

Journalism Curriculum Approaches

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The big 7

- Web video
- Audio
- Slideshows
- Flash / interactives
- Databases
- Maps and graphics
- HTML, CSS / CMS

Basic

- Video
- Audio
- Slideshows
- HTML, CSS / CMS

Advanced

- Flash / interactives
- Databases
- Maps and graphics

Multimedia

- Audio
- Slideshows
- Video

Text & Design

- HTML, CSS / CMS

Multimedia

- Audio
 - Audacity
- Slideshows
 - Soundslides
- Video
 - iMovie
 - Windows Movie Maker

Text & Design

- HTML, CSS / CMS
 - WordPress.com

Day 1: Audio

1. Gathering: Pair students off in class, send each pair out with one recorder, two interviews
2. Return and save file to computer
3. Each student edits one interview to length of 60-90 seconds (in class)

Time needed: About 2 hours



Slideshow Prep

- Photojournalism instruction; composition rules
- **Cameras:** Point-and-shoot digitals OK
- About 5 sec. per photo
- Shoot 10-to-1
- **Photos:** 18-20 good photos needed for 90 sec., so shoot 200
- **Audio:** 60 to 90 sec.

SOUND SLIDES



Day 2: Photos for Web

- Select
- Crop and tone
- Image size in pixels (e.g. 800 width x 500 height)
- Resolution = 72 ppi
- Write captions in Photoshop / File Info

Day 3: Soundslides

- Students have photos AND an edited MP3 ready
- Demo the program (there are tutorials online)
- Turn them loose

Time needed: About 3 hours

Video 1: Shoot

- Shooting instruction: Sequences are the key
- No pans, no zooms
- Hold the shot at last 10 seconds
- Frame shot, then press Record
- Always shoot a 5-shot sequence for each activity or action
- Always stop recording after you get the shot

Video 1: Shoot

- Send students out to food court (in pairs)
- Each student shoots one sequence
- Return to class
- Review raw footage immediately
- **Assignment:** Shoot a sequence of a person doing something repetitive, interesting, using hands

Video 2: Edit

- Editing instruction: Sequences are the key
- Capture (if tape), or upload (if card)
- Instruction in iMovie or WMM
- Turn them loose

NOTE: Be very specific about how to export, save movie file!

HTML, CSS / CMS

1. Everyone go to WordPress.com
2. Click the big green button (create new blog)
3. Dashboard (*everything happens here*)
4. Design > Themes (*change Theme*)
5. Write (*Write Post*)
 - a. Title
 - b. Post (main body)
 - c. Create a link
 - d. Add an image

HTML, CSS / CMS (2)

6. Modify the blog's Sidebar:

- a. Design > Widgets
- b. Drag and drop, e.g., **Links** or **Archives**

7. Modify Blogroll and other links

- a. Manage > Links (add new)
- b. Name = text of link
- c. Web Address = URL for link
- d. Link **categories** determine the header seen in Sidebar (default is "Blogroll")

Time needed: About 2 hours

Time Needed

- Audio: 2-3 hours (plus multitrack)
- Web photo editing: 1-2 hours
- Soundslides: 2-3 hours
- Video shooting (intro): 3 hours
- Video editing (intro): 3+ hours
- Blog startup: 2 hours

Key Outcomes

1. Show examples from live journalism sites -- to provide context
2. Whenever possible, have students produce a final product immediately, during class
3. Follow up with an assignment for next time that is only a bit more demanding
4. Ensure that students' first attempts will be successful

Sounds like button-pushing?

- Minimize instruction time
- Find or create online tutorials or instruction lists (assign these prior to class)
- Design your assignments to produce real journalism out of the technology

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Resource links:

<http://bit.ly/mm9>