

Seeing And Writing

Seeing and Writing Bedford/St. Martin's

The first full-color composition reader truly to reflect visual culture, Seeing & Writing is based on a simple principle: Careful seeing leads to effective writing. Students actively and critically see the details of each verbal and visual text, think about its composition and the cultural context within which it operates, and then write thoughtfully and convincingly about it. With a new look, new features, and new essays and images, Seeing & Writing 4 continues to lead the way — as a visual, flexible, and above all, inspiring tool for the composition classroom.

About the Design Firm Seeing & Writing 2 -- as well as Seeing & Writing Online -- was designed and laid out by 2x4, a design firm that includes among its list of clients the New York Times Fashions of the Times, Levi Strauss, the Whitney Museum of Modern Art, and the Princeton School of Architecture.

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