

Multimedia Storytelling



**BEA 2011 Online Journalism:
Embedded Course Content to the Front Lines!**

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<https://sites.google.com/site/eganmultimediasstorytelling>



Two Courses

- ❖ **MCJ 30: *Introduction to Multimedia Production* (3 Units)**
 - Fundamentals of multimedia production. Lecture and laboratory experiences in cross media production theories and techniques. Exploration of digital storytelling using text, graphics, audio, video and the Web. (2 lecture, 2 lab hours)

- ❖ **MCJ 131: *Online Media Design* (3 Units)**
 - Prerequisite: MCJ 30, or permission of instructor. Fundamentals of online media design, multimedia storytelling, and production of Web-based information. Practical experience designing and producing online media that incorporates text, graphics, images, audio, and video. (2 lecture, 2 lab hours)



MCJ 30 Intro to Multimedia Production

❖ Photography

- Photo Essay: PPT & QuickTime .mov
- Photoshop & Powerpoint

❖ Audio

- Man-on-the-street interview: MP3 and .wav
- Soundtrack Pro

❖ Video

- Montage: QT .mov

❖ Web

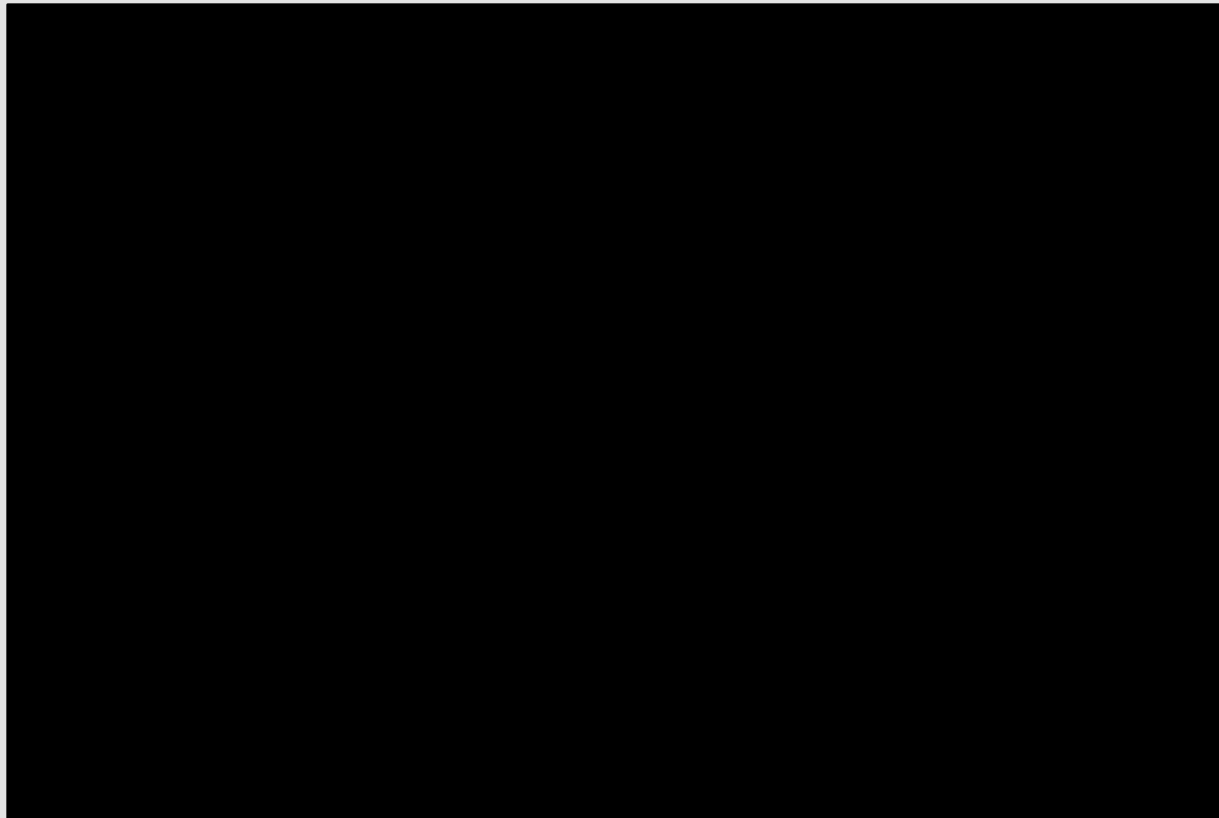
- Portfolio
 - Work Gallery | Resume | Production Credits
- Dreamweaver



MCJ 30
Assignment 1:
Photo Essay
Produced By
Ezra Romero
September 14, 2010



Audio Interview: Stories of Fresno State
Esteban Cortez



Video Montage: Wizardz Krew
Xeng Xia Xiong



Website Portfolio: [Cassidy Smith](#)

**cassidy
smith** | broadcast, print
and multimedia
journalist

[Home](#) | [Work Gallery](#) | [Resume](#) | [Credits](#)

Cassidy Smith
*Broadcast
Print
Multimedia*





MCJ 131 Online Media Design

❖ Website project

- Produce an informational Website intended to introduce people to a hobby, recreational or leisure activity.
- Assignment steps
 - Photo/Sound story: Participant profile
 - Flash Slide Show: Photos of activity
 - Content Map and Templates
 - Website
 - History/background
 - Description of activity
 - How to get involved
 - Tools and equipment
 - Links to relevant sites
 - Embedded relevant YouTube videos



Photo/Sound Story: Rock Climbing
Dalton Rundberg



Flash Slide Show: Geo Caching
Jeff Phillips >>



Multimedia Storytelling

❖ Tasks

- Writing
- Photography
- Audio
- Video
- Web

❖ Tools

- Photoshop
- Soundtrack Pro
- Final Cut Pro
- Dreamweaver

❖ Equipment

- Digital still cam
 - Point & shoot - DSLR
- Zoom digital audio recorder
- Canon GL1 & 2

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