

# Multimedia in the intro news course

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# Three questions

- What can we feasibly accomplish while still teaching essential skills?
- Does teaching multimedia storytelling require us to add software and production to the intro course?
- How will the course fit with the rest of the curriculum?

# What can't go

- newsworthiness
- backgrounding
- sourcing
- narrative strategies
- writing
- professional practice

macro

micro

# What needs to be added

- *exposure* to multimedia storytelling
- *preparation* for later courses
  - and ultimately internships and employment

# Creating a multimedia mind

- ***reconceiving*** what “the story” means
- ***thinking*** across media from beginning
- ***understanding*** the s/w of each medium
- ***using*** the best medium to convey info
- ***developing*** the entire story, not just print

## Editing the course

- *shifted* to a term-long group package that includes multimedia elements
- *adjusted* the relative emphasis of existing lessons
- *modified* lessons by **reducing** and **combining**
- *evaluated* new applications

## Tweaking the rest of the curriculum

- ***looked*** for places in existing curriculum to reinforce multimedia
- ***made changes*** when the curriculum didn't reinforce multimedia
- ***created*** more of a symbiotic relationship among courses

# The Consumption package stories

- Sustainable, local farming
- Your eco-footprint and how to minimize it
- Why we can't recycle cardboard and brown glass
- The greening of the local Walmart

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