

**Table 2.2 Additional Elements of Author's Craft in Digital Writing**

Website Design	Audio
Typography <ul style="list-style-type: none"> <li>■ Serif and sans serif fonts</li> <li>■ Font size and orientation</li> <li>■ Kerning (distance between letters)</li> </ul> Layout/Organization <ul style="list-style-type: none"> <li>■ Parent and child pages</li> <li>■ Links (internal and external)</li> </ul> Colors <ul style="list-style-type: none"> <li>■ Primary and complementary</li> <li>■ Hot vs. cool</li> </ul> Overall User Experience	Actual Sounds <ul style="list-style-type: none"> <li>■ Character's voices</li> <li>■ Noises from within the story</li> <li>■ Music from within the story, either played on an instrument or from a radio/device</li> </ul> Commentary/Additional Sounds <ul style="list-style-type: none"> <li>■ Narrator or "voice of God"</li> <li>■ Sounds added for effect</li> <li>■ Music added for effect</li> </ul>
Presentations	Video
Slide Design and Layout <ul style="list-style-type: none"> <li>■ Lines</li> <li>■ Shape</li> <li>■ Color</li> <li>■ Texture</li> <li>■ Space</li> <li>■ Transitions and animations</li> </ul> Information Graphics <ul style="list-style-type: none"> <li>■ Data</li> <li>■ Symbols</li> <li>■ Key</li> <li>■ Data visualization</li> </ul> Additional Images <ul style="list-style-type: none"> <li>■ Size</li> <li>■ Orientation</li> <li>■ Watermarks</li> </ul>	Cinematic Techniques <ul style="list-style-type: none"> <li>■ Camera angle</li> <li>■ Cuts/transitions</li> <li>■ Focus (near, mid, far)</li> <li>■ Framing</li> <li>■ Gaze</li> <li>■ Establishing shot</li> <li>■ Pan</li> <li>■ Zoom</li> </ul> Documentary Techniques <ul style="list-style-type: none"> <li>■ Voice-over</li> <li>■ Interviews</li> <li>■ Archival footage</li> <li>■ Reconstructions</li> <li>■ Montage</li> <li>■ Exposition</li> </ul>