

Multimedia package

For this assignment, you will tell a news story by creating a true multimedia page for your blog.

You will:

1. Identify a story and complete a planning sheet
2. Create a short video
3. Write a short article, including 1 hyperlink within the body (*Goble will provide instructions and details*)
 - a. Include a photo and a community engage tool, such as a poll, survey or social media resource.
4. Create a Weebly multimedia page

Shared with you will be a presentation called "Writing Copy." You will use this presentation as a guide to create your written article.

Elements of your multimedia page

1. Complete the [planning sheet](#)

2. Video

- Create a :30-:60 short news package profiling at least 1 person interviewed, properly utilizing the editing sequence of:

1	NAT Sound BRoll	3-5 seconds <i>***include a sound bridge shot 2</i>
2	BRoll (W-M-T sequence: 2-3 per shot)	VO (8-10 seconds)
3	interviewee	soundbite (3-7 seconds)
4	BRoll (W-M-T) (3-7 seconds)	soundbite continues
5	BRoll (W-M-T) (3-7 seconds)	soundbite continues
6	BRoll (W-M-T) (3-7 seconds)	soundbite continues
7	interviewee	soundbite (3-7 seconds) <i>***include a sound bridge out of this shot into last NAT Sound BRoll</i>
8	NAT Sound BRoll	3-5 seconds

*** [8 shot example video](#) ***

3. Article (*copy*):

- Write a solid [headline](#)
- Write a [byline](#)
- Minimum 350 words
- Must contain at least one [hyperlink](#)
- Must have at least two interviewed sources
 - Although you are only showing 1 person in the video, I want you to get quotes from at least 2 people for the written article
 - You may use other sources through research, but two must be people who were interviewed in person or over the phone
- Notes/proof of interview must be provided
- Must have a set featured image with appropriate caption, photo credit
 - An action photo is highly recommended
 - Although a freeze frame image from the video will work, I would like you to consider taking a high quality photo with a digital camera.

4. Weebly page (required layout and design)

1. Create a new page on your Weebly website titled "Multimedia"
2. Write a headline and byline at the top of the page
3. Embedded your video beneath the byline (dimensions 625x340)
4. Write the article beneath the video
5. Provide an image in the body of the article, possibly with text wrapped around it
6. Add a community engagement tool at the bottom of the article
 - a. Link out to your social media resource (Twitter or Facebook to comment)
 - b. Embed a Poll
 - c. Embed a Survey

*** [CNN example](#) - the layout on this page is a great model to emulate ***

Grading

1. Video

- Storytelling with a beginning, middle and end.
- Camera angles and distances (WIDE, MEDIUM & TIGHT)
- Proper lighting
- Focused and steady shots
- Rule of thirds for ALL shots (not just interviews)
- Crossing the axis
- Color correction
- Proper audio levels between -6 to -12

2. Article

- Met minimum of 350 words
- Properly included a strong lead, transitions, quotes and 1 hyperlink
- Properly included a photo with caption
- Included at least 2 quotes from credible interviewed sources
- Proper grammar, spelling, punctuation, capitalization and proper writing elements were evident
- Properly included a community engagement tool
- Properly submitted notes

3. Weebly page

- Followed the required layout and design
- Catchy headline
- Byline included
- Properly embedded the video at dimensions 625x340
- Properly used a clear and focused image in the body of the article
- Properly utilized a community engagement tool at the end of the article

Student example

<http://medlerproductions.weebly.com/multimedia.html>

- 2 hours to shoot video
- 2-3 block classes to edit
- 45 minutes to write article
- 30 minutes to design page
- 20 minutes to revise page