



CREATING A MULTIMEDIA PLATFORM NEWS SITE

KNOWING WHAT YOU KNOW

Go to:

joinmyquiz.com

Join code: _____

OBJECTIVES

- Understand what multimedia is
- Setup services to present your text, audio, and video content using Expression Web
- Bring the content together through a multimedia platform.

CREATING YOUR MULTIMEDIA PLATFORM



MICROSOFT EXPRESSION WEB 4

You are going to make a multi-media platform / website, by creating a school news site that combines text, images, audio, and video.



PLANNING YOUR MEDIA CONTENT

You will work in a team to make a content for the school news site. Have a meeting to plan your content “Editorial Planning Meeting”

Write down your ideas for:

- At least two articles with images – write down the article and suggestions for the images.
- One audio production, in the form of a podcast or news report – write down the subject and suggestions for contributors, such as interviewees.
- One video production – write down the subject and contributors.

Discuss and agree on which to include in the project. Write the down the results of your discussion in as much detail as you can. You will need to refer back to this information.

KEY QUESTIONS IN CHOOSING MULTIMEDIA PLATFORM

Who is your audience and what is your content?

How well will your content work on the platform?

What is the cost and availability of the platform?

Different multimedia platform includes:

- Website hosting services that provides easy templates for text and image pages such as Wordpress, Joomla, etc.
- Social media services such as Facebook, twitter, Weibo, Instagram, etc.
- Offline applications such as Microsoft Powerpoint, or Prezi.

CREATING YOUR MULTIMEDIA PLATFORM

What is **Multimedia** ?

Is any digital content that combines different forms such as text, images sound, video, and more.

Multimedia platform are the spaces that you can use to make, share, view, multimedia content.

Setting up your multi-media platform using Microsoft Expression Web 4

- Create a new folder, and name it with your name and grade level.
Example: **ThuyLinh_8G2**
- Create sub folders inside your created folder to organize your multimedia files
 - Images
 - Media

MICROSOFT EXPRESSION WEB DEMONSTRATION

Please make sure that you have setup your website folder to start. And follow what I do properly.



THE PLAN

You are to create a multimedia platform for a school news site with the following sections.

HOME

NEWS

GALLERY

CONTACT

MICROSOFT EXPRESSION WEB 4

Follow my demonstration properly in how to setup a page and link them together as POSTs and PAGEs.

You are to create at least 4 pages for the website (Home, News, Gallery, Contact)

VOCABULARY

- Posts are separate items you can add on a scrolling page.
- Pages are separate pages for items that you want to stay visible.

CREATING NEWS STORIES

You are to create a news story on the following:

1. Significant event at school with photos/images.
2. Python programming coding that you created and with explanation from inputting, processing, and the output.

COLLABORATE

- Discuss with your group mates the school event that you have recently and come up with a news with photos/images to it.
- Create a program in Python that shows all that you have done as examples and combine them all together into one coding.

MULTIMEDIA



5

Multimedia: Creating a multimedia news site

You will learn

- ▶ how to apply the media skills you have learned in this course in a real-world project
- ▶ how to combine different kinds of media using a multimedia platform
- ▶ how to choose appropriate platforms and services for your multimedia projects.



Multimedia projects combine different kinds of media. They provide the audience with information in the way that best meets their needs. Multimedia is used in journalism, entertainment and education, usually by delivering content on the world wide web. The web helps creators to share different kinds of content on a single platform, like a website. This technology has changed the way we communicate information and learning.

- ▶ Many newspapers now find most of their users online. The users prefer a website to a paper publication. This means that newspaper journalists have had to learn how to become multimedia producers. Many journalists also use social media, podcasts and video to reach their audience.
- ▶ Many teachers and lecturers now create learning materials that combine media. Instead of only talking to people in a classroom or lecture theatre, they now also create online courses that include audio and video presentations. This means that learners can access their teaching from anywhere in the world.



Creating a multimedia school news site

Throughout this course, you have learned how to plan and create digital media content. In this unit, you will use the skills you have developed to create a true multimedia project that combines text, images, audio and video.



5.1

Creating a multimedia platform

In this lesson

You will learn:

- ▶ how to set up services to present your text, audio and video content
- ▶ how to bring the content together through a multimedia platform.

Choosing a platform

Multimedia is any digital content that combines different forms such as text, images, sound, video and more. You can create your content with your own device and software. You can share it with others directly by sending files or sharing access to fileshare or cloud storage sites. To share your content with a wider audience and bring together the different content types to make a true multimedia product, you need to use a multimedia platform. **Multimedia platforms** are the spaces that you can use to make, share or view multimedia content.

Spiral Back



Throughout this course you have learned how to work with text, images, audio and video. In this unit you will use all of these skills to collaboratively plan and deliver a true multimedia project.

LOOKING AT YOUR BOOK ON KEY TERMS AND BRIEF DISCUSSION

Examples of multimedia platforms include:

- ▶ website hosting services that provide easy templates for text and image pages. They often have **widgets** to add audio, video and social media to web pages
- ▶ social media services such as Facebook, Twitter, Weibo and Instagram. These services allow you to add text, video and audio content. They might restrict the way you can show your content
- ▶ offline applications such as Microsoft **PowerPoint** or **Prezi**. These applications are designed for presentations, but they allow you to add audio and video to pages.

When you are choosing a platform, it can be helpful to think about these issues:

- ▶ **Who is your audience and what is your content?** An online platform is better for reaching a wide audience. But you should also think about privacy and security. You can choose platforms that provide 'private' sites that only friends can see.
- ▶ **How well will your content work on the platform?** If you are producing long text articles then a blogging website will be easier than Twitter.
- ▶ **What is the cost and availability of the platform?** Most platforms provide a free service, but the amount of customisation and storage space might be limited.

The examples in this unit use WordPress.com. It provides free website templates that are easy to use. You can add audio, video and social media content to your site using simple tools and functions.

5.2

Creating news stories

In this lesson

You will learn:

- ▶ how to collaborate on writing and editing text content
- ▶ how to add your content to an online platform and publish it.

Creating text for your project

In the Unplugged activity, you held an editorial meeting. You created a brief for the text content for your project launch. In this lesson you will create the text. You will write text individually. Then you will collaborate with classmates to edit the text until you all agree on a final version. The final version can be published on the project platform.

Spiral Back



In Student Book 4, you learned about using collaborative editing tools. In this unit you will use these skills to edit the text for your multimedia project.



LOOKING AT YOUR BOOK ON KEY TERMS AND BRIEF DISCUSSION

Professional writers often call the text they write for a published document, like a website, their copy. You can create your copy for the project directly in your platform applications. If you are using an online service like **WordPress** or **Blogger**, you can type your copy into the page templates they provide. If you are using an offline platform such as Microsoft PowerPoint, you can type directly onto the slide templates.

Working directly with platform templates is usually fine for small pieces of text. But you might find it easier and more convenient to type longer pieces into a simple word-processor document. A word processor will usually have more powerful editing capabilities than other applications.

5.3

Plan and record a school podcast

In this lesson

You will learn:

- ▶ how to plan your audio content
- ▶ how to record the audio content you need.

Plan your recording

Your podcast should have a structure. You need to carefully plan the order of the different parts of the podcast. In media production, the parts of a show are sometimes called segments.

Spiral Back



In Student Book 7, you learned about planning and recording audio content. Now you will use these skills to create a podcast for your multimedia project.

LOOKING AT YOUR BOOK ON KEY TERMS AND BRIEF DISCUSSION

Make an outline plan

In Student Book 7, you learned how you can use an outline to help you structure a podcast. An outline lists the content of each segment and their order. Here are some segments that you could include in this project:

- ▶ **Intro:** Explain who you are and what the show is about.
- ▶ **Jingle (or 'sting'):** A short piece of music to help people recognise and remember your podcast.
- ▶ **Topic segments:** Use one or more segments to cover the subjects you have chosen. Segments can have different types of content, such as an interview or solo presentation.
- ▶ **Closing remarks:** Thank the audience for listening and encourage them to listen to the next episode.

When you have completed your outline, you can decide on the exact content and style of each segment. This includes writing any scripted parts you need to create.

Write a script

Most podcasts sound informal and conversational. But it can still be useful to write a script for some segments. Your script can include some or all of the exact words you want to say in a segment. When you write a script, remember to write like you speak. Use short sentences and avoid jargon. Jargon means specialist words and abbreviations that your listeners might not know.

Music

In your outline plan, write down ideas about the type of music you want to include. Where do you want to use music in your podcast? What kind of mood are you trying to create? This will help you search for music clips later.



The PROJECT

Create a PODCAST content on either of the following:

- a. Products review (legal & safe)
- b. Food
- c. Travel

- d. You may suggest a topic for approval.
- e. Length: 2 - 5 minutes
- f. Language: English

5.4 Edit and publish your audio content

In this lesson

You will learn:

- ▶ how to edit and assemble a final programme by arranging segments
- ▶ how to upload your audio content to a streaming service
- ▶ how to add a media player to your multimedia platform.

Editing audio in your DAW

In Student Book 7 you learned how to edit audio clips and arrange them into a podcast. You can check Student Book 7 again to remind yourself of the techniques you can use to make these edits.

Trimming track starts and ends

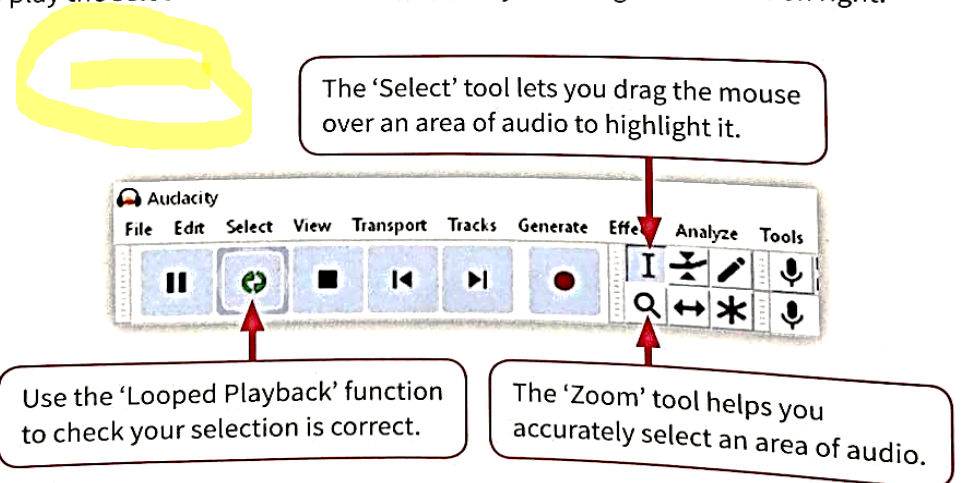
You can trim your tracks to delete any unwanted silence at the beginning and the end of the tracks. You can select an area of a track to delete by using the mouse, or you can use selection options like 'Cursor to track end' to select larger areas of the clip.

Trimming track starts and ends

You can trim your tracks to delete any unwanted silence at the beginning and the end of the tracks. You can select an area of a track to delete by using the mouse, or you can use selection options like 'Cursor to track end' to select larger areas of the clip.

Editing audio in a track

You can quickly fix any mistakes by editing a track. Use the playback controls to play your audio file and listen for parts you want to edit. When you have found a part you want to remove, select it with the mouse and delete it. You might need to use a zoom tool to make an accurate selection. You can also use looped playback to play the selected area over and over until you have got the selection right.



LOOKING AT YOUR BOOKS ON KEY TERMS AND BRIEF DISCUSSION

5.5 Plan and create video content

In this lesson

You will learn:

- ▶ how to collaborate on a video project by agreeing content and style
- ▶ how to create a shot list to help you make your video.

Spiral Back



In Student Book 8, you learned about framing interview shots. You can use these skills when you create the video content for your multimedia project.

Agree content and style

To make your project more exciting and informative, you will now begin to add video content.

In the Unplugged activity you held an editorial planning meeting. You agreed the subject of your video article in this meeting. Professional film-makers often have separate teams, called crews, who make different parts of the film. You can use this approach with your classmates.

When you work like this, you need to agree:

- ▶ **how the content should be recorded:** the technical standards
- ▶ **what should be filmed:** the content
- ▶ **how the content should look:** the style.

Technical standards

The crews need to agree the technical standards they will use, so that the editor can work with the material in the next stages of production. Here are the most important technical details to agree:

- ▶ **The screen format (or 'aspect ratio').** Most video cameras and editing software can work with different formats. But the result will not look consistent if there are changes in the aspect ratio between different shots in your video. 16:9 format is the most common high-definition widescreen format. Most modern cameras and monitors will display this format well. Remember to specify the screen orientation too: landscape format is usually the best way to show video content to audiences.
- ▶ **Resolution and file type.** Most video cameras and smartphones can record video at different resolutions. Full HD (1920 by 1080) is the modern high-resolution video standard. It will display perfectly on 16:9 format screens.



134

The PROJECT

Create a video content on either of the following:

- My beloved school
- Activities we like to do at school
- Advertisement (school)
- Orientation: Landscape (16:9)
- Length: 2 Minutes (Max) or 1 Minute (Minimum)

LOOKING AT YOUR BOOKS ON KEY TERMS AND BRIEF DISCUSSION

Plan and create video content

Shot types and movements

A wide shot shows all of the subject and some of the surroundings. Sometimes this is called a long shot. You can use a wide shot to show the viewer the place where the action in the video takes place.

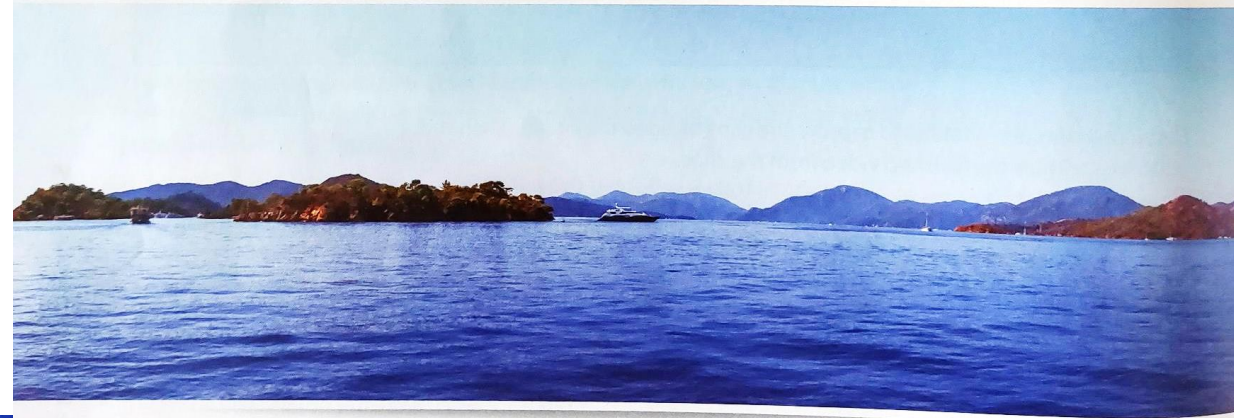


A close-up shot is made much closer to the subject. It only shows part of the subject, for example the upper body. You can choose close-up shots when you want to tell the audience that the scene is important.

A panning shot is a type of camera movement. The camera swivels on its vertical axis, changing the audience's view of the subject. Panning shots create the same effect as a viewer turning their head. You can use panning shots to add interest through movement, for example by panning towards a subject.



136



A tracking shot is also a type of camera movement. The camera moves position while recording. You can use a tracking shot to follow a moving subject or to change the framing of a subject while shooting. Because of camera shake, tracking shots can be difficult to create without specialist equipment. If your camera has a motion stabiliser function you may be able to make good tracking shots.



LOOKING AT YOUR BOOKS ON KEY TERMS AND BRIEF DISCUSSION

5.6 Edit and publish your video

In this lesson

You will learn:

- ▶ how to use a video editing app to arrange video clips
- ▶ how to add still images to your video.

In the last lesson you worked as part of a film crew to create the video clips for your project. Now you will use the skills you learned in Student Book 8 to assemble the full video using a video editing app.

You can use the shot lists you created in the last lesson to help you bring together all the video clips and still images. You can put them in order in your video editing app. You can create an early version of the video by assembling the clips along your video editing app's timeline or storyboard. This is called a rough cut. When you review the rough cut, you can decide if you need to edit individual clips or put them in a different order.

LOOKING AT YOUR BOOKS ON KEY TERMS AND BRIEF DISCUSSION

Assemble and edit your clips

A storyboard or timeline editor lets you change the order of your clips and images. This means you can try different ways of putting your video together. You can quickly see which way works best.



When you start to assemble your rough cut, review the shot list to help you put clips in a rough order. Use the shot list as a guide, but remember that you can make changes to your video at this stage too.

Try these ideas.

- ▶ Change the order of scenes to see if they work better. You don't have to tell a story step by step. You can break up the structure by using flashbacks or cutaways. A flashback is a scene showing something that happened in the past (before the last scene shown). This might seem confusing, but many films use flashbacks to add interest.
- ▶ Insert a cutaway for added detail. A cutaway is a short shot of something in the environment where the scene is happening. It does not show the subject. You can insert the cutaway shot into the scene, between two other shots. Cutaways add interest and detail that help keep the audience engaged. The table shows some examples of possible cutaway shots.

Scene	Possible cutaway
An interviewee talking to camera	Extreme close-up on interviewee's hands as they talk
A student walking along a school corridor	Close-up of a poster on the wall

LOOKING AT YOUR BOOKS ON KEY TERMS AND BRIEF DISCUSSION



- ▶ Put still images in different places, for example between the interviews. This breaks up the video and adds interest.

Try different ways of ordering your clips and other content. Keep referring back to your shot list so that you keep the overall structure of the finished video in mind.

You can use images and clips you have made yourself. You can also use images shared on the web. Remember to investigate the copyright of all content that you haven't created yourself. Look for content that is 'public domain', 'royalty free' or licensed under 'Creative Commons'.

LOOKING AT YOUR BOOKS ON KEY TERMS AND BRIEF DISCUSSION

Check what you know

You have learned

- ▶ how to apply the media skills you have learned in this course in a real-world project
- ▶ how to combine different kinds of media using a multimedia platform
- ▶ how to choose appropriate platforms and services for your multimedia projects.

Try the test and activity. They will help you to see how much you understand.

Test

- 1 What is a multimedia project?
- 2 Write a sentence describing the steps you took to create and edit digital content in your project.
- 3 Describe at least two tools you can use to plan audio or video content for a project.
- 4 Describe the advantages of using a streaming service to host your audio or video content in a multimedia project.
- 5 Describe how you collaborated with your team mates in the project in this unit. How did you use technology to work together?
- 6 Write a short paragraph describing how you made sure that the content in your project was right for your audience.

KNOWING WHAT YOU LEARNED

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ACTIVITY

PROJECT COMPLETION

As a group, you are to complete the website with all the text, podcast (audio), and video contents posted on each pages.

Your Website

- **Home** (Your welcome message here with images)
- **News** (The School News and Python Program Coding create as news, must be posted here.)
- **Gallery** (Your Podcast audio and Video recording must be posted here)
- **Contact** (Your group names and grade level and a thank you message here)



THANK YOU

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