digital Pictures (photography, stunning digital, great pictures, digital photography, portrait ... landscape photography, good pictures) Photography: DSLR Photography Secrets and Tips to Taking Beautiful Digital Pictures (Photography, DSLR, cameras, digital photography, digital pictures, portrait photography, landscape photography) The Digital Transformation Playbook: Rethink Your Business for the Digital Age (Columbia Business School Publishing) Going Live: Launching Your Digital Business (Digital Entrepreneurship in the Age of Apps, the Web, and Mobile Devices) Personal Connections in the Digital Age (Digital Media and Society) Agency: Starting a Creative Firm in the Age of Digital Marketing (Advertising Age) The New Age of Sex Education:: How to Talk to Your Teen About Cybersex and Pornography in the Digital Age Fill the Frame: Recalling My Adventures from the Golden Age to the Digital Age of Photography Doing History: Research and Writing in the Digital Age Mapping Benjamin: The Work of Art in the Digital Age (Writing Science) Digital Paper: A Manual for Research and Writing with Library and Internet Materials (Chicago Guides to Writing, Editing, and Publishing) Resume: Writing 2017 The Ultimate Guide to Writing a Resume that Lands YOU the Job! (Resume Writing, Cover Letter, CV, Jobs, Career, Interview) The Elements of Style Workbook: Writing Strategies with Grammar Book (Writing Workbook Featuring New Lessons on Writing with Style) 2k to 10k: Writing Faster, Writing Better, and Writing More of What You Love Digital Storytelling: Capturing Lives, Creating Community (Digital Imaging and Computer Vision)