



Writing for Visual Thinkers: A Guide for Artists and Designers (2nd Edition) (Voices That Matter)

Andrea Marks

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Writing can be a special challenge for artists and designers, who tend to be more visual than verbal. *Writing for Visual Thinkers* is designed to help people who think in pictures gain skills and confidence in their writing abilities.

Andrea Marks approaches the craft of writing from many directions, all with the ultimate goal of unlocking the reader's verbal potential. This new and expanded edition introduces brainstorming techniques that focus on writing and explores the various connections between verbal and visual thinking.

Writing for Visual Thinkers includes a companion CD with an ebook containing hundreds of links to articles, books, websites, blogs, wikis, video, and audio podcasts by writers and designers including Ellen Lupton, Steven Heller, and Jessica Helfand.

With the addition of new exercises that push the reader to explore a wide range of writing strategies, the second edition of *Writing for Visual Thinkers* is a great resource to help visual communicators enrich their work with writing.

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