

**WEEK SIX**

**J309-2111**

# TODAY'S TIMELINE

- Housekeeping - 5 minutes
- Discussion - 20 minutes
- Review audio slideshows - 20 minutes
- Break - 10 minutes
- Web video - 60 minutes
- Digital tools - 20 minutes

# Quiz Review

What is a pixel? \*

1 point

- The smallest physical point in an image or on a screen
- The largest physical point in an image or on a screen
- Dots per inch
- Really great candy!

What is the symbol for a comment in CSS? \*

1 point

- \*\*\* This might be a comment \*\*\*
- \*// Me, a comment? //\*
- /\* Is this a comment? \*/
- ( Definitely not a comment. )

What does CSS stand for? \*

1 point

- Computer Style Sheets
- Creative Style Sheets
- Cascading Style Sheets
- Colorful Style Sheets

# Quiz Review

Which example uses correct CSS syntax? \*

1 point

- `body { color: black; }`
- `{ body; color: black; }`
- `{ body: color=black; }`
- `body: color=black;`

In CSS, how would you select all the `<h2>` tags on a page? 1 point

\*

- `h2 { }`
- `#h2 { }`
- `<h2>`
- `.h2 { }`

What file format is best for a chart or graphic on the web? 1 point

\*

- RAW
- JPG
- DPI
- PNG

# Quiz Review

2. What file format is best for a landscape photo on the web? \* 1 point

- JPG
- DPI
- PNG
- RAW

Which of these does NOT go into a well-organized website folder? \* 1 point

- img folder
- html folder
- css folder
- index.html

Where in an HTML document would you include a link to styles.css? \* 1 point

- In the <body> section
- At the end of the document
- In the <title> section
- In the <head> section

# Quiz Review

Fill in the blank in this CSS \*

1 point

```
8 h1 {  
9   font-family: 'Open Sans', sans-serif;  
10  font-size: 25px;  
11  font-weight: _____;  
12  text-transform: uppercase;  
13 }
```

- blue
- margin
- img
- bold

Extra Credit: If an image has this style — border-width: 8px 1px 5px 15px; — how thick is the bottom border?

Your answer **5px**

SUBMIT

Page 1 of 1

# DISCUSSION

## Women in Online Journalism

[http://www.cjr.org/minority\\_reports/early\\_digital\\_women.php](http://www.cjr.org/minority_reports/early_digital_women.php)

<http://www.pri.org/stories/2016-09-16/do-we-need-bechdel-test-news>

# Audio Slideshows

Let's watch some!

<http://21111-16.ascjclass.org/>



# Audio Slideshows

What would you do differently?

## Overall feedback

- Tell a good story
- (Digital tools can't save a bad story)
- Take photos of your speaker
- Audio and photos work together
- Vary the slide lengths
- Write error-free captions

**Let's take a break**

# WEB AND SOCIAL VIDEO

# Why is web/social video important?

- It combines audio and visual elements
- Best medium to convey movement and action
- It conveys emotion
- The easiest medium to engage with
- Highly sharable
- Native format for many platforms

# How's it different from broadcast?



# Web/social video is...

- **Hardware:** iPhone is *good enough* for Tier 1 and (some) Tier 2
- **Software:** iMovie and MovieMaker are *good enough*. Audition, Final Cut Pro, Avid are professional options.
- **Live shots:** Anyone with an internet connection and smart phone.
- **Behavior:** Online you are rarely just watching. Lean forward vs. lean backward experience.
- **Quality:** Professional skill is required. Production quality may vary.
- **On-demand:** Videos are archived, searchable, and watchable whenever the user wants.
- **Viral:** Digital video gets shared, embedded and remixed.

# 4 rules of web/social video

- **Tell a story.** Video stories are linear – you need a beginning, a middle and an end. A video is like a short story, not like an inverted pyramid. Find a character.
- **It's about emotion.** Video stories are not about facts and figures. Video deals best with emotion and feelings. Use video to show the viewer how your subject feels.
- **It's visual.** Video is a form of visual communication. The visuals must be compelling, with interesting shots and action. A talking head is not good video.
- **Can you hear me now?** The most important thing in video is the audio. If the sound is bad, you've lost your audience.

# Video on your beat

- **Get close.** Your viewer is watching on their phone, so close-up and medium shots are your friend. It's hard to see detail in wide shots.
- **Hold that shot.** Avoid panning or moving the camera. Use cuts as you edit to transition between shots. Let your subject be the action. (*What are some exceptions?*)
- **Keep it short.** People will watch great stories. But most stories aren't great. Shorter, to the point videos are better. Web video is a moving picture — Find moments.
- **Share it.** Yes, it's your video and you own the copyright, but embrace the Web's nature of sharing content. Enable sharing, embedding.



**Let's see some examples.**

# On the Streets A 12-part video series about homelessness in Southern California





**Eric Olson**  
Beeper, Olson's Honey

## Could The Mushroom Save The Honeybee?



EarthFixMedia

 **Subscribe** 838

34,503 views

[https://www.youtube.com/watch?v=Y\\_lqIUION1s](https://www.youtube.com/watch?v=Y_lqIUION1s)



A STRONG MAN


# Part 1 – ALS sufferer living every precious moment

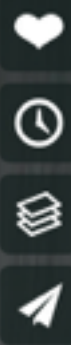
by MARISSA HARSHMAN



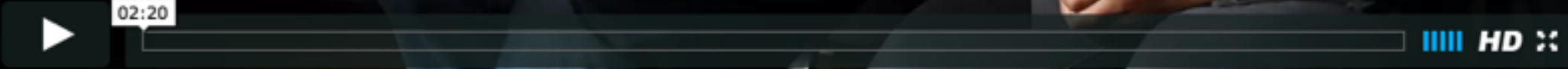
<http://www.pbs.org/pov/hotel22/video/hotel-22/>



CA  COUNTS



#IfIHadAVote



<https://vimeo.com/161555298>



09:09

|||| HD ::

<https://vimeo.com/179390164>

# 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 an idea of the type of story you are going to tell.



# What shots do you need?

- For a video on Manual Arts High School?
- For a video on breaking news?
- For a video in a small business?

# 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 an 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 an 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.

# Web video resources

- **Mindy McAdams' tutorial on Video**

<http://jtoolkit.com/video/index.html>

- **BBC Good Shooting Guide**

<http://www.bbctraining.com/modules/5915/>

- **KDMC's tutorials on video**

<http://multimedia.journalism.berkeley.edu/tutorials/cat/video>

- **YouTube Editor**

<http://www.youtube.com/editor>

# DIGITAL TOOLS

(in 20 minutes)

# What are digital storytelling tools for?

- Add detail and context to stories
- Engage and delight users
- Save you time
- Share information that isn't well-suited to text
- Producing Tier 2 stories

Create interactive,  
embeddable quizzes that  
are proven to increase  
engagement online.

[Read the report →](#)

[Register](#) Or, [login](#)

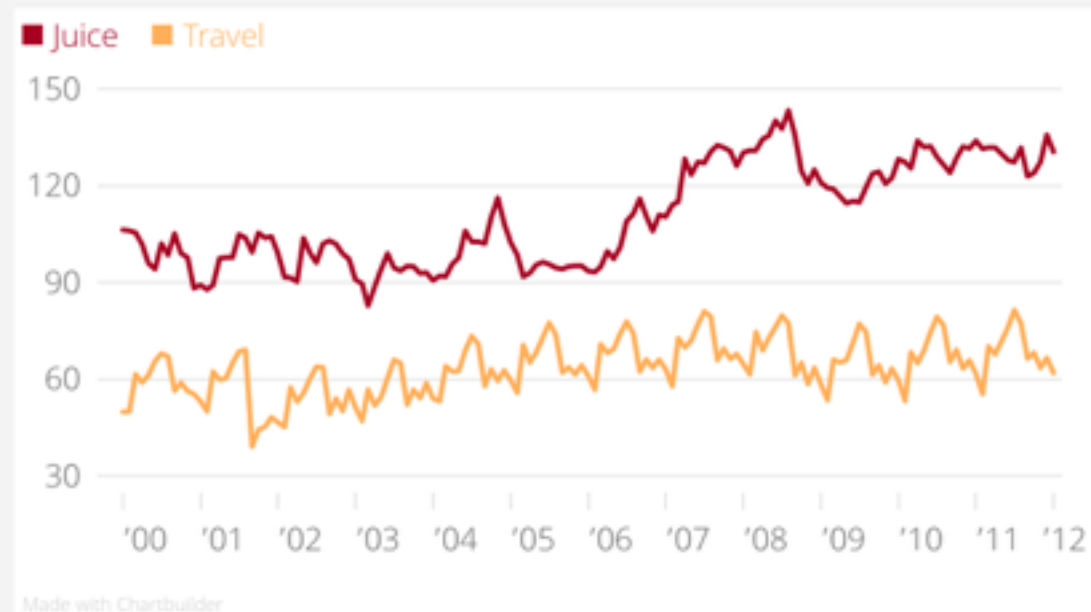
NEW WAYS OF PRESENTING DATA

1/3

**As part of Engaging  
News Project research,  
study participants spent  
the most time with what?**

Select one option.

- Multiple choice quizzes
- Information presented without an interactive feature
- Slider quizzes



1 Select chart type

XY Chart | Chart grid

2 Input your data

\* If you have a json file to load, drop that here

| date       | Juice | Travel    |
|------------|-------|-----------|
| 2000-01-01 | 106.3 | 49.843099 |
| 2000-02-01 | 106.0 | 49.931931 |
| 2000-03-01 | 105.4 | 61.478163 |
| 2000-04-01 | 101.8 | 58.981617 |
| 2000-05-01 | 95.9  | 61.223861 |
| 2000-06-01 | 94.1  | 65.601574 |

Your first column is

Dates | Names | Numbers

3 Set series options

Juice  Color  Right axis

Line | Columns | Dots









# Timeline

Easy-to-make, beautiful timelines.

Make a Timeline

[Overview](#) [Timeline creator](#) [Examples](#) [Help](#) [Documentation](#)

## WOMEN IN COMPUTING

In this sample timeline, we'll walk you through what TimelineJS can do by looking at some of the more important contributions women have made to computer science.



LA LOVELACE

TimelineJS

# What digital tools would you use for...

- A feature on a class at Manual Arts High School?
- A breaking news story in our neighborhood?
- A story about business and the economy in our neighborhood?

# Assignment #1

## Make a Tipsheet

Choose a tool that helps us do online storytelling and make a tipsheet to share with the class.

<http://toolskimlikes.tumblr.com/>

<http://www.sansfrancis.co/>

<https://medium.com/@Journalism2ls/75-tools-for-investigative-journalists-7df8b151db35>

<https://www.newsu.org/resources/digital-tools>

<http://webjournalist.org/topics/tools/>

Deadline: Thursday, October 6 at noon

## Midterm Project

# Multimedia Story Package

### **\*\*On your Beat\*\***

One 600-800 word main bar and one "in-their-own-words" audio slideshow (two minutes long, no narration and must have captions).

Use our HTML/CSS template. Uploaded to our class server.

Graded on: Overall story quality, quality of the digital elements and how everything works together. Accuracy, spelling, grammar, AP Style and code.

**Deadline: Thursday, Oct. 13 in Class**

# Midterm Project Template

<http://offthefreeway.com/2016/midterm/>

# Beats

**Arowosaye, JT** — Business

**Baker, Gray** — Arts

**Brooksbank, Tommy** — Gentrification

**Cachero, Paulina** — Race

**Edghill, Taylor** — Health

**Jung, Oliver** — Library

**Kasumov, Aziza** — Housing

**Marcus, John** — Community Pride

**McDaniels, James** — Religion

**Muhammad, Ti** — Schools

**Ruff, Tara** — Children and Families

**Siegal, Aaron** — Food

**Sullivan, Jodee** — Enrichment

**Thompson, Ryan** — Transportation

**Wallace, Eytan** — Police

**Available:** Old Age, Immigration