

WEEK FOUR

J309-21111



TODAY'S TIMELINE

- Facilitated Discussion - 15 minutes
- Housekeeping – 5 minutes
- HTML and CSS Review – 15 minutes
- Review photo assignments – 45 minutes
- Audio! – 60 minutes
- Community beats – 20 minutes

CLASS DISCUSSION

Polls and Journalism

- As Clinton-Trump Race Tightens, Here's How Forecast Models Differ
<http://www.nytimes.com/2016/09/15/upshot/as-clinton-trump-race-tightens-heres-how-forecast-models-differ.html>
- Politics and the New Machine
<http://www.newyorker.com/magazine/2015/11/16/politics-and-the-new-machine>
- Who Will Be President?
<http://www.nytimes.com/interactive/2016/upshot/presidential-polls-forecast.html>
- CNN Poll of Polls
<http://www.cnn.com/2016/09/15/politics/cnn-poll-of-polls-hillary-clinton-donald-trump-2016-election/index.html>

HOUSEKEEPING

Posting to the Blog

Post Title Format:

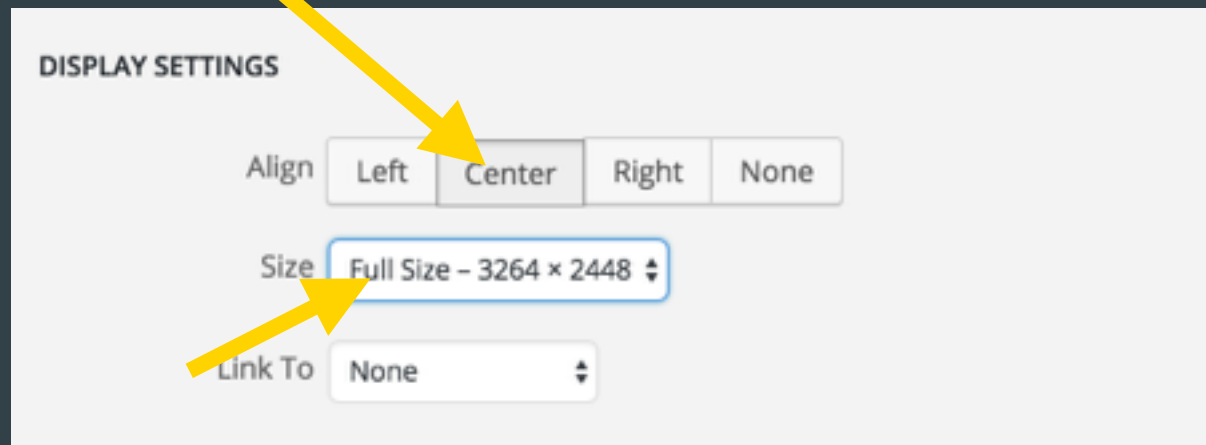
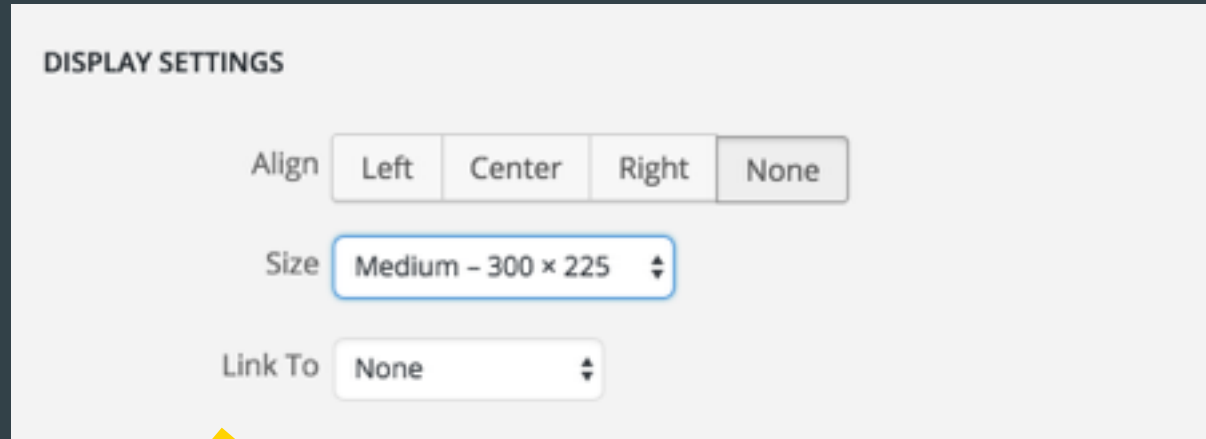
FirstName LastName - Assignment WeekNumber

Like This:

Jason Alcorn - Assignment 3

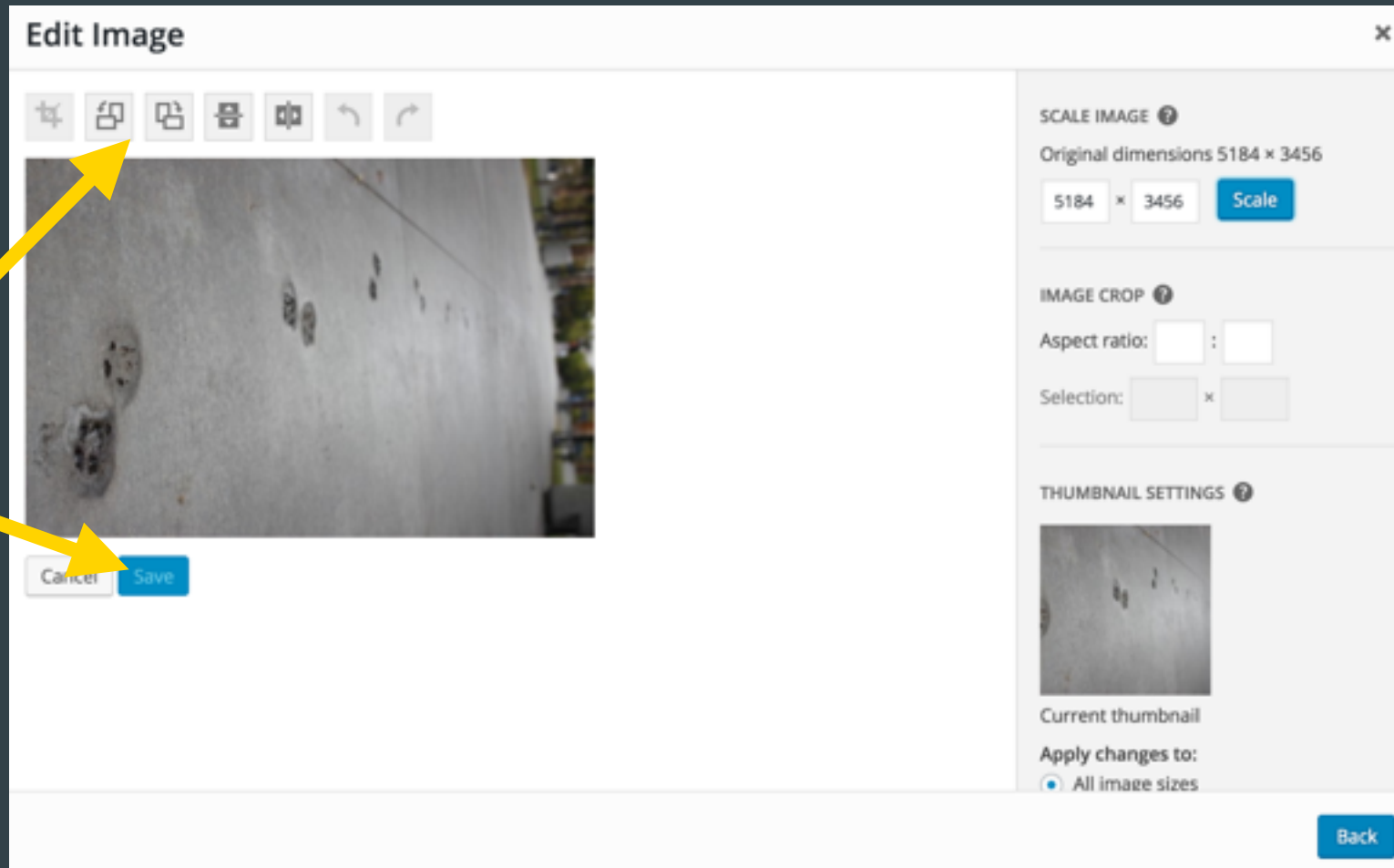
For the future: all weekly assignments go in a single post.

Posting to the Blog



Hint: If your image is too large to upload, use Photoshop to "Save for Web"

Posting to the Blog



HTML AND CSS REVIEW

- Quiz #1 Review
- Webpage File Structure
- CSS Practice

Quiz #1

Answers

What does HTML stand for? *

1 point

- Hyper Techies Made-up Language
- Hyper Text Markup Language
- Hyperlinks and Text Markup Language
- Home Tool Markup Language

What HTML tag is used for the largest heading? *

1 point

- <h1>
- <h6>
- <heading>
- <head>

How do you add a line break in HTML? *

1 point

-
</br>
-

- <lb />
- <break />

Quiz #1

Answers

How do you add a link in HTML? *

1 point

- `google`
- `google.com`
- `<a>http://www.google.com`
- `google.com`

How do you close an e-mail link tag? *

1 point

- `</mail>`
- ``
- `<a>`
- `</email>`

How do you start a list of numbered items? *

1 point

- `<list>`
- ``
- ``
- `<dl>`

Quiz #1

Answers

How do you start a list of bullet points? *

1 point

- ``
- ``
- `<list>`
- `<dl>`

How do you display an image in HTML? *

1 point

- `<image src="image.gif" alt="MyImage">`
- ``
- `image.gif`
- ``

Which HTML attribute specifies alternate text, if an image cannot be displayed? *

1 point

- title
- alt
- longdesc
- src

Quiz #1

Answers

Which HTML attribute specifies alternate text, if an image cannot be displayed? * 1 point

- title
- alt
- longdesc
- src

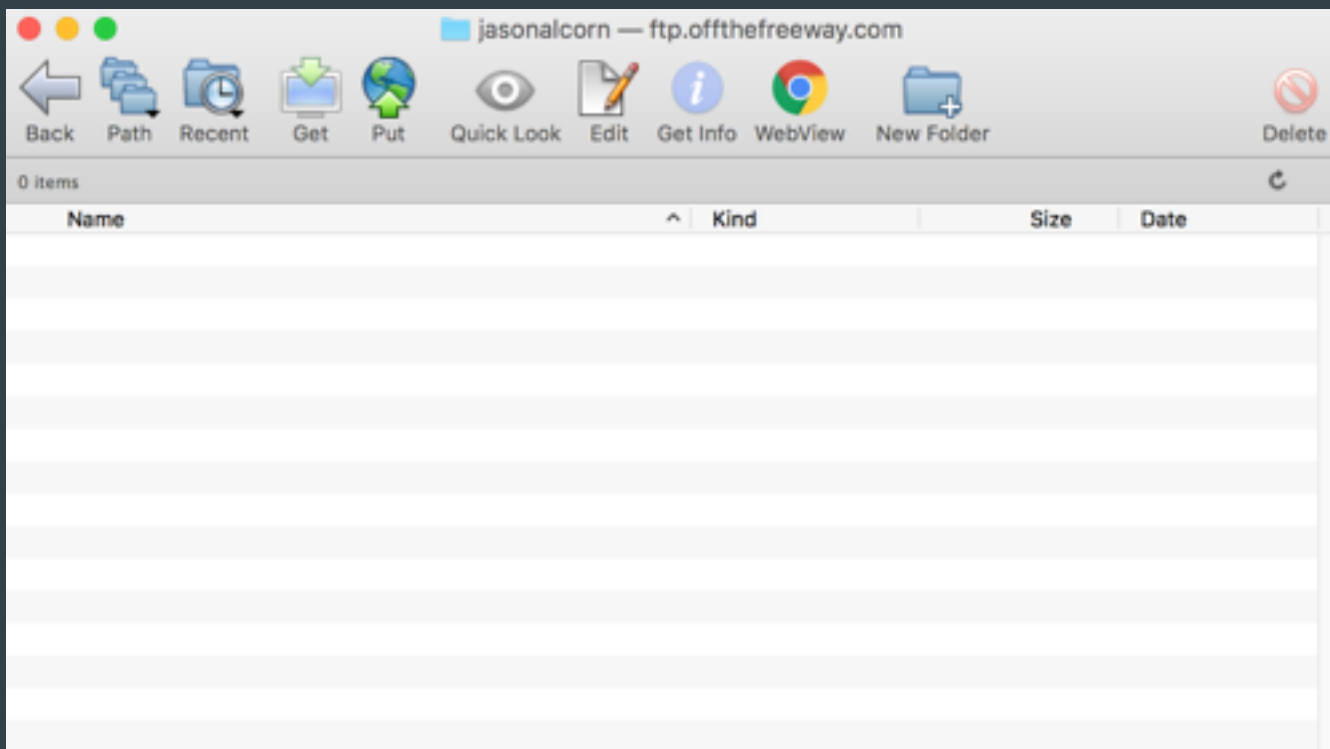
Which character indicates an end tag in HTML? * 1 point

- <
- /
- ^
- *

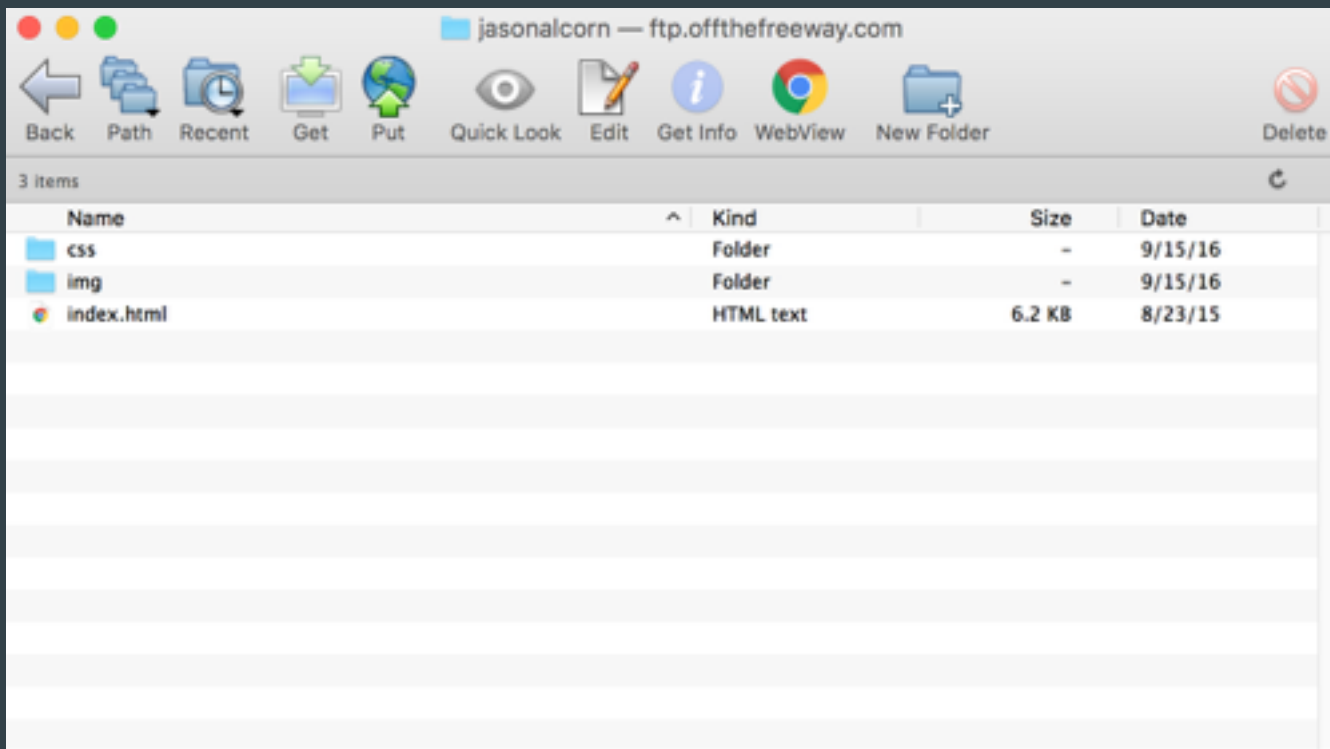
Extra Credit: Give an example of a valid hex color code.

#000000 OR #FFFFFF OR #F1A3D3 ...

SUBMIT

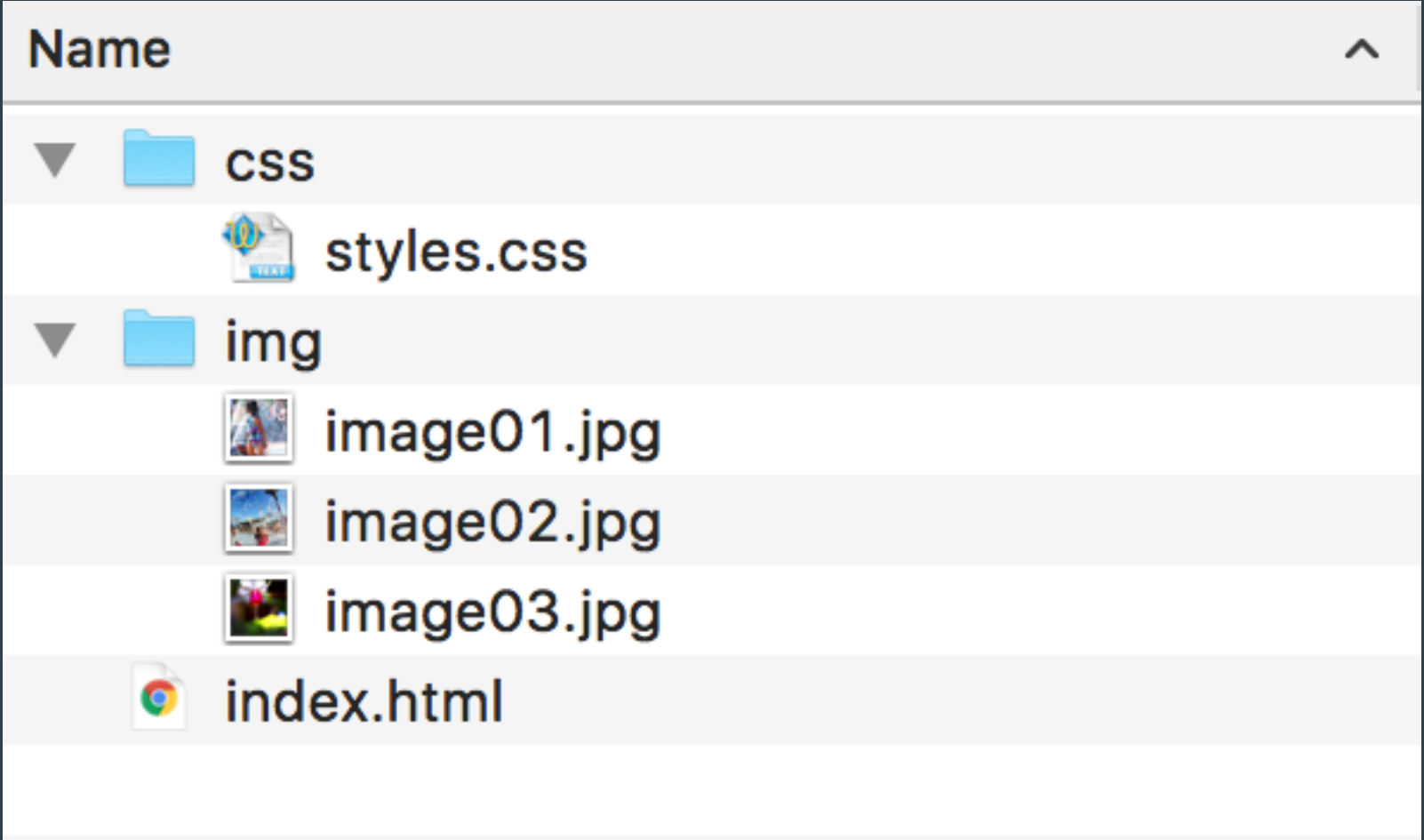


Your Site Folder...



Needs...

1. index.html
2. css folder
3. img folder



That's a nice folder!

CSS

Cascading
Style
Sheets

CSS and your HTML file

Link to styles.css in the <head> of your document

Remember the folder:
"css/styles.css"

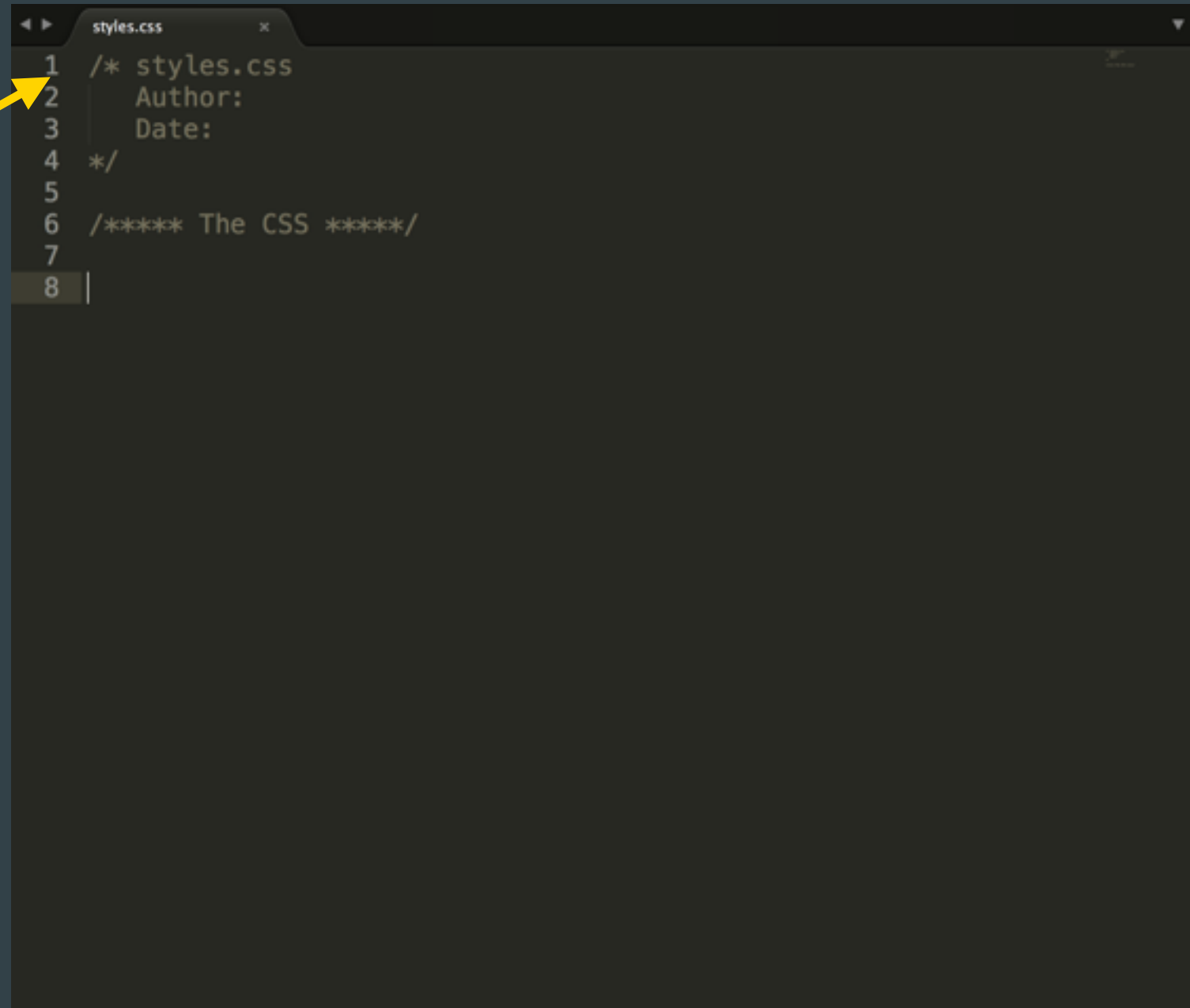
Always use this file structure to avoid mistakes

```
css_example.html
1 <!DOCTYPE html>
2 <html>
3   <head>
4     <title>Photo Gallery</title>
5
6     <!-- your CSS stylesheet -->
7     <link href="css/styles.css" rel="stylesheet" type="text/css"
8     >
9
10  </head>
11  <body>
12
13    <h1>Hello, wolrd!</h1>
14
15    <!-- A div is the main container for a website, the
16    atributes will be defined in the CSS file, which will be
17    your primary source for changing any atributes within you
18    entire multipage site. -->
19
20    <div class="framework">
21
22      <h1>Article Headline</h1>
23
24      <p>This the first paragraph relevant to the article.
25      There is more than one sentence. Maybe even a third.</p>
26
27    </div>
28
29  </body>
30 </html>
```

CSS and the styles.css file

`/*` This text is a comment where you can make notes `*/`

Always start your styles.css this way to avoid mistakes



```
1  /* styles.css
2     Author:
3     Date:
4  */
5
6  /****** The CSS *****/
7
8  |
```

CSS and the styles.css file

This is where you can control how the page looks.

Set styles for **body**, headlines (**h1**), copy (**p**), links (**a**), images (**img**), and divs (**.framework**)

Remember your semicolons and brackets!

```
styles.css
8  body {
9      background-color: lightblue;
10 }
11
12 h1 {
13     font-family: Arial, "Open Sans Condensed", sans-serif;
14     color: #DC143C;
15     font-size: 24px;
16 }
17
18 p {
19     font-size: 14px;
20     margin-bottom: 14px;
21     text-decoration: none;
22 }
23
24 a {
25     text-decoration: underline;
26     color: #E2AB59;
27 }
28
29 img {
30     width: 650px;
31     padding: 14px 14px 0px 14px;
32     float: right;
33 }
34
35 .framework {
36     background-color: #E2AB59 ;
37     margin: 0px 8px 8px 0px;
38     border: 2px solid #ccc;
39     padding: 0px;
40 }
```

Assignment #1

Complete CSS Course

This interactive course is at:

<http://bit.ly/w3css>

Deadline: Thursday, Sept. 22 by Noon

PHOTO ASSIGNMENT REVIEW

Review the Assignment

- What was your experience?
- Challenges? Successes?

Review the Assignment

- What was your experience?
- Challenges? Successes?
- Big takeaways:
 - Great job overall!
 - Check your lighting!
 - Look for moments, not just photos!
 - Get closer!
 - Get people!

AUDIO 101

- Why audio is important
- Editing in audacity

Why is audio important?

- It is the backbone to great storytelling
- It is the most intimate medium
- It conveys emotion
- It helps paint a mental picture

3 roles of audio

- Ambient sound is the recording environment
 - Captures or sets the mood
 - Lets you know where you are
 - Iconic sounds that invoke images

**Postcard From The Adirondacks:
A Paddle And A Climb
In The Wilds Of N.Y. (2:14)**

**What places have great
ambient sound?**

3 roles of audio

- Subjects' voice is a character in your story
 - They provide key info to the listener
 - They are the human connection that makes the story work
 - They usually are the "why" we care

**Oneida Tribe's Annual Pow Wow
Brings Tradition Alive (2:11)**

3 roles of audio

- Narrator's voice
 - Your role is to be a guide and move the story along
 - You can also fill gaps in the story
 - You can directly tell us what's the point

Social audio

- **StoryCorps: Danny & Annie**
<https://www.youtube.com/watch?v=WNfvuJr9164>
- **The Future of Social Audio is Here**
<https://medium.com/@WNYC/socialaudio-e648e8a5f2e9#.boks1qc7y>
- **That Booming Voice of Severus Snape**
<https://www.facebook.com/NPR/posts/10154091169991756>
- **One in 8 Million**
<http://www.nytimes.com/packages/html/nyregion/1-in-8-million/index.html>
- **Wall Street Journal: Hamilton**
<http://graphics.wsj.com/hamilton/>

Listen to more examples

- **Crown the King: Red Takes Black**
<http://www.thirdcoastfestival.org/explore/feature/crown-the-king-red-takes-black>
- **Growing Up in the System // play entirety**
<http://www.thirdcoastfestival.org/library/496-growing-up-in-the-system>
- **A Lucky Wind // Play first portion**
<http://www.thirdcoastfestival.org/library/745-a-lucky-wind>
- **Radio Diaries Selma Koch, Bra Saleswoman // 3:51**
http://www.albany.edu/talkinghistory/radiodiaries/rd-nyw-bra_fitter.mp3
- **KUOW: Bill The Beer Man // 3:51**
<http://www.kuow.org/program.php?id=10171>
- **This American Life's Rest Stop // Intro**
<http://www.thisamericanlife.org/radio-archives/episode/388/rest-stop>
- **More**
<http://www.thisamericanlife.org/radio-archives/episode/188/kid-logic>
<http://www.thisamericanlife.org/radio-archives/episode/223/classifieds>
<http://www.radiolab.org/2010/sep/20/>

Let's take a break

Audio download: <http://tinyurl.com/j309audiosamples>
Audacity download: <http://audacityteam.org/download/>

Recording with more than your phone



How-to videos:

H1 Zoom: <http://bit.ly/h1-youtube>

H2 Zoom: <http://youtu.be/gNVCYnWJAec>

Tascam DR-40 <https://www.youtube.com/watch?v=ndR5eC0DQCU>

Tips: Before you go

- **Check your gear!** Make sure you have cables, strong batteries and backups for everything. Record a test and play it back.
- **Make a (mental) list** of what elements you need to tell that story, if you have a general idea of the type of story you are going to tell.

Tips: When you arrive

- **Check your gear!** Make sure you have cables, strong batteries and backups for everything. Record a test and play it back.
- **Make a (mental) list** of what elements you need to tell that story, if you have a general idea of the type of story you are going to tell.
- **Scout the scene** for iconic sounds that represent the environment you are recording it. Also look for places to conduct interviews.

Tips: When you interview

- **Check your gear!** Make sure you have cables, strong batteries and backups for everything. Record a test and play it back.
- **Make a (mental) list** of what elements you need to tell that story, if you have a general idea of the type of story you are going to tell.
- **Scout the scene** for iconic sounds that represent the environment you are recording it. Also look for places to conduct interviews.
- **Talk to your subject** to get them to relax. Have them chat about their day job or a topic you don't care about to get them to relax.
- **Get your subject to introduce themselves** several times. Their name, where they are from, what they do and what brought them.
- **Be proactive** with the interview by directing them if they get off course, but **DO NOT LEAD THE WITNESS!** Ask questions that lead the subject to tell a story.

More general tips

- Make sure the recorder is recording before you start.
- Embrace the geeky gear – wear the headphones!
- Let the subject do the talking.
- Be a mime! Don't say "Uh huh" or "Mm hm." Learn to nod silently and maintain great eye contact.
- Don't ever, ever, EVER let the subject hold the mic. And don't move your hand on the mic.
- Listen to what the mic is picking up
- You have to "work it" to get good, complete, usable quotes
- Hold the microphone 4 to 6 inches from your audio source
- GET CLOSE!

Resources

- **Audio: Journalists' Toolkit**

<http://www.jtoolkit.com/audio/>

- **Transom: A Showcase and Workshop for New Public Radio**

<http://transom.org/>

- **OTM: Pulling Back the Curtain (May 25, 2007)**

<http://www.onthemedial.org/transcripts/2007/05/25/06>

- **Third Coast International Audio Festival**

<http://www.thirdcoastfestival.org/>

Let's edit in Audacity

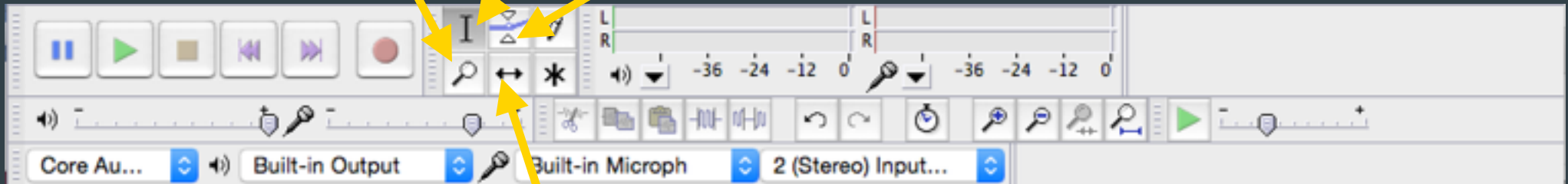
Audio download: <http://tinyurl.com/j309audiosamples>
Audacity download: <http://audacityteam.org/download/>

The toolbar

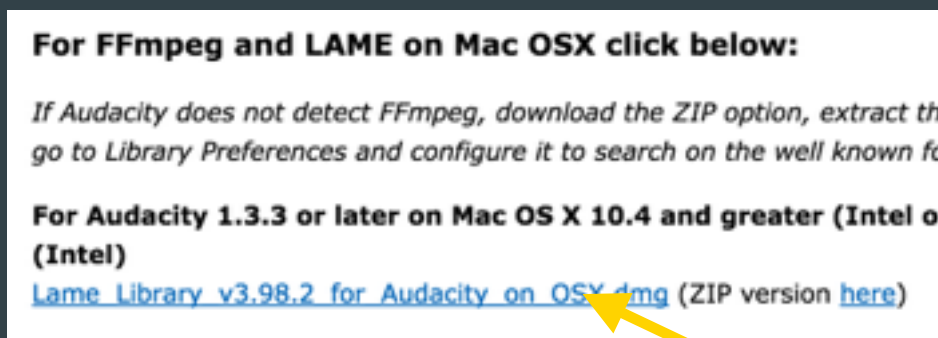
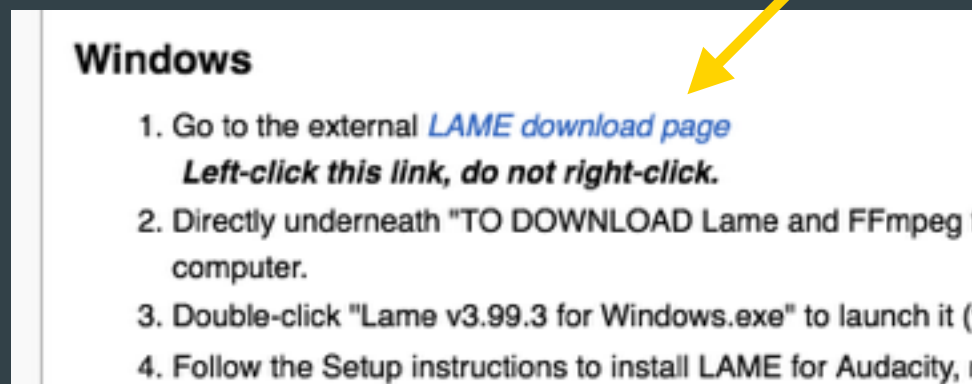
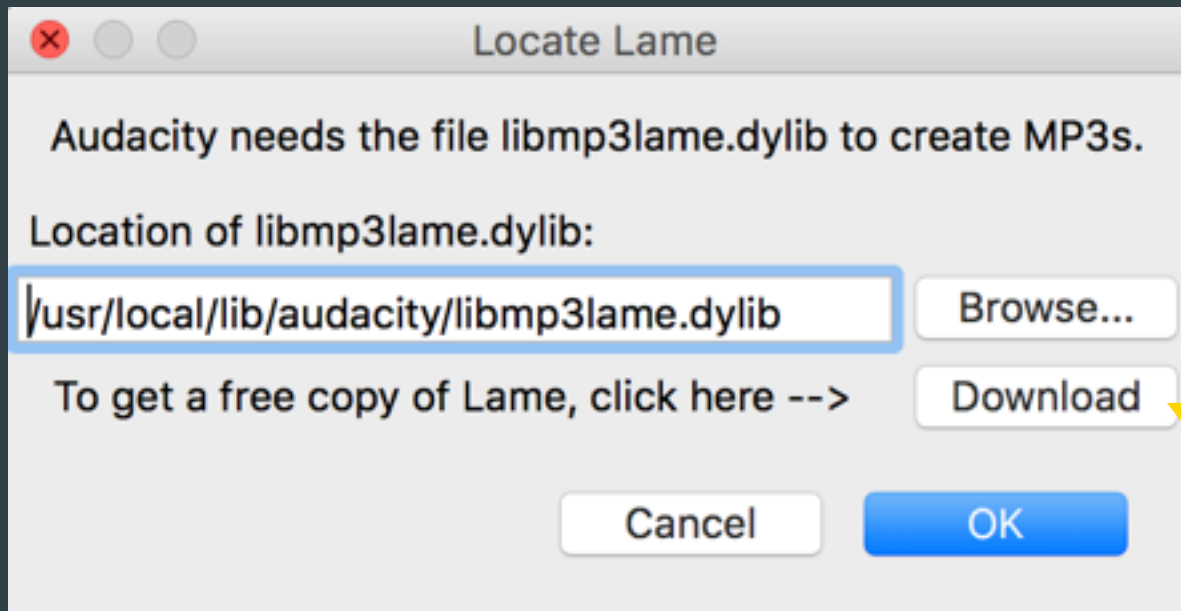
Zoom tool

Select tool

Envelope tool (for fading in and out)



Time Shift tool (for moving parts of a track)



Audacity Resources

- **Mindy McAdams' Audacity handouts**

http://www.jtoolkit.com/audio/Audacity_Guide.pdf

<http://www.jtoolkit.com/audio/EditingAudioPart2.pdf>

http://www.jtoolkit.com/audio/Audacity_File_Tips.pdf

- **Video tutorial for Audacity**

<http://www.teachertrainingvideos.com/audacity1/>

- **KDMC's Audacity tutorial**

<http://multimedia.journalism.berkeley.edu/tutorials/audacity/workspace/>

Ideas: 25-second cut for Instagram

60-second audio postcard with one character

45-second hit with host intro

Assignment #2

Community Audio Profile

Head to our neighborhood to find, record and edit an in-their-own-words profile piece. Must include a human (intro and at least one quote) and ambient sound.

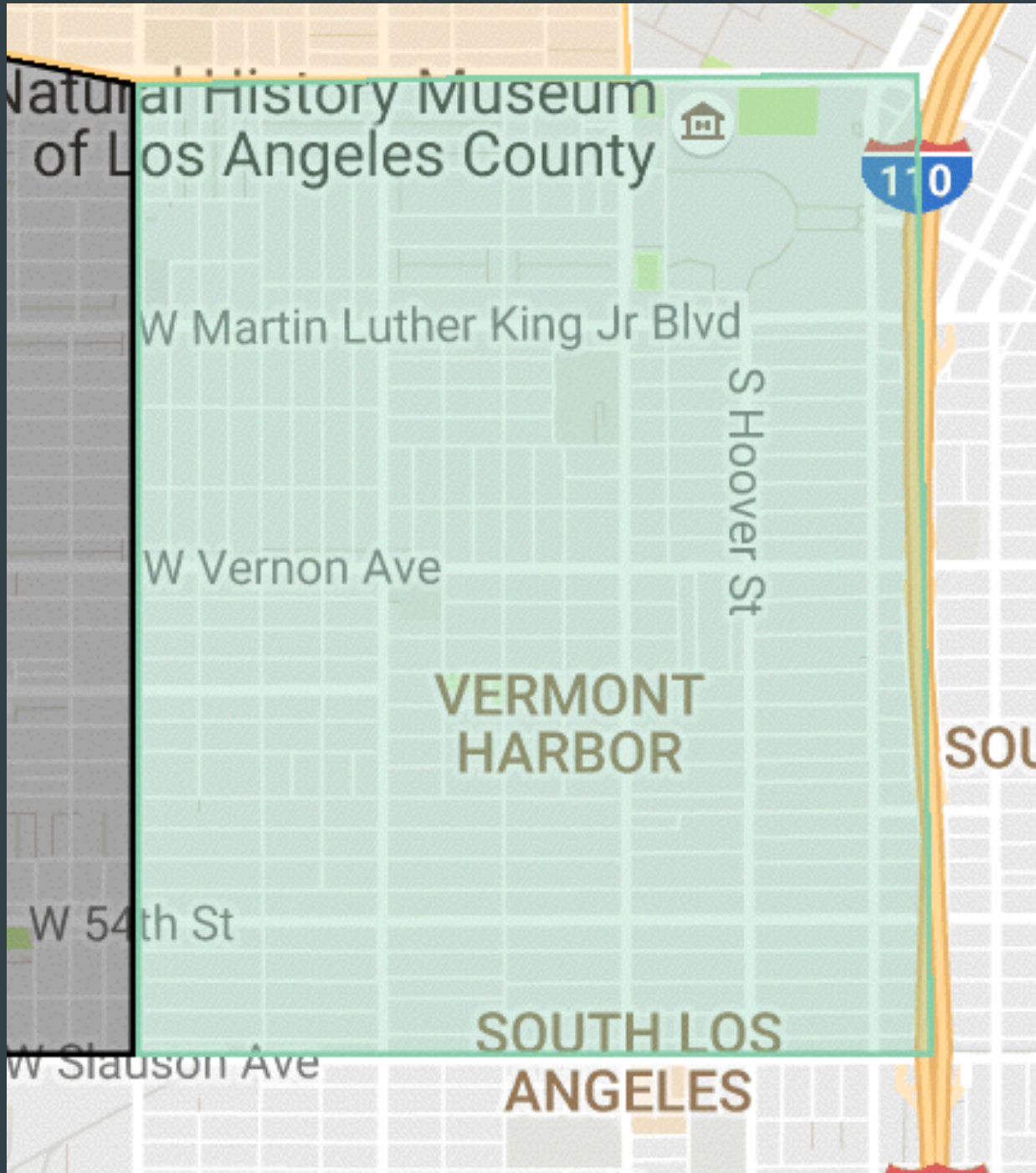
****Length :60****

Upload/FTP the MP3 onto your ascjweb.org server.

Post the link/URL to blog post's comments.

Deadline: Thursday, Sept. 22 by Noon

COMMUNITY BEATS



Vermont Harbor
(a.k.a. Vermont Square)

The borders:
Exposition/110/
Western/Slauson

The rules:
No USC
No friends
No family

Assignment #3

Beat Pitch, Part 2

Revise your pitch or pitches based on the feedback I give you.

When I approve your topic, start reporting. Find at least one REAL source, plus tell me how you plan to use multimedia to tell the story. Submit an updated pitch with more details by email.

Deadline: Thursday, Sept. 22 by Noon

Week 4 Assignments

- 1. CSS Tutorial**
- 2. 60-sec Audio Profile**
- 3. Beat Pitch, Part 2**

Deadline: Thursday, Sept. 22 by Noon