CONVERGENCE NEWSROOMS, WEB-SITE AND INTERNET RADIO AS STUDENT MEDIA

A Curriculum For Teaching On-Line Media
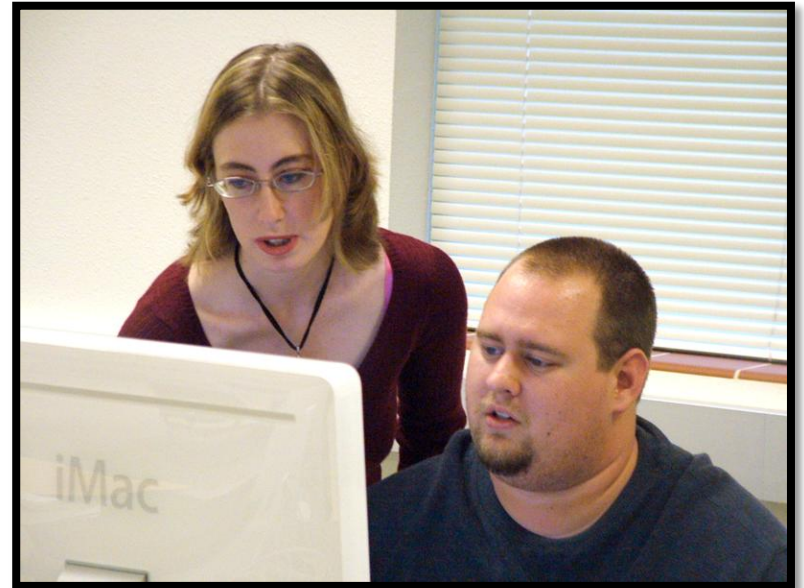
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Skills For On-Line Media

▸ **Reporting/Writing**

▸ **Photography**

▸ **Video production**

▸ **Audio production**

▸ **Web page creation**

Curriculum

- ▸ **Intro to Multimedia Production**
- ▸ **Media writing**
- ▸ **Video production**
- ▸ **Desktop publishing**
- ▸ **Online Media Design**

Intro to Multimedia Production

▸ **Exploration of digital storytelling using**

- ▪ **Photography**
- ▪ **Audio**
- ▪ **Video**
- ▪ **Web**

Intro to Multimedia Production

- **Photography**
  - **Basics of photography & photo editing – Photoshop**
  - **Assignment: Photo essay**
- **Audio**
  - **Basics of recording and editing audio – Soundtrack Pro**
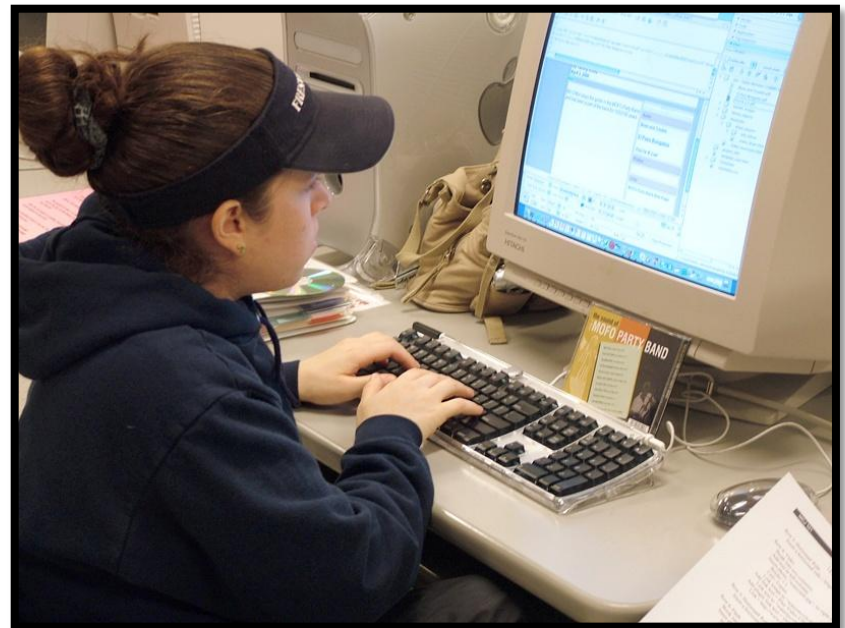 - **Assignment: Audio story**
- **Video**
  - **Basics of shooting and editing video – Final Cut Pro**
  - **Assignment: Video Montage**
- **Web**
  - **Basics of Web page design & creation – Dreamweaver**
  - **Assignment: Web Portfolio**

Online Media Design

▶ **Fundamentals of online media design and practical experience designing and producing online media.**

Online Media Design

- ▶ **Web design do's & don'ts/Usability**
- ▶ **Web documentaries & Multimedia stories**
- ▶ **Writing for the Web**
- ▶ **Dreamweaver**
  - ▪ Tables, templates, CSS text
- ▶ **Photos & graphics**
- ▶ **Slide shows**
  - ▪ PowerPoint>QuickTime, Flash
- ▶ **Web accessibility**
- ▶ **Basic HTML**

Mechanism For Student Media Online

▶ *Valley Melodies* Website
- http://valleymelodies.csufresno.edu
- Celebrating the music of California's Central Valley

▶ Created real site
- Provides purpose and place for student multimedia stories
- I serve as editor
  - Select and edit stories that are posted

Online Media Design

‣ **Multimedia Story Assignment**
- ▪ **Produce a multimedia story about an aspect of cultural music in our community to be part of the Valley Melodies Website.**
- ▪ **Story features**
  - ◆ **text, photos, and a media element (audio or video clip or Flash slide show).**
- ▪ **Requires**
  - ◆ **Interview(s)**
  - ◆ **600 word news style story incorporating quotes**
  - ◆ **3 photos**
  - ◆ **Media element**
- ▪ **Create Web pages using the provided Dreamweaver templates**

‣ **Examples**