



# **Exploring Convergence and the Web Documentary**

**Candace Lee Egan**



# Film/Video - Web Documentary Characteristics

## ❖ Characteristics shared with documentary film/video

- Subject
- Perspective
- Voice
- Speech
- Design

Source: Melahat Hosseini and Ron Wakkary – Based on Bill Nichol's theory of documentary film.

<http://www.archimuse.com/mw2004/papers/hosseini/hosseini.html>

A vintage computer monitor and keyboard are visible in the top-left corner of the slide. The monitor displays a simple interface, and the keyboard is a standard QWERTY layout.

# Film/Video - Web Documentary Characteristics

## ❖ Subject

- Reflects historical world
- Authentic relationship with real world



# Film/Video - Web Documentary Characteristics

## ❖ Perspective

- Provides information, knowledge, insight and awareness
- Organized to support a viewpoint
  - Perspective
  - Claim
  - Argument

# Film/Video - Web Documentary Characteristics

## ❖ Voice

- Reflects social, ethical, political position of authors (i.e. opinion)
- Occurs through
  - What content is featured
  - How it's treated
    - Range and depth covered
  - How it's arranged in the site
  - Treatment of subject in media
  - Visual design of site
    - Logo/banner
    - Layout
    - Colors
    - Font styles



# Film/Video - Web Documentary Characteristics

## ❖ Speech

- Communicated through text
  - Stories and reports
  - Commentary
    - Diaries
    - Essays
  - Interviews
- Video and audio clips

A vintage computer monitor and keyboard are visible in the top-left corner of the slide. The monitor displays a simple web page with a header and some text. The keyboard is a standard QWERTY layout.

# Film/Video - Web Documentary Characteristics

## ❖ Design


- Reflects the purpose, attitude, and aesthetic of the subject
  - Look and feel
    - Graphics/images
    - Layout
  - Information architecture
    - Information categories & hierarchy
      - Navigation menus

# Web Documentary Characteristics

## ❖ Hypermediated

- **Creates a virtual information space**
  - Clusters of information
  - Links between content facilitates multiple exploration paths
- **Audience interacts with content**
  - Chooses which links to explore when





# Web Documentary Characteristics

- ❖ **Media is secondary**
  - Illustrates text
  - Linked from text
- ❖ **Captures moment in time**
  - Not updated



# Tower Reflections: A Web Documentary

## ❖ Documentary about Fresno's Tower District

### ■ Community

- Tower Theatre
- Culture, food, lifestyle
- Architecture

■ <http://www.csufresno.edu/tower/>

## ❖ Web Documentaries Blog

■ <http://webdocumentaries.blogspot.com>

# Class Project

## ❖ Primary student teams

- Template team
- Content teams
  - Theatre
  - Life
  - Architecture
  - Walking Tour

## ❖ Secondary teams

- Promotions
- Usability

# Lessons Learned

- ❖ **Look and feel must be done early**
  - More guidance
- ❖ **Each student needs to create a page**
- ❖ **Promotions team was good idea**
  - Added online promotions midstream
- ❖ **Usability team didn't work well**
  - Ok for card sort
  - No time for later testing
- ❖ **File Folder structure needs to be consistent for all teams**

# Next Time

- ❖ **Subject that focuses on people**
  - Oral history or profiles
  - Enable each student to do one profile
    - Interview
    - Writing
    - Web page creation
- ❖ **More written material**
  - Multimedia essay
- ❖ **Earlier deadlines**
  - Feedback sessions
  - Revision and testing time
- ❖ **Give students starting file structure with templates**
  - Correct folder names and path
    - Images and Templates



# Presentation Materials

- ❖ **Presentation outline**
- ❖ **Assignment directions**

**<http://www.csufresno.edu/tower/convergence/>**