

Multimedia Basics

Sports Journalism

Tufts University

Fall 2012

Multimedia Elements

- Text
- Photo
- Audio
- Video
- Community
- Graphics

Multimedia Elements

- Text

Multimedia Elements

- Text
 - Any written elements of a story, but the term “text” as a standalone usually refers to a written piece.

Multimedia Elements

- Text
 - Pros:
 - Simple
 - Cheap
 - Writer does not need to rely on other storytelling tools/tech.
 - Good for commentary/analysis/background
 - Easy to access from anywhere
 - Can include links
 - Voice

Multimedia Elements

- Text
 - Cons:
 - Basic
 - Flat
 - Low-tech
 - Limited
 - Heavy editing may be necessary

Multimedia Elements

- Text
- Photo

Multimedia Elements

- Photos
 - Pros:
 - Captures a single moment
 - Visual conveys in a way text cannot
 - Simple
 - Lower cost
 - Minimal time/editing necessary

Multimedia Elements

- Photos
 - Cons:
 - Often supplemental
 - Images are not always compelling
 - Can get repetitive
 - Capture images only

Multimedia Elements

- Text
- Photos
- Audio

Multimedia Elements

- Audio
 - Pros:
 - Captures multiple voices
 - Hear it for yourself
 - Can provide information quickly
 - Doesn't require full attention to listen

Multimedia Elements

- Audio
 - Cons:
 - One dimensional
 - Sound can be hard to get/background noise
 - Editing can be timely
 - Information can be missed by listener
 - File size

Multimedia Elements

- Text
- Photo
- Audio
 - Audio slide show

Multimedia Elements

- Text
- Photo
- Audio
 - Audio slide show
- Video

Multimedia Elements

- Video
 - Pros:
 - Directly observe the action
 - Can include multiple voices and images
 - Combines audio and visual
 - Stand alone or narration
 - Potential for creative storytelling

Multimedia Elements

- Video
 - Cons:
 - Expensive
 - Editing can be time consuming
 - Limited by what the camera captures
 - Journalist's voice may be limited
 - Largest file size

Multimedia Elements

- Text
- Photo
- Audio
 - Audio slide show
- Video
- Community

Multimedia Elements

- Community
 - Pros:
 - Allows your audience to respond/interact
 - Traffic boost/potential to go viral
 - Engage audience
 - A personally interactive experience for user
 - Resource for newsgathering/reporting
 - Can provide another layer to story

Multimedia Elements

- Community
 - Cons:
 - Negativity
 - Verifying information can be difficult
 - Need to moderate/monitor
 - So much information out there

Multimedia Elements

- Text
- Photo
- Audio
 - Audio slide show
- Video
- Community
- Graphics

Multimedia Elements

- Graphics
 - Pros:
 - Visual
 - Data illustration
 - Often interactive
 - Growth area

Multimedia Elements

- Graphics
 - Cons:
 - Advanced graphics require technical know-how
 - Won't work for all stories
 - Not always visually compelling
 - Text often needs to be limited

Multimedia Elements

- Text
- Photo
- Audio
 - Audio slide show
- Video
- Community
- Graphics
 - Data