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Visionfactory: Adventures in Corporate Screenwriting: A Veteran Producers Guide to Corporate Video from Script to Screen

By Steven D. White

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Unraveling a decade of corporate video and interactive media production for some of the worlds largest companies, Steve White reveals the sometimes strange, often funny, and always demanding job of corporate screenwriter.

VisionFactory: Adventures in Corporate Screenwriting is packed with real-world examples of produced scripts and stories of the talented teams that brought them to the screen. From the client meeting to the final master, this look at The other Hollywood is a valuable resource for anyone looking to breaking into corporate production or or expand their screenwriting skillset. From the book: This book is about exploring these possibilities through actual practical examples of scripts and the productions that were created from them. The text will be heavy on the script side. Im choosing this approach because I dont know of many resources that use actually produced corporate scripts to help teach a practical approach to production. I also am choosing this route because I dont consider myself to be necessarily an expert writer or an expert producer. But what I am capable of doing is showing the real world examples of projects...



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